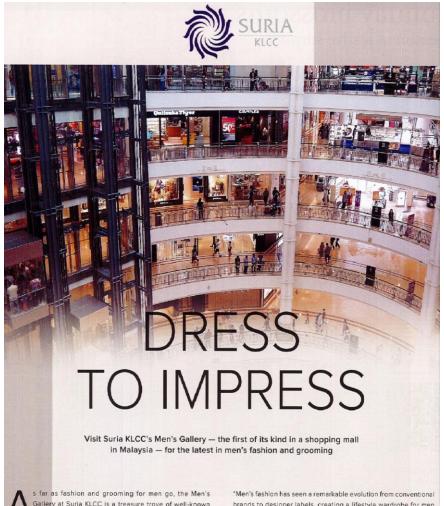


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s far as fashion and grooming for men go, the Men's Gallery at Suria KLCC is a treasure trove of well-known brands, and is bound to leave one spoilt for choice. If you ever need a reason to shop, or simply wish to treat yourself to something nice, the sheer range available here will give you plenty of options. The Men's Gallery is everything a fashion savvy, style conscious man wants and needs, and then some.

Over 36,000 sq ft of the mall's first floor has been transformed into a showcase of the latest in men's fashion and grooming, featuring brands such as Dunhill, Michael Kors, Dior Homme, Boggi Milano, Brooks Brothers, Hugo Boss, Coach Men, Bally and Fendi. The wide range of offerings includes apparel, bags, accessories and gadgets that meet all aspects of a man's daily life, be it for the office, a casual setting or outdoor activities. A seamless shopping experience, it offers a multitude of options for every style preference. Suria KLCC's "Always Something New!" tagline and the increasing demand for men's fashion and grooming led to the setting up of the country's first Men's Gallery at the shopping mall, offering a piethora of men's preferred brands under one roof.

"Men's fashion has seen a remarkable evolution from conventional brands to designer labels, creating a lifestyle wardrobe for men that includes everything from office attire to leisure and outdoor wear. Today, men look at dressing fashionably as a form of self-expression and designer clothing as part of their personality and character, a visual representation of who they are. As such, the creation of the Men's Gallery at Suria KLCC will help satisfy the growing demand for the latest fashion for men," says Suria KLCC Sdn Bhd executive director and CEO Andrew Brien.

The introduction of the Men's Gallery corresponds with the global trend of men not only becoming increasingly fashion forward, but highly selective when it comes to their fashion choices. Naturally, fashion and grooming brands have answered the call to cater for this segment. The men's grooming industry has become one of the fastest growing sectors of the beauty market worldwide.

Considering the steady increase in demand and the many brands catering for men's needs, Suria KLCC is already planning to expand the gallery in the near future, incorporating more brands and products that appeal to the discerning gentleman.



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