

retailasia

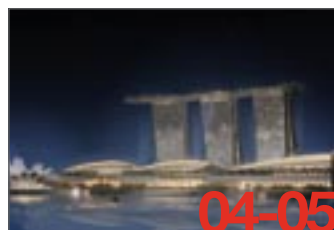
The magazine from Sands Retail Asia / issue 3



News from Cotai Strip



Grand opening



Focus on Singapore



info@sandsretailasia.com
www.sandsretailasia.com

vp's**message**

The last few weeks have certainly been some of the most turbulent. As we in retail enter one of the most important periods of the year, Governments internationally are rallying to shore

up their respective economies, speculation about the future is rife and an air of uncertainty hangs heavy. Maintaining perspective has perhaps never been more critical.

Throughout 2008, our financial performance in Macao has remained strong and visitor traffic to both malls has grown and continues to grow. Sands Retail Asia is as committed as ever to the long-term vision of Macao and the success of The Grand Canal Shoppes and The Shoppes at Four Seasons.

Equally as unwavering is our commitment to our development in Singapore – the focus of this current issue. Our opening of Marina Bay Sands is on track,

response from the market has been very positive and the Singapore Government's support of our project remains strong.

So with 2009 just around the corner, a year that will herald the opening of a new icon in Singapore, let's look to the festive season in the spirit of hope.

Wishing you a very peaceful Christmas. •

David Sylvester
Vice President,
Retail Asia

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MACAO & SINGAPORE

Leasing enquiries

ANGUS WOODHEAD

Regional Director of Retail Development

Tel: +(65) 6688 6018

Email: angus.woodhead@sandsretailasia.com

Marketing enquiries

CARMEN WALSH

Manager – Business Development, Retail Asia

Tel: +(852) 3652 2253

Email: carmen.walsh@sandsretailasia.com

General leasing enquiries

Tel: +(852) 3652 2222

Email: leasing@venetian.com.mo

Newsletter contributions

IDA LEE

Assistant, Retail Development

Tel: +(852) 3652 2232

Email: ida.lee@sandsretailasia.com

Sands
RETAIL ASIA

info@sandsretailasia.com
www.sandsretailasia.com

Sands Retail Asia transformation complete

With the coming together of our Hong Kong, Macao and Singapore operations under the unified Sands Retail Asia name, our transition to a single, solidified brand is complete. Instantly recognisable as part of Las Vegas Sands Corp. with its distinctive Sands logotype and clear in its focus on retail in the Asia region, our new brand identity is an unmistakable statement of who we are and what we do designed to strengthen our connection with our audiences and our position in the market. •



Sands
RETAIL ASIA

Welcome onboard

With a raft of new appointments having recently been made, this issue's 'Meet the Team' sees the introduction of two dynamic forces that will be driving forward The Shoppes at Four Seasons and The Grand Canal Shoppes in 2009 in our Mall Management office.

Also, presented as part of our focus on Singapore, we will meet the new leasing team whom many readers will undoubtedly have the opportunity to get to know better over the coming months.

Read more on pages 5 and 6.



We suspect it may have been something to do with the change of venue that saw attendance at the recent International Council of Shopping Centers AsiaExpo up on previous years. Held for the first time at our very own Cotai Strip® CotaiExpo™, the 2-day exhibition and conference attracted delegates from across Asia including many familiar faces.

As well as hearing firsthand about our forthcoming developments, more than 250 retailers took the opportunity for a closer inspection on a half day pre-conference tour of Cotai Strip® guided by our very own leasing team.

And ending the event on a high note, the final evening's gala dinner



saw the announcement that Cotai Strip® CotaiExpo™ had once again been chosen as the venue for the next ICSC AsiaExpo. •

Say Hello to...

Just in time for the holiday season a total of 10 new stores have opened across our malls in Macao spanning the spectrum of fashion, footwear, jewellery, accessories, beauty, F&B and lifestyle.

In The Grand Canal Shoppes we welcome:

- Demandor
- Givea
- Wolford
- Herborist
- Meng Tim Telecom
- Koi Kei
- Belle

...and in The Shoppes at Four Seasons:

- Vintage Fine Wines
- Bank of China
- Dilys

The Shoppes at Four Seasons Grand Opening



Marking yet another significant milestone in the transformation of Macao into an international leisure destination was the recent official opening of The Shoppes at Four Seasons attended by more than 3,000 international VIP

guests and media.

