

WELCOME LETTER 致歡迎詞



Dear Retailers

Welcome to Style File, where we keep you up to date with all the latest news and happenings from Sands Retail and our properties.

Shoppes at Parisian is set to make its mark on Macao's shopping scene imminently. Offering more than 300,000 square-foot of retail space and over 150 stores in French-themed surroundings, its shops have been leasing fast with 85 per cent already snapped up. For more information and details on rental opportunities, please contact leasing@sandsretail.com.

Eye-catching campaigns continue to take over the Shoppes with the recent successful Chinese Fables, part of the Family Fun Days campaign, and the current Winter in Riches campaign which runs during the festive period and features striking polar bear statues, Santa Claus meet-and-greet opportunities and much more, all designed to encourage our visitors to shop with you.

As the holidays approach, we'd like to take this opportunity to wish all of our retailers a very Merry Christmas and a Happy New Year. We look forward to working with you further in 2015.

尊敬的商戶：

歡迎閱覽《金沙商戶》，我們特別為您報道金沙商戶與我們旗下物業的最新消息及活動，讓您時刻掌握市場的脈搏。

巴黎人購物中心將提供廣達300,000平方呎的購物區，以及逾150間採用法國經典建築的商舖，勢必成為澳門的購物新熱點。商舖租賃反應踴躍，目前已成功租出八成半的零售空間，如有興趣承租，歡迎電郵leasing@sandsretail.com洽談。

金光名店區的精彩活動亦接踵展開，如早前「繽紛天倫樂」的矚目中國裝飾，好評如潮。為了配合萬世歡騰的聖誕佳節及新年而推出的「冬日瑰寶」推廣優惠同樣精彩，除了可愛的北極熊家族擺設外，聖誕老人還會與訪客碰面和合照等等，務求讓訪客在商場瀏覽參觀，盡情選購佳節禮品。

隨著佳節臨近，我們亦藉此機會謹祝各商戶聖誕快樂，新年業務更蒸蒸日上。我們期待與大家繼續攜手合作，在2015年再創高峰！

David Sylvester

Senior Vice President of Retail
施偉達 零售業務高級副總裁

WINTER STYLE
冬日時尚

The Shoppes' S style magazine is packed with the season's go-to designers, must-have accessories and hottest beauty buys. The magazine previews accessible and aspirational buys while highlighting the best in dining and entertainment. Guests can find complimentary copies of the magazine, covering all aspects of style, in hotel rooms, on Cotai Water Jet and at Shoppes customer service counters. Ready, steady, shop!

金光名店區的《S style》網羅了最新的潮流服裝、大熱配飾和美容護膚品，並掌握當季脈搏，預覽精緻漂亮的繽紛精品，以及提供精采的娛樂消遣和美食情報。包羅最新時尚資訊的雜誌於酒店客房、金光飛航及名店區的諮詢部供免費取閱。

快快起動，盡情買個痛快！



S STYLE ADVERTISING
廣告聯絡

With distribution of more than 200,000 copies in China, S style magazine offers fantastic opportunities for advertising collaborations.

最新一期的《S style》已經出版！我們每期在中國的發行量達到200,000本，提供商戶卓越的廣告效益。

To advertise please contact:
刊登廣告，敬請聯繫：

Pauline Chow
pauline.chow@edipressemedia.com

Daniela Oliveira
daniela.couto@sands.com.mo

NEW SHOPPES 最新商店



JACK WILLS

Selling a laid-back mix of modern and rakish gear that's cool for the university crowd, Wills' stock of hoodies, broken-in tees and distressed button-downs for guys and girls can be described as downtown New York-meets-the-undone-street-edge-of-London. We love the light party dresses that hit stores in December just in time for New Year celebrations.

Shop 977, Shoppes at Venetian

深受外國大學生歡迎的Jack Wills，男女裝連帽衫、[仿舊]T恤及襯衣，集時尚、悠閒和俏皮於一身，彷彿就是紐約下城遇上英倫舊城的街頭風格。尤其是12月有售的輕巧派對裙子，正是新年慶祝活動的最佳打扮。

威尼斯人購物中心997舖

JIMMY CHOO

Renowned for striking handmade women's shoes, Jimmy Choo is named after its founder, a Malaysian fashion designer who was based in the UK in the early 1990s. Sexy and stylish footwear has always been complemented by exceptional Italian craftsmanship, and the brand now creates a range of luxury accessories, including handbags, scarves, sunglasses, belts and men's shoes too.

