

# retailasia

The magazine from the Sands Retail Asia / issue 1



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at Four Seasons



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**Sands**  
RETAIL ASIA

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vp's**message**

Sands Retail Asia welcomes all our partners on this once in a lifetime journey to be part of the fastest growing retail market on the planet. In this expanded issue, I take great pleasure in sharing with you news of recent events, new tenants and the first of our featured 'Insights' in which we aim to bring you thought provoking and useful consumer and market information.

You will notice that we have adopted a new format for our newsletter. This is part of our new

look that we will officially launch in late May at the International Council of Shopping Centres show in Las Vegas. Also as part of this launch, we have overhauled our [www.lvscetailasia.com](http://www.lvscetailasia.com) website to better enable us to keep you up to date with developments and to increase your access to important and useful information. Please enjoy the read and don't forget to check the calendar of events we have included to help you capitalise on the synergies that our integrated resort properties offer. •



*David Sylvester*  
**David Sylvester**  
 Vice President,  
 Retail Development, Asia



In a very stylish night to remember, Thursday April 24th saw the coming together of more than 100 senior Asia Pacific figures from the world's top premium brands at our first 'Luxury Asia' dinner presentation at Four Seasons Hong Kong Hotel.

In addition to unveiling the visual identity of The Shoppes at Four Seasons brand, the next mall in our Macao portfolio scheduled to open in July, future tenants were also informed of the comprehensive marketing strategy in place to ensure the successful launch of the property.

Comprising 211,000 square feet of prime retail space, the new mall represents a pioneering partnership in luxury retailing – The Shoppes at Four Seasons being the first ever retail application of the Four Seasons brand.

In between entertaining, dining and socialising, key Sands Retail Asia figures Stephen Weaver and David Sylvester outlined future opportunities designed to grow Macao into a hub for luxury retailing



and provided detailed insights on how top retail brands can position themselves to benefit from this compelling opportunity. •

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## Taking Retail Asia to the World at RECon 2008, Las Vegas

Asia's most dynamic portfolio of retail spaces will be collectively showcased for the first time under the new look Sands Retail Asia brand at RECon in Las Vegas from 18th to 21st May, 2008.

The largest retail property show of its kind, RECon is the perfect platform to introduce brand owners from the Americas, Europe and beyond to our unique collection of strategically positioned properties and the enormous synergies that can be leveraged from the

integrated resort concept.

Serving as unique entry points to Asia's rapidly growing and increasingly affluent prosumers of international prestige and premium goods, The Grand Canal Shoppes, The Shoppes at Four Seasons, Cotai Central and the recently released 'Flagship Luxury' malls in Macao together with Singapore's The Marina Bay Shoppes will each be highlighted to visitors on our booth at the show –C947 Union Street in Central Hall C2. •

## Cotai Central brings experiential retailing to Asia

With development continuing apace on what will ultimately be Asia's first concept mall – Cotai Central, readers of the region's top business publications will soon see the start of our upcoming campaign to promote Cotai Central as the stage on which premier fashion and lifestyle brands will pioneer innovative customer interaction.

The mall, located directly beneath Shangri-La/Traders and Sheraton/St Regis, will comprise 850,000 square feet of retail space enveloped by cascading waterfalls



and lush tropical gardens; an oasis of interaction between engaged consumers and inspired brands. Fast attracting new brand concepts, many previously unseen in Asia, Cotai Central is already on track to

become the byword in Asia for the type of enhanced merchandising that retailers in N. America and Europe, and increasingly North East Asia use to connect customers to their brands. •

# The Grand Canal Shoppes

## No Signboard Seafood (Shop No. 2132)

The spicy sizzle of Singaporean-style seafood is now on offer to tempt the tastebuds of The Grand Canal Shoppes' diners. The new No Signboard Seafood restaurant draws on four decades of know-how from five restaurants right across the culinary cornucopia that is Singapore to bring to Macao its famous White Pepper Crab, Cereal Encrusted Prawn and Hokkien Style Steamed Fish. Seating up to 260 people amidst refined décor and urbane surroundings, No Signboard also offers discerning diners Cantonese cuisine, including Dim Sum.

