

Saluting the **superheroes**, again

Brand launches second collection based on TV version of comic

CASUALWEAR brand Chargers Outfitters launched its Avengers Assemble, a special collection based on the animated television version of the Marvel comic, with an exclusive fashion preview recently.

The launch, organised in conjunction with the release of Hollywood blockbuster *Thor 2* in Malaysia, was held at the Outfitters Studio at AEON Cheras Selatan in Kuala Lumpur.

Jordone Corporation Sdn Bhd branding and communications manager Niki Leng said Chargers Outfitters was thrilled to launch another special collection based on a television series following the huge success of the *Iron Man 3* collection that was launched last April.

"We are thrilled to launch another special collection based on the superheroes of Marvel Comics.

"The superheroes in Avengers Assemble embody Chargers Outfitters' brand concept of young, energetic and dare-to-be-yourself," said Leng.

The Avengers Assemble collection includes round-neck tees, polo T-shirts, long-sleeved shirts, short-sleeved shirts, short pants, and jackets with graphic prints of the characters in the series.

Ten lucky fans who were selected

The superheroes in Avengers Assemble embody Chargers Outfitters' brand concept of young, energetic and dare-to-be-yourself.

— NIKI LENG

through a contest on Facebook were rewarded with exclusive *Thor 2* merchandise.

"We are always in tune with the younger generation. What they like is very important to us. We feature these superheroes in our collection as they are the idols of the younger generation.


"We will always refresh our designs and collections according to the styles and tastes of the younger generation," said Leng.

The Avengers Assemble is now available at all leading department stores and Outfitters Studios. The limited-edition styles are priced from RM49 to RM79.

For details, visit www.facebook.com/ChargersOutfitters




In tune with younger generation: (Standing, front row from left) Leng, Chargers Outfitter brand manager C.P. Wong, Jordone Group executive director J.K. Chua, Jordone Group chief operating officer Eric Loke and Chargers Outfitters merchandising manager Kenny Tai at the launch of the Avengers Assemble special collection.




Since 1935

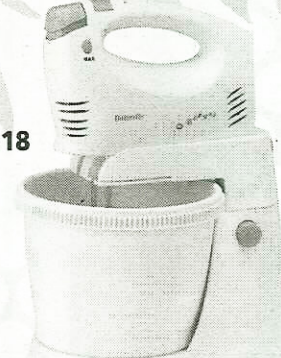
Butterfly®



B-4350



B-4218



B-4318


FOOD MIXER

- Durable motor
- With Automatic Bowl Spin
- With Dough Beater, Dough Hook & Balloon Whisk*

*only for model : B-4350

LEA HIN CO. (PTE.) LTD. (992431-P)
 No. 163-169, Jalan Ipoh, 51200 Kuala Lumpur, Malaysia.
 TEL: 603-4041 1880 EMAIL: sales@butterfly1935.com
www.butterfly1935.com

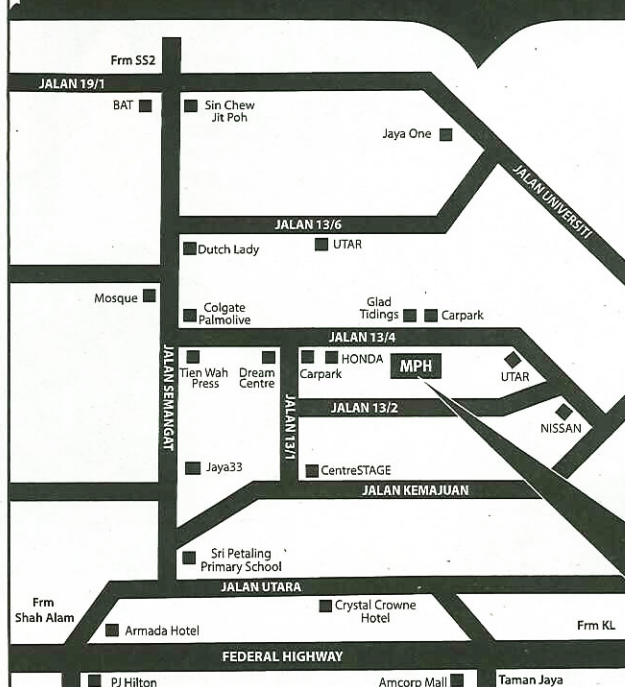
B.PGK SA(JM)2013/305/1



MPH DISTRIBUTORS WAREHOUSE SALE

31 Oct - 6 Nov 2013
8am - 6pm

Like us on Facebook [MPHDistributors](#)



*Fiction
 *Non Fiction
 *General Books
 *Children Books
 *Comics
 *Travel guides & many more...

MPH DISTRIBUTORS

@ 5 Jln 13/4 PJ, Selangor

Tel: 03 79581688 Fax: 03 79581623
 GPS: 3.114923, 101.638811