

retailasia

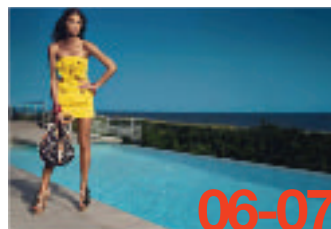
The magazine from Sands Retail Asia / issue 6



The Lion King Comes to the Lion City



Look what's cooking



Fashion in full force



info@sandsretailasia.com
www.sandsretailasia.com

vp's**message**

I am sure I am not alone in being happy to bid farewell to 2009; it has been a tough year. But taking a moment to look beyond the challenges that still lie ahead for the retail industry I believe there is cause to look forward to 2010.

In Spring we will celebrate the

opening of our much-anticipated first mall in Singapore. I am as excited about this mall as I have ever been about our other malls. The figures coming out of Singapore are still good. There is low unemployment, rising disposable income and the number of large-scale international conferences that our MICE team has booked will no doubt go a long way to bringing in-bound traffic back to its peak. We are also in a great position now that our leasing campaign for the mall is complete.

In addition to activity in Singapore, Macao continues to perform well. Visitor numbers are strong and with the success of the recent Sands China IPO, we are looking forward to the planned resumption of work on parcel 5 and 6, home of what will be our fourth mall. And you can be sure I

will be talking more about that in the New Year.

So with the worst of the storm now weathered and a new era in retail still taking shape before us, I hope we can each of us move forward with renewed hope and confidence for our industry and our respective businesses.

Wishing you a very happy holiday and a positive and prosperous New Year. •

Regards

David Sylvester
Vice President,
Retail Asia

retail**asia**

The magazine from Sands Retail Asia
Issue 6

MACAO & SINGAPORE

Leasing enquiries

ANGUS WOODHEAD

Regional Director of Retail Development

Tel: +(65) 6688 6001

Email: angus.woodhead@sandsretailasia.com

Marketing enquiries

LEANNE SMITH

Director, Mall Marketing

Tel: +(65) 6688 6048

Email: leanne.smith@MarinaBaySands.com

Newsletter contributions

IDA LEE

Retail Development

Tel: +(852) 3987 3932

Email: ida.lee@sandsretailasia.com

Sands
RETAIL ASIA

info@sandsretailasia.com
www.sandsretailasia.com



Construction update

With the ceremonial topping out of the hotel towers completed back in September, October saw our Singapore construction team making history when they lifted the first piece of the 7,000 tonne Sands SkyPark®. A unique combination of bridge and building technology was adopted to hoist the heavy structural steelwork 200 meters above ground. Strand-jacks, unique to bridge building hoisted the steelwork in 14 separate lifts, making it the highest strand-jacking operation ever undertaken in the world.

But the transformation of Singapore's skyline is not the only round-the-clock operation at Marina Bay Sands®. Teams of contractors are busy constructing and fitting out the various elements that make the integrated resort complete, including the hotel, retail space and leisure facilities. Construction work remains on schedule with the installation of roof sheeting for the exhibition and conference complexes near completion. The piling for the South Crystal Pavilion has also been completed while excavation at the North Crystal Pavilion continues at rapid progress. •

VIP Shopping and other Cool Pursuits in Macao



The Grand Canal Shoppes recently rolled out a brand new shopping catalogue for the holiday season, positioning itself as *the* place to shop. Designed to whet the appetites of discerning shoppers in and around Macao, the full colour “Cool Pursuits” catalogue gave retailers a fantastic opportunity to showcase their 2009 Autumn/Winter Collections.

In total 60,000 copies of the catalogue were distributed to high-end residential areas in Macao, Hong Kong and Guangzhou as well as placed in all suites at The Venetian® Macau and provided for passengers on the CotaiJet™. Shoppers were also able to obtain copies at the many information and customer service desks throughout the mall itself. Plans are already in place for the next issue, so contact the Mall Marketing team to share your latest offers.

Maintaining the momentum in the drive to increase holiday traffic, The Shoppes at Four Seasons also engaged its high-end spenders with some of its own ‘cool pursuits’: a private VIP shopping event complete with free flowing champagne and canapés. At this exclusive one-off affair, guests viewed the latest designer collections modelled on the catwalk and enjoyed goodies from several of the mall’s most desirable brands. The evening was of course a big hit with both shoppers and retailers.

For more details of forthcoming events and promotions, particularly for the upcoming Lunar New Year celebrations in February, contact your Mall Marketing team now!



