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Tampil Bergaya Lebaran Ini bersama *The Fashion Journal* di Setia City Mall

Setia City Mall membawakan ruangan konsep gaya baharu yang memaparkan jenama ternama tempatan seperti Bayu Somerset, Binwani's, LOCKA, NITA, Oh Apong, SYEDEWA dan UMMA.

Kuala Lumpur, 7 April 2022 - *The Fashion Journal* merupakan ruangan fesyen terkini yang terletak di aras UG-135 di Setia City Mall. Ruang konsep fesyen istimewa ini menampilkan koleksi jenama tempatan yang tentunya akan menarik minat penggemar produk fesyen dan kecantikan, bermula April 2022.



“Sebagai pusat membeli-belah terbesar yang memenuhi keperluan gaya hidup moden di Shah Alam, Setia City Mall terinspirasi memperkenalkan satu konsep baharu demi memberikan kepuasan pengalaman membeli-belah kepada pelanggan kami. *The Fashion Journal* lahir daripada sebuah impian untuk mencipta satu ruangan unik bagi menyokong jenama tempatan dengan menyediakan satu platform dan ruang untuk mereka mempamerkan produk yang ditawarkan,” kata Vivien Phuah, Pengurus Besar, Setia City Mall.

“*The Fashion Journal* merupakan konsep yang unik kerana setiap jenama di sini memiliki identiti dan produk tersendiri yang diatur teliti supaya sesuai dengan keperluan pembeli sasaran. Ruangan fesyen ini bagaikan syurga bagi mereka yang suka membeli-belah, dengan pelbagai pilihan produk fesyen dan kecantikan tempatan. Malah, mereka juga dapat menikmati secawan kopi bersama teman setelah penat membeli-belah,” tambah Phuah.

Antara jenama yang berada di *The Fashion Journal* termasuklah Bayu Somerset, yang terkenal dengan rekaan Baju Kurung Kedah dan Kebaya bercorak unik pada harga berpatutan untuk memenuhi cita rasa tersendiri setiap wanita. Binwani’s menawarkan pilihan fabrik fesyen untuk gaya harian anda. Seterusnya, LOCKA menyediakan pakaian dan rekaan terkini yang menepati falsafah jenamanya iaitu identiti tersendiri, ketulenan dan keselesaan. UMMA melengkapkan barisan jenama ini dengan rekaan pakaian yang selesa, versatil dan sopan bagi wanita moden.



“Kami berbesar hati dapat menjadi sebahagian daripada *The Fashion Journal*, suatu ruangan jualan yang lain daripada yang lain dan menawarkan pengalaman

membeli-belah yang tersendiri dan selesa. Ruangan ini memberi peluang buat kami bertapak lebih kukuh dan memperkenalkan pelbagai jenama kepada lebih ramai pelanggan. Kami yakin fesyen terkini yang ditampilkan akan menarik minat pembeli yang mencari keunikan dan keanggunan untuk pakaian di hari lebaran,” kata Shukri Shari, Pengarah Kreatif LOCKA.

Penggemar produk kosmetik pasti teruja dengan kewujudan NITA dan SYEDEWA di sini. NITA menawarkan rangkaian kosmetik yang menjadi pilihan wanita muda, yang menggemari warna-warni dalam kehidupan seharian, manakala SYEDEWA merupakan jenama kosmetik khusus untuk semua jenis tona kulit. Kalau sudah selesai membeli-belah, singgahlah di Oh Apong untuk menikmati aiskrim dan kopi gula apong yang enak.



“Jenama fesyen yang ditawarkan di *The Fashion Journal* melengkapikan rangkaian kosmetik tempatan kami yang bebas ujian terhadap haiwan dan mempunyai harga berpatutan. Produk kosmetik kami yang bebas alergen, sesuai dengan semua tona kulit pasti menarik minat ramai,” kata Aznita Azman, Pengasas NITA.



Kunjungi *The Fashion Jurnal* di Setia City Mall untuk bergaya di Hari Raya dan nikmati pelbagai promosi eksklusif. Layari setiacitymall.com untuk maklumat lanjut.

- TAMAT -

Note to editor

About Setia City Mall

Setia City Mall is a joint venture between Malaysian property developer S P Setia and the Asian Retail Investment Fund, a wholesale fund managed by global property and infrastructure group, LendLease. Setia City Mall is a mid-market, fun and affordable family experience, which encompasses amazing green space, fantastic shops, great food and entertainment. The project is located in Setia Alam, a 4,000-acre township, 35 minutes' drive from the capital of Malaysia, Kuala Lumpur.

With over 1.1mil square feet of Net Lettable Area, and more than 4,000 available parking bays, Setia City Mall is recognized as the largest mall in Shah Alam. More than 280 retailers are spread across 4 levels creating the ultimate destination of choice for shopping, dining, entertainment and parklife in the area. Key retailers include Lulu Hypermarket and Department Store, Parkson, Golden Screen Cinemas, Fitness First, Zara, H&M, Uniqlo, Padini Group, LC Waikiki, Max Fashion, Urbanfresh, Mr. DIY, Harvey Norman, Kaison, MPH Bookstore & many more.

In addition to leading local and international retailers, the mall also houses an alfresco dining precinct, a 10.5 acre park, an outdoor fountain and exceptional children's play facilities. The mall has also received Singapore's Building and Construction Authority (BCA) Green Mark Gold Award, the first mall in Malaysia to receive such an accolade. Setia City Mall is the Retail category winner of the Federation of International Real Estate (Fiabci) Prix d'Excellence Awards 2014, The Edge-PAM Green Excellence Award and Fiabci Malaysia Property Award 2013.

