

# retailasia

The magazine from Sands Retail Asia / issue 2

Macao's First Luxury Mall  
澳門首個豪華購物中心

*The Shoppes*  
at  
FOUR SEASONS  
MACAO, COTAI STRIP

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at  
FOUR SEASONS  
MACAO, COTAI STRIP

Now Open  
現已開幕

Now Open  
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Mall news

**Sands**  
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vp's**message**

Welcome to a very special issue of Retail Asia in which we celebrate both the anniversary of our first mall, The Grand Canal Shoppes, and the opening of our second, The Shoppes at Four Seasons. Add to this the opening of Asia's very first permanent Cirque du Soleil theatre and the announcement that the world's largest nightclub will come to Cotai Concept Mall, and you'll understand why we're raising our glasses.

News of milestones and major successes aside, in addition to our regular features this issue

includes a new 'Meet the Team' column. Introduced in response to comments from a number of our retailers, we hope that by helping you to understand the roles and responsibilities of the many varied divisions and departments whose job it is to promote our malls, you will be better equipped to take advantage of the opportunities to promote your brand. And with a full calendar of conferences, events, performances and holidays planned over the coming months as you will see on pages 6 and 7, you may want to call on this issue's featured team – Brand Marketing – soon!



**David Sylvester**  
Vice President,  
Retail Asia

retailasia

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**MACAO**

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## ICSC: From Vegas to Macao

After a great turnout and several new agreements signed by US retailers at the recent International Council of Shopping Centre spring convention in Las Vegas, we're looking forward to welcoming Asia's retailers on stand in October at ICSC's Asia Expo 2008 held in our very own Cotai Strip® CotaiExpo™ at The Venetian® Macao-Resort-Hotel.

Having proven to be of particular interest to north east Asian retailers, the spotlight on stands E1/E2 and F1/F2 will be on our experiential

shopping, Cotai Concept Mall, together with Singapore's The Marina Bay Sands Shoppes.

Running from October 14th to 16th, the industry deal-making event presents a convenient opportunity to combine meeting our Sands Retail Asia team with seeing first hand our integrated resort developments and hearing updates on their respective retail propositions.

For more information about the show, visit: [www.icsc.org](http://www.icsc.org) or contact our team directly to schedule an appointment. •



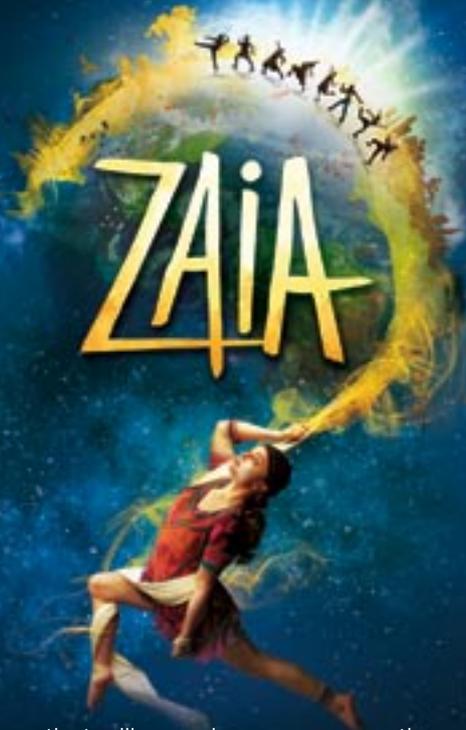
# Cirque du Soleil Opens

Timed to coincide with the one year anniversary of host The Venetian® Macao-Resort-Hotel's opening, August 28<sup>th</sup> will see the Gala Premiere of the first permanent Cirque du Soleil production in Asia. A major addition to the hotel's world-class entertainment options – one of the Integrated Resort model's key components - the Canadian-based global entertainment company's unique appeal has already seen them play to a total audience of 6.5 million in 13 cities around the region since first coming to Asia in 1992.

Created exclusively for performance in the resort's multi-million dollar custom built 1,800 seat theatre, 'ZAiA' is a dreamlike production about a young girl's journey into space featuring breathtaking aerial acrobatics.

The show is the first of a total of three permanent Cirque du

CIRQUE DU SOLEIL



Soleil installations that will open in Las Vegas Sands Corp. properties on the Cotai Strip.

Tickets are available online at

[www.venetianmacaotickets.com](http://www.venetianmacaotickets.com) or by calling our ticket hotline at (853) 2882 8818 between 10.00 and 22.00, 7 days a week. •

## Retail & Leisure International 2008 Awards

Sands Retail Asia's contribution to recognising the most innovative and imaginative retail and leisure concepts from across the globe did not go unnoticed at the recent Global RLI Awards 2008 held at London's Wembley Stadium. As well as proving to be a great opportunity to network with some of the industry's most impressive retailers, the gala event's preceding 2 day conference saw David Sylvester - Vice President Retail Asia, join a line up of top level speakers to present a discussion of the integrated resort concept in creating new momentum in luxury retailing.