No Signboard Seafood's Macao restaurant is only the second of such overseas ventures following a recent debut in Jakarta.



band performances with the chilled-out bliss of an uber-chic dance club. And for intimate gatherings, a cafe lounge and private party rooms will cater to individual needs with exclusive bars and personal DJs.

With its broad ranging appeal, Club Lotus is set to be Macao's new point of focus for achieving that next higher plane of nightlife sophistication.



## Shen Garden Restaurant (Shop No. 3038)

With an enviable ranking within the top five restaurant groups in Shanghai the Shen Garden Restaurant boasts seven flourishing eateries in its home city. Set to open later this summer at The Grand Canal Shoppes, the restaurant will introduce to Macao the delectable crab meat specialties that have made the restaurant such a huge hit. Visitors will also be treated to traditional Shanghaiese cuisine typified by fresh seafood or chicken marinated in vintage and tasty stir-fries that deftly blend a profusion of exotic flavours.

Able to seat up to 250 patrons in spacious, understated Shanghaiese elegance, Shen Garden will serve as a showcase for the restaurant's flair for

delighting diners with the very best of Sichuan and Cantonese cooking.



## Kougetsu Tokyo Dining (Shop No 2610A)

After two years of meticulous planning and preparation, Kougetsu Tokyo Dining now offers visitors to The Grand Canal Shoppes another unsurpassable fine dining experience. Presenting modern Japanese cuisine perfected in Tokyo's celebrated Nishi-azabu restaurant district, guests can enjoy Kougetsu's signature dishes including the unique Okinawa benibuta pork shabu-shabu, as well as tantalising teppanyaki and Edo-style sushi from the restaurant's fresh sushi bar.

As well as being Kougetsu's first and only restaurant outside Japan, the new outlet, with capacity enough to comfortably accommodate 180 diners, is also more than twice the size of the company's original Tokyo restaurant. •



## Club Lotus (Shop No. 3002 +3003)

As the new place to be, Club Lotus will bring to Macao a stylishly enlightened path to after-hours enjoyment. With its 18,000 sq ft of multi-entertainment space, the new venue will seamlessly bring together all the energy of live rock

**Get onboard!**



The flat screen network onboard our new fleet of Cotai Jets is a targeted and cost effective advertising solution, unique in both its reach and its potential to engage consumers headed directly your way. To the 400 plus passengers travelling on each hourly sailing between Hong Kong and Taipa Island, your advertising message could well be the feature presentation of their 50 minute journey.

For more information about how Cotai Jet onboard advertising can support your marketing campaign, email [advertising@venetian.com.mo](mailto:advertising@venetian.com.mo) •

# Retailing without frontiers

With buying decisions increasingly made at the point of purchase, understanding the impact of the retail environment is more important than ever before. At the same time, the face of the consumer is rapidly changing. So how do you keep ahead of your current and future competitors while striking a chord with your target consumer?

## 2015 – A Snapshot

The challenge for retailing into 2015 will be to manage complexity and diversity, through businesses that span the globe while reaching out to the individual. This will require focus on a new set of strategic capabilities and solutions.

## Shopper Insights

With the diffusion of media and the growth of niche retailing, shopper insights captured in the retail environment will be the key to growth. Retailers will need to understand and personalise that which motivates the shopper prior to, and at the point of sale.

