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**EQ Hosts the Unforgettable P-Day 2024: A Celebration of Panerai's Legacy and the Paneristi Community**

**KUALA LUMPUR, 8 April 2025** – Kuala Lumpur had the honour of hosting the prestigious Paneristi Annual Gathering, P-Day 2024, marking its grand return to Asia after nine years—and for the first time in Malaysia. Held at EQ, the event saw over 200 passionate Paneristi – global enthusiasts and collectors of Panerai watches – come together to celebrate their shared love for these iconic timepieces. The event marked a milestone as it was the first P-Day to take place in Malaysia, adding a unique chapter to the long-standing tradition of Paneristi gatherings worldwide.

As the official host for one of the key nights of this exclusive gathering, EQ provided an exceptional setting for the Paneristi community. The evening commenced with a warm welcome in the grand ballroom, where Panerai CEO Jean-Marc Pontroué addressed the eager crowd of dedicated watch aficionados. In addition to a recap of the brand's latest

developments, Pontroué offered an insider's preview of upcoming Panerai launches—an exclusive opportunity extended only to the Paneristi.

Among the highlights of the night was the unveiling of the limited edition PAM02025 Luminor Venticinque, set to become a coveted collector's piece. This special edition, launching in 2025 to commemorate the 25th anniversary of the Paneristi community, was met with immense excitement. The Paneristi were particularly thrilled to see a design influenced by the community itself, a true reflection of their deep involvement and unwavering passion for the Panerai brand. The evening also featured the presentation of the highly coveted Paner-Eye award, recognising the most successful Panerai-related social media post of the year. This prize, shaped like the brand's iconic Luminor crown guard, is a cherished memento within the Paneristi community.

As the night unfolded, guests were treated to exquisite food and entertainment at the Sky51 rooftop bar, overlooking the vibrant city skyline. Members brought their Panerai 'passport'—a collector's book used to mark special events and boutique visits—eager to receive their exclusive P-Day 2024 stamp, which was destroyed at the end of the night, ensuring it would remain a rare keepsake for those fortunate enough to attend.

The successful hosting of P-Day 2024 at EQ underscores the commitment to delivering extraordinary experiences that transcend ordinary hospitality. Hosting such an exclusive event further reinforces EQ's position as the premier venue for unforgettable gatherings, offering a luxurious setting where passion, tradition, and innovation come together seamlessly.

## **About EQ**

EQ is part of Hotel Equatorial's legacy and is celebrating its fifth decade in the hospitality industry. The hotel is Travel + Leisure Luxury Awards Asia Pacific #1 Hotel in Malaysia 2022 – 2024 and #35 Travel + Leisure Readers' 100 Favourite Hotels in the World for 2023. Occupying the top floors of the award-winning 52-storey Equatorial Plaza, the hotel offers 440 stylish rooms, state-of-the-art banquet and meeting facilities, and an array of signature restaurants and bars such as the Bottega the lounge, Nipah the all-day dining restaurant, Kampachi Japanese Restaurant, as well as the impressive, must-visit Sky51 consisting of Sabayon, a contemporary European restaurant, and Blue, a stylish lounge with an outdoor bar offering the most stunning panoramas of the city. The 5-star hotel is also Green Building Index (GBI) Gold-certified making it one of the most energy and resource-efficient buildings in the country. Other facilities include Sanctum Wellness with its unique spa, 25m infinity pool, vitality Jacuzzi and state-of-the-art fitness centre.

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