



## HABIB Celebrates Heritage and Close Bonds This Raya With The Art Of Anyaman, A Symbol Of Connection For Rantaian Kasih Di Aidilfitri 2024

HABIB, Malaysian premier jeweller, continues its legacy by honouring Malaysia's cultural heritage. Celebrating this year's theme of Anyaman, HABIB once again illuminates the significance of strong familial bonds in conjunction with its annual Raya campaign known as "Rantaian Kasih" or the ties that bind. HABIB welcomes all to HABIB showrooms across Malaysia to explore the latest collections in celebration of the upcoming Raya festivities.

On 28 February 2024, at The St. Regis Kuala Lumpur, HABIB held a preview event for the Rantaian Kasih 2024 Campaign, graced by invited guests, members of the media, and local celebrities. The event commenced with an opening speech by the Executive Chairman of HABIB Group, Dato' Sri Meer Habib, followed by a special performance by Hardy Arbi and Wany Hasrita. The most anticipated highlight of the event was the fashion show which unveiled the newest Rantaian Kasih collections as well as the appearance of the faces of HABIB Rantaian Kasih 2024.

Dato' Sri Meer Habib, said, "While we celebrate Raya, HABIB holds the responsibility to preserve timeless heritage and encourage the public to continue appreciating the cultural intricacies of traditional arts. Therefore, we have chosen the art of Anyaman as the theme for this year's Raya campaign to put a spotlight on this cultural tradition and ensure it does not fade with time. The neat intertwining and precision on each woven piece symbolise familial bonds, tradition, and the richness of our heritage, making it the perfect inspiration for our Rantaian Kasih Campaign."

HABIB brings uniqueness to this year's Rantaian Kasih Campaign with the appearance of ambassadors from diverse backgrounds - Amyra Rosli and her family, Sharifah Rose, and Ezzanie Jasny. HABIB places great emphasis on the aura and charisma during the selection of campaign faces, ensuring they not only fashion the jewellery well but also possess high spirits, good personalities, and are beloved by many, which adds a vibrancy that channels the essence of HABIB's Rantaian Kasih concept.







Among the collections, one of the most sought-after favourites each year is the Oro Italia 916 collection that features the latest designs that are more modern and contemporary. For a trendy and more colourful look, the pieces from the Clara Collection make for an ideal choice. This collection features unique hues such as purple, pink, blue, and green, without compromising the quality value of 916 gold. Additionally, long chain necklace collections are also considered loyal favourites during Raya and are suitable for pairing with hijabs. Matching mother and child sets are also offered to complete the coordinated family style on the first day of Raya.



*Pink Sapphire Bangle*



*Anyaman Diamond Earrings*



*Oro Italia 916 Clara Bracelet*

A variety of exclusive diamond collections were also showcased, including designs inspired by Anyaman that emphasised precision and refinement in their motifs. This diamond and gemstone Anyaman collection is paired with 750 gold (18K) to ensure the integrity of the set diamonds, guaranteed to emit the perfect Raya sparkle. Catering to different tastes, this Anyaman collection offers a selection of diamonds and gemstone combinations that provide a more versatile and captivating appearance. Special for this Raya occasion, HABIB offers its Men's Collection, including exclusive Butang Baju Melayu and silver palladium rings adorned with diamonds and gemstones.

HABIB also introduces its 999.9 Gold Wafer Coin Anyaman Edition, which comes in five unique designs weighing 0.2 grams each, priced at RM118 each or RM628 for a limited-edition box set. These 999.9 Gold Wafer Coins are also suitable as a unique alternative for Hari Raya money or as special gifts for loved ones.



