



PRESS RELEASE

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A MALAYSIAN FORMULA 1 FASHION EXTRAVAGANZA

KUALA LUMPUR, March 15: Fashion enthusiasts and shopaholics in search of THE ideal 'shopper's paradise' will be happy to know that in less than 15 years, Malaysia has transformed rapidly to become one of the most sought after shopping destinations in Southeast Asia.

CNN's 2013 survey of the Top 12 Best Shopping Cities in the world accorded Kuala Lumpur fourth place, interestingly beating long established shopping hubs like Paris, Hong Kong and Dubai. In addition, Globe Shopper Index awarded Kuala Lumpur first runner up placing amongst shopping destinations in Asia Pacific in 2012, surpassing top retail favourites like Singapore, Bangkok, Sydney, Tokyo and Seoul.

If you are making a trip to Malaysia in March, be sure to catch the first leg of the nation's very popular sale campaign. Known as the **1Malaysia Grand Prix Sale**, it is held in conjunction with the annual **Formula 1 Petronas Malaysia Grand Prix** which takes place from **28 to 30 March 2014** at the Sepang International Circuit.

Visit the gorgeous Egyptian-inspired Sunway Pyramid Mall on 15 March where you can witness the grand launch of the sale at the LG2 Orange Concourse. Prepare yourself for a colourful treat of cultural dances, busker entertainment, guitar and song performances by popular local artistes, an elegant fashion show and the star highlight- a display of a series of the sharp and sporty Lotus Supercars. A few models will be on display at the same area for the viewing pleasure of shoppers on the 15 and 16 of March.

One of the best features of the sale carnival is the fashion platform, which lavishly offers both local and imported lines, reflecting the à la mode living trends of today's world. The launch of the 1Malaysia Grand Prix Sale 2014 on 15 March at the Sunway Pyramid Mall will also showcase one of the most delightful home- grown names you will find in Malaysia – Pink Jambu.

Established in 1992, Pink Jambu boasts artistic designs that are delicately hand-painted onto a canvas of fabrics and then, transformed into various forms and functions. These items which have won the admiration of many locally and abroad, range from elegant apparels to fine home accessories and accent pieces.

Batik is the main basis of Pink Jambu designs but unlike most labels, it features contemporary batik. Different from traditional and formal styles of batik, Pink Jambu's styles stand apart through reduced elaboration and minute detail. Its simplicity generates a sense of harmony and illustrates the very essence of beauty. The brainchild and leading designer for the brand Tengku Marina



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Ibrahim, has skilfully applied her strong foundation in the arts, coupled with instinctive flair to bring Pink Jambu to the levels of success it has enjoyed to date.

Tengku Marina's inspirations are founded in the elements of nature and this can be seen in the fluid swirls and organic motifs that are prevalent in almost all of her creations. Every piece is a unique masterpiece and shoppers have a wide selection of silk, chiffon and cotton to choose from. Pink Jambu's flowing lines and vibrant colours make for a great tropically-inspired wardrobe.

This premier brand has enjoyed several major collaborations including those with Japanese dye master, Akira Yamamoto, and The Majestic Hotel Kuala Lumpur. It has also developed niche markets in South Asia, Europe and Japan and is increasing its foray into international expansion. Among its highlights include its showcase at the International Trade Shows in Los Angeles and Osaka.

In the spirit of the Formula 1 race, the latest in sportswear by PUMA will also be featured alongside Pink Jambu. PUMA's long and successful partnership with Ferrari has created an impressive range of Ferrari licensed footwear, apparel and accessories that balances sophistication and practicality with a sharp and sporty look. This very popular sport-lifestyle brand has one of the longest heritages in motor sports. Its development of fire retardant technology has revolutionised driver race-wear by dramatically reducing weight while maintaining the optimal performance of safety and comfort.

That aside, PUMA sportswear will surely provide much comfort and style for the long list of exciting outdoor activities to be enjoyed in Malaysia. Be sure to pick from the sleek and powerful PUMA FERRARI shoes range - it might just be your most reliable travel companion.

Fashion and shopping aside, F1 fans definitely have a great season to look forward to. The recently launched Petronas Formula 1 Grand Prix campaign also saw the kick-off of a series of roadshows slotted to take place at the Pavilion Kuala Lumpur, Queensbay Mall in Penang, Johor Bahru and Sunway Pyramid in Selangor.

Themed 'Sepang Comes Alive', the roadshows present a string of activities built around the excitement of the Formula 1 event. One event designed to engage the interest of motorsports and F1 fans in particular is the F1 Simulator Challenge that is open to all F1 ticket holders. Ten drivers with the fastest time laps at each venue of the roadshows will qualify for the grand finale at the Sepang International Circuit on 29 March. The winner get to drive home a brand new Nissan Almera NISMO worth RM92, 000!

So, enjoy the thrills of the hottest race in the region but also make time to see what Malaysia has to offer at the 1Malaysia Grand Prix Sale 2014. From race and retail to fashion and food, you will certainly find the excitement spilling over from the race track into the retail stores. Welcome to the hottest motor race in the region and at the same time, enjoy a shopping spree!



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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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