Back to Life

Construction has resumed of Parcels 5 & 6 on Macao’s Cotai Strip - the integrated resort that will be home to our third mall in Macao. Inspired by the famous Las Vegas Strip in Nevada, the Cotai Strip is a master-planned development of resort and casino properties. We hope to bring you the latest construction developments in early 2010. •



The Lion King comes to the Lion City

In a coup for Marina Bay Sands and Singapore, the Disney Theatrical Group recently announced that it will open the internationally acclaimed musical - The Lion King. The award-winning show will be the resident show at the Marina Bay Sands Theatre and is scheduled to come to Singapore shores in September 2010.

The Southeast Asian premiere will be a duplicate of the other shows performing around the globe with the same Broadway quality standards, spectacular music, dance, sets and costumes that have made it a worldwide phenomenon. Bursting onto the Singapore stage in a dazzling

display of stagecraft, the stage adaptation of Disney's 1994 animated film will bring the African savannah to the heart of Marina Bay. And if the show's successful, 10-year-long West End run is anything to go by, it will bring visitors by the plane-load from around the region.

The spectacular theatrical experience that has won over 70 major international awards will run for an extended period in one of Marina Bay Sands' two state of the art theatres. With their combined total of 4,000 seats, the new theatres will ultimately offer an entertainment line-up of headline acts from around the world, which together with the

integrated resort's wider leisure facilities will provide visitors with the opportunity to enjoy an experience like no other in the region.

The Lion King premiered on Broadway in November 1997 and has since been seen by more than 50 million people around the world. In addition to its record-breaking productions in London and New York, The Lion King can also currently be seen in Paris, Tokyo, Hamburg, Las Vegas and on tour in the USA. Singapore is only the 8th outpost for this spectacular production worldwide. Ticket prices, on-sale dates and performance schedules will be announced in 2010. •

Cooking up a Storm

Hong Kong might have the Michelin Guide, but Singapore's position on the global epicurean stage edged firmly into the spotlight when Marina Bay Sands announced its line-up of six Celebrity Chefs. The chefs represent different corners of the globe and will introduce Singapore to their internationally renowned restaurants. The six Chefs are Mario Batali (New York), Daniel Boulud (New York), Wolfgang Puck (Los Angeles), Santi Santamaria (Barcelona), Guy Savoy (Paris) and Tetsuya Wakuda (Sydney).

While they plan to draw inspiration from their existing kitchens, the six Chefs will take advantage of the produce available locally to create a brand new culinary masterpiece. The Chefs have taken a hands-on approach and are closely involved in all aspects of their respective restaurant concepts.

"I've had the privilege of travelling to Singapore and enjoyed some incredible meals by local Chefs. It's a superb city where I discovered a culture with a love of food from every corner of the world", said Daniel Boulud, Chef owner of ten award-

winning restaurants and widely regarded as one of the best Chefs in the world. "Singapore is a wonderful place for me to create a restaurant in partnership with Las Vegas Sands and the international community of Chefs they are bringing together."

Together with culinary giants Mario Batali and Wolfgang Puck, Daniel Boulud will have his signature restaurant situated near Marina Bay Sands Theatres while Chefs Santi Santamaria, Guy Savoy and Tetsuya Wakuda's restaurants will be situated on the mezzanine layer of the resort's casino. •



Cream of the culinary crop setting up in Singapore: (first row from left) Santi Santamaria (Barcelona), Wolfgang Puck (Los Angeles), Daniel Boulud (New York), (second row from left) Tetsuya Wakuda (Sydney), Guy Savoy (Paris), and Mario Batali (New York)

Fashion in Full Force

The success of The Grand Canal Shoppes and The Shoppes at Four Seasons, has seen Sands Retail Asia become a name synonymous with luxury malls. And with the leasing campaign for The Shoppes at Marina Bay Sands now complete, the tenant list for the new mall suggests that we won't see that changing anytime soon.

Against an economic backdrop that few in the industry would be hard-pressed to call anything other than 'challenging', the line-up of quality names that will open at the integrated resort next year is impressive.

