



For Immediate Release

**Swarovski Sparkling Christmas Trees Spread Festive
Joy at Sands Shoppes Macao for the Second Year**

**HK Actress and singer Joey Yung Adds Festive
Glamour at the Lighting Ceremony**

(6 December 2016 • Macao) Leading fashion jewellery brand Swarovski is joining hands with Sands Shoppes once again, this year presenting its magnificent Swarovski Sparkling Christmas Tree not only at Shoppes at Venetian but also Shoppes at Parisian at newly opened The Parisian Macao, from today to 3 January, 2017.

Synonymous with one-of-a-kind festive decorations, shoppers, guests and visitors will be thrilled by the magnificent first ever rotating 12-metre Christmas tree at St. Mark's Square at Shoppes at Venetian. Meanwhile Shoppes at Parisian, which opened in September as the new shopping landmark in Macao, saw the arrival of an exquisite 8-metre tree, to provide a shimmering touch to the romantic Parisian atmosphere.

Swarovski's stunning trees will fill the elegant malls with breathtaking radiance thanks to more than one million Swarovski crystals handcrafted in Austria. The centerpieces mirror the brand's sophisticated touch and impeccable craftsmanship, with their dazzling decorations and glittering touches creating a wonderful festive vibe. Echoing the theme "#GiveBrilliant", Swarovski also inspired shoppers with a unique display of the brand's iconic blue gift boxes adorned with golden balloons as exquisite ornaments, delivering the joy of gifting at this wonderful time of year.

To celebrate the special occasion, Swarovski invited glamorous Hong Kong singer and actress Ms. Joey Yung, to join Ms. Joan Ng, Senior Vice President of Consumer Goods Business of Swarovski Asia Pacific; Ms. Charis Tam, Managing Director of Consumer Goods Business, Swarovski Hong Kong and Macao; Mr. David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp. and Mr. Timothy Jones, Vice President of Retail Development as officiating guests at the lighting ceremony. Along with beautiful music, the rotating Christmas tree and festive floating balloons added seasonal glamour to the festive atmosphere.

Riding on a Gondola through the canals at The Venetian, Joey Yung made an elegant appearance wearing exquisite and glittering Swarovski jewelry, as dazzling as the mesmerizing Christmas tree. Always looking great and commended for her style, Joey said that eye-catching jewelry is the best way to jazz up a party look at Christmas. As the holiday season approaches, she added that she was looking forward to bringing joy to her loved ones with surprise gifts, and to turn her Christmas tree into a decoration masterpiece as inspired by Swarovski.

Following the lighting ceremony, four dancers accompanied British singer Nicole Russo to delight guests with an entertaining performance adding to the sparkling Christmas occasion.

About Swarovski

In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 5th generation family members, has a global reach with some 26,100 employees, a presence in over 120 countries and a turnover in 2011 of 2.22 billion euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 2,200 retail outlets worldwide. The Swarovski Crystal Society has close to 300,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.

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About Sands Shoppes Cotai Strip Macao

Sands Shoppes Cotai Strip Macao is the largest duty-free luxury shopping experience in Macao, with over 850 retailers featuring the world's best duty free brands, all under one roof. Consisting of the interconnected Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central, it now adds the 300,000-square-foot Shoppes at Parisian, offering the latest in fashion and couture in a setting reminiscent of the streets of Paris.

The luxury shopping experience is part of Sands China's integrated resort city on the Cotai Strip, featuring seven hotel properties: The Venetian® Macao; The Parisian Macao; The Plaza™ Macao (including Four Seasons Hotel Macao); and Sands® Cotai Central (comprising The St. Regis Macao, Cotai Central; Conrad Macao, Cotai Central; Sheraton Grand Macao Hotel, Cotai Central; and Holiday Inn Macao Cotai Central). Sands Shoppes features some of Macao's first-to-market luxury brands, and with its unique design themes, is an unmissable experience for visitors. Sands Shoppes also delivers a wide array of delectable international cuisine, from high-end gourmet to expansive food court options.

For more information, please visit <http://en.sandsresortsmacao.com/shopping.html> .

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