

ALL LIT UP

閃亮聖誕

A lighting ceremony for Macao's first-ever Swarovski Christmas tree took place in early December. The beautiful tree features over a million Swarovski crystals and is on display in St. Mark's Square in Shoppes at Venetian throughout the festive period.

首次於澳門豎立的施華洛世奇水晶聖誕樹於12月初舉行了亮燈儀式。壯觀的聖誕樹以超過100萬粒閃爍的施華洛世奇水晶組成，於佳節期間，在威尼斯人購物中心聖馬可廣場閃耀生輝！



SHOPPES
AT FOUR SEASONS

SHOPPES
AT PARISIAN

SHOPPES
AT VENETIAN

SHOPPES
AT COTAI CENTRAL

THE SHOPPES
AT MARINA BAY SANDS

WELCOME LETTER 致歡迎詞



Dear Retailers

Welcome to the latest edition of *Style File*, where we update you on news and happenings from Sands Retail and our properties.

New stores and first-time-to-market brands continue to appear in Sands Shoppes. With The Parisian Macao's Eiffel Tower now marking the skyline of the Cotai Strip, it's not long before we bring you Shoppes at Parisian's 300,000 square feet of French-themed retail space. For more information, please contact leasing@sandsretail.com.

From new shops to new campaigns, the upcoming Christmas Perfect Gift promotion promises enticing offers with Swarovski on board. Shoppers can spend at Sands Shoppes to redeem an exclusive Swarovski crystal ornament and shopping voucher. Visitors also recently enjoyed a lighting ceremony around the first-ever Swarovski Christmas tree in Macao, and can meet Shrek Santa in his grotto at Shoppes at Cotai Central daily until 3 January.

As we move into 2016, Sands Shoppes is keen to continue working closely with retailers. We have a number of on-property advertising opportunities, including brand new digital screens on Level 3 at Shoppes at Cotai Central, as well as our new Click to Reserve online platform.

I would like to take this opportunity to thank you all for your continued support in making our malls a success this year and to wish all of our retailers happy holidays and all the best for the New Year. We look forward to working with you in 2016.

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。

多個首次進駐澳門的品牌及新店陸續落戶澳門金沙購物城邦，而隨著巴黎人購物中心的艾菲爾鐵塔矗立於路氹金光大道，象徵這個廣達300,000平方呎的法國主題購物中心即將正式落成。如有興趣承租，歡迎電郵leasing@sandsretail.com洽談。

我們的新活動亦源源不絕，即將舉行的「聖誕精美禮品」宣傳會為賓客送上施華洛世奇的多重購物優惠。賓客只需於澳門金沙購物城邦消費，便可換領獨一無二的施華洛世奇水晶裝飾及購物禮券。此外，澳門首次豎起閃耀華麗的施華洛世奇聖誕樹，邀請了賓客一起欣賞亮燈儀式；而從12月1日至1月3日期間，換上聖誕老人打扮的史力加會現身金沙廣場，與大家一起共慶佳節。

邁向2016年，澳門金沙購物城邦繼續與商戶緊密合作。我們在購物城邦內為商戶提供眾多廣告曝光機會，包括金沙廣場三樓全新裝設的電子屏幕，以及「點·訂·購」網上平台。

最後，在此再次多謝商戶一直以來支持，令我們旗下的商場今年成績卓越。我謹祝大家聖誕及新年愉快，希望在2016年與大家再繼續合作。

David Sylvester Executive Vice President of Global Retail
施偉達 環球零售業務行政副總裁

PLANET J

冒險王國

Planet J, the world's first live-action role-play theme park is coming soon to Shoppes at Cotai Central, allowing visitors to pursue the adventures of fantasy characters within a virtual world spanning 100,000 square feet.

全球首個「實況角色扮演」主題樂園Planet J冒險王國即將在金沙廣場啟幕，參加者變身為預言中的冒險使者，在佔地廣達100,000平方呎的園區內，展開驚心動魄的冒險旅程。

WINTER STYLE

冬日時尚

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

澳門金沙購物城邦的《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、金光飛航及金沙購物城邦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人量達到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
(852) 2859 4388
pauline.chow@edipressemedia.com

Daniela Oliveira
daniela.couto@sands.com.mo

GOLD ELEMENTS

As a pioneer of luxury and bespoke beauty, Gold Elements is renowned for its modern, natural and luxurious gold-infused skincare. Technical innovation meets the power of the pure mineral to deliver healthy, dewy skin thanks to gold's anti-bacterial, anti-inflammatory, detoxifying, healing and preserving properties.