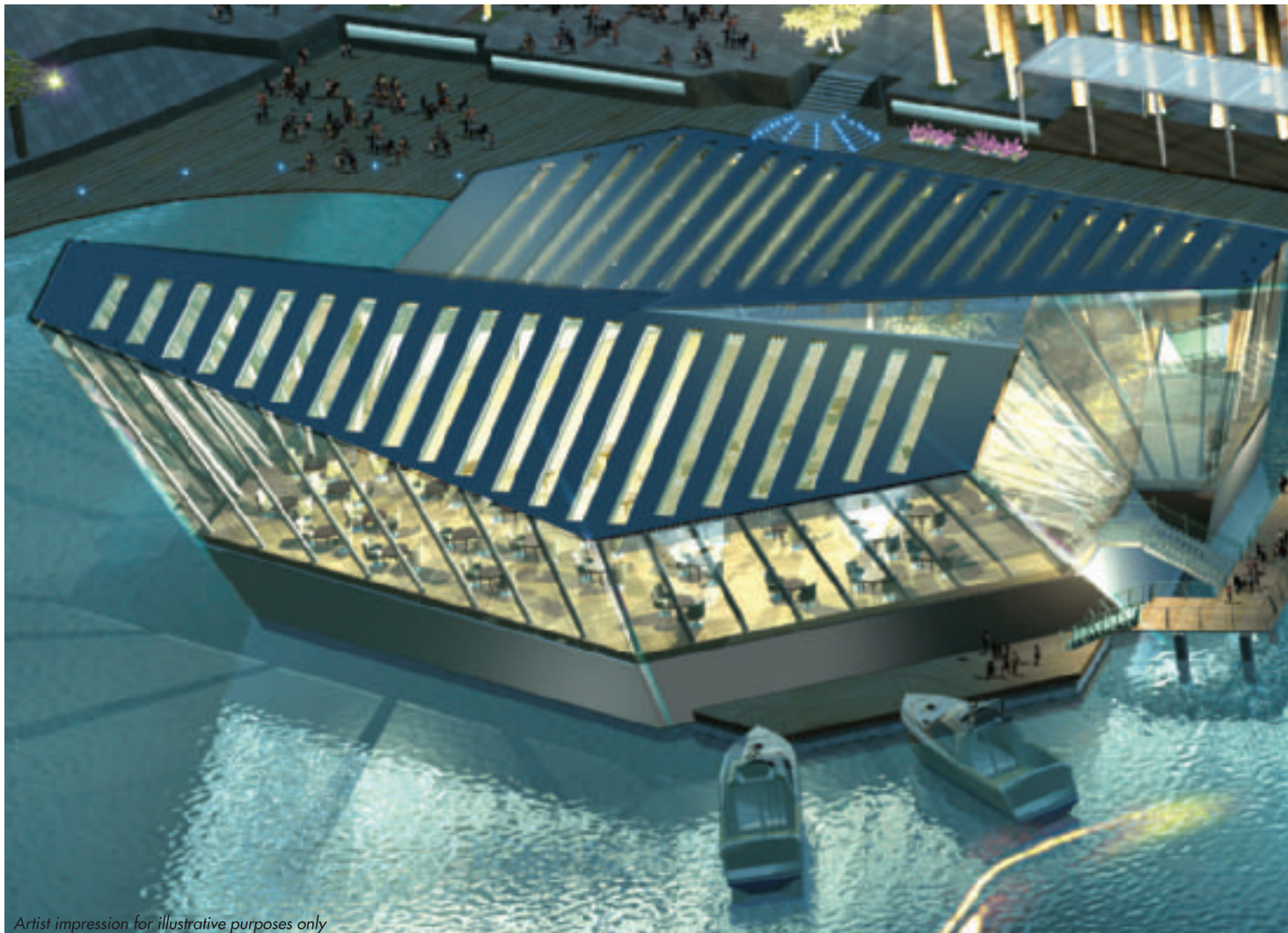
World-leading luxury brand Louis Vuitton recently announced its one-of-a-kind store at Marina Bay Sands: a striking glass and steel 'Crystal Pavilion' floating island

store. Visitors will enter the store via an underwater tunnel, emerging into a unique multi-level Louis Vuitton brand experience. Paris-born luxury goods giant Cartier also forged a partnership with Marina Bay Sands and will have a stand-alone boutique designed by renowned French architect Bruno Moinard.

"This new boutique is fully part of our development strategy in Asia, a dynamic area with strong growth opportunities. The new Cartier boutique will showcase on two levels the uniqueness of our renowned Maison, its elegance, its exclusivity and its ability to welcome all our clients and future clients," said Bernard Fornas, Cartier President and CEO.

Announcements such as these have naturally prompted a slew of signings. Other top brands that have committed to opening stores at Marina Bay Sands include Bally, Blancpain, Bottega Veneta, Breguet, Bulgari,

When we say we will deliver an all new shopping experience, we mean it.



Artist impression for illustrative purposes only

Burberry, CHANEL, Fendi, Ferragamo, Franck Muller, Gucci, Hermès, Hublot, Hugo Boss, Max Mara, Miu Miu, Omega, Patek Philippe, Prada, Tiffany & Co. and Yves Saint Laurent.

