

FOR IMMEDIATE RELEASE

PAVILION KL ELEVATES MAGICAL CHRISTMAS FINERY WITH CHRISTMAS IS IN THE AIR

KUALA LUMPUR, 16 NOVEMBER 2017 – Pavilion Kuala Lumpur, Malaysia’s premier shopping destination, today launched ‘*Christmas Is In The Air*’ – a joyous celebration to welcome this year’s Christmas festivities. Inspired by magical hot air balloons featuring Santa sprinkling love, joy and goodwill, ‘*Christmas Is In The Air*’ will transform the mall into a golden kingdom of celebration and happiness from now until the 1st of January 2018.

It was an enchanting day when the Christmas golden kingdom came to life as guests were greeted at the Main Entrance by dazzling reindeers Dasher and Dancer with Rudolph grazing close by near the Pavilion Crystal Fountain. From the Main Entrance, make a beeline to the Spanish Steps and behold the beauty and splendour of a golden Christmas adorned with Christmas trees and mischievous elves. The best vantage point for the perfect Christmas photo with family, friends and loved ones, witness glorious Christmas finery with Santa Claus in magical hot air balloons and be captivated by amazing festive merchandise on display.

The celebration started with a special performance called The Magnificent Elvescapade before guests of the magical afternoon were addressed by Kung Suan Ai, Director of Marketing for Pavilion Kuala Lumpur. “Christmas and the year-end holidays are a special time of the year as we strive to bring to life the magic of the season. Sharing in the vision of Tourism Malaysia to make our country a top and exciting shopping destination, we are engaging our local visitors and tourists with sensory decorations and everything experiential this festive season.”

The celebrations continued as guests witnessed the official launch ceremony of the *Christmas Is In the Air* celebration by YBhg. Dato' Yean Yoke Heng, Deputy Secretary General (Management), Ministry of Tourism and Culture Malaysia, Philip Ho, Chief Executive Officer of Pavilion REIT and Kung Suan Ai, Director of Marketing for Pavilion Kuala Lumpur. Guests were then treated to a captivating Christmas performance by thrilling Malaysian songstress Joy Victor and a spectacular Santa performance which thrilled the crowd with joy and laughter.

Sharing of experiences and joy is made seamless with the mall's free WiFi and Pavilion Kuala Lumpur shared the amazing afternoon LIVE on Facebook with thousands of fans.

Shoppers can enjoy exclusive VIP shopping and privileges, a year-end sale bonanza, dining adventures, and a variety of sensory events and magical experiences during this campaign.

In conjunction with the Malaysia Year End Sale 'A Sale to Remember', two top spenders stand a chance to win an all-inclusive 4 Day/ 3 Night Overwater Villa stay at Club Med Finolhu Villas Maldives worth over RM80,000. Terms and conditions apply. For more information, visit Pavilion KL's website at www.pavilion-kl.com.

You can also check real-time updates on Pavilion KL's Facebook page at <http://www.facebook.com/PavilionKL>, Twitter page at www.twitter.com/Pavilion_KL, Instagram account at www.instagram.com/PavilionKualaLumpur or contact Pavilion KL's Concierge at 03 2118 8833.

Christmas Is In The Air Highlights

Twinkles and sparkles, charm and wonder – Christmas is here! Feel the magic in the air, spreading enchanting experiences with our host of festive activities.

FESTIVE ENTERTAINMENT

Christmas Band

16-19, 21-26, 28 Nov-3 Dec
5-10, 12-17, 19-25, 27 Dec-1 Jan
1pm & 8pm | Centre Court, Level 2
(Not available on 9 Dec, 8pm)
4pm | Dining Loft, Level 7
5pm | Pavilion Elite, Level 4

The Magnificent Elvescapade

18, 19, 25, 26 Nov, 1, 8, 15, 22 Dec
5pm | Centre Court, Level 2

The Santa Spectacular

2, 3, 10, 16-21, 23-25 Dec
7pm | Centre Court, Level 2

Christmas Carolling

1, 10, 16, 17, 23 Dec
12pm | Centre Court, Level 2

World Tango Day

10 Dec
3pm | Centre Court, Level 2

LimKokWing University's Creativity in Motion:

End of Year Fashion Show

11 Dec
12pm | Centre Court, Level 2

SANTA'S MALL VISIT

Santa is here for his annual visit and you're invited to join in the merry-making! Let your kids take home a special keepsake 4R picture with Santa by Harvey Norman for just RM10.