Shop 2849, Shoppes at Four Seasons



ROBERTO CAVALLI

Creativity and stylistic innovation have always distinguished Roberto Cavalli's eponymous brand's clothes, shoes and bags. The designer is known for his prints which are central to his vision, displaying a love for nature with flower motifs, animal prints, and jungle patterns that are all quintessentially Cavalli and made in Italy.

Shop 2807, Shoppes at Four Seasons

著名設計師Roberto Cavalli設計的服飾、鞋履和皮袋，以靈巧創意和獨特風格脫穎而出。他以華麗的印花見稱，無論是花卉、動物或是森林圖案，均見證了他對大自然的熱愛，體現品牌的美學精髓。

四季名店2807舖



HUGO BOSS

Known for its exceptional outerwear, Hugo Boss is the go-to for perfect pants and jacket combos, especially now that Jason Wu is head womenswear designer. Without a doubt these are precisely perfect career-girl clothes, and the new duplex store means that there's more normcore fashion to choose from.

Shop 1200-1201 & Shop 2810-2811, Shoppes at Four Seasons

眾所周知，Hugo Boss剪裁流麗的西褲和外套，是上班族的完美組合。現在由吳季剛擔任女裝部的總設計師，配搭更是恰到好處，突顯品牌職業女性最佳上班衣飾的地位，樓高兩層的新店更包羅了琳琅繽紛的舒適時尚新裝，目不暇給。

四季名店1樓1200-1201舖、2樓2810-2811舖

SHANGHAI TANG

Amid a blaze of chic Chinoiserie and hot colours, Shanghai Tang's direction for Autumn/Winter is that of high fashion. Laser cutting, pleating and draping combined with traditional ethnic prints and Mao jackets make this one collection not to be missed.

Shop 1203 & 2813, Shoppes at Four Seasons

在一片別緻的中國情調和熱暖色系之中，今個秋冬上海灘呈現一份高級時裝的風範，以激光切割、打褶、立體裁剪結合傳統印花圖案和中山裝外套，是絕不容錯過的時裝系列。

四季名店1203及2813舖



CAMPAIGN RECAP 精彩回顧

CHINESE FABLES
中國寓言



The Family Fun Days campaign centred around the Chinese Fables which coincided with the official launch of 36 new shoppes at Shoppes at Cotai Central in August and comprised decorations of five well-known Chinese Fables and an attractive gift with purchase offer. The impressive story book decorations provided photo opportunities to drive sales and visitation, while gift with purchase offers encouraged consumer spending.

To involve children, an exclusive treasure hunt for those aged 12 and under required the collection of stamps from specified locations across the three Shoppes malls, on completion of which kids received a free Treasure Box full of goodies. A total of 4,530 passports were redeemed with a 44% redemption rate and 1,997 gift boxes claimed.

An online campaign was successful too with a total fans growth of 1,542 and a total of 1,568 participants in the game. Participants were given the chance to win shopping vouchers, a hotel stay or a treasure box as well as other gifts.

今年8月於金沙廣場舉行的「繽紛天倫樂」活動異常精采，其中的五個中國傳統故事書立體裝飾擺設和免費換領的「繽紛購物禮券」廣受歡迎，為36間正式啟業的全新商舖鋪上添花。精緻悅目的立體故事書是拍照的最佳場景，吸引不少顧客蒞臨留影及到商戶瀏覽購物，禮券換領亦反應踴躍，有助鼓勵消費。

此外，12歲或以下的孩子只須於三個購物商場換領「親子尋寶闖關手冊」，然後到指定地點收集蓋章，便可免費獲贈「驚喜寶盒」乙個。活動共送出了4,530本手冊及1,997個寶盒，換領率高達44%，相當成功。

