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## Colourful launch of sales carnival

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THE month-long Mega Sales Carnival, which ends on Sept 5, has got Malaysians dizzy with excitement.

Every shopping complex is full of people as discounts of up to 70 per cent are being offered.

The carnival is a sales fair that covers just about everything - clothes, shoes, cosmetics, fashion accessories, jewellery, leather goods, electrical appliances, lightings, household items, home furnishing and furniture.

Services are also available at special prices. Top on the list are value-for-money holiday packages offered by hotels, domestic flight deals and KTM fare discounts of 20 per cent on all express train services.

The carnival has also turned the country into one huge fun fair, what with promotions, games and contests, fashion shows, food fairs and exhibitions in shopping complexes, retail outlets, hotels and holiday resorts to make shopping fun.

The Mega Sales Carnival is aimed at promoting the country as a major shopping destination. It is organised by Tourism Malaysia with the assistance of the Ministry of Culture, Arts and Tourism, public organisations, retailers and shopping centres.

Deputy Prime Minister Datuk Seri Abdullah Ahmad Badawi launched the carnival at Bintang Walk in Jalan Bukit Bintang last Saturday.

Prime Minister Datuk Seri Dr Mahathir Mohamad, his wife Datuk Seri Dr Siti Hasmah Mohd Ali, Culture, Arts and Tourism Minister Datuk Abdul Kadir Sheikh Fadzir and other dignitaries were among the crowd.

The whole of Jalan Bukit Bintang was closed to traffic as 38 leading local fashion designers, including Datuk Jimmy Choo and Zang Toi, showcased their creations on a 300-metre catwalk.

The catwalk has been recorded in the Malaysia Book of Records as the longest ever.

The launch festivities saw lots of street shows, fireworks, drum presentations and performances by local artistes.

Children were not forgotten as there were many clowns loaded with colourful balloons to thrill and excite them.

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