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MARKETING SOUTHEAST ASIA

Sun Life MY repurposes pre-loved garments into personalised Raya attire in new initiative



by Teddy Cambosa - March 20, 2025



Kuala Lumpur, Malaysia – Sun Life Malaysia has launched a new initiative called ‘Baju Raya Lama Baharu’, which aims to repurpose gently used garments into personalised Baju Raya for 100 children at the Rumah Kasih Harmoni.

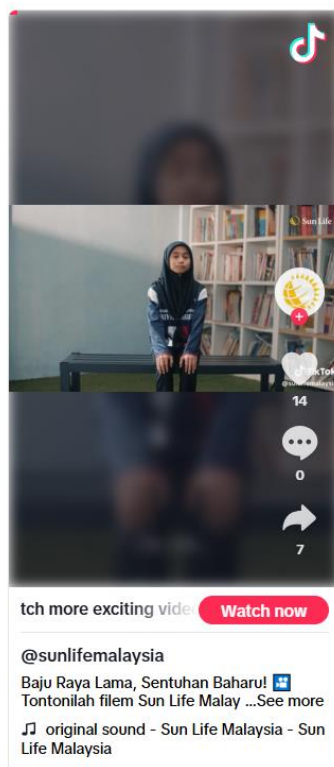
For the brand, said initiative promotes the values of sharing and gratitude, while supporting a more sustainable Raya through giving new life to cherished garments.

‘Baju Raya Lama Baharu’ is done in collaboration with KLOTH Cares, a textile recycling social enterprise, INTI International College Subang, and AEON BiG.

Led by Sun Life Malaysia’s brand ambassador, renowned celebrity and entrepreneur, Alif Satar, the campaign invited Malaysians to donate their gently used “Baju Raya” at designated collection points across Sun Life Malaysia offices and selected AEON BiG outlets, from February – March 2025.

To date, a total of 520kg worth of pre-loved garments were collected, with 100 pairs being brought to life by talented students from INTI, while the remaining will be upcycled by KLOTH.

During the campaign, Alif Satar also visited Rumah Kasih Harmoni, engaging with the children and helping them sketch their dream “Baju Raya” designs. “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.



To celebrate these heartwarming moments, Sun Life Malaysia has released a special video capturing the children’s excitement as they see their dream outfits come to life. The video, featuring Alif Satar, highlights the joy and gratitude of the children while showcasing the creativity and dedication of the young designers involved.

Commenting on the Raya 2025 campaign, **Raymond Lew, president and country head of Sun Life Malaysia**, said, “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. By reviving pre-loved garments, nurturing young designers, and supporting underprivileged children, we bring joy, creativity, and care this festive season.”

Meanwhile, **Nik Suzila Hassan, co-founder at KLOTH Cares**, said, “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.”

Goh Suet Lin, lecturer of Diploma in Fashion Design – INTI Centre of Art and Design at INTI International College Subang, commented, “Seeing these garments transformed into beautiful, personalised Raya outfits has been an incredibly fulfilling experience for our students.”

Lastly, **Nazwan Effendy Choong, head of marketing at AEON BiG**, stated, “We are proud to partner with Sun Life Malaysia for this meaningful Raya initiative. 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.”