網上活動同樣大受歡迎，共有1,568人參加了遊戲，其中1,542名成為我們的新粉絲，每位參加者都有機會贏得購物禮券、酒店住宿、名貴寶盒及其他精美禮物。



EVENT RECAP 活動快報

MASTERS OF TIME
曠世藏表

Time and space converge as the theme for this year's Masters of Time, the world's largest retail exhibition of fine watches and jewellery, which returned to Macao for its sixth year on 6 December, bringing with it more than 400 masterpieces from 40 of the world's leading luxury brands. DFS Group presents the exhibition in partnership with Shoppes at Four Seasons and for the first time will introduce fine jewellery alongside the prestigious timepieces and the masters who create them. Highlights in the Masters of Time collection include Bulgari's Octo Finissimo Tourbillon; Jaquet Droz's Bird Repeater Openwork; Van Cleef & Arpels' Midnight Planetarium Poetic Complication; Christophe Claret's Margot and Vacheron Constantin's Metiers d'Art Florilege Collection. The finest of the jewels include Bulgari's illuminating Diva collection, Chopard's cinema-inspired Haute Joaillerie Red Carpet collection and Tiffany's brilliant Marquise Diamond Cluster necklace set with 325 diamonds and bracelet set with 135 diamonds. The curated collection of fabulous pieces is exhibited and available for purchase until 28 February.



全球最大的高級腕錶及珠寶零售展「曠世藏表」鑑賞會第六度蒞臨澳門，於12月6盛大舉行，以時間和奢華為主題，匯聚了來自40個尊貴鐘錶品牌逾400款精品。鑑賞會由世界領先的奢侈品旅行零售商DFS集團與四季名店攜手合作，今年首次展出高級珠寶系列，並邀請打造這些藝術品的工藝大師到場，當中亮點包括寶格麗Octo Finissimo陀飛輪、雅克德羅Bird Repeater Openwork、梵克雅寶Midnight Planetarium Poetic Complication、柯羅天音Margot及江詩丹頓Metiers d'Art Florilege系列。場中的高級珠寶系列同樣魅力非凡，尤以璀璨的寶格麗Diva系列、以電影為靈感的蕭邦Red Carpet高級珠寶系列和最奪目的蒂凡尼Marquise Diamond Cluster系列，包括鑲嵌了325顆鑽石的項鍊和135顆鑽石的手錶。所有稀世珍藏於2015年2月28日之前展出，並可供參觀者選購。



WINTER OF RICHES
冬日瑰寶

Winter is back at the Shoppes. On 7 November, the Shoppes launched its latest seasonal campaign, Winter of Riches which runs until 5 January 2015. Polar bear statues feature throughout the Shoppes offering fantastic photo opportunities. Santa Claus makes a visit to Shoppes at Cotai Central where visitors can meet him and have their photograph taken, while also entering a lucky draw to win prizes in the run-up to Christmas. As part of the Winter of Riches shopping campaign, visitors who spend MOP3,000 or more at any retailer in the Shoppes can redeem a voucher worth from MOP200 up to MOP1000, to spend at participating retailers at Shoppes at Cotai Central.



金光名店區奉獻全新冬季禮遇！名店區於1月7日至2015年1月5日推出冬日瑰寶活動，帶來無限佳節喜悅。可愛的北極熊擺設駐足各個購物商場，成為大小朋友流連忘返的拍照熱點。聖誕老人還會到金沙廣場與訪客碰面和合影，留住快樂一刻，訪客亦可同時參加幸運大抽獎，贏取豐富的聖誕禮物。冬日購物優惠更是停不了！訪客於金光名店區消費滿澳門幣3,000元以上，就能領取價值澳門幣200至高達1,000元的冬日購物禮券乙張，於金沙廣場各參與商戶使用，盡享佳節購物樂趣。

SANDS REWARDS CLUB 金沙會

Sands Rewards Club loyalty programme strives to create value for our shared customers, reinforcing their decision to choose us for entertainment, shopping, dining and more. Recently, we announced improvements for our partnering retailers, including the elimination of the 3 per cent on earn.

Loyalty programme components also run alongside our seasonal campaigns which encourage additional sales and revenue in the Shoppes while also raising customer loyalty to stores and restaurants via Sands Rewards Club. Look out for new winter promotions coming soon.

Most recently DFS joined the Sands Rewards Club programme, adding its collection of prestigious luxury fashion and beauty brands to the more than 260 partner stores and restaurants which already participate in the programme.