K210, Level 2, Shoppes at Cotai Central

作為奢華和訂製美容護膚品先驅，Gold Elements一向以「時髦、自然與華貴」的純金護膚品見稱。創新的護膚科技讓具有高度抗菌、抗炎、解毒、治癒和幫助保存養份的純金能徹底滲入底層，令肌膚變得健康、潔淨。

金沙廣場2樓K210舖



TEA WG

The finest luxury tea brand in the world has finally made it to Macao. Established in Singapore in 2008, Tea WG's exquisite tea rooms have become something of an institution, thanks to the brand's tea expertise. Encased in endless rows of distinctive Tea WG canisters, visitors can choose from over 500 fine-harvest and exclusive tea blends, as well as glamorous accessories, gift sets, and handmade tea-infused bakery items prepared fresh daily.

K5, Level 2, Shoppes at Four Seasons

國際奢華茶葉品牌終於落戶澳門。Tea WG於2008年在新加坡創立精緻典雅的茶室，憑著專業的茶藝知識，成為著名的茗茶勝地。賓客可在排列整齊的茶罐中，揀選逾500種上等茶葉及獨一無二的混合茶，還有華貴的茶具和禮品套裝，以及享用每天新鮮手製的茶點。

四季名店2樓K5舖



MARKS & SPENCER

Founded in 1884, Marks & Spencer has grown from a single marketplace to an international, multi-channel retailer with fashion, homeware, stationery, luxury food and nik-naks for the whole family. Experience the brand's modern fashion sensibility and effortless staples in the coolest shades and latest prints at Shoppes at Venetian now.

Shop 830, Grand Canal Street, Level 3, Shoppes at Venetian

成立於1884年的馬莎，已經從獨立的市場小攤檔，發展為國際連鎖百貨公司，匯聚時裝、家居用品、文具、名貴食品和小吃，廣受一家大小歡迎。不妨蒞臨威尼斯人購物中心，細賞品牌服飾的時尚感及最新的自然色調和圖案。

威尼斯人購物中心3樓大運河街830舖

TUSCAN'S

Founded more than 40 years ago in Florence, Italy, Tuscan's draws inspiration for its collections of stylish bags and accessories from the architecture and artistic traditions of the region. Italian romance, elegance and craftsmanship combine in chic, contemporary designs perfect for modern men and women.

Shop 881a, Grand Canal Street, Level 3, Shoppes at Venetian

於40多年前在佛羅倫斯創立的Tuscan's，以當地的建築和藝術傳統為靈感，設計了充滿意式時尚的手袋和配飾系列，把意國的浪漫、優雅和巧手工藝，結合摩登的當代設計，成為男女皮具配飾的首選。

威尼斯人購物中心3樓大運河街881a舖



DIOR

Christian Dior launched his first fragrance in 1947 and his spirit lives on today as the label's rich heritage combines with a visionary attitude towards beauty innovation. Dior's make-up line is natural and innovative and fragrance offerings are reflective of the label's ready-to-wear mood. The elegant boutique features dedicated areas for make-up, fragrance and skincare, catering to the needs of every customer.

Shop 921, Grand Canal Street, Level 3, Shoppes at Venetian

Christian Dior於1947年推出第一支香水，他的精神至今長存，成為豐富的品牌文化，與高瞻遠矚的美容新科技相輔相成。Dior的彩妝系列自然又創新，香水系列則反映服裝的時尚神韻。典雅的新店羅列了彩妝、護膚品和香水，滿足不同顧客的需要。

威尼斯人購物中心3樓大運河街921舖



MID-AUTUMN FESTIVAL 中秋節慶



To celebrate Mid-Autumn Festival with visitors, the Harvest Moon Delights campaign offered shoppers the chance to redeem an exclusive Fook Ming Tong Mooncake and Tea set by spending MOP6,000 at Sands Shoppes. Shoppers who spent the required amount at two different shops in one day – one of which could be a restaurant, lounge, café or foodcourt stand – took their two receipts to one of the Sands Shoppes information counters to receive the special Mooncake and Tea set. The campaign ran for nine days and was a great success.