"The arrival of the Four Seasons Hotel Macao, combined with the world-class retail brands of The Shoppes at Four Seasons, names like Gucci, Hermes, Fendi, Louis Vuitton and more, is a signal that a new

era of luxury has arrived in Macao and that the Cotai Strip® is ready to compete with the world's top luxury destinations" said William Weidner, President and Chief Operating Officer of Las Vegas Sands Corp. at the opening ceremony. •



Marina Bay Sands: A legend in the making

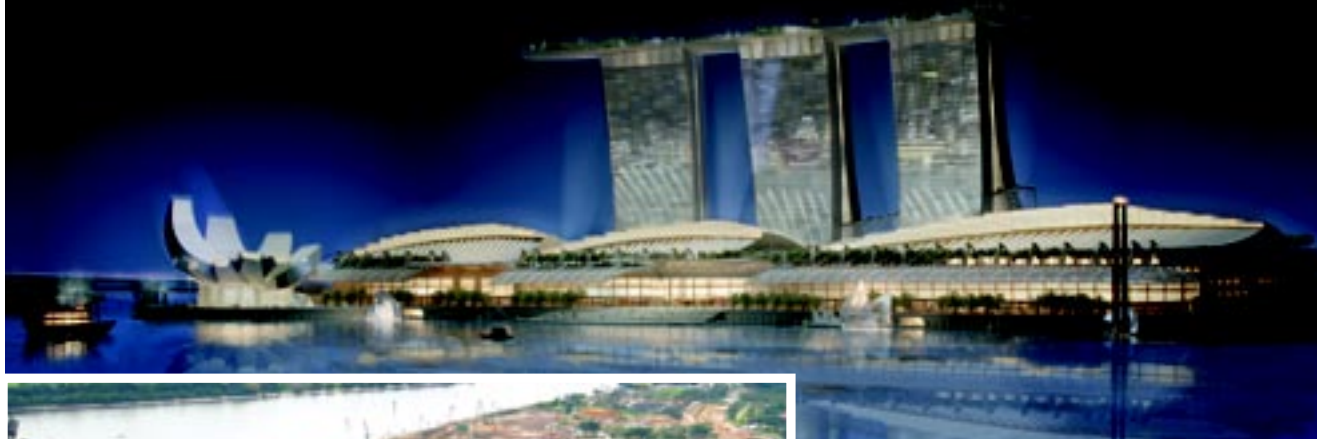
With topping off expected in mid 2009, construction on Marina Bay Sands™ is well into its second phase and on target for the integrated resort's scheduled opening next year.

With the substructure of the resort's hotel, MICE and entertainment facilities

completed, the development's superstructure is now progressing well and day by day, changing the landscape of Singapore forever. Of the iconic development's three hotel towers, Tower 1 is currently at level 22, Tower 2 is at level 19 and Tower 3 at level 16. And as each tower continues to climb skyward, mechanical, electrical

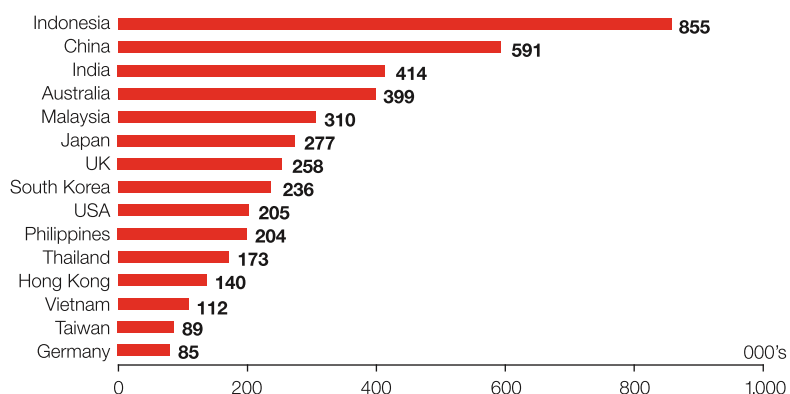
and plumbing works are busily being installed amongst the lower floors.

