



Habib opens second store at Suria

By NAZRI NOOR



Renowned Malaysian jeweller Habib recently opened a showroom at the newly launched Suria Sabah shopping centre. This counts as the second Habib outlet in the state, following the success of the company's first store at 1Borneo Hypermall.

According to Mohd. Zaruddin Mahmud, Habib's Senior Manager for Retail Operations, the decision to open a second showroom was made upon observing healthy business at the jeweller's first Sabah store.

"Every shop has its own identity, basically," says Mahmud. "Some branded items, such as the Hearts on Fire collection, are only available at Suria Sabah and not at 1Borneo. The two stores will focus on different products. We also wanted a strategic location closer to town, so it's also about accessibility."

Habib at Suria Sabah will feature a more varied selection of diamond and jewellery, in contrast to the array of gold items available at Habib 1Borneo. It will also feature a number of one off pieces that will truly offer clients a sense of exclusivity, as each item is the only one of its kind in

existence.

Interest in the investment value of gold also seems to be on the rise. Mahmud reveals that the price for gold has shot up to RM150 per gram, apparently the highest in history. This is good news for investors who purchased the metal in 2008 for a significantly profitable price of RM90 per gram. Aside from jewellery, Habib also stocks a selection of gold bars in various weights and offers the products at wholesale prices.

Mahmud also shares a Sabahan shopping quirk that Habib has not noticed anywhere else in Malaysia. "We bring in men's collections here, because there is one thing that is unique about people in Sabah. Men are more interested in jewellery here, especially when it comes to chains and diamond studs. They like to wear earrings, just like David Beckham," he explains happily. "It's a new trend that we'd like to explore in Sabah."

The new Habib showroom is located at the ground floor of Suria Sabah in Kota Kinabalu. For more information and to see more of Habib's fine jewellery, visit www.habibjewels.com.