Such was the success of the event that Sands Retail Asia has



renewed its headline sponsorship of RLI's 2009 Global Opportunities Conference "Expanding Horizons: Success in Emerging Markets"

which will be held at Central Hall, Westminster, London on June 17<sup>th</sup> and 18<sup>th</sup> 2009. •

# Classic luxury comes to the Cotai Strip

Amidst the festivities surrounding the 1<sup>st</sup> Anniversary of The Venetian® Macao-Resort-Hotel, The Shoppes at Four Seasons – linked directly to neighbouring mall The Grand Canal Shoppes – will officially mark its opening in suitably grand style on August 28<sup>th</sup>. Already tempting shoppers since opening its doors on July 25<sup>th</sup> the mall's gala celebration looks set to wow the crowds with the launch debut of its full collection of designer brand name boutique stores.

Created specifically with the discerning tastes of modern connoisseurs in mind, The Shoppes at Four Seasons epitomises prestige retailing offering limited edition collections, exclusive VIP events and access to personal style and shopping consultants.

Look out for more on the opening in our next issue. •



## Some of the 180 stores in The Shoppes at Four Seasons

DFS | Louis Vuitton · Chanel · Dior · Prada · Hermes · Gucci · Cartier · Burberry · Fend · Dunhil · Armani · Salvatore Ferragamo · Celine · Chloe · Bally · Loewe · Ralph Lauren · Tod's · Van Cleef & Arpels · Chaumet · De Beers · Chopard · Vacheron Constantin · IWC · Tag Heuer

Valentino · Marni · Kenzo · Brioni · Versace · Hugo Boss · Armani Collezione · Givenchy · Canali · Anne Fontaine · Diane Von Furstenberg · Shanghai Tang · Coach · Stuart Weitzman · Jimmy Choo · Kent & Curwen · La Perla · Gieves & Hawkes · Kate Spade · On Pedder · Giuseppe Znotti · Altea Milano · Cerruti 1881 · David Yurman · Marc by Marc Jacobs · Samsonite Black · Juicy Couture · Lancel · Max Mara · tsesay · Aquascutum · Shiatzy Chen · Cole Haan · Ports 1961 · Baccarat Boutique and Baccarat Bar & Restaurant · Annick Goutal · Audemars Piguet · Franck Muller Jewellery · Autore · Chic Elegance · Alain Mikli · Butani · Roberto Cavalli Class · Cesare Paciotti · Mango Tree Authentic Thai Cuisine · Kwanpen · Shimansky Shamwari South African Diamonds · Optica · Guess by Marciano





## 'One in a Million' campaign kick-off

Kick starting the launch of The Shoppes at Four Seasons, a major advertising campaign has been initiated that will run through to October. Created by McCann-Erickson Hong Kong, the 'One in a Million' themed campaign commenced on July 25<sup>th</sup> with a series of half page advertisements appearing in all major daily newspapers in Hong Kong and Macao. Escalating throughout August, the campaign will grow to encompass strategic outdoor sites such as Hong Kong's Cross Harbour Tunnel and Macao International Airport, and will culminate with blitz on all major fashion titles in China and Hong Kong. Extending the campaign's reach further, key online sites including search engines and popular travel websites in China will also carry the message. •

# What's driving China?

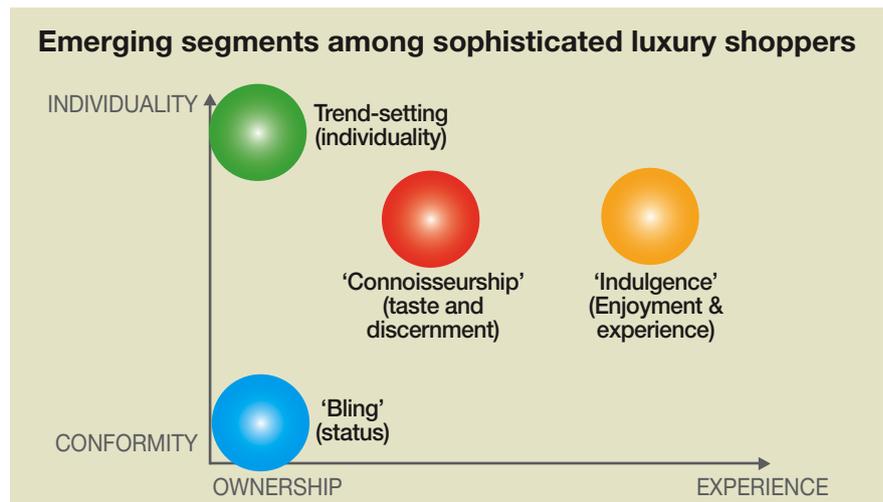
Increasing personal wealth and disposable incomes have created a growing legion of luxury goods consumers in China. Yet in spite of the relative newness of their wealth and only recent knowledge of designer names, the intensity of exposure to international brands due to the proliferation of luxury labels available in China and the increased frequency of overseas travel has accelerated their sophistication as consumers.

