



**PRESS RELEASE**

***For Immediate Release***

**KWC Fashion Mall Celebrates An Enchanting Noel**

***“Frosty Winter Christmas 2015” Ends The Year With Cool Shopping Deals***

**Kuala Lumpur, Tuesday, 15 December 2015** – Decked out in mesmerising Frosty Winter setting, KWC Fashion Mall celebrates the most anticipated time of the year with exciting shopping deals, attractive promotions as well as a variety of fun activities and performances to keep their shoppers occupied.

Running from 20 November 2015 all the way through to 3 January 2016, “Frosty Winter Christmas 2015’ promises to fill the mall with song and dance to get everyone in the yuletide mood! From carolers to dance performances, as well as walkabouts, weekend workshops, Christmas tree decorating competition to Royal Tea Party, there is something to please everyone. Plus the attractive redemptions are something not to miss!

The Frosty Winter Christmas Royal Tea Party is something the little ones will go crazy for! Open to children aged between 5-12 years old, this hi-tea party aims to bring out the hidden princess or prince in them. To get a pass for this Royal Hi-Tea party parents are required to spend RM150 in a single receipt and drop off their entry at the Customer Service Counter, or post a picture of their children dressed in her or his, princess or prince outfit on Instagram (@kwcfashionmall) or Facebook (@KWC Fashion Mall) and tag KWC. The chosen 40 kids at random will be able to enjoy a variety of art and craft activities besides enjoying snacks accompanied by their favourite Frosty Winter Princess as well as gifts!

“We are extremely excited about Frosty Winter Christmas 2015 at KWC Fashion Mall. As always, we aim to deliver an experience that is fun, engaging and ultimately valuable to our shoppers. With our great Christmas offers, we guarantee that our shoppers will go home satisfied with more than one perfect head-to-toe matches at wholesale prices that please their pockets, so hurry over!” says Fiona Bong, Complex Manager of KWC Fashion Mall.



**“Frosty Winter Christmas 2015” activities include:**

**Frosty Winter Christmas Redemptions**

Spend RM200 in a single receipt to redeem a bling-y cosmetic pouch and spend RM300 in a single receipt to redeem a weekend bag.

**Frosty Winter Christmas Royal Tea Party**

Spend RM150 in a single receipt to get a hi-tea pass for your kids aged between 5 -12 years old or post a picture of your kid dressed in her or his, princess or princess outfit on Instagram (@kwcfashionmall) or Facebook (@KWC Fashion Mall) and tag us.

**Free Cotton Candy Giveaway**

Running from 21 -27 December, shoppers who spend any amount can redeem a free cotton candy when they present their receipt at the cotton candy counter located at Ground floor.

**Event Schedule**

<b>Date &amp; Time</b>	<b>Activities</b>	<b>Venue</b>
5 Dec   2pm	Christmas Key Chain Painting Workshop	Centre Court Stage, LG Floor
6 Dec   2pm	Christmas Socks Making Workshop	Centre Court Stage, LG Floor
12 Dec   2pm	Christmas Canvas Art Painting Workshop	Centre Court Stage, LG Floor
13 Dec   2pm	Snow Globe Making Workshop	Centre Court Stage, LG Floor
19 Dec   3pm	Frosty Winter Christmas Royal Tea Party	Centre Court Stage, LG Floor
20 Dec   2pm	Christmas Tree Decorating Competition	Centre Court Stage, LG Floor
5,6,12,13,19,25 Dec   3pm & 20 Dec   4pm	Frosty Castle Christmas Sing & Dance	Centre Court Stage, LG Floor
5,6,12,13,19,25 Dec   4pm & 20 Dec   3pm	Snow Queen Walkabout	Centre Court Stage, LG Floor
5, 6, 12, 13 & 25 Dec   5pm	Christmas Choir Performance	Centre Court Stage, LG Floor
25 Dec   2pm	Christmas Ginger Bread Decorating Workshop	Centre Court Stage, LG Floor

Please refer to our website for a listing of activities and performances: [www.kenangacity.com.my](http://www.kenangacity.com.my) or [www.facebook.com/KenangaWholesaleCityKL](https://www.facebook.com/KenangaWholesaleCityKL). Operating hours are from 10am to 8pm (daily).

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#### **About KWC Fashion Mall**

KWC Fashion Mall is Malaysia's first one-stop fashion wholesale shopping mall that brings together a large and comprehensive directory of businesses - fashion, accessories, shoes, gifts and other lifestyle products, all under one roof. KWC opened on 20 October 2011, and officially launched on 26 May 2012.

With more than 800 lots and 500,000 sq ft of net lettable retail space, KWC Fashion Mall offers an exciting variety of merchandise. Whilst dedicated to wholesale businesses only, KWC Fashion Mall functions as a shopping mall with full amenities catering to business convenience with F&B outlets, event spaces, banking and a host of other business services.

#### **About the Developer**

##### **The Kha Seng Group Of Companies**

##### **The Force Behind KWC Fashion Mall**

The developer, Kenanga Wholesale City Sdn Bhd, is a part of the Kha Seng Group, a fast-growing conglomerate with a strength and proven track record in conceptualizing, developing and managing niche retail property development.

The Group's retail projects in Kuala Lumpur include the award-winning Central Market Kuala Lumpur, an art deco heritage building that has been transformed into a cultural market and Vivatel Kuala Lumpur, a 302-room boutique business hotel.

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