Whilst the aim of creating unprecedented collections of brand name stores is common to all Sands Retail Asia properties, The Shoppes at Marina Bay Sands as an actual shopping environment is notable in its departure from having any defined 'theme'. "The vision for Singapore has always been to create a spectacular retail experience," said David Sylvester, Vice-President Sands Retail Asia. "And I believe that by giving retailers an environment that allows the freedom to showcase their brand's individuality, we will really see the very best of what these brands have to offer creatively."

As a result, Louis Vuitton is not the only brand taking full advantage of the environment at Marina Bay Sands. Chanel will create a unique 700sqm multilevel flagship store, and Hermès has announced that it will feature a range of products selected exclusively for its outlet at the mall.

"When we roll out the first phase of the development in Spring next year, I think there will be no doubt that when we say we will deliver an all new shopping experience, we mean it," said David. •



Join the growing list of internationally-renowned luxury brands who will make this exciting development a dream destination for shoppers the world over.

Anne Fontaine • Bally

Blancpain • Bottega Veneta

Breguet • Bulgari • Burberry

Cartier • CHANEL • Fendi

Ferragamo • Franck Muller

Gucci • Henry Cotton's

Hermès • Hublot

Hugo Boss • Louis Vuitton

Marisfrolg • Max Mara

Miu Miu • Moïselle • Omega

Patek Philippe • Paul & Shark

Prada • Rabeanco

Stefano Ricci • Tiffany & Co.

Wolford • Yves Saint Laurent





Intimate and Interactive

While the recent financial crisis may have forced many businesses to retreat, others are going the other way entirely, using this time to develop sophisticated new ways of luring customers back into their stores

If being creative and innovative in attracting and retaining customers is a good quality

to have when times are good, it is imperative when times are tough," says Christiane Ross, Retail Performance Business Development Manager for Synovate.

"In the midst of the gloomy economic scenario, retailers need a fresh set of ideas – from store location, layout, interior design, visual merchandising and product mix – to attract customers, increase footfall and get the tills ringing again."

"Engaging the senses in a shopping environment is an important precursor to securing shoppers' commitment. So, anything the shopper can touch, smell, taste, hear and see contributes to this," says Dr Stephen Saunders, creator of The Shoppologist blog and a Sydney-based consumer scientist who works with marketers on how to open shoppers' wallets.

"At a more fundamental level, shoppers want to engage with the products or services they are buying. There is a growing focus on understanding the origin of the purchases, the conditions under which products were produced and how they fit into changing technology," he says. "Being able to experiment with products in-store enables them to get comfortable with

brands and reduce their perceived risk of making a wrong choice, especially in technology decisions."

The iPhone, it appears, is quite a handy tool for the interactive experience. Ralph Lauren's iPhone application lets you design your own rugby shirt (or view other people's creations and share through Facebook Connect), and once completed purchase your creation – which may be displayed on the giant iPhone sitting in the Ralph Lauren store window for passers by to peruse.

The overall goal, of course, is to entice customers to come in, browse and spend more time exploring and testing the products. And while you're checking out in store, the store is more than likely checking you out too.

"Companies that work with retailers have also evolved, offering not only traditional dome-hidden cameras but also 'camouflaged' sensors built into the store shelves or ceiling, tracking and monitoring the level of interaction of customers with a featured product or display – how many customers, and how long did each of them spend in front of the new Lenovo laptop, compared to the new Sony Vaio," says Ross.

The big question, naturally, would be: does it work? Does interactivity proactively drive sales? According to Ross, it sure does.

"It's a win-win situation.

Customers like to touch and get a 'feel' for the products they're coveting. For the retailers, this strategy does increase the likelihood of a purchase," she says. "Customers tend to feel more 'welcomed' and more likely to make a purchase in a store environment that put customers at ease. A key to this is having experienced sales consultants available for questions, offering a non-intrusive sales pitch, but also educating the customers about key products' benefits and features."

Saunders also believes that in-store interactivity works because it helps the customer feel comfortable while being engaged, and as such is another step in giving the customer what they want.

"Historically many retailers had a fairly direct approach to shoppers, and many shoppers found this a bit intimidating," says Saunders. "All people like to feel welcome and relaxed, so being invited to 'play' with the brand taps into a deep-seated need. Savvy retailers have come to realise that increased time in the store translates into increased opportunities to make the sale." •



Cristiane Ross
Senior Project Director
cristiane.ross@synovate.com
(852) 2881 5388

Intimate & Interactive is reproduced with permission. © Synovate 2009