

## **BIBD CATALYST PARTICIPANTS MEET WITH FASHIONVALET CO-FOUNDERS**

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### **FOR IMMEDIATE RELEASE**

May 3<sup>rd</sup> 2019 - Five (5) local entrepreneurs who are currently part of the 2<sup>nd</sup> cycle of BIBD Catalyst were treated to a valuable opportunity to learn from the co-founders of FashionValet, Fadzrudin Shah Anuar and Vivy Yusof. The aim of the sharing session today was to provide an opportunity for the BIBD Catalyst participants to understand the challenges that the duo has faced as well as the strategy that has allowed FashionValet to grow at such a rapid pace.

BIBD Catalyst is a corporate social responsibility initiative under BIBD that focuses on providing acceleration programs for up and coming entrepreneurs. Baitaal Hijab, Mumtaz Collections, Rozai Hijab, Mukaku Cosmetics and Mudaser were selected based on their ability to export their products, to be trained by FashionValet and have a proven track record of growing and marketing brands successfully through their platform. These businesses were also given the opportunity to sell their products to the public at the FashionValet pop-up store, which ran from 1<sup>st</sup> to 4<sup>th</sup> May.

Head of Retail Banking, Hjh Nurul Akmar binti Hj Mohd Jaafar said that “Alhamdulillah, the sharing session today is part of BIBD’s continuous commitment to supporting our local entrepreneurs and providing them with the tools that they need in order to go beyond our borders. This is also one of the ways that BIBD is supporting His Majesty’s Vision 2035, of diversifying the economy and produce highly skilled human assets. Through the BIBD Catalyst program, we want to see more of our local entrepreneurs break into the regional market and carry our flag internationally; these 5 fashion and beauty businesses have been selected on their potential to grow and it is hoped that this program and the invaluable mentoring from FashionValet will be the push that these entrepreneurs need. Our hope is that the BIBD Catalyst program will be one of

the best in region, and we are working closely with DARE to refine the objectives with this in mind”.

FashionValet’s CEO and co-founder, Fadzarudin Shah Anuar, said that it is a privilege for them to be able to give back to the community, by sharing their experiences and the ups and downs that FashionValet has faced.

Meanwhile, Chief Creative Officer and co-founder, Vivy Yusof shared that they have always seen great potential in Bruneian designers but unfortunately, none have been able to fully penetrate the market outside of Brunei, and this is the challenge that she hopes to overcome by working with local fashion and beauty entrepreneurs through the BIBD Catalyst program.

The BIBD Catalyst program is in line with BIBD’s social enterprise role within its Corporate Social Responsibility pillars of entrepreneurship, education and community, and it just one of the many ways that BIBD aims to contribute to the community.

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**About BIBD**

BIBD is the largest financial institution in Brunei Darussalam, leading the market in terms of assets, financings, and deposits, with a vision to become globally recognised as the benchmark Islamic Finance Institution.

BIBD is headquartered in Bandar Seri Begawan with the largest network of branches and ATMs located strategically in all four districts of Brunei Darussalam.

In 2018, BIBD was ranked second strongest bank in South East Asia and top ten Asia by The Asian Banker. BIBD is one of the safest banks in the world and holds an impressive credit rating of A- by Standard & Poor's, the highest for a Bruneian bank and among the highest in the region. BIBD has been named the "Best Retail Bank in Brunei" by The Asian Banker for six consecutive years from 2013 to 2018.

For more information on any of BIBD's other products or services, please log on to the BIBD website at [www.bibd.com.bn](http://www.bibd.com.bn), visit your nearest BIBD branch or get in touch with the BIBD Contact Centre at 2238181.