

Thursday, 2 May 2019

Star-studded styles for Raya



Some of the items in the Raya collection available at Isetan Suria KLCC

MALAYSIA's first celebrity fashion hub, Starvilion is collaborating with Isetan Kuala Lumpur for the Raya 2019 collection.

Along with the "dress like a celebrity" concept, Starvilion brings modern and modest outfits to local fashionistas.

Starvilion chief operating officer Zeileen Yusnita Abd Jalil said the public now had another Starvilion option to shop for clothes.

“Everyone knows Isetan and everyone comes to shop at Suria KLCC whether it is during festive seasons or at regular times,” she said.

Starvilion’s main boutique is located in Section 7, Shah Alam.

“We provide many designs and outfits of all sizes, including plus-sizes, all available under one roof,” said Zeileen.

She is very excited about this first collaboration with a department store and the opportunity to expand Starvilion’s market.

“This is our second year in business but we already have pop-up stores in Isetan,” she said.

Starvilion is a fashion hub that assembles numerous brands under one roof and offers a wide range of ready-to-wear.

It is a platform tailored for celebrities to display their passion for fashion and a place for fans to shop for their favourite celebrities’ clothing brands.

Isetan Kuala Lumpur marketing manager Then Kok Seong said this was its first collaboration with Starvilion.

“As we would like to expand our modest fashion range, we are very pleased to work with Starvilion for this collection,” he said.

With its tagline “Diversity in Raya 2019,” Isetan brings culture with a modern twist on every outfit in the store.

The pop-up stores are located at the second and third levels of Isetan Suria KLCC with the collection available until June 2.

With more than 200 designs available, the collection focuses on modernity and elegance with a touch of glamour.

Among the Malaysian celebrities it features as style inspiration are Zahirah MacWilson, Wak Doyok, Hisyam Hamid, Uqasha Senrose, Nelydia Senrose, Sheery al-Hadad and Rizman Ruzaini.

Starvilion also prides itself in offering luxurious outfits at affordable prices.

In addition to Isetan KLCC, Kuala Lumpur, the outfits will be also available at other Starvilion shops and pop-up stores around Malaysia.

The collection’s retail prices range from RM199 to RM499.

(Source: <https://www.thestar.com.my/metro/metro-news/2019/05/02/starstudded-styles-for-roya/#iUP0FfmJUafiYJLH.99>)