- A total of 3,787 Mooncake and Tea sets were redeemed, with sales of over MOP61.9 million and average revenue per redemption of MOP16,335.
- The majority of customers hailed from mainland China and were aged between 19 and 39, with the highest spenders aged between 40 and 49.
- The top 10 retailers in terms of receipts were T Galleria DFS Beauty World, Chanel, Louis Vuitton, T Galleria DFS Sunglasses World, The Atrium Department Store, Hermès, Prada, Sa Sa, T Galleria DFS Watches and Bottega Veneta.
- In terms of spending, T Galleria DFS Beauty World again topped the list, followed by Louis Vuitton, Chanel, T Galleria DFS Watches, Hermès, T Galleria DFS Sunglasses World, Prada, Omega, Rolex and Dior.
- The Harvest Moon Delights online campaign was similarly successful, and saw total fan growth of over 1,400 on Facebook and Weibo. More than 3,000 people took part in the campaign with actions totalling over 4,000 and total impressions of more than 2,000,000.

Also in celebration of Mid-Autumn Festival, The Venetian Macao's Weibo channel launched a BIGBANG campaign ahead of the K-pop band's record three-night sold-out series of concerts at Cotai Arena. This claimed fourth spot out of all events with prizes featured on Weibo.

中秋節是中國重大的傳統節日之一，我們特別推出「若月相聚・煥然之最」慶祝活動，凡於澳門金沙購物城消費滿澳門幣6,000元或以上，即可換領福茗堂月餅及茶葉禮盒乙份，與親朋好友共聚享用。賓客如一天內於兩間店舖合共消費滿所需金額，其中一家是餐廳、酒吧、咖啡室或美食廣場攤檔，也可以攜同兩張單據到金沙購物城邦的諮詢台換領尊貴禮盒。活動為期九天，賓客反應踴躍。

- 共換領了3,787份月餅及茶葉禮盒，營業額超過澳門幣6,190萬元，每次換領的平均消費額為澳門幣16,335元；
- 大部份為內地顧客，年齡19至39歲，最高消費額的顧客群則為40至49歲；
- 首十家最多賓客惠顧的零售店戶分別為DFS旗下澳門T廣場美妝世界、Chanel、Louis Vuitton、DFS旗下澳門T廣場太陽眼鏡世界、The Atrium 百貨公司、Hermès、Prada、莎莎、DFS旗下澳門T廣場腕錶世界及Bottega Veneta；
- 消費方面，DFS旗下澳門T廣場美妝世界同樣獨佔鰲頭，隨後是Louis Vuitton、Chanel、DFS旗下澳門T廣場腕錶世界、Hermès、DFS旗下澳門T廣場太陽眼鏡世界、Prada、歐米茄、勞力士及Dior；
- 「若月相聚・煥然之最」的網上互動遊戲同樣大受歡迎，在Facebook和微博的粉絲數量合共增加了逾1,400人。超過3,000人參加了遊戲，共有4,000多次點擊，總瀏覽量超過2,000,000次。

此外，澳門威尼斯人為了慶祝中秋，亦在韓國流行天團BIGBANG於金光綜藝館舉行破紀錄的三場全滿音樂會前，於微博頻道推出BIGBANG宣傳活動。這是微博所有「有獎征集」活動中排行第四的最矚目盛事。