2, 3, 9, 10, 16-25 Dec
(Not available on 9 Dec, 6pm & 10 Dec, 3pm)
3pm & 6pm | Centre Court, Level 2

Santa Claus Walkabout

2, 9, 16, 18, 20, 22 & 24 Dec | 1pm
Tokyo Street, Level 6 & Dining Loft, Level 7

3, 10, 17, 19, 21, 23 & 25 Dec | 1pm
Pavilion Elite

MEET THE STARS

Papa, Come Home Movie Tour

Special appearance by Jack Lim, Jie Ying Tha, Jayden Sow & Director Nick Lim
9 Dec | 6.30pm
Centre Court, Level 2

Spritzer Sparkling Fairies

18, 19, 25, 26 Nov, 2, 3, 9, 10, 16, 17, 23, 24, 30 & 31 Dec | 12pm & 6pm
Main Entrance, Level 3, Jalan Bukit Bintang

Complimentary gift wrapping service available at Porte Cochere Concierge, Level 2

CHRISTMAS POP-UPS

Coach Holiday Display
Main Entrance, Level 3

Swarovski Christmas Display
Connection, Level 3

Laduree Christmas Display
Couture Pavilion, Level 2

Thomas Sabo Christmas Display
Fashion Avenue, Level 3

MCM Bear Christmas Display
Couture Pavilion, Level 2

Tiffany & Co. Holiday 2017
Couture Pavilion, Level 3

Pavilion Christmas Market
Fashion Avenue, Level 3

TWG Christmas Display
Couture Pavilion, Level 2

TOURIST REWARDS

Tax Free Shopping

Spend RM3,000 inclusive of GST and receive a free gift at the KLIA or KLIA2 Global Blue Refund Counters.*

**Register at any concierge desk on Levels 2, 3 or 6. While stocks last.*

**Terms and conditions apply.*

UnionPay Privileges

Charge a minimum RM500 to your UnionPay Card (card number starting '62') at any specialty store from now till 31 Dec 2017 and redeem a Body Shop Travel Set.*

**Register and redeem at Main Concierge, Level 3 or Fashion Avenue Concierge, Level 2.*

**Not applicable for receipts from Parkson Elite.*

**Maximum 1 redemption per cardmember daily. While stocks last.*

**Terms and conditions apply.*

REDEMPTION

Exclusively for Citi Visa Cardmembers

Redeem an Aesop Jet Set Kit or Amouage Perfume when you spend a minimum RM1,000 or RM8,000 respectively with your Citi Visa Card at any specialty store.*

**Register and redeem at Fashion Avenue Concierge, Level 2.*

**Maximum 2 combined receipts allowed, excluding Parkson Elite.*

**Limited to 1 gift per card only per day regardless of amount spent. Choice of Aesop Jet Set Kit or Amouage Perfume on a first-come, first-served basis.*

**Maximum 3 redemptions per card till 1 Jan 2018. While stocks last.*

**Other terms and conditions apply.*

Malaysia Year End Sale, 'A Sale to Remember'

Be a top spender from now till 1 Jan 2018 and win an all-inclusive 4 Day/ 3 Night Overwater Villa stay at Club Med Finolhu Villas Maldives. A total of two resort-stay packages worth over RM80,000 to be won.*

**Register at any concierge desk on Levels 2, 3 or 6.*

**The contest will run in 2 phases from 15 Nov-10 Dec (phase 1) and 11 Dec-1 Jan 2018 (phase 2), one prize per contest period.*

**All participants must be 18 years and above at the time of entry and a citizen of Malaysia and/or a permanent resident of Malaysia.*

**Prizes are not inclusive of return flights to Maldives.*

**Prizes are not redeemable for cash, non-reroutable and non-transferable.*

**Visit www.pavilion-kl.com for more information.*

**Terms and conditions apply.*

Spritzer Sparkling Unicorn Mocktail Giveaway

Redeem a Spritzer Sparkling Unicorn Mocktail with any spend at any specialty store from now till 31 Dec 2017.*

**Register and redeem at the Spritzer Sparkling Lounge, Fashion Avenue, Level 3.*

**Not applicable for receipts from Parkson Elite.*

**Valid for first 100 redemptions per day on a first-come, first-served basis.*

PAVILION

KUALA LUMPUR

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About Pavilion Kuala Lumpur

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 550 stores and eight themed precincts. Attracting over 30 million visitors annually, this premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.