A Legacy In Gold: Wah Chan Celebrates 70 Years Of Timeless Elegance



Wah Chan, one of Malaysia's most established jewellers, proudly marks its 70th anniversary, celebrating seven decades of craftsmanship, trust, and cherished connections with Malaysians. Since its founding in 1955, the brand has grown from a single shop in Pekan to over 50 outlets nationwide, offering personalised services that range from custom design to gold investment and lifetime care. This milestone not only honours Wah Chan's journey but also pays tribute to the countless memories its jewellery has helped create across generations.

The Wah Chan story began with a husband-and-wife team, Mr. Koh Kui Wah and Mrs. Lai Swee Chan, whose shared passion for jewellery craftsmanship and entrepreneurship laid the foundation for the brand. From its humble beginnings as a small goldsmith shop, Wah Chan steadily evolved into a trusted household name with their extensive collection of jewellery ranging from gold to diamonds. Over the decades, its offerings expanded beyond traditional yellow gold to include an extensive collection of diamond, jade, and gemstone jewellery, pieces that have become part of life's most meaningful moments, from proposals and weddings to anniversaries and family celebrations.

At the heart of Wah Chan's success is its endearing love and commitment to quality and artistry, where each collection reflects a balance of tradition and modern elegance. Designed to suit every generation and occasion, each piece has a dedicated team of artisans, gemologists, and designers blending heritage craftsmanship with contemporary innovation, ensuring that every creation embodies both timeless beauty and lasting value.



"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. Whether it's celebrating milestones, marking a momentous event, or even serving as an investment, our curated pieces have been part of the journey with our customers. This milestone is not just ours; it belongs to every customer who has chosen Wah Chan to celebrate their story. We are deeply grateful for the trust we've received across generations, and we remain committed to creating timeless jewellery that will continue to be part of your legacy"

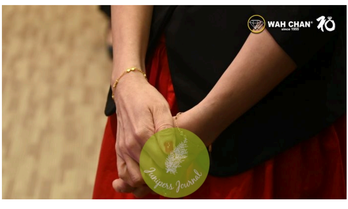


Exclusive 70th Anniversary Collection

To commemorate seven decades of craftsmanship and trust, Wah Chan proudly unveils Love Infinity, a premium jewellery collection that redefines the meaning of love across generations. More than adornment, Love Infinity is a celebration of love in all its forms; self, spouse, children, and family, with each colour symbolising a timeless blessing;

- Red – Passion
- Green – Health
- White – Peace
- Diamond – Eternal Love
- Gold – Abundance

At the heart of the collection is the Love Infinity 24K Bracelet, Wah Chan's first-ever customisable 24K designer bracelet and personally designed by Amanda Koo. Limited to just 70 exclusive pieces worldwide, each bracelet is engraved with the Wah Chan 70th Anniversary blessing logo, accompanied by a certified report, and comes with a lifetime privilege of two complimentary exchanges. The Love Infinity 24K Bracelet will launch at a starting price of RM4,950, with prices rising in later phases. The exclusive is available now for preorder at any of 56 Wah Chan outlets nationwide.



Adding to the celebration, Wah Chan also introduces the 70th Anniversary Gold Bar, a collector's piece designed with blessings of balance, health, love, longevity, and wealth. 70 lucky buyers of this gold bar carries a unique privilege; a 100% Buy Back option for 7 years and a guaranteed 7% annual growth for 3 years. Priced at RM3,000, and appreciating in value to RM3,630 by the end of its cycle, the 70th Anniversary Gold Bar is an investment in both heritage and prosperity.

Celebrate 70 Years of Love

Running until 13 December 2025, the "Celebrate 70 Years of Love" campaign invites customers to be part of the journey through exclusive promotions, weekend experiences, and special rewards. More than just a celebration, the campaign strengthens Wah Chan's bond with customers while shining a light on the elegance and heritage that define the brand.

Wah Chan's "Celebrate 70 Years of Love" campaign includes:

- RM70 off the first gram of 916 gold, a symbolic nod to seven decades of excellence;
- Up to 70% savings on selected pieces, making timeless beauty more accessible than ever;
- Lucky Draws: with weekly winners receiving 10g gold bars, monthly winners gifted 1-carat diamond rings, and one grand prize winner driving away in a Tesla Model 3;
- Exclusive Rewards: Customers who spend RM700 and above will receive RM700 worth of vouchers, while purchases of RM7,000 or more will be entitled to a free gift consisting of either a tumbler or a tote bag;
- Honouring our first customers, where anyone presenting an original 1955 receipt will be rewarded with its equivalent cash value;
- Weekly Gold Beans Challenge: With a minimum spend of RM700 in one receipt, customers qualify to participate in an interactive in-store experience to earn exciting rewards; and
- Call to Say "I Love You" or "Thank You": Customers who make the call can receive a RM700 cash voucher.



Wah Chan's 70th anniversary campaign will also include interactive activities including a couple's fun run on 30th November, "Love in Every Step Fun Duo Run", where couples, friends, or families in pairs can participate. Additionally, Wah Chan will also be hosting a special contest, "AI Song & Wah Chan Dance", in collaboration with local colleges and dance schools.

Wah Chan celebrates their anniversary as a reminder that jewellery is never just an adornment, it is a symbol of love, a cherished moment, and a legacy passed forward. As Wah Chan steps into its next chapter, it does so with the same spirit of trust and artistry that began in a small town 70 years ago – today serving Malaysians its elegant pieces.

For more information, visit www.wahchan.com.my or follow their latest updates on their social media.