

Rilakkuma merchandise available at 7-Eleven

RILAKKUMA, the iconic Japanese character, has made its way to 7-Eleven Malaysia stores nationwide.

Embodying serenity, nonchalance and relaxation, this adorable character was introduced in 2003 and has since received a huge following across Asia. Local fans can now get hold of exclusive Rilakkuma tumblers and phone dust plugs at all 7-Eleven Malaysia outlets, but for a limited time only.

Available in four fabulous designs and retailed at RM19.80 for the tumblers and RMB for the phone dust plugs - customers can purchase these cute collectibles at discounted prices via the special "Purchase with Purchase" promotion. From Jan 6 to March 9, customers who buy any Rockin' 2015 with Rilakkuma promotional items or participating brand products, are entitled to purchase the Rilakkuma Tumbler at a discounted price of RM11.90 or the Rilakkuma Phone Dust Plug at RM4.80.

"Rilakkuma has been a big hit and is a well-known icon not only in Japan but throughout Asia.



Brown showing some of the Rilakkuma-inspired tumblers and phone dust plugs available for a limited time at 7-Eleven stores.

Hence, to make the start of 2015 more memorable, we are giving our customers the opportunity to enjoy these collectibles - as a cute memorabilia for daily use or even as part of a collectible series.

"These exclusive collectibles are only available at our 7-Eleven stores in Malaysia and for a limited time. So make sure to begin collecting them now, before it's too late!" said 7-Eleven Malaysia CEO Gary Brown (pic).