

Maybank partners Pictet for Premium Brands fund

The Pictet Asset Management-run fund will be available through Maybank's branch network.

BY **JAMES PHILLIPPS**

Maybank Asset Management has launched a version of Pictet's Premium Brands fund for Malaysian investors.

The strategy looks to tap into consumer trends by investing in companies with the strongest brands across sectors including luxury, leisure, travel, cosmetics and food.

The MAMG Premium Brands fund is a feeder fund investing in the existing vehicle run by Pictet Asset Management. The fund will be available through Maybank's branch network nationwide.

Maybank AM chief executive officer Hisham Hamzah said: 'With significant demand resurgence from China, global travel resuming and the buying power of Gen Y, Z and Alpha in emerging markets set to dominate global luxury purchases, it is a timely chance for investors to enhance their wealth in step with the growing demand for premium brands.'

The [underlying fund](#) is actively managed with a specific focus on luxury, lifestyle or leisure. Launched in 2005, it is managed by [Laurent Belloni](#), [Caroline Reyl](#) and [Aline Liege](#). It has returned 67.4% over five years to the end of April, compared to an Equity - Consumer Discretionary Citywire peer group average of 36.7%.

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