



# Julie's

MEDIA RELEASE

## JULIE'S MAGNIFICITY – A NEW ICONIC LANDMARK IN MELAKA

Time to discover or rediscover Melaka with this new aesthetic photo spot...



**Melaka, 31 October 2022** – What does a mousedeer, Kesidang flower and the A-Famosa building have in common? They are all popular icons representing Melaka's heritage and is now proudly featured on a new wall art brought to you by Julie's in collaboration with Cloakwork, a globally renowned Malaysian graffiti artist. The wall art called Julie's Magnificity\* unveiled on 13 October 2022, aims to be the new must-visit iconic landmark in Melaka.

Tzy Horng Sai, Director of Julie's Biscuits said, "As a brand born in Melaka 38 years ago and since then its products found in over 80 countries, Julie's Biscuits is proud to enrich Melaka's historic and artistic heritage with this mural wall donned by splendid graffiti art. Not only does it showcase cultural symbols of Malaysia and Melaka, but it will also certainly serve as an exciting tourist attraction."

"As Julie's Biscuits continues to inject more fun and playfulness in our brand, we also see our collaboration with Cloakwork as part of our mission in breaking barriers, connecting people, and bridging divides. We hope that Julie's Magnificity will connect local communities, visitors and contribute to further invigorate the city of Melaka through this artistic display."

This creative collaboration between Julie's and Cloakwork features over 15 elements representing Melaka and Malaysia infused with abstract shapes and water motifs suggestive of products manufactured by the company. Julie's Magnificity is currently one of the largest and most colourful wall arts in the city and is located on Jalan Munshi Abdullah, a walking distance to the Melaka River.

"I have always admired how my childhood biscuit brand; Julie's Biscuits continues their effort in growing and connecting with Malaysians throughout these years. When Julie's proposed this idea of a creative collaboration, I knew that this would be an exciting project to work on. Bringing together visuals that uniquely represents the city coupled with elements and colours that can evoke fond childhood memories was a rewarding experience!" said Cloakwork, also known as Chern.

The Julie's Magnificity is now ready for all visitors. To check out this latest iconic landmark, [click here](#) for the google maps direction. Watch [this video](#) for behind-the-scenes footage on the creation of Julie's Magnificity. For continuous updates on Julie's latest promotions, contests, and activities, follow us on Facebook at [www.facebook.com/JuliesBiscuits](http://www.facebook.com/JuliesBiscuits) and Instagram at [www.instagram.com/juliesbiscuits](http://www.instagram.com/juliesbiscuits).

\*Magnificity is a word coined from a combination of the words Magical Land of Julie's, Graffiti and Creativity.



**Photo 1:** Full view of Julie's Magnificity located on Jalan Munshi Abdullah, Melaka.



**Photo 2:** Group photo with Julie's Magnifity, featuring Julie's Biscuits. From left to right: Julie's Founder & Director Mr Su Chin Hock, Cloakwork, Director of Julie's Biscuits Mr Sai Tzy Horng.



# JULIE'S MAGNIFYTY THE NEW ICONIC LANDMARK OF MELAKA!

85, JALAN MUNSHI ABDULLAH, 75100 MELAKA.



Photo 3: Julie's Magnifyty Landmark Map.



**Photo 4:** Group photo with Julie's Magnifity, featuring Julie's Biscuits. Julie's Marketing team and (from left) Julie's Founder & Director Mr Su Chin Hock, Director of Julie's Biscuits Mr Sai Tzy Horng and Cloakwork.

## JULIES MALAYSIA

### About Julie's

Julie's is an international, award-winning biscuit brand sold in 80 countries. Founded in Melaka, Malaysia and marketed as Julie's since 1985, the brand undertook its milestone rebranding campaign in 2020. The original blonde Julie, a household icon, has been rejuvenated to appeal to today's consumers. Julie now sports a shorter bob-haircut, red and blue headband with a forward and an upward look of certainty, reinventing her appeal with new generation consumers. For further information on Julie's Biscuits, visit <https://www.julies.com.my/>

### About Cloakwork

Cloakwork, also known as Chern is proudly born and raised in Kuala Lumpur, Malaysia. He is a multidisciplinary creative artist, being both a professional graffiti artist and illustrator. Painting around the globe for 10 years, his works have been widely featured on multiple local and international platforms. Cloakwork is often on tours around the world sharing his love for Graffiti. This includes UK, Japan, Hong Kong, Taiwan, Indonesia, Mongolia, Colombia and more.

**For media queries, please contact:**

Wang Shu Fen, Branding & Marketing

Email: shufen@julies.com.my | Mobile: +6016-9654804

Lim De Hui, Branding & Marketing

Email: dhlhim@julies.com.my | Mobile: +6011-2352 3040