*Tanzanite and Silver Palladium Butang Baju Melayu*



*Kelarai Bunga Api*



*Kelarai Mak Mek*



## HABIB Unveils HARTA: An Exquisite Tribute To Malaysian Heritage And Artistic Brilliance

*Preserving Heritage and Inspiring Progress Through HARTA's Debut as a Private Public Space*

HABIB, the cherished Malaysian jeweller known for its exquisite craftsmanship and timeless elegance, is thrilled to unveil **HARTA**, its latest public initiative which stands for HABIB: Action for Revival of our Traditions and Arts. Nestled above the HABIB Ampang II showroom, HARTA emanates a captivating aura dedicated to celebrating Malaysian culture, heritage, and art. Within its enclave sits the HARTA Heritage Jewellery Museum alongside an inspiring art gallery and café, fostering a creative environment where conversations can flourish uninterrupted.

With deep-rooted pride in its Penang origins, HABIB stands as a steadfast guardian of heritage and a purveyor of extraordinary jewellery in a place steeped in artistic history. Through HARTA, the brand aims to educate and engage the public on the opulence of Malaysian culture, in the recognition of the swiftly fading facets of Malaysian heritage – a testament to HABIB's commitment to preserving and revitalising Malaysia's traditions and arts.

Within the walls of the HARTA Heritage Jewellery Museum, the primary collection focuses on the bejewelled traditions of our multi-ethnic 'Peranakan' heritage, from the Peranakan Chinese, Peranakan Jawi and Peranakan Chitty communities. A remarkable collection of over 800 unique pieces, collected over a span of 66 years, have been meticulously curated to transport visitors to a bygone era where the intricate artistry of Peranakan jewellery thrived, providing an invaluable glimpse into our multi-cultural identity.







Complementing the HARTA Museum is an art gallery that intends to promote the works of talented Malaysian artists and artisans. To date, it has housed curated exhibitions such as "OPEN HOUSE", its debut presentation which delved into the multi-faceted nature of domestic places; "The Road Less Travelled", the fifth solo exhibition for Malaysian artist Syahbandi Samat; and most recently, "There Will Be Dragons in My Future Dreams," an exhibition by digital artist, Chong Yan Chuah, which transformed the space into an immersive exhibition with video, music and scents.

HARTA also hosts events, talks (free for public to attend) and workshops that highlight Malaysian arts and traditions, such as Malaysian textiles, Malaysian jewellery, and wayang kulit. HARTA also often collaborates with schools, universities, and cultural institutions.

HARTA transcends the boundaries of a conventional museum, evolving into a vibrant realm where art and culture come alive. In pursuit of deeper engagement, HARTA additionally presents an inviting café environment where visitors can unwind, savour delectable delights and participate in dialogues centred around Malaysian heritage.



"We at HARTA have a heartfelt mission to honour our Malaysian roots and showcase the splendour of our local art scene to a broader audience," shared Mirsham Meer, the Director behind HARTA. "We welcome all art, culture, and jewellery enthusiasts to join us on this remarkable adventure. If your curiosity drives you to explore the world of art, this space awaits you to embark on a sense-provoking journey," Mirsham added.

### ABOUT HARTA

HARTA stands for **H**ABIB, Malaysia's premier jewellery, taking proactive **A**ction for the **R**evival of our **T**raditions and our **A**rts. HARTA believes the true wealth of Malaysia lies in the collective cultural identity of its people, celebrating Malaysian heritage and art, both past and present. Culture distinguishes a country. It nurtures a sense of belonging in the minds and hearts of its people. It helps people share a commonality. And by doing so, it enriches the creative soul of the country.

### Opening hours:

HARTA Museum & Art Gallery  
10am - 5pm (Tuesday - Saturday)



## HARTA and Core Design Gallery Presents "10 Years' Journey in the Art of Islamic Calligraphy" by Husin Hourmain

*An Exhibition Exploring Cultural and Religious Identity*

In its 3rd exhibition, HARTA, in collaboration with Core Design Gallery, presents "10 Years' Journey in the Art of Islamic Calligraphy," an exhibition by Malaysian contemporary artist, Husin Hourmain that invites us to delve into Husin's key works over the past decade that embody the essence of flowing energy. The exhibition, which opened on 2nd March and ends 6th April 2024 at HARTA, is a visionary collection of 18 pieces that transcend the boundaries of race, religion and nationality.