For further information on the Sands Rewards Club programme please get in touch with your leasing contact or with Peggy Leong at peggy.pc.leong@sands.com.mo. Your partnership is much appreciated.

金沙會的忠誠客戶獎賞計劃貫徹為會員提供多項禮遇的宗旨，讓他們選擇在我們的商場參加活動、購物和享膳。計劃亦一直追求精益求精，讓參與的商戶更受惠得益，盡享所得，包括最近免除商戶百分之三的費用。

我們每季舉行的推廣宣傳及時令節慶活動，都希望能夠有效增加商戶收益，不但促進會員在金光名店區消費，同時透過金沙會提高會員對商戶或餐廳的忠誠度。新的推廣活動將接踵而來，請密切留意最新的報道。

早前旅行零售商DFS加入了金沙會計劃，為早已豐富尊貴的奢華時裝及美容品牌錦上添花。金沙會的尊貴集網羅了逾260間合作商戶及餐廳，為會員呈奉琳琅滿目的精選優惠。

查詢詳情，歡迎聯絡租賃部或 Peggy Leong，電郵：peggy.pc.leong@sands.com.mo。多謝您一直以來的參與和支持！



TEAM MEMBER OFFERS 員工優惠

Look out for the retailer marketing emails with team member offers for 2015. With over 25,000 team members working for Sands China Ltd, this is a great opportunity for all retailers. To participate contact Anka Lei at anka.lei@sands.com.mo.



PARKING PRICING 泊車新收費

From 1 January 2015 new parking prices will take effect. Self parking will increase to MOP20/hour or MOP180 for 24 hours. For valet parking the new rates are MOP30/hour and MOP300 for 24 hours.

從2015年1月開始，我們的泊車服務將推出新收費，自助泊車每小時澳門幣20元，或24小時澳門幣180元；代客泊車則每小時澳門幣30元，或24小時澳門幣300元。

SANDS RETAIL ACADEMY 金沙零售學院

Two hundred more staff members graduated from Sands Retail Academy in a ceremony on 17 September. This class of graduates comprised staff from 60 shops, including Adidas, Chopard, Calvin Klein, Chow Tai Fook Watch & Jewellery, Damiani, Gucci, Moschino, Rimowa, Tommy Hilfiger, Vivienne Westwood and more. Currently we have a total of 435 graduates. Sands Retail Academy strives to improve service standards and the customer experience across Sands Retail and is constantly incorporating new modules into the Sands Retail Academy syllabus, recently expanding its subject matter to cover leadership and visual merchandising. For Sands Retail Academy matters, contact Winkey Lei at winkey.lei@sands.com.mo. To enrol team members, contact Carmen Ho at carmen.ho@sands.com.mo.

金沙零售學院200多名學員參加了9月17日的畢業禮後，便正式從學院肄業，可喜可賀！這批學員分別來自60家品牌，包括Adidas、Chopard、Calvin Klein、周大福珠寶、Damiani、Gucci、Moschino、Rimowa、Tommy Hilfiger、Vivienne Westwood等。課程旨在提升金沙商戶的服務質素和顧客的購物體驗，效果彰彰。目前學院已經有435名畢業學員，為了令課程更精益求精，我們將推出新的單元，包括領導才能和商品展示。如欲了解更多詳情，歡迎聯絡 Winkey Lei，電郵：winkey.lei@sands.com.mo；若替員工報名則聯絡 Carmen Ho，電郵：carmen.ho@sands.com.mo。

EVENT RECAP 活動快報

COTAI JAZZ & BLUES 金光爵士及藍調音樂節

Drum rolls, guitar flourishes and sax riffs resonated around The Venetian Macao as the Cotai Jazz & Blues Festival 2014 thrilled music fans in October. Held in the resort's Lagoon area for the third year running, the event delivered a dash of Mardi Gras to Macao. The festival received more than 180 applications with 12 lucky finalists chosen to grace the stage over the long weekend of festivities. Together a panel of prestigious judges awarded first place – and a cheque for HK\$250,000 – to Mozambique's The Monreira Project. The US's Old Style Sextet, Finland's The Northern Governors and AfroJazz from Brazil also secured cash prizes.

