

AN 'ORIGINALO' GIFT

By **EE ANN NEE**

ean@mmail.com.my

KUALA LUMPUR: Lifestyle gifts provider Originalo Sdn Bhd targets to sell 10,000 to 15,000 gift boxes within the first year of operations.

With prices ranging from RM180 to RM1,800, the Originalo gift boxes are based on a unique concept originated from France, offering customers hotels, spas and other leisure activities across the country.

A recipient of the Originalo gift box may select a preferred experience from the available choices in the booklet and book directly with the experience provider, after which the recipient just needs to present the voucher at the venue to enjoy the treat.

Originalo is the brainchild of Tengku Datin Paduka Setia Zatahah Sultan Sharafuddin Idris Shah (**pic**), the daughter of the Sultan of Selangor,



and her French husband Aubry Rahim Mennesson, who both localised the successful concept to fit the Malaysian market.

The couple, who previously lived in France, returned to Malaysia last year to embark on the full-time online venture in Malaysia. They have since launched the Originalo

gift box packages and website (www.originalo.com.my) on Nov 2, growing from scratch a business created and modelled by their vision and personalities.

"We envision the brand to be a leading corporate incentive and premium gift company in Malaysia," Tengku Zatahah told *Mail Money*, adding Originalo operated on a business-to-consumer and business-to-business model.

She said the Originalo gift experience targeted the middle to high income professionals and executives, men and women aged 20 to 55, focusing on local and expatriates in Malaysia as well as Singaporeans and people from around the region.

"We also cater to the corporate market, in which our gift boxes can be incorporated into corporate events, incentives and reward programmes, enabling companies to personify their brand with the gifts. These gift

boxes are new and innovative presents — hassle-free and guaranteed to please."

Tengku Zatahah said the business applied the blue ocean strategy to capture an uncontested market, creating a new demand for new lifestyle gifts instead of competing with traditional forms of gifting.

"I believe the Originalo gift boxes are more motivating and inspiring than any others, providing a solution for the giver and a great experience for the receive."

The husband-and-wife team were also excited about Originalo's new dining packages in the pipeline, slated to be launched around Valentine's Day next year.

"We're taking customers' feedback to develop the new packages as we work on expanding the category and products."

Originalo currently has over 100 quality hotels and Spa partners in

... to provide the ultimate lifestyle experience

seven gift boxes: Spa Beauty, Spa Indulgence, Spa Relaxation, KL City Breaks, Charming Retreats, Beach Getaways and Luxury Getaways under the themes of Spa, Escape and Luxury.

"All our hotels and Spa partners have been tried and tested to ensure they have notable quality, excellent customer service and professionalism. We even did it anonymously," said Mennesson.

Tengku Zatahah, a former international corporate communications manager at L'Oréal in Paris, said it was a completely different scenario for her to start her own business compared to working in a large corporation.

"It's your ideas and your products in the making. Even though I work longer hours, I don't really feel tired because it's my passion. I love it," she said, citing her determination: "It's now or never."