Such is the speed of that acceleration that in just the last two years tastes and preferences have become more clearly defined to the point that distinct consumer segments are now becoming apparent.

The desire for status amongst China's luxury goods consumers is well entrenched and the continual stream of new entrants into the middle classes will ensure its future domination. But as levels of consumer sophistication progress beyond simply wanting to own 'bling', the needs that drive the purchase of luxury goods appear to take one of two distinct directions – the need to express individuality or the need to experience.

Of the four consumer segments that have emerged, the largest comprises those for whom ownership of luxury brands serves the purpose of enabling them to fit into particular social circles – particularly in men. For females in this segment, luxury goods consumption is driven by aspiration, through the self-confidence associated with luxury brand ownership and use.

In stark contrast to this majority need for conformity is a small but growing segment whose drive to express their individuality is paramount. This group of early adopters – predominantly younger



consumers - no longer sees brands as badges and is more comfortable spending on new, less established labels.

Sitting midway between these extremes of self expression are two emerging segments that possibly represent the greatest opportunity for marketers: consumers driven by the experience of luxury.

Less preoccupied with what their luxury purchases say to others than what they say to themselves, are consumers motivated by self-indulgence. Predominantly female, this segment takes pleasure in rewarding and pampering themselves - because they're

worth it.

For men on the other hand, to experience luxury is to acquire those finer things that embody the taste and discernment of the connoisseur.

Yet whilst the motivations that underlie consumption are diverging, the qualities sought by consumers in the actual products they purchase are undisputed: a high standard of workmanship, durability and good after-sales service. •

**tns** Based on the report, 'Evolving Luxury' by Sandy Chen, Research Director, TNS Shanghai



shows  
concerts  
exhibitions  
expositions  
conferences  
showcase

For the foodies amongst us, the coming months are a time for gourmet dining; porcini, white truffle and Asia's ubiquitous hairy crab coming top of the list. But seasonal dining promotions are not the only opportunity to reach out to customers – the Beijing 2008 Olympics, Chinese National Day Golden Week, Halloween, and of course celebrations marking the 1st anniversary of The Grand Canal Shoppes and the opening of The Shoppes at Four Seasons each offer the chance to generate noise.

And don't forget that our Mall Marketing and Brand Marketing teams are always on hand to help you spread your message!

# august2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				USA Basketball International Challenge	USA Basketball International Challenge Cross Harbour tunnel launch	USA Basketball International Challenge
3	The Grand Canal Shoppes 'Match Play Indulgence' promotion launch	5	6	Beijing 2008 Olympics logo	Beijing 2008 Olympics opening ceremony Gala Macau 2008 - Summer Expo	Gala Macau 2008 - Summer Expo
Gala Macau 2008 - Summer Expo			13	14		
10			17	21		
Beijing 2008 Olympics closing ceremony	CotaJet ticket redemption campaign ends	25	26	Cirque du Soleil Gala Premier The Shoppes at Four Seasons Opening 1 <sup>st</sup> Anniversary of The Venetian® Macao-Resort-Hotel The Grand Canal Shoppes 1 <sup>st</sup> Birthday promotion launch	29	Aaron Kwok in Concert Macao Post insertion
'Summer Festa' package ends	Modern Weekly cover issue					

# september2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	US Labour Day Travel and Leisure September issue Elle China September issue		Tennis Showdown 2008: date TBA		SCMP Style magazine	Ming Pao Weekly insertion
7	Final week of The Grand Canal Shoppes 1 <sup>st</sup> Birthday promotion		10	11		Start of Oktoberfest
14	<b>Mid Autumn Festival</b> End of The Grand Canal Shoppes 1 <sup>st</sup> Birthday promotion	16	17	18		
	Oktoberfest Final week of The Grand Canal Shoppes 'Match Play Indulgence' promotion	Oktoberfest	Oktoberfest	Oktoberfest	Oktoberfest	Oktoberfest
	National Day Holiday (Golden Week) Oktoberfest	National Day Holiday (Golden Week) End of The Grand Canal Shoppes 'Match Play Indulgence' promotion Oktoberfest			Avril Lavigne in Concert Oktoberfest	World Tourism Day Oktoberfest

