



# Rantaian Kasih

DI AIDILFITRI 2025



## HABIB Embraces Heritage and Family Bonds with Rantaian Kasih 2025

As the festive season of Hari Raya approaches, HABIB, Malaysia's premier jeweller, continues its tradition of celebrating meaningful moments, family ties, and the richness of Malaysian heritage through its annual Raya campaign, Rantaian Kasih, or The Ties That Bind. This year, HABIB draws inspiration from the majestic Wau, an iconic Malaysian kite, weaving its artistry and symbolism into a collection that honors tradition while looking toward the future.

### A Tribute to Culture and Connection



Hari Raya Puasa is a time for togetherness and reflection, and HABIB's Rantaian Kasih campaign beautifully encapsulates these values. According to Dato' Sri Meer Habib, "As we celebrate Hari Raya Puasa, HABIB embraces the responsibility of preserving timeless heritage and inspiring the community to cherish the cultural intricacies of traditional arts. The majestic Wau serves as the ideal inspiration for our Rantaian Kasih campaign as it represents soaring to great heights while staying rooted in familial bonds, tradition, and our vibrant heritage."

This year's campaign is brought to life by celebrated actress Ummi Nazeera and her family, whose presence radiates warmth, elegance, and familial love. Her embodiment of grace and charm perfectly complements HABIB's ethos, reflecting the essence of The Gift of Happiness.







## A Dazzling Collection Inspired by the Wau

HABIB's Rantainan Kasih 2025 collection showcases exclusive designs featuring diamonds, gemstones, and 916 gold, all inspired by the intricate shapes and elements of the traditional Wau.

Each piece is meticulously crafted to symbolize precision, elegance, and timeless beauty. The collection caters to a variety of tastes, with versatile gold, diamond, and gemstone combinations perfect for the festive season.

For men, HABIB introduces a distinguished selection of Butang Baju Melayu and silver palladium rings, designed to complement traditional attire with a touch of sophistication.

Meanwhile, the ever-popular Oro Italia 916 collection continues to captivate with contemporary styles infused with classic appeal. This year's selection includes vibrant pieces such as the Clara Collection, Malachite, Onyx, and Mother of Pearl, alongside stunning pendants, bold bracelets, and long-chain necklaces—all crafted in premium 916 gold and exclusively designed in Italy for HABIB.







## A Symbol of Legacy: The 999.9 Gold Wau Wafer Collection

As part of the campaign, HABIB unveils the 999.9 Gold Wafer Wau Edition, a tribute to the exquisite artistry of traditional Malaysian kites. This limited-edition collection consists of five unique designs, each capturing the intricate beauty of the Wau. Weighing 0.2 grams per piece, these wafers are priced at RM138 each or RM690 for a complete set, making them a meaningful gift alternative to Hari Raya money or cherished keepsakes for loved ones.

## Staying Rooted While Reaching for the Skies

The Rantayan Kasih 2025 campaign is a reminder that, like the Wau, we must always stay connected to our roots while striving for new heights. Just as the Wau relies on its string to maintain balance, we, too, are anchored by the love of our families and communities. This philosophy extends beyond the jewellery collection, influencing the showroom decor, HABIB's exclusive packaging, and even its Raya money packets—each reflecting the meticulous craftsmanship, balance, and patience required in both art and life.

From March 1st to 30th, 2025, Rantayan Kasih will be celebrated across all HABIB showrooms nationwide. Customers can enjoy special promotions, including reductions of up to RM30 per gram on 916 and 999 gold jewellery, discounts of up to 70% on diamond and gemstone jewellery, and an exclusive Ice Smart 3.0 smartwatch for purchases exceeding RM10,000 on gold, diamond, or gemstone jewellery (terms and conditions apply).

For more information, visit [www.habibjewels.com](http://www.habibjewels.com) and follow HABIB on Instagram and TikTok (@habibjewelsofficial) as well as Facebook and LinkedIn (@HABIB). Celebrate the beauty of tradition, love, and connection with HABIB's Rantayan Kasih 2025—where heritage meets elegance in the spirit of Hari Raya.

