

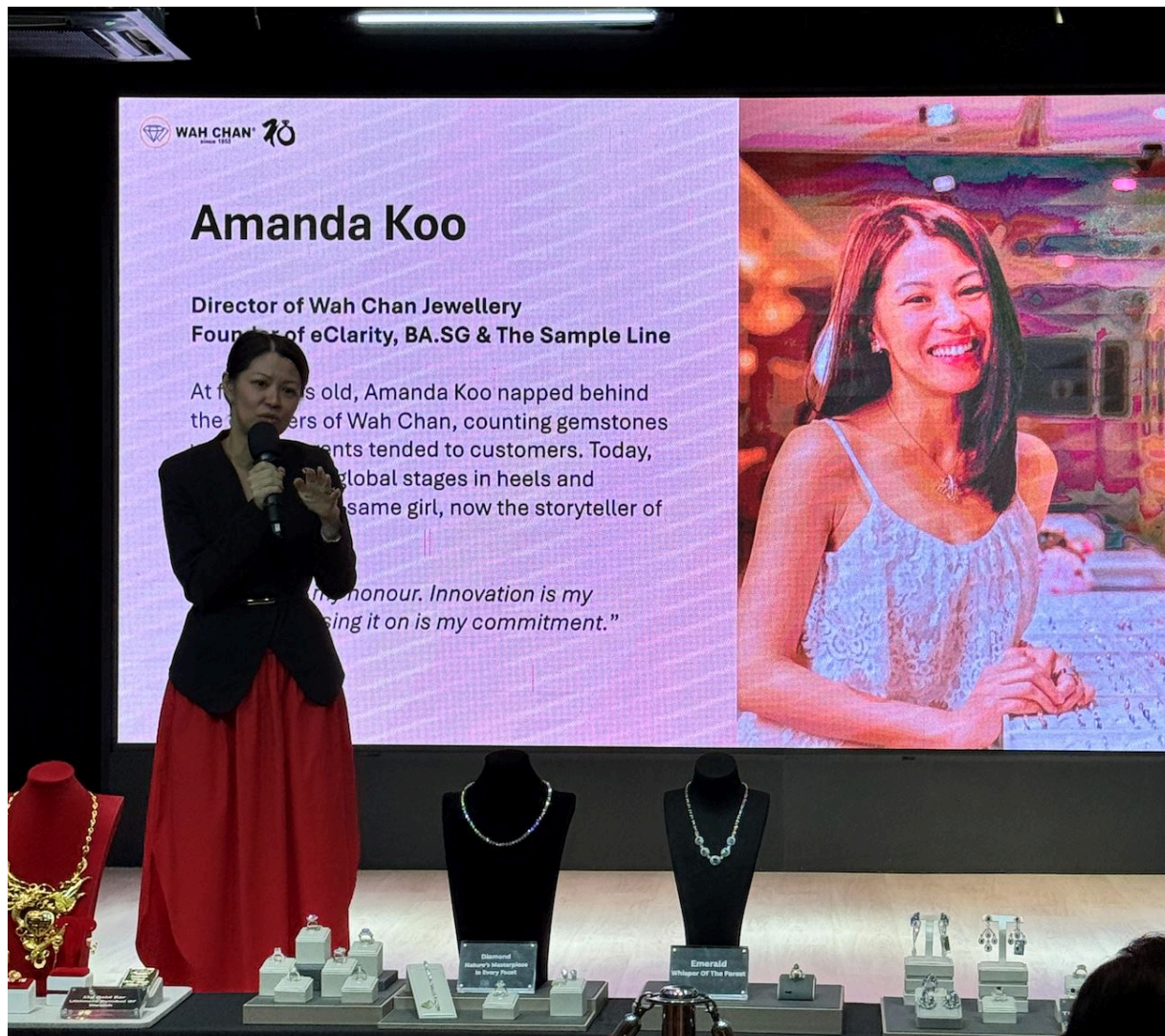


A Legacy in Gold: Wah Chan Celebrates 70 Years of Timeless Elegance

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Seventy years. That's how long Wah Chan has been a part of Malaysia's most cherished moments, and they're celebrating their 70th anniversary in a big way. What started as a small goldsmith shop run by a husband-and-wife team in Pekan, Pahang has blossomed into a nationwide household name with over 50 outlets.



Wah Chan has always been about more than just gold. From proposals and weddings to anniversaries, their jewelry has become a symbol of love and legacy. *"Jewellery is not just adornment – it is love, legacy, and self-expression,"* said Amanda Koo, Director of Wah Chan Jewellery.

To mark this incredible milestone, they've launched the exclusive **Love Infinity** collection. The collection features five colors, each representing a different blessing: **red for passion, green for health, white for peace, diamond for eternal love, and gold for abundance.** The star of the show is the Love Infinity 24K Bracelet, a customizable piece designed by Amanda Koo herself. Only 70 of these bracelets exist worldwide, each engraved with a special anniversary logo.



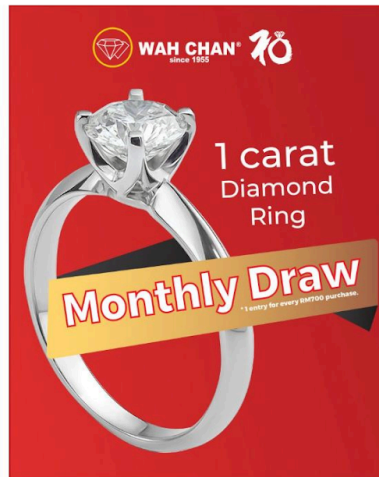




For those looking for a tangible investment, Wah Chan also unveiled the **70th Anniversary Gold Bar**. This collector's item is not only a symbol of heritage but also a smart investment, with a guaranteed 7% annual growth for three years for 70 lucky buyers.



The celebration isn't limited to just new collections. The *"Celebrate 70 Years of Love"* campaign is running until December 13, 2025. Customers can enjoy promotions like RM70 off the first gram of 916 gold and up to 70% savings on selected items. There are also weekly and monthly lucky draws with amazing prizes, including a grand prize of a Tesla Model 3. You can also get a free gift with purchases over RM7,000.



Wah Chan is also bringing back a bit of history. If you have an original receipt from 1955, they will reward you with its equivalent cash value. The campaign includes fun activities like the "Love in Every Step Fun Duo Run" and a dance contest in collaboration with local colleges.

This anniversary isn't just about a brand; it's about the people and the memories they've helped create over the decades.