

Introducing *Shopee Juara Lokal* sellers for 2026:

Brand (A-Z)	Profile Description
a.lyanaa	Started as a side business in 2012, Alyanaa made a comeback in 2020 during COVID by selling Dessini cookware on a pre-order basis. Navigating the challenges of pregnancy and also financial difficulties have led the founder to pivot to selling sleepwear, which quickly became a huge hit. By 2022, Alyanaa took a major step forward by launching their exclusively designed "Kelawar Moden Cotton Silk" collection. Today, what began as a solo home-based effort has grown into a strong team, proving that perseverance and courage can turn limitations into success.
Celovis	Founded on the belief that people don't treasure jewellery for what it is, but for what it represents, Sammy Chong launched Celovis while still a university student with only RM200 in her pocket. From those humble beginnings, Celovis has grown into one of Malaysia's leading online jewellery brands, dedicated to helping Malaysians celebrate life's most meaningful moments and rediscover their inner strength. Today, that purpose continues to shape every piece guided by their philosophy, Unbreakable You.
Dr Cardin	With over 50 years of craftsmanship expertise and 35 years of industry experience, Dr Cardin has earned a reputation as a trusted Malaysian footwear brand known for quality, comfort, and value. From decades of success in wholesale and retail, the brand has evolved with changing consumer habits by embracing e-commerce and an omnichannel approach. Today, through continuous innovation and a refreshed brand identity, Dr Cardin remains committed to making stylish, comfortable, and accessible footwear available to Malaysians.
Frisha Classic Desserts	Founded in 1990, Frisha Classic is a family-owned bakery brand that grew rapidly after joining Shopee in 2025 under the leadership of Frisha Fazara. By leveraging Shopee Live, the business successfully boosted sales, earned recognition in the +FAMART campaign, and expanded its portfolio into Ready-to-Eat meals via Frisha Foods. Frisha Classic now aims to become a leading local food brand while inspiring other MSMEs to embrace e-commerce.
Gun Pet Outlet	After serving as an engineer, Chua returned to his hometown, Gemencheh, to build Gun Pet Outlet and create local job opportunities. Through online platforms, the business grew by more than 50% year-on-year and birthed its own pet care brand, SIMBA. Beyond offering quality products and local designs like Hari Raya pet outfits, the brand is committed to educating the public on responsible pet ownership while empowering the local community's economy and livelihood.
HealEz	When the COVID-19 pandemic changed daily life, it also exposed a growing skincare challenge: "maskne". Seeing an opportunity where others saw a problem, Healez developed solutions that balanced acne care with skin hydration and comfort. Today, the homegrown brand offers a comprehensive skincare range and continues to grow through Shopee, using customer insights to deliver effective, gentle products that meet the evolving needs of Malaysians.
Minnifood.m	A former corporate banker of 15 years, Calvin Koh revived his late father's cherished