In fact, such is the progression being made that the first phase of the massive recruitment drive required to find the first of the 10,000 staff that will ultimately be employed at the resort has already begun. •



Visitor Arrivals, Top 15 Markets (January-June 2008)

Total: 5.1m (+2.9% vs Jan-Jun 07)



Source: Singapore Tourism Board

Singapore Key Statistics

- Total Population: 4,839,400* (2008 est.)
- GDP (PPP) per capita: \$52,994* (2007)
- Average income: S\$4,316/month*
- Visitor arrivals: 5.1 million from January to June 2008** – up 2.9% on the same period in 2007.
- Average hotel occupancy rate: 83% for the first half of 2008**, a new record high.

*Source: Statistics Singapore

**Source: Singapore Tourism Board

The Singapore Scene

Whilst statistics are good indicators, there is no substitute for 'on the ground' insight. To get the full low down for our Singapore special focus, we spoke to Regional Director of Retail Development Angus Woodhead.



How would you define the retail landscape in Singapore?

Singapore is a very mature market when it comes to retail.

There are a lot of malls with one or two main clusters that have become retailing hubs through organic growth. One peculiarity in Singapore is that unlike many other markets, the CBD has an almost total lack of retail. The redevelopment of Singapore's financial district via the Marina Bay development project will create a new 'downtown' area that is more of a live-work-play environment and of course retail will have a part to play in that.

But in such a relatively small market as Singapore, don't multiple retail hubs compete?

Singapore is well established as South East Asia's top shopping destination; most, if not all, the popular international brands have recognised this with the majority having already been present in Singapore for many years. Because the variety of existing malls that make up these hubs gives



Images courtesy of the Singapore Tourism Board

them such broad appeal, the new 'Downtown' and Marina Bay Sands will in fact be complementary to Singapore's overall offering by giving visitors a variety of experiences.

What will the Marina Bay Sands 'experience' be?

Perhaps the most striking aspect is that everything will be under one roof. I know that may sound simplistic but in Singapore where retail, leisure and entertainment are geographically spread, having everything seamlessly available in one place is very different. Also, the actual stores will make up a collection that you would be hard pressed to find in any one mall, partly because there will be quite a high proportion of brands that are not currently in Singapore or in South East Asia.

Anything else we can look forward to?

From the outset, Marina Bay Sands has been masterplanned to bring together world class leisure, dining and entertainment options under

a single roof. The model of the integrated resort is one that we have honed, refined and perfected for maximum visitor experience, so when housed within such an iconic landmark, Marina Bay Sands is really going to be a very unique destination.

Can Singapore really substantiate such massive retail growth?

Singapore's tourism sector is strong – the Singapore Tourism Board does an excellent job of maintaining its competitiveness as a destination. Then there is Singapore as an international business hub – its infrastructure alone has seen it maintain its position as one of the world's top MICE destinations for many years. And finally Singapore's population has grown faster than the rate of increase in available retail space to give a significantly 'under-shopped' per capita ratio when compared to places such as Hong Kong.

The upcoming supply of retail space in Singapore is, in my opinion, very positive news for retailers looking to either enter the market or expand within it. •

The Singapore Team:

As we move aggressively towards our opening at the end of next year, we've strengthened our Singapore team with the addition of some new key players. If you've not yet had the chance to meet our team and would like to talk further about any aspect of our Marina Bay Sands Shoppes development, please give them a call.

Mr. Angus Woodhead, Regional Director of Retail Development	+65 6688 6018
Ms. Yeo Mui Hong, Director of Leasing	+65 6688 6008
Ms. Jaylyn Ong, Associate Director of Leasing	+65 6688 6016
Ms. Elaine Chew, Leasing Manager	+65 6688 6012
Ms. Bren Fang, Senior Leasing Executive	+65 6688 6017
Ms. Alicia Kuik, Leasing Administrator	+65 6688 6021
Ms. Ivy Ng, Leasing Administrator	+65 6688 6001

The Grand Canal Shoppes

If you're not one of the 80 plus retailers that have already become partners in our Grand Canal Shoppes Shopping Club, it's still not too late. 'The Club', which specifically targets the high volume MICE traffic at Cotai Strip® CotaiExpo™, gives you the opportunity to offer bespoke member benefits directly to each cardholder.



