

Designer goods for #Fashionvenience winners



(From left) 7-Eleven Malaysia PR executive Suhaila Sariffuddin, Aimi, Law, Brown, and third prize winner Raja Nooraini Raja Mohd Noor are seen during a photo call.

KUCHING: 7-Eleven Malaysia recently announced the winners of its #Fashionvenience contest, held from Sept 9 till Oct 6, which saw winners receiving designer goods and fashion vouchers worth more than RM40,000.

Law Kar Yee, 26, from Klang won the grand prize of a Chanel Grand Shopping Tote in Black worth RM10,500, while Aimi Shalfarina Hussin won the second prize of a Prada Vitello Daino Dark Orange Leather Tote worth RM7,800.

The third and fourth place winners each received a Marc by Marc Jacobs Mini Mareika Embossed Neoprene Laptop Case in Blue and Orange, while 100 other winners each received an RM250 Zalora cash voucher.

“I am a big fashion lover and always post my outfit of the day. When I found out about the contest, I figured that I should give it a try since I often shop at 7-Eleven anyway. Today, 7-Eleven made my dream come true and that is to own a Chanel handbag! I can’t wait to flaunt my prize and yes, I am the luckiest girl in Malaysia!” said Law.

To participate in the 7-Eleven Malaysia #Fashionvenience contest, participants were required to spend a minimum of RM6 in a single receipt, take a photo of their outfit along with a clear shot of the receipt.

Participants had to upload a collage of their outfit and the receipt on Instagram and include the hashtags #Fashionvenience, #7ElevenMy and #Glampot.

More than 1,500 contestants sent in over 4,000 entries during the contest period. Seventy per cent of the scoring depended on creativity, while the other 30 per cent came from Instagram ‘Likes’.

“It is certainly not an easy task to pick the winner as the level of creativity shown was astounding. However, we are delighted with the response as shown by the number of entries and there has been calls for more such

innovative contests with unique prizes to be organised again and we are certainly looking into that as a way to show our appreciation towards the support we have received over the years,” said 7-Eleven Malaysia CEO Gary Brown.

7-Eleven Malaysia Sdn Bhd is the owner and operator of 7-Eleven stores in Malaysia.

Incorporated on June 4, 1984, 7-Eleven Malaysia is the pioneer and the largest 24-hour convenience store operator in the country.

Upon achieving its 1,000 stores network, 7-Eleven Malaysia opened its doors to local entrepreneurs through its unique franchising programme in 2009 — the first to offer existing profit-making stores to franchisees.

With over 1,700 outlets nationwide, 7-Eleven Malaysia serves more than 900,000 customers daily.

For more information, go to the 7ElevenMalaysia Facebook page.