

SEASON OF SHARING

In the service of spreading happiness and helping others this blessed period, life insurance and family takaful provider Sun Life organised its 2025 "Baju Raya Lama Baharu" campaign in collaboration with Kloth Cares, INTI International College Subang and Aeon Big. The initiative, which gave restored, pre-owned festive clothing items to 100 children at Rumah Kasih Harmoni, speaks to the season's spirit of giving and gratitude while promoting eco-consciousness by breathing new life into secondhand items.

"This campaign is about creating meaningful and brighter life moments," explained president of Sun Life Malaysia Raymond Lew. "By reviving pre-loved garments, nurturing young designers and supporting underprivileged children, we bring joy, creativity and care."

Malaysians were invited to drop their gently used *baju raya* at designated collection points throughout February and March across Sun Life offices and Aeon Big outlets in the Klang Valley, during which the organisation received 520kg of clothing. These were then revitalised by the students of INTI college into festive wear for the youth. Sun Life brand ambassador Alif Satar also visited and helped children sketch their dream designs, resulting in beautiful and specialised outfits for the recipients.

The rest of the materials were given to textile recycling social enterprise Kloth for upcycling. "We are thrilled to be part of this initiative that not only champions environmental and social sustainability but also provides an avenue for young designers to make a meaningful impact," said Kloth Cares co-founder Nik Suzila Hassan.

