



Rest and read: Taking a break at the library gave visitors a chance to check out a range of books and magazines courtesy of GS World of Knowledge, MPH Bookstores and Mastery Academy of Chinese Metaphysics.



Authentic: The Princess booth was set up to look like an old-fashioned shoplot.

Bringing a 'city' to life

Small details help win over visitors to three-day event

By WILLIAM K.C. KEE
metron@thestar.com.my

THE recently concluded FemmeCity, which attracted 27,000 visitors, was considered a success by exhibitors, participants and visitors alike.

Besides booths offering great bargains, fashion shows and fun-filled activities, it was attention to the smallest details that made the fair and exhibition a standout.

As FemmeCity's concept was to mimic a metropolis, the halls of the Kuala Lumpur Convention Centre were converted into bustling town-like premises.

An open steel gate was stationed at the entrance of the fair, with a large "Welcome" sign on the carpet to exude a warm welcome to visitors.

Near the main stage — where fashion shows, lively talks and demonstrations were held — the Clove VIP lounge proved to be an



irresistible stopover. The luxurious furnishings at this lounge, as well as Ladies Lane and the Boulevard of Dreams (which housed local designers), were provided by Fella Design.

If visitors were thirsty after a frenzied day of shopping, they could get themselves a free drink at the coffee shop booth sponsored by Nestle. And if they wanted to rest their weary feet, they could do so at the bus stop or library; the latter was stocked with varied magazines and books.

Certain exhibitors such as Princess took efforts to dress their booths. The shoe retailer booth looked like an actual shoplot, complete with mock pillars and painted windows.

At The Star's New Media Pavilion, visitors formed long queues to log on to web portals such as CloveTwo, Quali, MyStarJob and eCentral. At this booth, visitors had the chance to win prizes including an Apple iPad Tablet, a Coach Poppy Tote and a spa wellness experience from Zazen.

Environment-conscious visitors to FemmeCity were also given the chance to do their bit at the Go Green booth. They traded used mineral water bottles for TupperDollars which were later used at a Tupperware auction. By the end of the three-day fair, over 1,300 empty mineral bottles were collected at the booth.

FemmeCity 2010, held from July 30 to Aug 1, was organised by Clove, The Star's monthly women's pullout.

● See StarTwo tomorrow for FemmeCity's fashion round-up.



Take a breather: The VIP lounge featured furniture from Fella Design.



Time to rest: The bus stop offered visitors the chance to rest.



All bagged up: More than 1,300 empty mineral water bottles were collected at the Go Green booth.



Caffeine fix: Coffee lovers got to sample some great brews and cereals courtesy of Nestle at the coffee shop.