



VNC New Concept Store Celebrates its 6th Store Opening

27 November 2013, Jakarta – Continuing the success of four flagship stores in several big malls in Jakarta, Surabaya, and Bali, VNC is now open at one of the most favorite shopping mall, Grand Indonesia – West Mall 1st floor. This 277 m² store has a newly designed concept that reflects modern style and premium quality of the brand. To celebrate the opening of our sixth store, we'll have “5 Days Opening Celebration”, started on November 27th – December 1st 2013. Customers will be treated specially with exciting promos and various entertainment at the store.



The Grand Opening Party is held on November 27th and attended by more than 300 guests, including board of directors of FJ Benjamin, PADINI Group of Malaysia, PT Gilang Agung Persada, celebrities, fashion bloggers, well-known fashion & lifestyle media, and also VIP customers. Seeing the success of previous stores, such as Mall Kelapa Gading, Pondok Indah Mall, Lotte Shopping Avenue, Tunjungan Plaza, and Lippo Mall Kuta, VNC Grand Indonesia offers you a place as convenient as the others for women to shop.

Guests will feel the elegance of fall 2013 through 24 looks of VNC latest collection fashion entertainment, accompanied by a sultry and theatrical voice of Aimee Saras “The Lady who Swings”, and Ary Kirana as Master of Ceremony. All guests will be well-served with appetizing canapés, enjoying the evening with the hype tunes from DJ, and win exciting vouchers and door prizes.

At this event, VNC also launch VNC Member Kit. By spending IDR 150,000 customer is entitled as a VIP VNC Member. The member kit contains of beauty pouch with VNC pink colour, vouchers worth million rupiah, and a member card that will give special discount all year long. By being a VIP VNC Member, customer will get more benefit that can be combined with any promo in store. Plus, 20% off discount on customer's birthday.



Inspired by the cosmopolitan vibe on catwalks and from real life, VNC goes all out to offer pure glamour in this fall collection. Gold, silver, black, maroon and beige set the tone for understated elegance while transparent PU (polyurethane)* and PU Suede accessorized with metal and studs provide the finishing touches.

In a nod to simplicity with flair, court shoes, ankle boots, pumps and covered heels take the spotlight. Straps are often kept to a minimum except in sandals, and sexy stilettos continue the clean outline. VNC adopts a similar approach for handbags with metal detailing and tassels as accessories. The chic styles make them perfect complements to the season's rich and glitzy hues, and edgy designs.

Take on Fall with a big dose of style with VNC.



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*PU (polyurethane) is a semi-shiny to non-shiny man made material and it is not as glossy as patent leather