

Fashion students redesign old baju raya for underprivileged

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Sun Life Malaysia's "Baju Raya Lama Baharu" campaign revives pre-loved outfits, spreading festive joy to underprivileged children

Sun Life Malaysia, a leading life insurance and family takaful provider, has brought festive joy to 100 children at Rumah Kasih Harmoni through its "Baju Raya Lama Baharu" campaign. This initiative, held in collaboration with KLOTH Cares, INTI International College Subang, and AEON BiG, aims to promote sustainability and social responsibility by repurposing pre-loved garments into new festive attire.

In line with the campaign's mission, Malaysians were invited to donate their gently used "Baju Raya" at designated collection points across Sun Life Malaysia offices and selected AEON BiG outlets from February to March 2025. The response was overwhelming, with 520kg of garments collected. Of these, 100 pairs were creatively transformed into new outfits by talented fashion design students from INTI, while the remaining items will be upcycled by KLOTH Cares.



"This campaign goes beyond simply giving – it is about creating meaningful and brighter life moments, just as our brand's tagline: *Life is brighter under the sun*," said Raymond Lew, President and Country Head of Sun Life Malaysia. "By reviving pre-loved garments, nurturing young designers, and supporting underprivileged children, we bring joy, creativity, and care this festive season."

Bringing festive cheer

Sun Life Malaysia's brand ambassador, popular celebrity and entrepreneur Alif Satar, played a pivotal role in the campaign by personally engaging with the children at Rumah Kasih Harmoni. He spent time sketching their dream "Baju Raya" designs, which were later brought to life by INTI's fashion students.

"This 'Baju Raya Lama Baharu' campaign proves that even the smallest contribution, when given with sincerity, can bring happiness to many during Hari Raya," said Alif. His participation not only amplified the campaign's impact but also inspired more Malaysians to contribute to the cause.



The collaboration with INTI provided an invaluable learning experience for fashion students, allowing them to merge creativity with social impact. "Seeing these garments transformed into beautiful, personalised Raya outfits has been an incredibly fulfilling experience for our students," said Goh Suet Lin, lecturer at the INTI Centre of Art and Design.

Partners strengthen the initiative

KLOTH Cares, a social enterprise focused on textile recycling, played a crucial role in ensuring that all collected garments were given a second life. "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 Nik Suzila Hassan, co-founder of KLOTH Cares.

Retail partner AEON BiG also supported the initiative by providing collection points for public donations. "By donating used Raya clothing at AEON BiG stores, we are giving these garments a second life and spreading joy to those in need. It is a small gesture with a big impact," said Nazwan Effendy Choong, Head of Marketing at AEON BiG.



To commemorate the success of the campaign, Sun Life Malaysia has released a special video capturing the excitement and joy of the children as they received their newly designed "Baju Raya." Featuring Alif Satar, the video highlights the emotional journey from the donation process to the moment the children see their dream outfits come to life.

Through this initiative, Sun Life Malaysia and its partners have not only embraced the spirit of sharing during Hari Raya but have also set a meaningful example of how sustainability and community support can go hand in hand.