

Fashionistas win big

THE 7-Eleven Malaysia #Fashionvenience contest ended with a prize-giving ceremony and the convenience store operator giving away designer goods and fashion vouchers worth more than RM40,000.

Law Kar Yee was announced as the grand prize winner. She won a black-coloured Chanel Grand shopping tote worth RM10,500. Second place went to Aimi Shalfarina Hussin who was presented with a dark orange Prada Vitello Daino leather tote worth RM 7,800. Last but not least, the ecstatic third and fourth place winners each received a blue and orange Marc by Marc Jacobs Mini Mareika Embossed Neoprene laptop case. There were 100 more winners who walked away with cash vouchers from Zalora worth RM250 each.

The contest was said to have attracted some 4,000 over entries. It took off in September and ended on Oct 6. To participate, 7-Eleven Malaysia customers were required to spend just RM6 or more, in a single receipt and snap a photo of their “fashionable” outfit along with the receipt. They

then had to upload a collage of their outfit and the receipt on Instagram and hashtag it to #Fashionvenience #7ElevenMy #Glampot. The winners were selected due to their creativity (70%) and the number of Instagram “Likes” (30%).

7-Eleven Malaysia CEO Gary Brown said, “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. There have been calls for more of such innovative contests to be organised again and we are certainly looking into it as a way to show our appreciation towards the support we have received over the years.”



From left: 7-Eleven Malaysia PR executive Suhaila Sariffuddin, second prize winner Aimi, grand prize winner Law, 7-Eleven Malaysia CEO Brown and third prize winner Raja Nooraini Raja Mohd Noor.