About The Fashion Journal

Located in Setia City Mall (Level UG-135), The Fashion Journal is a lifestyle concept store that is home to a collection of unique homegrown brands to satisfy your fashion and beauty needs. Brands that are currently available at The Fashion Journal include:



Known by their distinct myriad of designs, the brand, Bayu Somerset which was established in 2021, began with a desire to signify a feminine yet chic women. 'A new kind of comfort' would be our benchmark as the aim is to strive to make the most comfortable best of fashion, simple yet stylish textured patterns and affordability.

Like many women out there, wearing traditional pieces with bits of elegance in it really brings out the personality of an individual. Our goal is to make the pieces of ours become a staple clothing for you to wear anytime and anywhere, perfect for any occasion. The wide range of design and patterns pieces are made for you to choose based on your mood. Our collections are made closest to heart, made to fit any woman's unique sense of style.

Bayu Somerset's exciting new Raya collection will be available at The Fashion Journal from April 2022 onwards.



High fashion fabric retailer and distributor of imported and branded, high quality premium fabrics, apparel and accessories. Binwani's philosophy has always been that customer solutions are priority no. 1. The business was built on this philosophy and foundation. It has been practiced for 3 generations and has proved to be a more effective way of handling competition today.

Binwani's specialise as fabric converters to :-

- Design & manufacture textiles for own retail consumption & wholesale distribution.
- Manufacture our own in-house brands: Thomas Reed, Via Seta, Massimo Vito, Giovanni Battistoni. All production is outsourced in Italy, Germany, Korea, India, Indonesia & China.
- Manufacture base on corporate client specialisation.

To commemorate the launch of The Fashion Journal, Binwani's is giving a 15% discount on a wide range of fabrics for existing members and 20% off all fabrics for new members.



LOCKA is a Malaysian-based clothing brand established in 2015 by Creative Director Shukri Shari with the foresight of providing trendy and current clothing. From a single collection in 2015, LOCKA has now expanded into 70 collections in its 4-year infancy stage and has anchored on the shores of Australia, Brunei, Indonesia, Singapore and the United Kingdom.

LOCKA proudly produces its pieces in Malaysia and firmly believes that fine designs and taste should not be determined by price tags. Individuality, authenticity and utmost comfort are at the heart of LOCKA's philosophy. These positive values are evident in every stage; from the well-thought-out designs to structured tailoring, made-to-last quality and quality production.

LOCKA's all-new and stylish Raya collection will be available at The Fashion Journal from April 2022 onwards.



Fun, quirky, unapologetically upbeat. NITA is the perfect cosmetic line for young women who want to add zest and colour into their everyday lives. In 2016, Aznita Azman founded the Kuala Lumpur based brand, as well the character 'NITA' sharing her love of all things exciting, fun, and new. Each product is a thoughtful and heartfelt reflection of each of her experiences. Share her adventures as she travels the world as each product line reflects the sights and sensations of all the places she visits. "NITA is the personification or embodiment of every young woman out there who has dreams of seeing the world, and who wants to live every day to the fullest" says Aznita. NITA proudly incorporates local customs, traditions and even cuisine into the name and packaging of the products. The first line of products to be released during the launch will have a truly Malaysian feel, because each journey begins from home. NITA carries a wide range of hypoallergenic makeup products to suit all skin tones, all at an accessible price.

To commemorate the launch of The Fashion Journal, NITA is giving a 10% discount on all items* (not applicable for new products).

SYEDEWA

SYEDWACOSMETICS was established by its founder Syed Mohammad Fahmi bin Syed Shabtar, or better known as Syedewa, under Syedewa Group Sdn Bhd, in April 2018. The idea of SYEDWACOSMETICS arose amid the realisation of the scarcity of high-quality but affordable Malaysian cosmetics that meet international standards.

SYEDWACOSMETICS' first product, Matte Lip Lacquer for lips which also serves as blusher and eyeshadow, received very encouraging responses because of its colour, texture, and formula to suit all skin colour, tones, and skin types. Other products produced by SYEDWACOSMETICS are, but not limited to, sunglasses, eyebrow gels, and cosmetic bags.

Going hand in hand with the launch of The Fashion Journal, SYEDEWA is also releasing a special promo until 30th April 2022.

UM MA

UMMA comes from the Arabic word 'ummah', meaning 'a community bound together by ties of religion'. UMMA is a sisterhood of modern, modest women, from all walks of life. The brand was established in Kuala Lumpur in 2016. UMMA's founder, Zairin Azman, saw the need for comfortable, versatile, fashionable clothing, without compromising modesty, and always at an accessible price. We hope to grow UMMA into Malaysia's leading brand for modest wear. As part of our promise to give you the best, all our clothing is designed in-house. Our items incorporate lines of simple sophistication, and reflect the UMMA woman's standards of strength, beauty, courage, freedom, and independence. The identity of the UMMA woman is evident in every fold of fabric and every detail.

UMMA's all-new and exciting Raya collection will be available at The Fashion Journal from April 2022 onwards.



Oh Apong is a homegrown creamery that specializes in coffee. Going hand in hand with the launch of The Fashion Journal, Oh Apong is also having a special promo for its Raya kuih box.