金光爵士及藍調音樂節於2014年10月開鑼，澳門威尼斯人到處鑼聲密鼓聲、激昂結他旋律和即興的薩克斯管音樂。這項音樂盛會連續第三年在戶外人工湖畔舉行，為澳門帶來有如嘉年華的狂歡氣氛。比賽共吸引超過180支樂隊參加，最後由評審選出12支決賽隊伍，在週末三天登台表演，爭取獲獎榮譽。最後由莫三比克樂隊 The Monreira Project 奪得冠軍，獲頒港幣250,000元支票獎金。其他贏得獎金的隊伍包括美國的Old Style Sextet、芬蘭的The Northern Governors及巴西的AfroJazz。



SHOPPES AT PARISIAN LAUNCH 澳門巴黎人購物中心啟業

Macao's most hotly-anticipated luxury shopping mall is destined to become the jewel of the Cotai Strip, and 85 per cent of the available retail space at Shoppes at Parisian has already been snapped up. New brands include Maison Martin Margiela, an avant-garde brand that recently announced the appointment of celebrated fashion designer John Galliano as its creative director, and Temptation, a 20,000 sqft cosmetics concept store.

澳門萬眾期待的巴黎人購物中心豪華商場蓄勢待發，租賃反應踴躍，目前八成半的零售空間已獲承租，勢必成為路氹金光大道之閃亮明珠。全新進駐的商戶包括剛宣佈任命著名時裝設計師John Galliano為創意總監的前衛品牌 Maison Martin Margiela，以及佔地20,000平方呎的全新化妝品概念店Temptation。

EVENT RECAP 活動快報

BACK IN STYLE 碧咸風範



Global style icon and ex-footballer David Beckham returned to Macao in November to unveil the new-look Shoppes at Four Seasons. The international trendsetter, sportsman and Las Vegas Sands Corp business partner pronounced himself impressed with the HK\$100 million revamp of the world's highest-grossing luxury shopping mall. "It's wonderful to be back in Macao and a real honour to be asked to open Shoppes at Four Seasons, one of the most successful luxury shopping malls anywhere in the world," he said. "I encourage everybody who visits Macao to pay a visit and check out your favourite luxury brands."

國際時尚達人兼前足球明星大衛·碧咸 (David Beckham) 11月蒞臨澳門，為全面翻新的四季名店揭幕。作為引領潮流的國際人士、體育明星及拉斯維加斯金沙集團的亞洲合作伙伴，他對四季名店耗資一億港元將M層重新裝潢之舉大表讚賞，「我很高興重臨澳門，亦很榮幸獲邀見證全新開幕的四季名店，這是全世界最成功的奢華購物熱點之一。我建議澳門的訪客到此一遊，前往心儀的奢華名店購物。」

PUBLIC RELATIONS ACHIEVEMENTS 成功宣傳

In just six months, Sands Retail has raised its media profile dramatically in China, Hong Kong and Macao, assisted by Ketchum, a leading global PR agency. Since May, Sands Retail and our malls have been covered in 234 media clippings and blog posts across a wide range of platforms and media titles, reaching a potential audience of almost 90 million people (and counting!).

我們於5月起聘任全球領先的公關公司凱旋公關為金沙商戶的宣傳推廣代表，在短短6個月內，金沙商戶在香港、中國內地和澳門的見報率大幅飆升，廣受注目。迄今為止，金沙商戶及我們的購物中心在廣泛平台及媒體曝光234次，接觸達9,000萬群眾，人數仍在增加之中，可說成效彰彰。



SANDS RETAIL 金沙商戶

WINTER 2014 ISSUE 6 · 十二月號 第六期 THE STYLE FILE

BRAND NEWS 品牌消息

The latest from the Shoppes
最新加盟的商店

WHAT'S ON 活動快訊

Masters of Time
曠世藏錶鑑賞會

BECKHAM'S BACK 碧咸風範

COOL CAMPAIGNS 精彩盛事

Timeless tales and rich seasons
傳統寓言及節慶活動

SHOPPES
AT FOUR SEASONS

SHOPPES
AT PARISIAN

SHOPPES
AT VENETIAN

SHOPPES
AT COTAI CENTRAL

THE SHOPPES
AT MARINA BAY SANDS