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Repurposed Raya wear provides orphans with new clothes



Alif (centre, in yellow top) and Sun Life Malaysia staff with the children at Rumah Kasih Harmoni.

A LIFE insurance provider brought Raya joy to 100 children at Rumah Kasih Harmoni.

Sun Life Malaysia's campaign to circulate preloved clothes promoted a more sustainable celebration.

Its campaign partners were textile recycler Kloth Cares, Inti International College Subang (IICS) and Aeon Big.



A man donating preloved baju raya at an Aeon Big outlet in Klang Valley.

Sun Life president and country head Raymond Lew said, “By reviving preloved garments, nurturing young designers and supporting underprivileged children, we bring joy, creativity and care to this festive season.”

Led by Sun Life’s brand ambassador, celebrity and entrepreneur Alif Satar, the campaign invited Malaysians to donate their gently used baju raya at collection points located across Sun Life offices and selected Aeon Big outlets.

A total 2,076kg of preloved garments were collected.

Of these, 100 pieces were repurposed by IICS students while the remaining clothes were upcycled by Kloth Cares.



IICS students transforming the donated clothes to new baju Raya.

Alif also visited Rumah Kasih Harmoni, where he engaged with the children and helped them sketch their dream baju raya designs.

“This campaign proved that even the smallest contribution can bring happiness to many during Hari Raya,” said Alif.

Kloth Cares co-founder Nik Suzila Hassan said, “We are thrilled to be part of this initiative that champions sustainability and provides an avenue for young designers to make a meaningful impact.

IICS Centre of Art and Design fashion design lecturer Goh Suet Lin said, “Seeing these garments transformed into personalised Raya outfits has been a fulfilling experience for our students.”

“By donating used Raya clothing at Aeon Big stores, we are giving these garments a second life and spreading joy to those in need.

“It is a small gesture with big impact,” said Aeon Big marketing head Nazwan Effendy Choong.

Sun Life also released a special video of the children’s excitement as they received their dream outfits.

The video, featuring Alif, highlights the children’s joy while showcasing the creativity and dedication of the young designers involved.

The video can be viewed on Sun Life Malaysia's social media platforms.