y / Kacang Macha	muruku recipe into a thriving local business. Overcoming early financial challenges, he scaled annual sales from a few thousands to a 6-figure business, leveraging Shopee Live, seller education, and AI tools. Now, his store offers innovative, healthier snacks, proving how digital transformation can help traditional heritage recipes succeed on Shopee.
Kamatto	In 2023, Kamatto was launched with a vision to make high-quality, custom-fit car mats more accessible to everyday car owners. By combining durability, quality, and affordability, the homegrown brand has since become one of Malaysia's best-selling car mat brands, offering solutions for more than 1,000 vehicle models. Guided by continuous feedback and powered by Shopee, Kamatto has since expanded into the automotive lifestyle space with Karoma and KAXX, while continuing to deliver value, quality and better driving experiences
Karangkraf Mall	As the digital business arm of the 45-year-old Karangkraf Group, Karangkraf Mall transformed traditional publishing into a scalable digital business. Through Shopee's platform, data-driven strategies, and local content, they make books, educational resources, and Al-Quran accessible nationwide. Named a Shopee Juara Lokal, the brand continues to empower Malaysian authors, enrich lifelong learning, and drive digital growth in local publishing.
KARYASENI & PENULISAN 2U	Derived from "karya" (creation) and "seni" (art), Karyaseni is the powerhouse behind Malaysia's most beloved romance novels and hit TV screen adaptations. Founded by Dato' Sri Wan Mohd Muzri, Karyaseni is an award-winning publisher, having clinched accolades for Best Novel Publisher, Bestseller Publisher, and Best Novel at the National Book Awards. Through Shopee, they seamlessly bridge local authors with novel lovers nationwide, ensuring Malaysia's richest stories and top bestsellers are accessible anytime, anywhere.
Kita Shop Sabah	Preserving Sabahan Craftsmanship, One Pearl at a Time What started with RM2,000 borrowed from his sister and childhood days helping his parents at local <i>tamu</i> markets has transformed into one of Sabah's biggest e-commerce success stories. Founded in June 2020 by 32-year-old Emilhan Mokhtar from Kota Kinabalu, Kita Shop Sabah was born from a passion to bring authentic Sabahan pearl craftsmanship straight from the coast of Borneo to homes across Malaysia. The Journey Returning home during the pandemic to care for his parents, Emilhan spotted an untapped opportunity: modernising his family's traditional pearl business for the digital age. By partnering directly with local harvesters and community artisans whose livelihoods depend on harvesting Sabahan pearls, he brought his state's rich heritage into the digital economy. From a one-man home operation, Emilhan leveraged Shopee Live and digital tools to bridge geographical boundaries between East and West Malaysia. Today, Kita Shop Sabah operates a showroom at Wisma Sabah, a dedicated fulfillment warehouse in Peninsular Malaysia. It employs a growing team of local artisans, proving that authentic Sabahan craftsmanship can shine brightly on a national scale.
Love Earth	Love Earth Inspires Healthier Malaysian Communities with Organic Alternatives

Organic	After losing their mother to cancer, sisters Natasha and Samantha Mah came to believe that good health is shaped by the everyday choices we make, beginning with the food on our plates. Together with co-founder Jason Leong, whose passion for sustainability complemented this vision, they founded Love Earth Organic in 2011 with a simple mission to make healthy, organic food more accessible to Malaysian families. The Journey Starting with a single outlet, the trio wore every hat imaginable, from sourcing ingredients to labelling, while earning a modest salary and reinvesting in the business. Their perseverance soon transformed the brand into one of Malaysia's leading organic food brands, with products now available in more than 4,600 retail outlets nationwide and exported to 14 countries. Today, Love Earth Organic continues to drive health awareness campaigns and sustainable farming practices that reduce agricultural pollution. At the same time, it continues to expand its range with innovative organic products inspired by local tastes, staying true to the purpose that inspired its founding.
Lyden (lydenco.com)	What began as a search for comfortable, affordable ballet flats for her mother became the inspiration behind LYDEN. Frustrated by the lack of stylish, well-made options at accessible prices, founder Ming Yee set out to create her own by working directly with manufacturers. After launching on Shopee with a single pair of classic black ballet flats, the brand quickly found its audience. Today, more than 300,000 pairs have found homes nationwide, reinforcing Lyden's core belief that every woman deserves a pair of affordable, high-quality, and comfortable shoes
Meet Mee	Meet Mee Kitchen Sdn. Bhd. brings the authentic taste of traditional Malaysian Pan Mee to modern homes with convenience and originality. Halal-certified and HACCP-compliant, this high-quality product is recognized by the Malaysia Book of Records, with sales exceeding 10 million packs. As a proud homegrown brand, Meet Mee continues to innovate, bringing people together through the deliciousness of authentic Malaysian flavours.
MommyHana	Founded in 2016 by parents Hana Shahadan and Mohd Farid, MommyHana grew from a screen-free learning solution into a leading family lifestyle brand. Known for selling over 1.5 million interactive e-books, the brand now offers functional children's nutrition, school essentials, and lifestyle products, driven by a simple rule: creating trusted products safe enough for their own five children.
Monsta	MONSTA is a Malaysian animation and entertainment studio creating original stories that inspire audiences across generations. Best known for beloved franchises including BoBoiBoy, Mechamato, Papa Pipi, and Fly With Yaya, the studio has built a growing universe of animated series, films, comics, games, merchandise, and immersive experiences. With its stories reaching audiences in more than 70 countries, MONSTA continues to bring Malaysian creativity to the global stage while proving that homegrown stories can captivate audiences worldwide.
MONTIGO	Founded in 2020 by Melvin Chee under RPG Commerce, Montigo is one of Southeast Asia's fastest-growing drinkware and lifestyle brands.

