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F&B, fashion outlets replace Parkson at KLCC



The redevelopment and extension of the area located at Ramlee Mall is finally completed, with more than 60 retailers taking over 3 floors

by LYDIA NATHAN

THE space previously inhabited by department store operator Parkson Corp Sdn Bhd at the Suria KLCC mall in Kuala Lumpur (KL), is now a revamped area featuring a mix of food and beverage (F&B) outlets and fashion brands.

According to a statement released by the mall, the redevelopment and extension of the area located at Ramlee Mall is finally completed, with more than 60 retailers taking over three floors.

Suria KLCC Sdn Bhd CEO Andrew Brien said the construction was on schedule despite the pandemic and the malls' vision for the space has now become a reality.

"We have paid a lot of attention into ensuring that there is a strong line-up and a good mix of premium brands, local businesses and F&B options to meet the needs of all our customers to generate constant footfall to Suria KLCC," he said.

Brien added that the redevelopment marked an important milestone for the mall, by bringing in many "firsts" stores to the local market.

"We are making a difference with other malls and enhancing Suria KLCC's position as the leading retail shopping centre in KL.

"And while some of the outlets will be operational at later stages, we have already launched many stores since the beginning of this year," he said.

Well-known French brand Givenchy has chosen Suria KLCC to establish its only stand-alone boutique in South-East Asia featuring fragrances, make-up and skincare, while Italian brand Gucci Beauty also launched its first-ever stand-alone store in Malaysia, offering a wide range of lipsticks and perfumes.

"Other brands are Estee Lauder Cos, with its flagship store featuring five interactive counters, Korea's first History Of Whoo store, French skincare brand Sisley, and a refurbished and expanded Louis Vuitton Malletier store.

"For the F&B sector, we are proud to have the first 108 Matcha Saro outlet in the country which is also the biggest in the world, Australian food chain Mad Mex and local favourite, Serai," Brien said.

He added that the mall is also home to a variety of some bestselling homegrown brands offering Muslim lifestyle products that are fashion forward and modern.

"On Level 2, we have brands like dUck, Sofia Iman and SK (Siti Khadijah), while the A Piece of Malaysia (APOM) store is also located here, bringing together well-designed Malaysian products," Brien said.

Meanwhile, some of the other stores that will be launching soon include the infamous BAPE a.k.a A Bathing Ape, BAPE Café, Dragon-i Restaurant and David Rocco's Dolce Vita.

In addition to all this, more refurbishing is currently being done at the Signature Food Court on Level 2.

Brien said in embracing the new norm for businesses and prioritising safety first, the mall has taken preventative measures to uphold the standards during this time.

"Suria KLCC has taken preventive measures such as hand sanitisers placed at strategic and convenient locations, daily body temperature screening on all shoppers and employees in various locations in the malls, increased frequency of cleaning at high contact surface points in the malls and two-metre social distancing," he noted.

(Source: <https://themalaysianreserve.com/2020/06/16/fb-fashion-outlets-replace-parkson-at-klcc/>)