

即时发布

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实达城购物中心The Fashion Journal

让你在今年的开斋佳节穿出独特时尚品味

实达城购物中心设立崭新的消闲生活概念店, 为消费者推介本地设计风格品牌, 包括 *Bayu Somerset*、*Binwani's*、*LOCKA*、*NITA*、*Oh Apong*、*SYEDEWA* 和 *UMMA*。

(吉隆坡4月7日讯) 实达城购物中心 (Setia City Mall) 位于UG-135的The Fashion Journal汇集了多个与众不同的本土品牌, 于4月开始为那些追求时尚和美妆品的消费者提供更多选择。



实达城购物中心总经理Vivien Phuah说:“作为莎阿南规模最大的城市消闲生活购物中心, 我们不断推陈出新, 提升顾客的购物体验。The Fashion Journal 的灵感来自于我们想创造一个独特的空间给本地设计师, 并提供展示产品和服务的平台来支持他们。”

Vivien Phuah 续称:“The Fashion Journal 是别具一格的概念, 因为每个入驻的品牌都具有独一无二的个性和产品。消费者可以在这一站式的购物天堂里尽情选购时装和美妆品, 甚至在购物中途休息时, 能和亲友喝茶闲聊。”

进驻The Fashion Journal的品牌包括Bayu Somerset, 它展示的 Kedah Baju Kurung 和Kebaya 印有独特的图案和设计, 价格公道合理, 非常适合不同风格的女性。

Binwani's则为日常穿搭和需求提供多种时尚布料。除此之外，LOCKA推出各种极具时尚魅力的服饰和单品设计，充分展现其独有个性和穿着舒适的核心品牌理念。此外，UMMA则为不同年龄层的女性精心准备了一系列舒适、百搭和时髦的端庄服饰。



LOCKA 创意总监 Shukri Shari 说：“我们很高兴进驻The Fashion Journal，因为这个与众不同的空间给予消费者静谧舒适的购物体验，同时也为我们提供了一个扩大业务和触达更多消费者的机会。我们相信，我们极具时尚魅力的服饰系列一定会吸引那些想在今年佳节展现个性化和优雅大方女士的目光。”

此外，喜欢化妆品的爱美达人可以光顾NITA 和 SYEDEWA。NITA是年轻女性的首选化妆品系列，特别是那些想为日常生活增添趣味和色彩的女性。SYEDEWA则是为不同肤色的女性提供专业化和个性化妆容的化妆品牌。消费者可以前往本土甜品店Oh Apong 品尝一杯特制的亚答糖(gula apong)咖啡，为美好的购物体验划下完美的句点。



NITA 创办人, Aznita Azman 说:“The Fashion Journal 销售的时装与我们的零动物实验和经济实惠本土化妆品系列非常匹配。我们的各种低过敏原化妆品适合所有肤色,一定会获得商场忠实顾客的青睐。”



欢迎亲临实达城购物中心的The Fashion Journal，以时尚方式迎接今年的开斋节，同时也别错过了店内促销优惠。欲知详情，欢迎浏览 setiacitymall.com。

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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

SYEDEWACOSMETICS 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 SYEDEWACOSMETICS arose amid the realisation of the scarcity of high-quality but affordable Malaysian cosmetics that meet international standards.

SYEDEWACOSMETICS' 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 SYEDEWACOSMETICS 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.