



For Immediate Release

MST Golf Unveils A New Era of Golf Fashion in 'My Game My Style' Campaign

*Discover fun golf activities and contemporary golf fashion at The Starhill, KL from 19th June to 24th June
featuring Malbon Golf, MANORS Golf, Students Golf, and WAAC Golf*

Kuala Lumpur, 20 June 2024 – In a bold move to redefine golf fashion, MST Golf launches a new wave of golf brands in stores with the campaign 'My Game My Style' at a pop-up event happening from 19th June to 24th June 2024 at The Starhill, Kuala Lumpur. This trendsetting six-day event promises to revolutionise the intersection of golf and fashion, showcasing a unique blend of golf attire with contemporary streetwear, celebrating individuality and self-expression. Featuring golf streetwear brands Malbon Golf, MANORS Golf, Students Golf, and WAAC Golf, these brands epitomise the fusion of golf culture and modern fashion, bringing stylish apparels and accessories that appeal to golfers and fashion enthusiasts alike.

Experience MST Golf's 'My Game My Style' pop-up event taking place at the main foyer of The Starhill from 10am to 10pm and take home these cool fits or participate in a series of engaging activities and prizes to boot! Follow @mstgolf on social media, post a story at the event with the hashtag #MyGameMyStyle, and get a free customisable tote bag. Learn the process of plastic upcycling at the *Sustainabili-tee* booth by Precious Plastic Malaysia and take home an upcycled golf tee. Test your golf putting skills to win prizes and get a free coffee for your participation at the United Voice booth, a group dedicated to advocating persons with learning disabilities. Throughout the campaign period, customers will also be rewarded for their purchases with exclusive products featuring the brands. While stocks last, terms and conditions apply.

If you're into fashion or want to impress your golf buddies at the next golf game, browse through the apparel and accessories from Malbon, MANORS, Students, and WAAC at MST Golf's pop-up booth. 'My Game My Style' is not just a campaign; this could be the beginning of a movement that celebrates personal style and the vibrancy of golf and fashion! With loads of Insta-worthy shots you won't want to miss, come and witness the new wave of golf culture and express your unique style on and off the course. For event information, follow @mstgolf on [Facebook](#) and [Instagram](#).

Malbon, MANORS, Students, and WAAC are now available at selected MST Golf stores and mstgolf.com.

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ABOUT MST GOLF

Established in 1989, MST Golf Group Berhad is a golf specialty retailer dedicated to providing world-class golf retail experience, serving the best in everything golf. The Group's extensive portfolio includes over 90 renowned brands including equipment, accessories, apparel and footwear. As the leading and largest golf retailer, MST Golf proudly serves golf enthusiasts with more than 50 store locations across Malaysia, Singapore and Indonesia.

With retail being the Group's core focus, MST Golf is well-established in other golf-related services including wholesales and distribution, golf events and tournament management, corporate merchandising, indoor golf centres with F&B, golf academies and tech shops.

MST Golf Group Berhad is listed on the Main Market of Bursa Malaysia Securities under the stock name MSTGOLF and stock code 5316. More info at www.mstgolfgroup.com.

Press kit:

[Access to images, press release and fact sheet.](#)

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