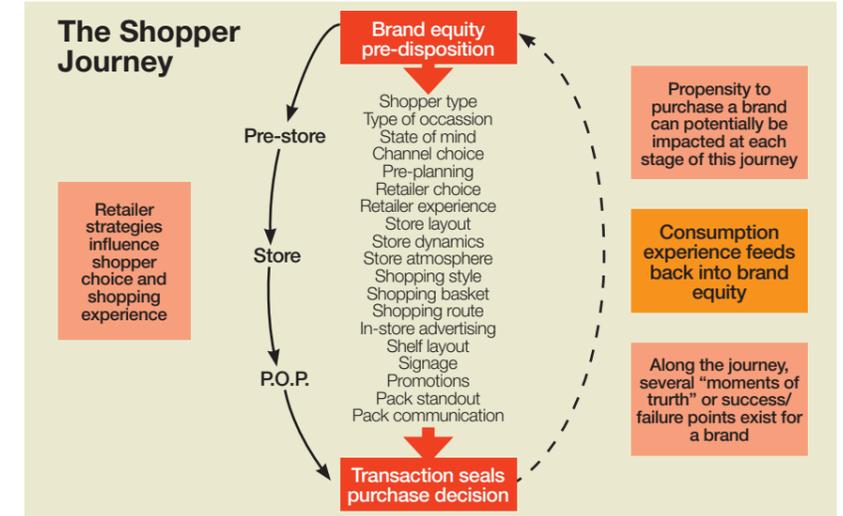
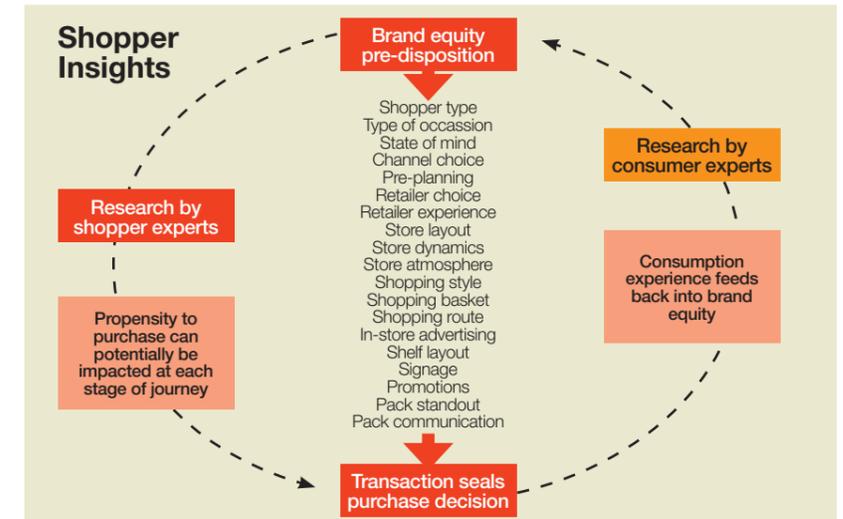
Understanding consumers is not the same as understanding shoppers (see *Shopper Insights chart*). Conventional consumer research focuses on who is shopping for which products and where. Shopper insights seek to understand the needs, attitudes and behaviours of customers in shopping and buying mode: why the shopper buys, why certain items are purchased and how the shopping experience affects the buying decision.

## Shopper Experience

Customers today usually don't want a better product, they want a better purchase experience. In 2008, the most successful retailers are those delivering an engaging in-store experience. By 2015, companies will need to focus on, and enhance, how customers feel about themselves in their interaction with the shopping environment, product, service and brand.

## Retail Innovators

Innovators in 2015 will be those



that offer new combinations of products, experiences and services that encourage shoppers to express themselves. Effective innovation integrates an understanding of how consumers live, how they buy and how they use the products they buy.

## Risk Management

In an era of accelerated lifecycles, companies also need to manage multiple brand concepts, experiences and niche products as seamless elements of an investment portfolio where returns are maximised and risk is minimised.

## Managing Complexity

Managing complexity will be the

key to successful business in 2015. Management must evolve to span geographic, cultural and regulatory boundaries; responding to local tastes, customs, lifestyles and economies. Management will need to be flexible and responsive and be sensitive to the needs, tastes and preferences of stakeholders inside and outside the company. For those that can manage complexity, 2015 will be a time of tremendous growth opportunities. •





shows  
concerts  
exhibitions  
expositions  
conferences  
showcase

Between forthcoming trade shows, exciting box office events and public holidays, the line up of opportunities for targeted marketing activities and linked promotions over the coming months is strong.

With the Beijing Olympic countdown now underway, sport is naturally going to be a hot theme this summer igniting a national pride amongst Chinese citizens everywhere. Closer to home though, proud fathers will be celebrating their special day this coming June 15th – the perfect chance to dispel the myth that men are the most difficult members of the family to shop for!

Don't forget that in addition to these events which our Conference and Events team will happily provide you with more information on, your Mall Marketing team has a parallel programme of strategic partnership promotions and shopper incentives that you can participate in. And remember to visit our website [www.lvsecretailasia.com](http://www.lvsecretailasia.com) for updates on major news and happenings.

