



(From left) Silverland executive chairman **Datuk Azizan A. Rahman**, Metier chief executive **Darryll Ashworth** and Metier director **Stuart Cameron** at the briefing in Kuala Lumpur yesterday. Pic by Nurul Syazana Rose Razman

Silverland plans lakeside street mall in Kinta Valley

KUALA LUMPUR: Silverland Capital Sdn Bhd, in collaboration with Metier Pty Ltd, will develop the Silverlakes Brand Village, a lakeside street mall in the Kinta Valley, which will have a gross development value of more than RM1 billion.

The project, set over 206.8ha, is slated for completion in seven to eight years.

The first phase of the development will begin at the end of the second quarter of next year at a cost of RM250 million.

The Silverlakes project is a joint venture between Syarikat Maju Perak Bhd, the land owner, and Silverland Capital as the developer.

Metier will provide consultancy for the mall development, manage all leasing arrangements and, upon completion, undertake to manage the retail operations for 15 years.

Silverland Capital executive chairman Datuk Azizan A. Rahman said the initial phase of the development will not only spur tourism growth in Perak but also provides economic growth and employment opportunities to the greater Kinta Valley population.

“The Silverlakes Brand Village will host major brands like Gucci, Puma and Adidas. It will have a 220-room hotel and convention centre, that can cater to more than 1,000 people.

“We are optimistic of receiving both local and foreign tourists as the project is in a strategic location in the Kinta Valley, with a train station nearby, making it easier for people to visit,” he said at a media briefing, here, yesterday.

The Silverlakes Brand Village will have between 15 and 20 food and

beverage outlets and 180 units of retail space, catering not just for high-end visitors but also low and middle-income visitors.

Speaking on the first phase of the development, Azizan said the retail outlets will be divided into two sections — North Island and South Island.

“The project has its own strength and is quite different from the Johor Premium Outlet.

“For those who do not like to shop, they can seek out watersport activities as the village is surrounded by a lake,” he added.

There are also plans to organise extreme watersport activities in the area to attract more visitors.

The second phase of the project will be known as Future Development while the final undertaking is the Cocoon@Silverlakes. **Bernama**