Recognizing the diminishing understanding of Jawi among the youth, Husin Hourmain continues to explore his cultural and religious identity as a Malaysian Muslim. His art combines powerful abstract expressionism with Jawi calligraphy, fostering a deeper understanding and appreciation of Jawi across diverse audiences.

"HARTA is extremely honoured to have Husin Hourmain, Malaysia's most sought-after contemporary Islamic calligraphy artist, showcase a decade of his greatest works at our space which stands as a platform that celebrates Malaysian artistry and culture," shared Mirsham Meer, the Director behind HARTA. "I encourage the public and fans of Islamic art to check out the exhibition in time for the holy month of Ramadan," Mirsham added.

Husin's "10 Years' Journey in the Art of Islamic Calligraphy" will allow guests to witness his most distinguished works that marked pivotal moments in his career and Malaysian contemporary art. His exhibition works include pieces such as :



Husin Hourmain Pa Acrylic on Canvas 153cm x 122cm 2015



Husin Hourmain Zal Acrylic on Canvas 152cm x 244cm 2011





## Samyama by John Ang

John Ang, the Creative Director of Samyama, embodies a unique blend of western and eastern upbringing. Born in the United States but brought up in a Chinese Peranakan home in Singapore has enable John's artistic creativity to span the horizons of both east and west. Further more, John's deep-rooted connection to Malaysia stems from his ancestral ties to his maternal great-great-grandfather, Datuk Major Cina Tan Hiok Née, a prominent textile merchant whose legacy is honoured in Johore Bharu with a street named after him. This familial heritage has profoundly influenced John's creative journey. John's story mirrors the collaborative spirit of his ancestor, Datuk Major Cina Tan Hiok Née, who worked closely with Sultan Abu Bakar of Johor. This rich familial history shapes his proud Malaysian heritage, inspiring his innovative approach to preserving and celebrating our region's diverse cultural foundations through fashion.

Since its inception, Samyama under John's leadership has been dedicated to revitalising traditional clothing. He does this by blending past forgotten clothing trends with current fashion styles. This is not without in-depth research of fashion history and extensive exposure to the international contemporary fashion scene. The Sumptuous Mughal Raya Collection is the epitome of these efforts, showcasing unique garments that blend Mughal influences with contemporary Malaysian styles. This collection, a follow-up to John's successful 2022 "Splendours of Malay World Textiles" exhibition, continues to delve into and celebrate various less explored cultural narratives.

The Raya Collection takes its inspiration from the history of the Mughals, with their Persian, Turkish, Mongol, and Central Asian lineage, which left an indelible mark on Northern India from 1526 to 1857. This collection gracefully reflects the intricate dance of history and culture. Notably, the collarless Turkish kurta, once donned by noble Mughal figures, found resonance among Malay couturiers as the baju kurung.



The realisation of the sumptuous Mughal theme is made possible through the generous sponsorship of HABIB, providing not only the HARTA space for the fashion show but also exquisite Indian jewellery that perfectly complements the collection. Dato Sri Meer Habib's private Indian jewellery collection makes its debut in Habib's history, adding an extra layer of magnificence to the Raya collection.

Rumah Hartiqa emerges as an indispensable force in the intricate tailoring process, ensuring meticulous craftsmanship that defines this collection's excellence. Additionally, the artistic touch of Bluemollyx significantly elevates the models' makeup, contributing to an enhanced overall presentation and the partnership with the University Tengku Abdul Rahman and Raffles College Kuala Lumpur, Samyama opens its doors dedicated students who volunteered to become part of this fashion show.

The Samyama team's commitment to preserving heritage through innovation is evident in each garment of the Sumptuous Mughal Collection, radiating Mughal splendour while seamlessly blending with the chic and contemporary style of today's Malaysian society. This collection stands as a grand celebration of history, culture, and timeless artistry that transcends the bounds of time.