Whilst you are speaking to Mall Marketing to register as a member benefits partner, you might also want to register for the forthcoming 'Spin a Fortune' promotion. As part of our Chinese New Year campaign, we will be offering shoppers special minimum spend redemption awards including the chance to win prizes totalling nearly MOP500,000 in spending credit!

Remember to read your Mall Marketing Updates for more detailed information of all forthcoming opportunities for you to participate in. •

The Shoppes at Four Seasons

The countdown to 2009 has begun and apart from the recent introduction of live musical mall entertainment, we will soon be revealing what the coming year has in store ...or more precisely in mall, when your Mall Marketing team unveil The Shoppes at Four Seasons 2009 marketing programme.

Before then, please remember that running throughout the holiday season at both The Grand Canal Shoppes and at The Shoppes at Four Seasons is the MasterCard Best of Macao promotion. A good opportunity to up sell, the promotion offers cardholders additional benefits when shopping and dining plus the chance to redeem complimentary shopping and travel vouchers with a minimum MOP3,000 spend.

And on a final note, if you haven't already confirmed your store's entry on the mall's electronic 'wayfinders', please do check your listing and let Mall Marketing know if you would like to change your entry. The Team is also accepting images and photographs so if you would like something uploaded to appear alongside your listing, do get in touch! •



Mall Management:



Glen McNulty, Executive Director

☎ + (853) 8117 7909 ✉ glen.mcanulty@sandsretailasia.com

Recently joining the Sands Retail Asia team in Macao, Glen is responsible for directing the operations of each of our malls; working closely with our leasing directors and marketing teams to ensure each mall has an exciting and effective programme in place, and with our retailers to maintain a positive dialogue.

Glen's career to date in multi-mall, prestige property management has run the gamut from urbane mixed-use developments through CBD shopping centres to entertainment precincts. And laying claim to having simultaneously managed the four phase expansion of Australia's largest mall - Melbourne's Chadstone Shopping Centre - whilst maintaining trading performance levels, we have no doubt that Glen's experience makes him well placed to succeed in the challenges that lie ahead of him in his new role.



Anita Yeung, Director - Mall Marketing

☎ + (853) 8117 7804 ✉ anita.yeung@sandsretailasia.com

Also joining our team from Australia is Anita Yeung whose multi-cultural perspective, experience in prestige retail property marketing and personal passion for shopping is sure to inject energy into our malls' 2009 consumer marketing programmes.

Attracted by the scope of Sands Retail Asia's integrated developments and keen to apply her strategic sensibilities, Anita's tenacity when it comes to achieving goals will certainly see her quickly recognised for the force she is.

We hope you join us in welcoming both Glen and Anita. •

meet the team

After a November packed full of various summits, expos and congresses, not to mention crowd pulling Cotai Strip® CotaiArena™ events, the countdown to Christmas and Chinese New Year looks like an opportunity just waiting to be maximised.

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	The Venetian® Macao-Resort-Hotel Winter Package launch	Retail Innovation Summit in Singapore	Retail Innovation Summit in Singapore Retail Asia Conference in Singapore	Retail Innovation Summit in Singapore Retail Asia Conference in Singapore	Retail Asia Conference in Singapore Master Football Cup	
Standard Chartered Singapore Marathon	Sting & Edin Karamazov - Live in Singapore Hari Raya Haji in Singapore		International Human Rights Day			
Shortest day of the year	Hanukkah		Christmas Eve Final week of MasterCard Best of Macao 2008	Christmas Day	Boxing Day	
Final week of The Grand Canal Shoppes 'Winter Promotion'			New Year's Eve End of MasterCard Best of Macao 2008			

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				New Year's Day		
End of Grand Canal Shoppes 'I Wish' promotion				Macau jewellery and watch fair	Macau jewellery and watch fair Lunar New Year 'Spin a Fortune' promotion begins at Grand Canal Shoppes 1st Singapore Tattoo show	Macau jewellery and watch fair
Macau jewellery and watch fair						
		Inauguration of US President				
	Lunar New Year Australia Day	Lunar New Year	Lunar New Year	Red Packet redemption ends at Grand Canal Shoppes	Chingay Parade in Singapore	Chingay Parade in Singapore

Top 10 Retail Trends

Brands and retailers are facing a challenge. The internet, mobile solutions and satellite television have turned people into savvy consumers with needs they were unaware they even had.

