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Guardian launches new concept store, transform shopping experience



KUALA LUMPUR, Oct 7 – To celebrate the 53rd Anniversary of Guardian in Malaysia, Guardian Malaysia’s flagship store at Suria KLCC has been given an invigorating makeover to reinforce its position as the number one pharmacy, health and beauty destination in the city.

Chief Executive Officer of Guardian Health and Beauty for South East Asia, Soren Lauridsen said, the new concept store reflects Guardian’s goal to continually evolve to exceed customer expectations, no matter how high they are.

“Vibrant and inviting, our customers would be delighted to find that much of the store’s make-over is actually based on their feedback,” said Soren in a statement.

Guardian Malaysia will also launch a nationwide Fit & Fab Anniversary Celebration contest which customers can take part in the #GuardianFITnFAB Challenge on TikTok from October 16 to November 15.

In addition, at selected stores and selected periods, every first customer who spends a minimum of RM53, will receive a Guardian Anniversary Gift Box worth more than RM153.

For more information, visit Guardian Malaysia's Facebook.

(Source: <https://www.bernama.com/en/business/news.php?id=1887326>)