

# Sultan launches unique gift box

## High-income group the target of hassle-free gift-giving concept

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Photos by **SAMUEL ONG**

**T**HE Sultan of Selangor Sultan Sharafuddin Idris Shah officially launched the Originalo — a unique gift box concept that offers the ultimate gift experience such as hotel stays and spa treatments.

The grand event was held at Concorde Kuala Lumpur recently. The launch was attended by members of royal families, foreign dignitaries and VIPs.

Originalo is the brainchild of the Sultan of Selangor's daughter Tengku Datin Paduka Setia Zatashah Sultan Sharafuddin Idris Shah and her husband Aubry Rahim Mennesson.

The idea originated in France.

The first of its kind in Malaysia, Originalo aims to deliver the best of Malaysia's hotels, spas and leisure activities in a little package.

Inside the Originalo gift box is a booklet and a voucher, from which the gift recipient can select the experience he or she wants by booking directly with the experience provider and presenting the voucher at the venue.

During the launch, Mennesson said they had personally hand-picked the best hotels and spas in the country for the gift boxes.

"We have a stringent criteria that takes into consideration quality, excellent customer service and professionalism.

"This is why we have fantastic premium hotels and award-winning spas on board," he said.

He added that it was a hassle-free gift as all one needed to do was select one of the seven gift boxes with themes like Spa, Escape or Luxury.

Tengku Zatashah said they realised that there was a niche market in gift-giving as people were often stuck with 'uninteresting gifts' or were clueless about what to buy as presents.

She said the gift box provided the dual-solution of taking the stress out of gift-giving and giving the choice to the recipient "so that everyone is happy".

The recipient will have the pleasure of choosing from over 100 hotels and spas in Kedah, Johor, Terengganu, Penang, Kuala Lumpur, Sabah and Sarawak.

"We have something for everyone, for every occasion — from birthdays to wedding gifts to anniversaries and, of course, Christmas," said Tengku Zatashah.

The gift boxes are priced from RM180 to RM1,800 with the gifts targeting middle to high-income professionals and executives aged 20 to 55, Malaysians and expatriates living in Malaysia and Singapore.

To discover more about Originalo gifts, log on to [www.originalo.com.my](http://www.originalo.com.my)



**New experience:** Sultan Sharafuddin Idris Shah (centre) launching the Originalo gift box. With him are his daughter Tengku Zatashah and her husband Mennesson.



**The Originalo:** Ultimate gift experience offers a various gift packages at affordable prices.