## june 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	G2E Asia 2008 Global Gaming Expo	G2E Asia 2008 Global Gaming Expo	G2E Asia 2008 Global Gaming Expo	Air Supply in Concert	Hacken's Concert Hall International Society of Blood Transfusion Congress Fashion & Garment Show Air Supply in Concert
Tuen Ng Festival	The day following Tuen Ng Festival	International Society of Blood Transfusion Congress	International Society of Blood Transfusion Congress	International Society of Blood Transfusion Congress	6	Hong Kong Jewelry Manufacturers' Association Macao
International Society of Blood Transfusion Congress Fashion & Garment Show Air Supply in Concert	International Society of Blood Transfusion Congress Fashion & Garment Show	International Society of Blood Transfusion Congress	International Society of Blood Transfusion Congress	International Society of Blood Transfusion Congress	13	21
Hong Kong Jewelry Manufacturers' Association Macao	Hong Kong Jewelry Manufacturers' Association Macao	Hong Kong Jewelry Manufacturers' Association Macao	18		28	
	25					



## july 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		HKSAR Establishment Day		5		
6	7	8	International Association of Amusement Parks and Attractions Asian Expo 2008	International Association of Amusement Parks and Attractions Asian Expo 2008	International Association of Amusement Parks and Attractions Asian Expo 2008	Asia 'N Artist
	16	17	18	19		
23	24	25	26			
27	28	USA Basketball	USA Basketball	USA Basketball		
		30	31			

# Singapore's Marina Bay Development

Since 2006, Marina Bay Sands has been constructing its Integrated Resort as a strategic component of the landmark Marina Bay development. Marina Bay comprises 900 acres of premium cultural, commercial and office development that simultaneously expands the downtown financial district while enhancing Singapore's continued ascent as a cultural hub.

Singapore visitors and locals alike will experience picturesque park areas and bustling waterfront promenades while enjoying spectacular events and festive celebrations hosted in numerous venues around the Bay. It will be a remarkable space where cultural creativity and recreational vitality can be seamlessly blended with brand interaction and promotional innovation.

Landmark developments are already taking shape on Marina Bay with a showstopper being the recent launch of the Singapore Flyer. Bigger than the London Eye, the 541-foot high observation wheel provides a breathtaking, unobstructed radial view well beyond the Island Republic and onto Malaysia and Indonesia.

## The Marina Bay Sands Integrated Resort

The Marina Bay Sands resort, scheduled to open in 2009, will feature three 50 storey signature hotel towers that incorporate abundant greenery from trees along the Bay front promenade through to luxuriant gardens atop the towers'



600-foot high Sky Deck.

An ArtScience Museum will be a key component of the Integrated Resort (IR), where visitors will also enjoy attractive public spaces, such as a rooftop amphitheatre, and a lively Event Piazza able to accommodate 10,000 people. Two 2,000-seat state-of-the-art theatres will also accentuate the development.

Accommodating one of Singapore's only two licensed gaming venues, the IR will seamlessly combine Meetings, Incentives, Conventions and Exhibitions (MICE) facilities with exclusive retail, fine dining, luxury hotel accommodation and diverse entertainment.

Its retail precinct will feature premium fashion, an interactive lifestyle wing, spectacular water features incorporating two canals,

an indoor ice skating rink, world class restaurants and glamorous waterfront al fresco dining.

## Singapore – South East Asia's Shining Light

While the development will be a spectacular addition to Singapore's economy, skyline, cultural and recreational base it is important to gain an understanding of the country itself. Singapore regularly features at the top of global surveys for ease of transacting business, transparency of its legal system, lack of corruption, robust economy, strong employment growth etc. Singapore also shines with international recognition for its restaurants, nightlife and culture

With an economy that grew by 7.7 percent in 2007 and the recent announcement of a new cruise terminal scheduled to open by 2010 that will double its capacity to accommodate the largest cruise vessels under construction, Singapore has reaffirmed its status as Southeast Asia's premier destination. Bolstering its position as a premier events hub too, Singapore will flag off its inaugural Formula One Grand Prix in September 2008 with a world first F1 night race.

Singapore faces a very bright future. •

**RECON**

The Global Retail Real Estate Convention

Please visit our booth at RECon 2008,  
Las Vegas – C947 Union Street in Central Hall C2