

BIBD SHOWCASES 5 LOCAL ENTREPRENEURS AT FASHIONVALET POP-UP EVENT

FOR IMMEDIATE RELEASE

May 1st 2019 - Bank Islam Brunei Darussalam (BIBD) Perdana customers were today invited to an exclusive private shopping event featuring all the latest designs that are being showcased at the FashionValet pop-up event, which is currently being held at the Empire Hotel and Country Club.

The FashionValet pop-up event will be open to the public from 12pm until 10pm on 1st May, and 10am til 10pm from 2nd to 4th May 2019 at the Indera Kayangan Ballroom, the Empire Hotel and Country Club.

Throughout the event, BIBD debit and credit cardholders will be entitled to exclusive discounts and earn double BIBD Hadiah Points which can be used to pay for utilities, donations, air miles and many more.

Head of Retail Banking, Hjh Nurul Akmar binti Hj Md Jaafar, shared that BIBD's partnership with FashionValet goes beyond just a pop-up event, rather it is a means of providing a platform for local entrepreneurs to showcase their products and expand beyond the local market.

During this year's pop-up event, 5 local fashion and beauty entrepreneurs will be given the opportunity to sell their products to the public. The 5 businesses are a part of the 2nd cycle of BIBD Catalyst, 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.

The aim of BIBD Catalyst is to be able to develop high potential local micro, small and medium enterprises (MSMEs) in different industry sectors to be able to export and to cater to beyond Brunei. Hjh Nurul Akmar commented “We hope to progress this program’s modules into a program that will help our local businesses to dream big and grow beyond our shores”.

FashionValet, known to carry a wide selection of Lebaran collections have been making the annual trip to Brunei since 2015 to cater to their many local customers here. The event attracts many shoppers who sought after Malaysian designers’ ready-to-wear pieces such as Mimipikita, Woo/Fiziwoo, Alia Bastamam, Radzuan Radziwill, dUck and many more.

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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, visit your nearest BIBD branch or get in touch with the BIBD Contact Centre at 2238181.