# october2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<b>China National Day holiday</b> Oktoberfest In-flight campaign kick off	China National Day holiday Oktoberfest	China National Day holiday Oktoberfest	Oktoberfest
End of Oktoberfest			8	9		11
		International Council of Shopping Centers World Congress of Traditional Medicine, Macau 2008	International Council of Shopping Centers World Congress of Traditional Medicine, Macau 2008	International Council of Shopping Centers World Congress of Traditional Medicine, Macau 2008	World Congress of Traditional Medicine, Macau 2008	18
				13 <sup>th</sup> MIF (Macao International Trade & Investment Fair)	13 <sup>th</sup> MIF (Macao International Trade & Investment Fair)	13 <sup>th</sup> MIF (Macao International Trade & Investment Fair)
13 <sup>th</sup> MIF (Macao International Trade & Investment Fair)	The Conference of Electric Power Supply Industry 2008 (CEPSI)	The Conference of Electric Power Supply Industry 2008 (CEPSI)	The Conference of Electric Power Supply Industry 2008 (CEPSI)	The Conference of Electric Power Supply Industry 2008 (CEPSI)	The Conference of Electric Power Supply Industry 2008 (CEPSI)	
					Halloween	

# The Grand Canal Shoppes

The programme of mall marketing promotions over the last 12 months has been both intensive and extensive. Continuing the pace into our second year, ambitions for The Grand Canal Shoppes are bigger than ever – starting with our 1<sup>st</sup> Anniversary celebration.

From the anniversary itself - August 28<sup>th</sup>, through to September 15<sup>th</sup>, a rewards campaign targeting high spending shoppers at The Grand Canal Shoppes will form the backbone of our retail initiatives: shoppers spending more than \$5,000 receiving gifts sponsored by participating retailers.

Coinciding with the official opening of the new Cirque du Soleil show and the anticipated additional traffic its launch will generate, the anniversary offers a strong platform for individual retailer campaigns – which your Mall Marketing team can assist you

in either developing or promoting.

Ahead of first anniversary celebrations though, there's still the opportunity to build on your own marketing efforts with participation in any of the current summer campaigns.

Until the end of August, be sure to remind customers visiting your store that simply by spending \$1,500, their CotaiJet ticket back to Hong Kong is free. And with sailings now running throughout the night until 5am, customers can relax and take advantage of those

extra hours to shop, dine and play.

Equally ideal for promoting to your customer database are the complimentary gifts and shopping vouchers available for purchases made with Citibank or China UnionPay credit cards. Our phenomenally well received shop and stay 'Summer Festa' packages are also still running until August 31<sup>st</sup>.

Be sure to check the forthcoming GCS newsletter out this month for all the latest detailed updates. •



## Brand Marketing

Charged with driving visitor numbers and visitor spending resort-wide, the Brand Marketing team is responsible for creating and implementing integrated campaigns across and within each of the resort's key elements: retail, entertainment, hotel, MICE and gaming. From in-room TVCs or on-board the CotaiJet and CotaiShuttle, through online and print, to 'outdoor', Brand Marketing has unique access to the resort's diverse, and ever growing, communication platforms.

If you are not already aware of it, Brand Marketing is the team behind the execution of the various strategies that support retailers' collective participation in the many mall-wide promotional campaigns that are organised.

You may also not be aware that you don't have to wait for an appropriate joint promotion to access the Brand Marketing team and its resources! If you have a campaign, or even just an idea for a campaign that you are looking to implement, the Brand Marketing team will happily create a communications plan that best suits your objectives and fits your brand.

For more information about Brand Marketing's available platforms or to arrange an appointment, simply ask your Mall Marketing contact. •

meet the team

# The Marina Bay Sands Construction Update



In addition to our activity in Macao, Sands Retail Asia is also currently developing a spectacular mall at The Marina Bay Sands – a vibrant new integrated resort at Singapore’s Marina Bay waterfront. When open in 2009, the resort will combine world-class convention and exhibition facilities, a luxury hotel, an iconic ArtScience Museum, Las Vegas-style gaming, state-of-the-art theatres, entertainment and an unparalleled spread of shopping and dining outlets in one landmark structure.

Construction of the

development is continuing at an aggressive pace with the superstructure for the resort’s three hotel towers already rising above ground level. Foundation work in the podium area comprising the Meetings, Incentives, Conventions and Exhibitions (MICE) facilities, theatres and casino is completed and floor slabs are underway. The piling for the casino and theatres is similarly now completed and excavation for top-down construction of the casino area has commenced.

To date, some 636,000 cubic

metres of concrete has been placed - more than 50 percent of the total project amount. On any one day, there are 130 major pieces of machinery operating on site plus 150 lorries all set in motion by workers from a total daily team of 3,370...working around the clock, 24 hours a day, to make our dream a reality. •



Entering the New Era of Doing Business

14 – 16 October 2008

The Venetian Macao Resort Hotel, Cotai, Macao

Please visit our booths at:  
E1 & E2 and F1 & F2  
ICSC AsiaExpo 2008  
The Venetian® Macao-Resort-Hotel

**REGISTER NOW!**

[www.icsc.org](http://www.icsc.org)