

# NEWS & HAPPENINGS 2015

## MANAGEMENT OVERVIEW

We've won more awards and Christmas is about to start!

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## PROPERTY EVENTS

### LEATHER FOREVER

An exhibition of Hermès leather | Epicurean Market

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## NEW TO THE SHOPPES

The Shoppes expands Luxury Children's Collection | Click and Collect Update | eDM Shoppes Insider | Watch and Jewellery

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## MANAGEMENT OVERVIEW

### Dear Retailers,

As we prepare for another year-end filled with exciting holiday festivities, I would like to share some great news. The Shoppes has won several awards this month from winning with the 'Best Shopping Experience' award at the prestigious Singapore Experience Awards 2015 to the International Council of Shopping Centers (ICSC) 2015 Asia Pacific Shopping Centre Awards and on top of that two gold and one silver award at Marketing Interactive's 'Marketing Events Awards 2015'!

Highlighting the success of the last year's campaigns, overall The Shoppes was awarded two Gold awards for "Celebrate the Spirit of Giving at The Shoppes at Marina Bay Sands" and two silver Awards for "The Shoppes at Marina Bay Sands Luxury Re-launch: Discover Your Key To A World of Luxury". So many of you helped us to make these initiatives a success, so we'd like to give you our warmest 'thank you' for your continued support!

In addition to this exciting news, The Shoppes experienced an increase in sales for the month of September which saw a +6% increase in gross sales year-on-year, which directly corresponded with the +6% increase in traffic that occurred during the month. For September, the sales growth was largely fuelled by our Luxury Fashion segment which saw an increase of +21% and our Children's Fashion Brands were also up +21%.

Marina Bay Sands' Epicurean Market 2015 also returned for its third consecutive year in August to kick off its most successful installation to date. The three-day food and wine extravaganza drew over 15,000 foodies from around the world who came to experience the culinary revelry of Marina Bay Sands' world class food and beverage offerings.

Christmas this year is going to be an extra special one. Themed "The Magic Within", The Shoppes campaign should drive great footfall while being an excellent avenue to showcase your special collections and year-end offers. We've also lined up a series of destination-wide activities starting November 14, from dining to entertainment, and of course, shopping! We look forward to celebrating this holiday season with you!

*Lindsay Nicholas*

Executive Director, Retail Marketing

## HIGHLIGHTS

### SINGAPORE EXPERIENCE AWARDS 2015



The Shoppes at Marina Bay Sands celebrates its second consecutive win with the 'Best Shopping Experience' award at the prestigious Singapore Experience Awards 2015 organised by Singapore Tourism Board.

### ICSC 2015 ASIA PACIFIC SHOPPING CENTRE AWARDS



In October, The Shoppes clinched Silver for its work in 'Marketing Excellence, Public Relations & Events' in the International Council of Shopping Centers (ICSC) 2015 Asia Pacific Shopping Centre Awards. The Awards recognises excellence within the region's shopping centre industry and honours outstanding achievement in marketing and design/development of retail properties and retail store design.

### MARKETING EVENT AWARDS 2015

In addition to these outstanding wins, The Shoppes is thrilled to announce that we have won three awards at Marketing Magazine's, 'Marketing Events Awards 2015'.



Winners of the Marketing Events Awards set the ultimate benchmark for event marketing excellence and are recognized as leading performers in the industry among peers.

The Shoppes won two Gold awards for its 2014 Christmas Campaign "Celebrate the Spirit of Giving" under the category 'Best Use of Influencers' and 'Best Use of Malls'. To our delight, the mall also took home the Silver award for "The Shoppes Luxury Re-launch: Discover Your Key To A World of Luxury" event in the same category 'Best Use of Malls'.

### PASSPORT TO STYLE



On October 1, The Shoppes collaborated with The Peak and ICON to present a one-night only fashion showcase featuring eight luxury and premium brands. Titled Passport to Style, the resplendent evening saw 250 guests, a combination of Peak and Icon readers, members of the Sands Rewards Lifestyle loyalty programme and VIP customers from participating retailers. All were treated to a series of Fall/Winter runway shows presented by Armani Collezioni, Billionaire Couture, Boggi Milano, Uomo Collezioni, Ermenegildo Zegna, ETRO, Hackett and Salon by Surrender, with make-up sponsored by DIOR. Guests were also privy to one-night only exclusive discounts and in-store experiences such as 20% off ETRO's Fall Winter 2015 collection, and a VIP Room Experience plus 10% savings at UOMO Collezioni.

## PROPERTY EVENTS

### LEATHER FOREVER AN EXHIBITION OF HERMÈS LEATHER

Hermès announced the arrival of its Leather Forever exhibition in Singapore from October 25 to December 13 at ArtScience Museum at Marina Bay Sands. Open to the public, the exhibition celebrates Hermès' relationship with leather, the first material tamed by the house. Leather Forever takes visitors on a poetic journey exploring Hermès' love of this fine material, presenting items from Hermès' past, as well as some of its latest creations. Craftsmen from the Hermès workshops in Paris will be present to demonstrate the art of leather working by creating some of its iconic bags on site.