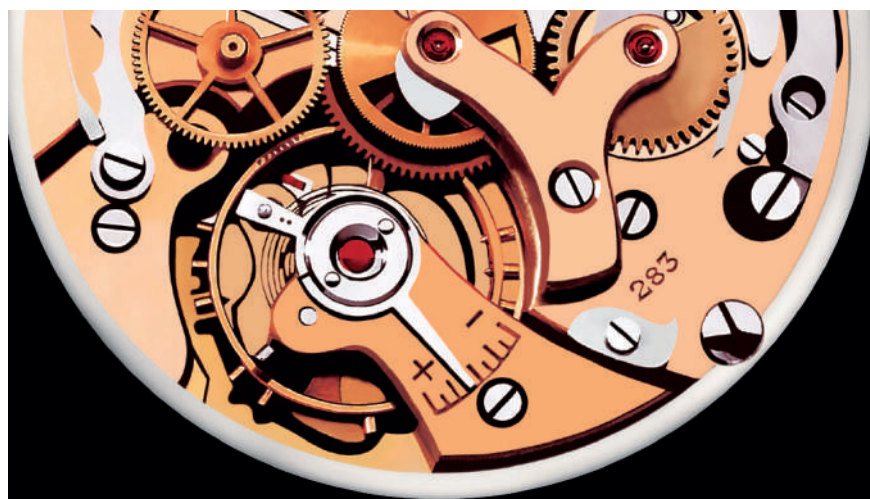
PINK CONRAD 粉紅革命

Pink was the colour at Conrad Macao, Cotai Central in October when the hotel set out to support Hong Kong Cancer Fund's Pink Revolution, raising more than MOP 200,000. Guests were offered a series of Plush for Pink experiences, from PINK Afternoon Tea to PINK room upgrades, while award-winning restaurant Dynasty 8 featured a special PINK menu. Conrad Macao also had special hotel packages available to guests, with the opportunity to enter a lucky draw to win a stunning ARTE Madrid necklace worth MOP7,800. A highlight of the campaign was a Pink charity luncheon co-organised with the International Ladies Club of Macao. More than 200 guests, dressed in shades of pink, enjoyed a special pink-themed menu and a raffle featuring fabulous prizes from our retail sponsors. Sally Lo of the Hong Kong Cancer Fund spoke about the prevalence of breast cancer and the importance of early detection and guest speaker Zita Ong, CEO of Edipresse Media, gave a talk on the role of media in the digital age and how women should look after themselves and maintain a healthy lifestyle. Every guest received a gift-bag filled with great offers and gifts from Sands Shoppes retailers.

We would like to say a special thank you to all of our retail sponsors for the event, including T Galleria by DFS, Butani, Antepima, Furla, iiJin, Rockport, Shanghai Tang, Diane von Furstenberg, Wolford, Georg Jensen, Sabon, ARTE Madrid and Maryling.

澳門金沙中心康萊德酒店於10月化身粉紅世界，推出連串粉紅主題活動，為香港癌症基金的「粉紅革命」活動籌得澳門幣200,000元善款。賓客可以感受一系列的「粉紅」體驗，從粉紅下午茶到粉紅客房提升，酒店的得獎餐廳「朝」亦推出獨特的粉紅菜式。澳門康萊德亦送出酒店住宿優惠，賓客還有機會贏得ARTE Madrid的精美項鍊，價值澳門幣7,800元。活動的焦點是與澳門國際婦女會攜手舉辦的慈善午餐，超過200位與會嘉賓穿上各種粉紅色調服飾出席，享用一系列粉紅主題的菜式及參加由商戶送出精美獎品的抽獎。香港癌症基金會主席羅莎莉女士致辭講述乳癌的患病機率和及早發現的重要性；博施的執行總監Zita Ong女士則擔任客席講者，談及傳媒在現今數碼時代的角色，以及女性應將自己放在第一位，並維持良好健康的生活方式。每位出席賓客都可以獲得金沙購物城邦商戶送贈的福袋。

我們在此衷心感謝多間商戶的鼎力支持，包括DFS旗下澳門T廣場、寶丹尼、Antepima、Furla、iiJin、Rockport、上海灘、Diane von Furstenberg、沃芙德、Georg Jensen、Sabon、ARTE Madrid及Maryling。



MASTERS OF TIME 曠世藏錶

The thrill of discovery inspires this year's Masters of Time, the world's largest retail exhibition of fine watches and jewellery, which returns to Macao for the seventh year from 5 December, bringing with it more than 400 masterpieces from 28 prestigious brands. DFS Group presents the exhibition in partnership with Shoppes at Four Seasons, and the curated collection is available for sale until 29 February 2016.

