

(29 JULY 2022) - THE STAR, P10

# Eleven years roll by Tokyo Street

KL mall's Japanese-themed attraction marks anniversary with exhibition, workshops and more

By SHATHANA KASINATHAN  
metro@thestar.com.my

SINCE its 2011 launch, an award-winning precinct in Kuala Lumpur has become renowned for blending the traditional elements and modern facets of Japan's dynamic culture.

This year, Pavilion Kuala Lumpur's Tokyo Street celebrates its 11th anniversary in conjunction with the 40 years of Malaysia's Look East Policy (LEP).

"I'm deeply grateful that Pavilion KL has been commemorating the relationship between Malaysia and Japan by promoting both traditional and contemporary Japanese culture to Malaysians," said Japanese Ambassador to Malaysia Katsuhiko Takashi at the Bukit Bintang mall.

"I hope Tokyo Street continues providing more exposure to visitors in the coming years."

The main highlight of the anniversary celebration is the "Art of Kimono" exhibition.

Speaking at the launch, Takashi said that "the kimono is an important weapon of diplomacy".

The exhibition features over 100 pieces of kimono, yukata and fusion outfits that blend Japanese pop culture elements and Malaysian batik.

A selection of these beautiful pieces is being showcased in a spectacular fashion show until July



(From left) Kung, Lim, Takashi and his wife Mami, Maznah and Woon breaking a Japanese sake barrel to celebrate Tokyo Street's anniversary at Pavilion Kuala Lumpur. - Photo by LOW LAY PHON/The Star

31 at the Level 2 Centre Court.

Shoppers can check out Japanese artisanal pop-up stores and browse through a variety of intricately handcrafted tableware, decorative items, accessories, bags, towels, skincare and beauty products.

They can also take part in experiential workshops to learn how to

make traditional Japanese fabrics, traditional fabric accessories and Lolita fashion accessories.

Visitors can also learn how to use *furoshiki*, Japanese wrapping cloths, and play a traditional Japanese festival game called *katanuki*, where die-cut shapes are carved out.

Pavilion Kuala Lumpur executive chairman Puan Sri Cindy Lim said the mall was the first to transform a space to showcase Japanese culture.

"As this year marks the 40th anniversary of Malaysia's LEP, we look forward to strengthening the bilateral relationship between

Malaysia and Japan.

"Tokyo Street not only houses Japanese retail and F&B brands, but we also collaborate with Japanese business partners to showcase Japan's rich culture, heritage and technology," she said.

Also present to launch the festivities were Pavilion REIT Management director Datuk Maznah Jalil, Pavilion KL director of marketing Kung Suan Ai and Maybank Group Community Financial Services Regional Cards head of marketing Vichelle Woon.

During this period, shoppers who spend over RM200 through a combination of two receipts at Tokyo Street, or one receipt mall-wide, are entitled to participate in a lucky draw.

Participants stand a chance to win more than RM160,000 worth of prizes, inclusive of the grand prize of a new Isuzu vehicle.

Those who spend RM80 in a single receipt at Tokyo Street or RM150 at Pavilion KL specialty stores will receive gift bags filled with Japanese snacks while those who spend RM100 at Pavilion KL specialty stores can redeem Tokyo Street cash vouchers worth RM10 each.

Maybank cardholders who spend RM150 in a single receipt at Tokyo Street or RM300 at Pavilion KL specialty stores will receive a Japanese ceramic bowl with a set of chopsticks.