### EPICUREAN MARKET

Foodies who were in town from August 14 to 16 reveled in Marina Bay Sands' third annual food and wine festival - Epicurean Market 2015. Held across three expo halls at Sands Expo and Convention Centre, and occupying more than 12,500 square metres of space, the three-day event saw sales from The Shoppes participating restaurants up by 166% from 2014 and over 15,000 visitors.

## NEW TO THE SHOPPES

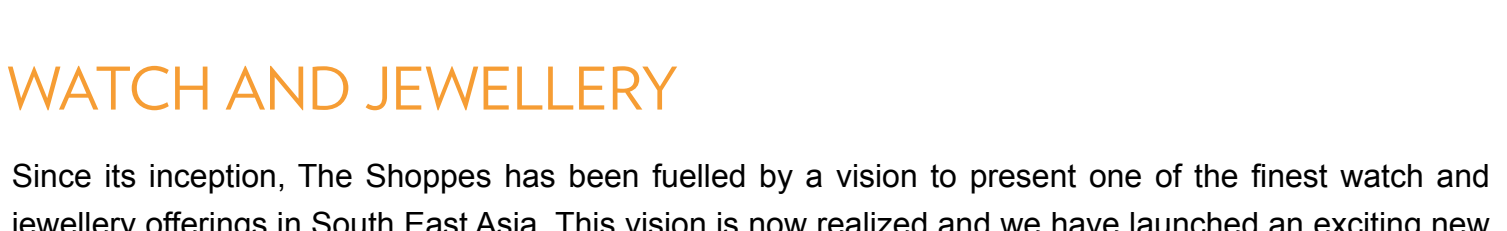
### THE SHOPPES EXPANDS LUXURY CHILDREN'S COLLECTION

Following a successful luxury retail re-launch in April this year, The Shoppes at Marina Bay Sands is continuing to expand its luxury selection by building on its Children's Collection to present more stylish options for little adults. The Shoppes' line-up of first-to-Southeast Asia boutiques includes Baby Dior, Fendi Kids and Dolce&Gabbana Junior, which is also the brand's first Junior store in Singapore.

Come December, Armani Junior and Bonpoint will also be joining the The Shoppes' Children's Collection. Set to be its biggest store in Singapore, the Armani Junior store will be showcased as a sleek and modernised concept for stylish juniors. It completes the family of Armani collections at The Shoppes - namely Armani/Marina Bay, the first and only duplex in Southeast Asia to house Giorgio Armani and Emporio Armani, as well as Armani Collezioni.

### CLICK AND COLLECT UPDATE

This November, The Shoppes will be refreshing its 'Click & Collect' website with nine of this season's hottest Shoppes-exclusive bags from CH Carolina Herrera, Maje, Proenza Schouler and Sandro. Launched in July this year, the digital platform allows shoppers to browse and reserve limited edition items exclusive to The Shoppes in Singapore. With the ease of a click, shoppers can ensure that their favourite item is reserved for 48 hours before heading to the physical boutiques to purchase the item. If you are interested in participating in this service, please let your marketing representative know.



### EDM - SHOPPES INSIDER

Keep an eye on your inbox for this month's "Shoppes Insider", our Shoppes customer e-newsletter. Our upcoming eDM will update our customers on the latest events, promotions and exclusive collections to The Shoppes. Speak to your marketing representative to get featured in the next "Shoppes Insider".

### WATCH AND JEWELLERY

Since its inception, The Shoppes has been fuelled by a vision to present one of the finest watch and jewellery offerings in South East Asia. This vision is now realized and we have launched an exciting new online advertising campaign to celebrate this special occasion. Browse the campaign on leading luxury and fashion websites such as Harper's Bazaar, Buro 24/7 and CNN Style!



## TIMELESS SPLENDOUR

Introducing Southeast Asia's largest collection of luxury watch and jewellery brands. Discover horological masterpieces from the world's most iconic watchmakers.

THE SHOPPES AT MARINA BAY SANDS SINGAPORE

### NEW TO THE SHOPPES:

This quarter, the biggest **Valentino** store in Singapore to date will open at The Shoppes. More recently, the mall also celebrated the opening of **Dolce&Gabbana Junior**, **Ted Baker**, as well as the reopening of **Michael Kors**, **Jaeger-LeCoultre** and **Furla's** Singapore flagship store.

### RECENTLY OPENED

- Berluti – B1-91
- Boucheron – L1-56
- Christian Louboutin – B1-127
- Dolce&Gabbana Junior – B1-55A
- DC Comics Super Hero Café – L1-01
- Furla – B2-108A
- Loro Piana – B1-93
- Maje – B2-109
- Sandro – B2-108
- Ted Baker – B2-110
- UGG – B1-141

### COMING SOON

- Armani Junior – B1-61/62
- Valentino – B1-16/17