

## Premium mall to be ready next year

**METRO NEWS**

Wednesday, 6 Dec 2017

By Chan Li Leen



PERAK is set to have its first premium outlet mall by the end of next year with construction of the Silverlakes Brand Village Outlet in Batu Gajah already underway.

According to Silverland Capital Sdn Bhd Executive Chairman Datuk Azizan Abd Rahman, piling and sub-structure works began in March.

“We hope to hold our soft launch by next December, with 60% to 70% of retailers having moved in by then.

“Its official opening should be within the first quarter of 2019,” Azizan told reporters after the project’s ground-breaking ceremony last Sunday.

Expected to cover 13.3ha near a beautiful wetlands area opposite from the Batu Gajah railway station, Silverlakes Brand Village Outlet will be a resort-style shopping outlet with a built-up area of about 37,000 sq m (400,000sq ft) and featuring 150 local and international brands for shoppers to choose from.

“No doubt, we are not the first premium outlet mall in the country, but then this will be the first village outlet with such beautiful landscapes and over 40% of its area covered by a lake,” said Azizan.

To promote the mall as a venue for regional and international events, events such as the Silverlakes World Jazz Festival, vintage car shows, fashion events, gourmet and local food festivals, antique flea markets, and international shows and competitions such as The World Drone Grand Prix are already being planned.

Noting that Silverlakes Brand Village Outlet is only the first phase of the overall master plan of the Silverlakes development, Azizan said construction of a 4-star 220-room hotel annexed to the mall and 1,200 seat convention centre are scheduled to commence by end next year.

“In Phase 2 will be the development of a modern gated-and-guarded lakeside residential project with townhouses, courtyard homes and lakeside villas across 26.3ha initially and extending to another 46.5ha of wetlands surrounded by beautiful lakes.

“In Phase 3, we will embark on a lakeside boutique resort development with private-pool villas to be called The Cocoon, which will also include a retirement home complete with health facilities and a health farm,” he said.

He added that the entire Silverlakes development, encompassing 206ha with a gross development value of over RM2bil, will take between seven to 10 years to complete.

Menteri Besar Datuk Seri Dr Zambry Abd Kadir, who performed the ground-breaking ceremony, expressed hope that the mall will turn Perak into a major shopping destination for locals as well as international tourists.

“Silverlakes Brand Village Outlet will further boost the economy in this area, which is already a tourist attraction with Kellie’s Castle nearby and the Tanjung Tualang Dredge No.5 tin dredge just 10 minutes away,” he said.

Zambry added that the mall’s location is strategic given that it will be only 15 minutes away from the North-South Expressway interchange in Simpang Pulai. The Batu Gajah railway station will also provide easy access for those travelling from the Klang Valley and the north via the Electric Train Service.

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