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Panasonic as Official Hair and Garment Partner for KLFW 2019

Kuala Lumpur, 23 August 2019 - Panasonic Malaysia was proudly invited to be part of the annual major fashion event, Kuala Lumpur Fashion Week (KLFW) held at Centre Court Pavilion Kuala Lumpur. During the occasion we introduced the Panasonic EH-NA98 Hair Dryer (RSP: RM899) that incorporates the Panasonic patented nanoe™ Technology and the all-new Panasonic Cordless 360° Freestyle Steam Iron NI-WL41VSK (RSP: RM359).

An extensive show was put up to showcase the latest range of products that Panasonic has to offer. The beauty product demonstration at dressing area (touch & try) at KLFW Event Hall Backstage provides a hands-on experience for media members and KOLs.

The Managing Director of Panasonic Malaysia, Mr. Cheng Chee Chung said, "It is very important for us to continue to introduce innovative products to the market. Consumers must be spoilt by choice in order for them to decide on what is best suited for their lifestyles."

"Through such approach, we are able to show consumers, the range of products that we have to offer, continuously enhancing the lifestyle of Malaysian especially through engagement with influencers and collaboration partners", Cheng added.

Also present on were the key opinion leaders (KOLs) who have respective knowledge and influence in a respective field. This indeed solidifies Panasonic Beauty and Living products as the perfect tool for your lifestyle.

About Panasonic Malaysia Sdn Bhd

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, indoor air quality, solar business, digital & video cameras, professional broadcasting equipment, system solutions, telecommunications, health & beauty care, batteries and lightings. All Panasonic products are available through our authorised dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Centre at 03-7953 7600.

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