

Valiram unveils first Steve Madden boutique in Malaysia at KL Megamall

Malaysian travel retailer Valiram has once again teamed up with fashion accessory firm Steve Madden to open the latter's first boutique in Malaysia.



Situated in the Mid Valley Megamall in Kuala Lumpur, the 1,410sq ft eponymous outlet merchandises footwear and accessories and assumes a contemporary New York style under the design concept 'Distilled Urban', which envelops shoppers in a theme of fashion, music, design and colour.

It is the second Steve Madden boutique from the luxury and lifestyle retail group, which acts as Steve Maddens retail partner in Malaysia and Singapore.

'EDGY ATTITUDE'

The first boutique is located at the renowned Takashimaya Shopping Centre in Singapore.

It is an absolute privilege for us to present yet another new-to-market lifestyle brand in Malaysia, commented Ashvin Valiram, Executive Director, Valiram. Steve Madden is a trend leader that is intrinsically urban with an edgy attitude and we're certain it will make an impact with the fashion-forward shoppers in Kuala Lumpur.

An official opening held yesterday (17 October) at the Mid Valley Megamall was officiated by Ashvin Valiram and Mid Valley CEO Daniel Yong in the presence of media, influencers, VIPs and partners.



Left to right: Mid Valley CEO Daniel Yong and Valiram Executive Director Ashvin Valiram at the official opening.

The opening coincided with the launch of the brand's Fall 2019 collection.

Businessman Steve Madden founded his brand in the 1990s and it has grown into a recognisable player in branded footwear, handbags and accessories for both men and women, selling in over 80 countries.

The latest opening marks a busy period for Valiram, which **as reported** unveiled its 37,000sq m Jesselton Duty Free store at the sea-front Jesselton Mall in Kota Kinabalu earlier this year.

It features a spread of luxury brands such as YSL Beauty, Giorgio Armani Beauty, Hugo Boss and Polo Ralph Lauren.