

Superbrands

Media Coverage

Country	Date	Publication
Malaysia	2017	Press Clippings

Celmonze Gala Dinner 'Beauty & The Beast' 2017

DATE: 09 AUG 2017 - 09 AUG 2017

Celmonze Gala Dinner - Beauty & the beast 2017

Date : 9th August 2017

Venue: Intercontinental Kuala Lumpur, Ballroom 3, Level 2

Celmonze The Signature has been appointed as the facial panel for Media Prima. Media Prima Berhad is a fully integrated media company in Malaysia that has equity interests on television stations, newspapers, radio stations, content creation and digital media. It was an honour to be trusted and chosen to be their one and only facial panel. It was a step into a milestone for Celmonze The Signature. To show our gratitude for being Media Prima official facial panel, Mr. Tay Aik Meng (COO of Celmonze Group) handed the partnership appreciation certificate to Encik Sofwan Mahmood (Group General Manager News Operations Television & Radio Network) from Media Prima.

Celmonze Sdn Bhd received the award of 'Superbrands'



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Celmonze Sdn Bhd received the award of 'Superbrands' at the Celmonze New Product Launching & Gala Dinner held on 9th August, 2017 in Intercontinental Kuala Lumpur, Ballroom 3, Level 2. Mr Gerald Saw, Brand Liaison Director for Superbrands Malaysia presented the certificate of Superbrands to Mr.Tay Aik Meng (COO of Celmonze Group). Celmonze Sdn Bhd awarded as a Superbrands because of its strong knowledge in beauty line and innovative products. In addition, "Celmonze the Signature" a beauty salon franchise in 2015 expanded to 40 outlets in within a period of one and a half year and still expanding. Celmonze Sdn Bhd is also an international company which distributes products to local and international markets like Singapore, Hong Kong, Indonesia, Brunei, Thailand and New York as well. As mentioned by Mr Gerald Saw, "A strong brand has to engage with its customers, make customers feel a sense of ownership and instill trust but above all it must always deliver on its promises, so getting onto the Superbrands list is both a prestigious accolade and an arduous task as all these criteria need to be met. Celmonze Sdn Bhd has met all the above criteria of Superbrands."

Celmonze hosted a Beauty and the Beast themed party to commemorate 17 years of hard work and successful expansion of the business.



Guest gets to dress up as their favourite fairy tale characters and enjoy an evening full of fantasy and fun. Popular artiste and media are invited to the event where Jan Chin, a local artist and also a loyal fans of Celmonze shared her experience and opinion about our Appelution product. To make the

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evening more memorable and exciting, there are series of performance and activities like lucky draw for guest as a reward to them for their ever-lasting support towards Celmonze. With an aim to continue achieving greater milestones in the industry, creating more opportunities to learn, leading beauty professionals to a promising tomorrow, Celmonze is even more energised now! Especially with so many love and support from everyone.



<http://www.celmonzethesignature.com/event/2/Celmonze-Gala-Dinner-'Beauty-&-The-Beast'-2017/>