

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

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Wah Chan, one of Malaysia's most established jewellers, is celebrating a golden milestone this year as it marks its 70th anniversary. Since opening its first goldsmith shop in 1955 in Pekan, the brand has grown into a household name with over 50 outlets nationwide, becoming a trusted companion in life's most meaningful celebrations.

Founded by husband-and-wife duo Mr. Koh Kui Wah and Mrs. Lai Swee Chan, Wah Chan began as a modest goldsmith shop rooted in passion and perseverance. Today, it is recognised not only for its extensive collections spanning gold, diamonds, jade, and gemstones, but also for its personalised services that include custom designs, gold investment, and lifetime care.

"For seventy years, Wah Chan has been more than a jeweller – we have been a part of people's most memorable moments," said Amanda Koo, Director of Wah Chan Jewellery. "Jewellery is not just adornment – it is love, legacy, and self-expression. This milestone is not just ours; it belongs to every customer who has chosen Wah Chan to celebrate their story."





Love Infinity

This collection celebrates **love that is infinite**: love for self, for a spouse, for children, for parents. Each colour carries a blessing — **red for prosperity, green for health, white for peace, diamond for eternal love, and gold for abundance.**

Love Infinity begins with **self-love**. As mothers and fathers, once young and ambitious, many of us forgot ourselves while carrying responsibilities.

This collection is a reminder — to love yourself again, to invest in yourself, and to carry that strength into every other relationship.

At the heart of Wah Chan's journey is a commitment to artistry and quality. Its designs strike a balance between heritage craftsmanship and modern elegance, with each collection created by a dedicated team of artisans, gemologists, and designers.

Exclusive 70th Anniversary Collection

To commemorate the occasion, Wah Chan has unveiled *Love Infinity*, a premium collection celebrating love in all its forms – from passion and peace to health and abundance. The highlight is the *Love Infinity 24K Bracelet*, the brand's first-ever customisable 24K designer bracelet, personally designed by Amanda Koo. Limited to just 70 exclusive pieces, each bracelet is engraved with Wah Chan's 70th Anniversary blessing logo and comes with a lifetime privilege of two complimentary exchanges. Prices start at RM4,950, available now for preorder across all 56 outlets.

Also debuting is the *70th Anniversary Gold Bar*, a collector's piece featuring blessings of balance, health, love, longevity, and wealth. Limited buyers will enjoy a 100% buy-back option for seven years and a guaranteed 7% annual growth for three years. Priced at RM3,000, the gold bar is both a keepsake and an investment, appreciating to RM3,630 by the end of its cycle.



Celebrate 70 Years of Love

Running until 13 December 2025, the *Celebrate 70 Years of Love* campaign invites Malaysians to join in the festivities with a wide array of promotions and events. Among the highlights:

- RM70 off the first gram of 916 gold;
- Up to 70% savings on selected jewellery pieces;
- Lucky Draw prizes including weekly 10g gold bars, monthly 1-carat diamond rings, and a grand prize Tesla Model 3;
- Exclusive vouchers and gifts for purchases above RM700 and RM7,000;
- A tribute to first-generation customers presenting original receipts from 1955;
- Interactive in-store experiences through the *Weekly Gold Beans Challenge*;
- Themed campaigns like "Call to Say I Love You or Thank You," with rewards in the form of cash vouchers.

Adding to the celebrations, Wah Chan will host a *Love in Every Step Fun Duo Run* on 30 November, as well as an *AI Song & Wah Chan Dance* contest in collaboration with local colleges and dance schools.

As Wah Chan reflects on seven decades of growth, the brand reaffirms its place not only as a jeweller but also as a keeper of memories and traditions. With elegance and innovation at its