What began as a great opportunity to sell more, to more people, has become a nightmare – consumers are more cynical, demanding and very aware of their power.

In this brave new world, their needs, now increasingly fragmented, are driving mega trends in retail. Here we explore 10 of them.

Trends 1 & 2: Invisible luxury and Hyper-personalisation

As wealth has increased, so has the luxury education of high net worth shoppers who now seek refuge and anonymity in luxurious but logo-free products. As much a private members lounge as a store, the dedicated VIP-only shop-in-shop concept 'Celux' opened by Louis Vuitton in Tokyo is a perfect example of the trend for 'invisible luxury'. Offering its highly exclusive clientele fashion and homeware items designed by the houses under the LVMH umbrella, the store's collection of rare products embodies the trend towards 'hyper-personalisation' that sees premium brands offering very limited edition products.

Trend 3: Easy Indulgence

Simplifying access to a pampering 'fix' is an increasingly popular strategy employed to draw consumers. The high fashion invitation only community Ideeli.com which offers a limited number of members limited time access to 'must have' items pre-selected by editors takes simplified choice to an extreme, yet has proven so successful that copycat sites are already springing up.

Trend 4: Luxury convergence

Just as convergence of technological devices evolved to bring together the most popular functionalities and services, so too are we seeing the

rise of convergence amongst luxury experiences. Creating new synergies through leveraging one experience applied to another has given rise to, for example, Bulgari Hotels and Resorts and The Shoppes at Four Seasons – the first time that the Four Seasons brand has been applied to a retailing environment.

Trend 5: The wisdom of crowds

Where Web 2.0 and mass consumerism meet, brands are deploying more resources to monitor and seed forums where consumers gather to share experiences and pool knowledge.

The Malaysian group buying portal Tumpang.com encourages sales through collaboration. Unlike eBay where consumers bid against one another, Tumpang.com offers greater discounts the more people purchase collectively.

Trends 6 & 7: The search for Experience

Over consumption has created a desire for reconnection with products through experience – simply purchasing and owning is not fulfilling. In Japan, 'Sample Lab' combines the opportunity to experience new and unreleased products with being part of a special community. For a small fee, members enter the lab to 'play' with a variety of products; their feedback in turn being passed to the manufacturers.

...as well as for Simplicity

From umbrella vending machines in Singapore to the soft drinks 'Anything' and 'Whatever' whose flavours are absent on packaging and only revealed when the consumer drinks it, stripping away complexity is in. The 'single-use' delivery of products is a particularly strong aspect of this trend, especially in the personal care and household product categories. Offering a more affordable brand experience to price sensitive consumers or an attractive convenience to the middle classes depending on the product and delivery

format, the concept is proving an especially useful innovation.

Trend 8: The need for Authenticity

Consumers have responded to 'realness' for many years; the success of organic food and drink exemplifying just how much consumers will pay for it too. Singaporean brand Wild Bunch & Co. have, in only a very short time, found great success in offering organic vegetable juices pitched as solutions for the health conscious consumer and presented in design conscious packaging.

Trend 9: Choice

Faced with today's avalanche of choice, Japanese retailer Ranking Ranqueen has devised the perfect solution to 'choice fatigue'. By monitoring which specific products and brands consumers are buying across a wide range of categories, its stores can distill down their selection of stock to comprise only those top-selling products. This form of curated consumption ensures that only the most popular choices are available for time pressed consumers.

Trend 10: Permanent Reinvention

Taking from the model of the Puma box (Shanghai, Tokyo, Singapore), GrandOpening in New York or Adam Kalkin's temporary illyCaffé concept, stores need to offer changing experiences to their customers. Moving beyond the obvious change in products, retailers are reaping the benefits of exploring changes in theme, layout, colour, smell and even purpose of their stores to give the variety of experience that consumers tired of undifferentiated purchasing experiences demand.

Arnaud Frade
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The author is regional director in charge of Retail & Shopper and works across 32 countries in Asia-Pacific, Latin America, the Middle East and Africa.
arnaud.frade@tns-global.com