	Combining functionality, sleek design, and personalisation, Montigo allows users to express themselves through everyday essentials. Now present in over 40 global markets, Montigo offers a unique shopping experience that celebrates individuality and creativity through its tagline, "Drink Your Way".
Moodfree	Jeffrey Cheong was working as an engineer before starting Moodfree - a local brand that believes menstrual comfort is a basic right for women. Specially designed for Malaysia's hot and humid climate, Moodfree combines engineering precision with dual-patented Mobius Core Technology to create safe, breathable, and leak-proof sanitary pads and overnight panties. Guided by the 3C's: Clean, Comfort, and Confidence, their "Pads Like Tissues" initiative empowers women by breaking taboos and making period care easily accessible across various public spaces.
My Ballerine	Founded by Shan Wong, My Ballerine crafts comfortable, stylish footwear for Malaysian women. Overcoming early challenges, the brand relied heavily on Shopee's data and customer feedback to develop tailored solutions like Wide Fit and FlexFit collections. Now, My Ballerine is one of the top local brands in the Women's Shoes category on Shopee, empowering women to walk confidently without compensating comfort.
Oxwhite	Oxwhite started with a simple vision: crafting high-quality, comfortable essentials at honest prices, beginning with their iconic white shirt. Today, the homegrown brand has evolved into a versatile lifestyle range spanning casualwear, activewear, and daily basics. Powered by a commitment to practical quality over fleeting trends, Oxwhite makes everyday dressing effortlessly confident for Malaysians.
Ozel Jewellery	Crafting luxury since 1999, Ozel Jewellery brings elegant, high-quality 18K gold-plated crystal pieces right to your doorstep. Founded in Rantau Panjang, Kelantan by Peter Chew, this local brand makes timeless style accessible for everyone's daily milestones. Proudly recognised as a Shopee Juara Lokal brand, Ozel Jewellery strives to showcase the beauty and excellence of modern Malaysian craftsmanship to everyone.
Pery Smith	Founded in 2018, PerySmith was built on the idea to make quality home appliances accessible to every family. Inspired by its founder's lifelong passion for home hygiene, the brand set out to offer affordable alternatives for vacuum cleaners without the premium price tag. By embracing e-commerce and continuously innovating, PerySmith has grown into a trusted household name, expanding beyond vacuum cleaners to offer practical solutions that make everyday chores simpler and home life more effortless.
Rimbun KL	Suna started Rimbun to transform Malaysian heritage apparel like batik and kebaya into everyday fashion. Drawing inspiration from local flora and fauna, Rimbun gives traditional wear a fresh, playful twist. From a humble beginning to their vibrant Puchong store, the brand invites everyone to express their unique personal style through comfortable, timeless, and accessible heritage pieces.
Russell Taylors	Modernizing Malaysian Homes The Local Way Started as a modest one-man operation with a simple vision: to make quality, stylish, and

