

## Budding local entrepreneurs poised for growth

| LYNIA MOHAMAD |

FIVE local entrepreneurs - Baitaal Hijab, Mumtaz Collections, Rozai Hijab, Mukaku Cosmetics and Mudaser - who are part of the 2<sup>nd</sup> cycle of Bank Islam Brunei Darussalam (BIBD) Catalyst, attended a mentoring session with the co-founders of FashionValet recently.

The session was facilitated by co-founders Fadzarudin Shah Anuar and Vivvy Yusof. It aimed to provide an opportunity for the BIBD Catalyst participants to understand the challenges the duo has faced as well as the strategy that allowed FashionValet to grow at such a rapid pace.

The businesses were selected based on their ability to export their products, to be trained by FashionValet and have a proven track record of growing and marketing brands successfully through their platform. They were also given the opportunity to sell their products to the public at the FashionValet pop-up store, earlier this month.

"The sharing session was part of BIBD's continuous commitment to support our local

entrepreneurs and provide them with the tools they need to go beyond our borders. This is also one of the ways that BIBD is supporting His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah ibni Al-Marhum Sultan Haji Omar 'Ali Saifuddien Sa'adul Khairi Waddien, Sultan and Yang Di-Pertuan of Brunei Darussalam's Vision 2035, of diversifying the economy and producing highly skilled human assets," said BIBD Head of Retail Banking Hajah Nurul Akmar binti Haji Mohd Jaafar.

She said that through the BIBD Catalyst programme, they want to see more of the local entrepreneurs break into the regional market and carry the national flag internationally.

"These five fashion and beauty businesses were selected on their potential to grow and it is hoped that this programme and the invaluable mentoring from FashionValet will be the push that these entrepreneurs need. Our hope is that the BIBD Catalyst programme will be one of the best in the region, and we are working closely with DARE (Darussalam Enterprise) to refine the objectives with this in mind."

Meanwhile, FashionValet's CEO and co-founder Fadzarudin Shah Anuar said that FashionValet shares many common values with BIBD, their desire to encourage and support entrepreneurship in particular, adding that it is a privilege for them to be able to give back to the community, by sharing their experiences and the ups and downs that FashionValet has faced.

FashionValet Chief Creative Officer and co-founder Vivvy Yusof shared that they have always seen great potential in Bruneian designers but unfortunately, none have been able to fully penetrate the market outside of Brunei, and this is the challenge that the duo hopes to overcome by working with local fashion and beauty entrepreneurs through the BIBD Catalyst programme.



Guest of honour, Managing Director of The Coffee Bean & Tea Leaf Brunei Yang Amat Mulia Pengiran Anak Abdul Mun'im bin Pengiran Anak Haji Tahiruddin and General Manager of PAR Food and Beverage Sdn Bhd Muniswaran N during the ribbon cutting ceremony

PHOTOS: JAMES KON

## Latest gourmet branch for coffee, pastry lovers promotes paper straws

| JAMES KON |

THE Coffee Bean & Tea Leaf Brunei's latest gourmet branch in One City Shopping, Sungai Hanching was officially launched during a ceremony yesterday.

The fourth gourmet outlet is the

paper straws (single use) starting with this branch and by June 2019, the initiative will be introduced to all outlets," he added. "We are also planning to introduce bamboo or steel straws."

Speaking on the differences of The Coffee Bean & Tea Leaf's



Chief Creative Officer and co-founder of FashionValet Vivvy Yusof and Bank Islam Brunei Darussalam Head of Retail Banking Hajah Nurul Akmar binti Haji Mohd Jaafar during the session