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Petron Collaborates with Top Fashion Designer, Alia Bastamam For Captain Marvel Movie Promo

KUALA LUMPUR – To mark another industry first, Petron collaborates with leading Malaysian fashion designer Alia Bastamam for the superhero movie and one of the most anticipated releases this 2019, *Captain Marvel*.

“We are proud to be working with Alia Bastamam, who is one of Malaysia’s best fashion designers. At the same time, we are excited to hold another exclusive Marvel movie premier, this time for Captain Marvel. We hope that through this groundbreaking collaboration, our customers will feel our appreciation for their patronage and support for us,” said Choong Kum Choy, Petron Malaysia Head of Retail and Commercial Business.

Alia Bastamam will exclusively design 40 customized jackets inspired the popular superhero film. Petron customers can have a chance to bring home two of these unisex jackets by simply joining the “Captain Marvel Petron Contest.” The stylish jackets will be especially tailored to fit the winners.

Winner of Designer of the Year at KL Fashion Week 2017, Alia Bastamam has become one of Malaysia’s leading fashion designers since she debuted in 2010. She has dressed many celebrities for the red carpet, along with socialites and the country’s young royals as clients. Not only in Malaysia, the Alia Bastamam brand has made a name in neighboring countries Singapore, Brunei and Indonesia, and this year she slowly explores the international markets in US and Europe.

“I am thrilled to be part of Captain Marvel!” Alia says excitedly. “It is my first time doing this and I think my ALIA B. label is perfect for promoting this film. I love designing and making outerwear, so I have created two jacket designs for the lucky winners.”

Petron Miles members automatically qualify to the draw when they spend a minimum single receipt purchase of RM50 from 21 February to 6 April 2019 at any of the 630 participating Petron service stations in Malaysia. The contest is already gaining buzz among loyal Petron customers, Marvel enthusiasts, and fans of Alia Bastamam.

The new Captain Marvel movie will premiere on 6th March in Malaysia. Since 2016, Petron has partnered with Marvel Studios to promote their films in Malaysia. The company has screened Thor, Black Panther, Dr. Strange, Avengers: Infinity Wars and The Ant Man & The Wasp. Petron looks forward to screening Marvel’s upcoming movies, Captain Marvel and Avengers: Endgame this year.

For more information, please visit www.petron.com.my. Stay updated with Petron's latest promotions and activities through Facebook @PetronMalaysia, Twitter @Petron_Malaysia and Instagram @petron_malaysia.

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About Petron Malaysia

Petron Malaysia is a leading company in Malaysia's downstream oil market. Its 88,000 barrel-per-day Port Dickson Refinery produces a wide variety of world-class fuels which is distributed through 8 terminals strategically located across the country. Through more than 600 stations nationwide, it retails premium fuels namely Blaze 100 Euro 4M, Blaze 97 Euro 4M, Blaze 95, Turbo Diesel Euro 5 and Diesel Max. Petron is committed to its vision to be the leading provider of total customer solutions in the oil sector and allied businesses. Please visit petron.com.my.

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