	reliable appliances accessible to every household, has now grown into one of Malaysia's most trusted homegrown brands. Founded by Satish Kumar Raguchandran, Russell Taylors has evolved from humble beginnings into a powerhouse backed by a team of over 70 passionate individuals, serving homes nationwide through Shopee and major retail channels. The Journey Driven by practical innovation, customer trust, and exceptional value, Russell Taylors has redefined modern living for Malaysian families. From versatile and stylish kitchen tools to high-performance cleaning essentials, the brand continuously upgrades product quality, after-sales service, and the overall customer experience. Bridging local success with global ambition, Russell Taylors is now expanding beyond Malaysian shores into Singapore, Thailand, and Indonesia, proving that a homegrown brand can stand tall across Southeast Asia.
Serv Auto	Founded in 2024 by Phoy Yong Hao, ServAuto addressed a common frustrated shared by many car owners by providing transparent vehicle maintenance and servicing solutions. Partnering with more than 150 certified workshops across 11 states, the platform now serves over 30,000 users. Through Shopee, customers can purchase fixed-price maintenance packages and automotive accessories with no hidden charges, which can then be installed at participating partner workshops. This model ensures customers receive genuine products while supporting and empowering local automotive businesses.
SkinMade	Frustrated by high prices and strict MOQs of imported skincare, the founder established SKINMADE to offer affordable and quality skincare for Malaysians. Driven by Shopee's strong infrastructure and nationwide reach, this local brand expanded rapidly. Today, SKINMADE is committed to providing serums and moisturizers for all skin types, making premium skincare accessible to everyone.
TemTemSabah	Founded by local Sabahan entrepreneur Cherry Ding, Tem Tem Sabah brings wholesome, halal tempeh-based treats straight to your home. Combining traditional fermentation with local flavours like Tadong red rice, they turn fresh steamed tempeh and crispy chips into irresistible everyday Malaysian snacks. Discover authentic Sabahan goodness and shop Tem Tem Sabah on Shopee today!
The Milk Inc	Milk Inc Redefines Safer Baby Care for Malaysian Families When business veteran Datuk Kamarudin Meranun co-founded MILK™ Diapers in 2024, he set out to challenge a long-held assumption in baby care: that diaper rashes were normal. Instead, MILK™ saw an opportunity to rethink what parents should expect from an everyday essential. The Journey With a focus on clinical transparency and product innovation, the brand introduced rash-free diapers free from 728 harmful chemicals, making safer, high-quality baby care more

	accessible to families. That commitment was reinforced through rigorous research, clinical testing, and continuous product innovation, resulting in six globally recognised safety and ethical certifications received by independent bodies in Germany, Switzerland, Australia, and the United States. Nevertheless, as a young homegrown brand entering one of the world's most competitive FMCG categories, MILK™ turned to Shopee to connect directly with Malaysian families. Through the platform, the brand was able to build trust through authentic customer reviews, refine its products based on real consumer feedback, and expand its reach nationwide. Today, MILK™ is available in more than 15 countries across four global regions and continues to raise awareness of safer baby care, ensuring more families have access to products they can trust.
Trapo	Brothers Tzong and Zare Lee founded Trapo by repurposing industrial foam waste into Malaysia's first antibacterial car mats. Guided by a customer-first philosophy, the eco-friendly homegrown brand has recycled over 250 tonnes of waste. Today, Trapo operates internationally across Singapore, Indonesia, and Thailand, proving that sustainable, local innovations can achieve global success.
TT Racing	Founded in 2017 by CEO Henry Ting, TTRacing is a rapidly growing Malaysian ergonomic furniture brand dedicated to physical well-being. The company specialises in premium gaming chairs, ergonomic office seats, and smart standing desks for professionals, gamers and everyday use. Today, TTRacing operates globally, establishing flagship stores across Southeast Asia, including Malaysia, Singapore, Thailand, Indonesia, and Philippines.
Tudung Kekaboo by Hana Hijabshoppe	Hana Hijabshoppe is an authorized reseller for Kekaboo and VanillaScarves, offering authentic modest fashion items across Malaysia. As one of Kekaboo's top-performing partners, Hana Hijabshoppe prioritises customers with friendly service and fast shipping. Through a strong partnership with Shopee, Hana Hijabshoppe is committed to growing, expanding its product lineup, and delivering a trusted shopping experience.

For the brand visuals, please refer to the assets available in this [link](#).