

# Valiram opens Sabah's first travel retail concept mall in downtown Kota Kinabalu

By **Mary Jane Pittilla** on June, 11 2019 | Retailers



The elegantly appointed boutiques in the Jesselton Mall in Kota Kinabalu offer shoppers a compelling experience and exceptional service – a hallmark of Valiram

Malaysia's leading luxury retail specialist, Valiram, together with East Malaysia's premier property developer Jesselton Waterfront Holdings, has announced the opening of Jesselton Duty-Free in the Jesselton Mall in Kota Kinabalu.

The sea-front mall presents the first downtown travel retail concept in the Land Below the Wind, which offers international travelers an opportunity to shop in a duty free environment.

Jesselton Duty-Free boasts 37,000 square feet of retail space and brings to Kota Kinabalu city center an innovative shopping experience featuring luxury beauty, fashion and timepiece brands.

Prestige brands include Michael Kors and Tumi, timepieces from IWC and Omega in multi-brand store Swiss Watch Gallery, designer scents, fine chocolates, teas and souvenirs – all at duty free prices.

Jesselton Duty-Free also introduces to Kota Kinabalu new luxury brands such as YSL Beauty, Giorgio Armani Beauty, Who, Versace, Hugo Boss, Polo Ralph Lauren and Lacoste.

This collaboration between Valiram and Jesselton Waterfront Holdings brings to Sabah a new shopping experience that will help reshape the retail landscape in Kota Kinabalu, the companies said.

“Valiram continues to invest in Sabah and is excited with the opening of our latest venture, the Jesselton Duty-Free. This exception offering redefines the shopping experience for tourists in Kota Kinabalu,” said Sharan Valiram, Executive Director of Valiram.

“We are indeed privileged to be able to partner Jesselton Waterfront Holdings in developing this first-of-its-kind downtown duty-free retail in East Malaysia. The shopping experience here is set to reshape the retail environment in Sabah.”

Jesselton Duty-Free is part of Jesselton Residences, a three-block high-end residential condominium complex next to the Jesselton Point Ferry Terminal. It has become a seafront landmark in the central business district (CBD) of Kota Kinabalu.

Valiram and Jesselton Waterfront Holdings are confident that Jesselton Duty-Free will invigorate the retail market and offer tourists a more competitive shopping experience.

Jesselton Duty-Free is located on the ground floor, Jesselton Mall, 3 Jalan Haji Saman, 88000 Kota Kinabalu, Sabah.