



For Immediate Release

Swarovski and Sands Shoppes Bring the Spirit of Christmas to Macao

Fashion jewelry brand Swarovski has partnered with Sands Shoppes to bring the festive season to Macao. For the first time ever, a beautiful Christmas tree decorated with Swarovski crystals and surrounded with a display of the brand's iconic blue gift boxes will be erected at St. Mark's Square inside Shoppes at Venetian on December 3 to introduce the theme of the "Perfect Gift" in the most festive way possible.

The tree, standing 12 feet tall, will delight shoppers and fill the mall with the unmistakable spirit of the season thanks to a million Swarovski crystals alongside ornaments inspired by the brand's muse Miranda Kerr. The company's iconic pendant has also been turned into exquisite Christmas ornaments which will inspire shoppers to seek out perfect gifts for their loved ones.

Atop the tree is a Swarovski crystal-paved star ornament that glitters and sparkles and at the same time underlines the unmistakable craftsmanship of the house. This first collaboration between Swarovski and Sands Shoppes will be a sight not to be missed.

To mark the occasion, Sands Shoppes and Swarovski will hold a lighting ceremony on December 3. The ceremony will be officiated by a renowned Asian fashion icon, but in order to find out who it is you will need to attend the ceremony at St. Mark's Square inside Shoppes at Venetian.

As a way to celebrate the coming together of two iconic brands, visitors who spend over MOP 6,800 between December 3 and January 5 at two different shops within Sands Shoppes on the same day will receive a Swarovski crystal ornament and a Swarovski shopping voucher worth MOP 200.



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.

SWAROVSKI.COM

About Sands Shoppes Cotai Strip Macao

Sands Shoppes Cotai Strip Macao is the largest duty-free shopping experience in Macao, with over 650 retailers to choose from, featuring the world's best brands – all under one roof. Consisting of the interconnected Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central, this luxury shopping experience is part of Sands Resorts Cotai Strip Macao, Sands China Ltd. This integrated resort city consists of three hotel and entertainment properties: The Venetian® Macao, The Plaza™ Macao (featuring Four Seasons) and Sands® Cotai Central (comprising Conrad, Sheraton and Holiday Inn). Sands Shoppes features some of Macao's first-to-market luxury brands, and with its unique design themes, Sands Shoppes is one of Macao's must-have experiences for visitors. Sands Shoppes also delivers a wide array of delectable international cuisine, from high-end gourmet to expansive food court options.

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