T Galleria by DFS, Macau, Shoppes at Four Seasons

第七屆年度【曠世藏錶】品鑑會於12月5日登場，這個全球最大的珠寶及手錶展售會，共帶來28個享負盛名的品牌及超過400款名錶。展覽再次由DFS集團與四季名店攜手合作，展出製錶業的創新技術與設計，以及多款矚目的珠寶首飾。品鑑會展品可供賓客欣賞及選購，展期至2016年2月29日。

四季名店DFS旗下澳門T廣場



OMEGA EXHIBITION 歐米茄展覽

Omega launched an exclusive exhibition in October featuring four exclusive Seamaster timepieces worn by James Bond to coincide with the opening of the latest Bond movie, *Spectre*. An Aston Martin DB5 scale model, limited to just 100 pieces worldwide, and props from the film were also on display. Associated events accompanied the exhibition which ran to the end of November.

Advocacy Zone, T Galleria by DFS, Macau, Shoppes at Four Seasons

歐米茄為了配合萬眾期待的新片《007：鬼影帝國》上映，特別於10月展出鐵金剛曾在片中配戴的四款獨有海馬系列精美腕錶，加上全球限量100輛的Aston Martin DB5真實大小汽車模型及電影道具，令大家儼如置身007的神秘世界。此外，還有其他相關活動至11月底。

四季名店DFS旗下澳門T廣場Advocacy Zone

SANDS REWARDS CLUB 金沙會

Sands Rewards Club has the largest membership in Macao and continues to expand across all sectors of business operation in Sands Shoppes. Boasting more than three million members and over 400 retail partners, the latest brands to join the partnership include Aimer, La Clover, Steve Madden, Minelli, Carolinna Espinosa, EQ:IQ, EA7, Anne Klein, Karen Millen, Joan & David, Stuart Weitzman, Blumarine and Lana Marks.

Sands Rewards Club has been working with members to drive redemption volume. In September, the club ran its first retail partner points-redemption incentive programme. Participating stores have had great success in boosting points redemption with Burberry, Luk Fook and Samsung coming out on top and boosting their redemption revenue by over 25%. These encouraging first-round results will see an expansion of the programme to more partners in November, and still further in the months to follow.

Sands Rewards Club members earn points at a rate of 1% of spend across all integrated resorts pillars, including retail, dining, hospitality, entertainment, travel and gaming, and to date members have accumulated more than 300 million dollars worth of points. Sands Rewards Club offers a unique opportunity for all participating retail partners to convert these points into sales. If you are not already our partner we would like to invite your store to become a part of this exciting programme. To find out more contact Vincci Tai at vincci.tai@sands.com.mo.

金沙會是澳門最大規模的會員獎賞計劃，並繼續招納更多金沙購物城邦的商戶加入。我們目前擁有逾300萬名會員，並有400多家合作夥伴，最新加入的商戶包括Aimer、La Clover、Steve Madden、Minelli、Carolinna Espinosa、EQ:IQ、Anne Klein、Karen Millen、Joan & David、EA7、Stuart Weitzman及 Lana Marks。

金沙會一直致力與會員合力提高兌換量。今年9月，金沙會首次推出零售夥伴積分兌換獎勵計劃，參與店舖的積分兌換交易即時大大提升，其中Burberry、六福珠寶及Samsung更成為首三家最高的兌換商戶，兌換收入增加了逾25%。鑑於第一輪的計劃成績理想，11月的兌換獎勵計劃規模更大，涵蓋更多商戶，之後計劃亦將陸續進行。

金沙會會員每次於綜合度假城的各個範疇如零售、餐廳、住宿、娛樂、旅遊及娛樂場消費，都可賺取消費額的1%兌換積分，目前會員已累積了超過三億可供兌換的積分。金沙會亦讓所有參與的商戶把積分轉化為銷售額，增加收入。如果您還沒有加入金沙會，我們誠邀您加入為這個尊享計劃的成員，查詢詳情，請聯絡Vincci Tai，電郵：vincci.tai@sands.com.mo。



SANDS RETAIL ACADEMY 金沙零售學院

Sands Retail Academy strives to improve service standards and customer experience across Sands Retail. A pilot course, The World of Retail was recently added to enhance the fashion knowledge and upselling skills of sales associates as a complement to the existing Service Enhancement Programme. It is available to graduates of the Leadership Programme.

The most recent graduation took place on 15 December at The Venetian Macao, with over 250 graduates. It was combined with an awards ceremony to recognise our top retailers. Winners were announced in the following categories:

Best Store Performance – Luxury Fashion
Dolce & Gabbana, Shoppes at Four Seasons
Best Store Performance – Luxury Watch & Jewellery
Bulgari, Shoppes at Venetian
Best Store Performance – High Street Fashion
Furla, Shoppes at Venetian
Best Store Performance – High Street Watch & Jewellery
Swarovski, Shoppes at Cotai Central
Best Store Performance – Beauty
Lush Fresh Handmade Cosmetics
Best SRC Store – Highest Point Redemption
New Horizon Digital Technology, Shoppes at Cotai Central
Best SRC Store – Highest Number of Transactions
Duty Free Americas, Shoppes at Venetian
Best Store Performance – General Retail
H&B, Shoppes at Venetian
Best Store Performance – Food & Beverage
Koufu, Shoppes at Cotai Central
Tang Cuisine, Shoppes at Venetian

To find out more about Sands Retail Academy, contact Renata Borges at renata.borges@sands.com.mo. To enrol team members, contact Sammy Tong at sammy.tong@sands.com.mo.



金沙零售學院旨在提升澳門金沙購物城邦商戶的服務質素和顧客購物體驗，如首次新增的「零售世界」課程供完成領導才能課程的銷售學員報讀，改善其時裝知識及追加銷售技巧。

學院最新一期畢業禮已於12月15日於澳門威尼斯人舉行，共有超過250位畢業生，同場還為表現出眾的商戶根據不同類別頒發下列獎項：

最佳店舖表現 — 奢華時裝：四季名店Dolce & Gabbana
最佳店舖表現 — 奢華腕錶及珠寶：威尼斯人購物中心Bulgari
最佳店舖表現 — 高級時裝：威尼斯人購物中心Furla
最佳店舖表現 — 高級腕錶及珠寶：金沙廣場施華洛世奇
最佳店舖表現 — 美容：威尼斯人購物中心LUSH手製美容產品
最佳金沙會參與商戶 — 最高兌換（積分）：
金沙廣場New Horizon Digital Technology
最佳金沙會參與商戶 — 最高總交易（銷售額）：
威尼斯人購物中心Duty Free Americas
最佳店舖表現 — 一般商戶：威尼斯人購物中心隆泰藥房
最佳店舖表現 — 餐飲：金沙廣場口福美食廣場及
威尼斯人購物中心唐宮壹號

如欲了解更多詳情，歡迎聯絡 Renata Borges，電郵：renata.borges@sands.com.mo；若替員工報名則聯絡 Sammy Tong，電郵：sammy.tong@sands.com.mo。



DIGITAL & SOCIAL MEDIA 網絡宣傳

Our digital platforms continue to grow rapidly and we aim to provide more channels and exposure for our retailers through these social media sites.

我們積極拓展社交媒體渠道，藉著下列多個途徑為旗下商戶提供更多元的宣傳和曝光機會。

WeChat

Members of our WeChat channel enjoy exclusive offers from Sands Resorts Cotai Strip Macao. And now retailers can get involved too. Simply provide details of your offer – exclusive to WeChat members only – in Simplified Chinese with at least three images and a validity of one month or more.

Facebook, Weibo and Instagram

Whether it's about brand awareness, your latest sales promotion, a joint campaign, a brand new product or service, upcoming events and/or exhibitions, soft-sell trends or anything else, we can help get your message out there through our Facebook, Weibo and Instagram platforms.

Sands Shoppes has over 30,000 fans on Weibo (weibo.com/shoppescotai) with average impressions of more than 21,000 per week. Simply provide a post in Simplified Chinese of a maximum 140 words with three or more images (500x500pixels) and at least two weeks notice.

For Facebook (facebook.com/ShoppesInMacao), which currently has more than 53,000 fans and counting, and average impressions of 100,000 or more per week, just provide us with your post in Traditional Chinese and English with at least two weeks notice. Messages should be a maximum of 140 characters or words with three images (500x500pixels).

Our Instagram page (instagram.com/sandsshoppes) is Sands Retail's newest social media platform. To get involved, provide your message in less than 30 characters or words in Simplified Chinese and English with one key image (500x500) and at least two weeks notice. Don't forget to include any special hashtags that we should use.

For more information on digital and social media platforms, contact Anka Lei at anka.lei@sands.com.mo.

微信

我們一直致力為微信會員提供澳門金沙度假區的獨有優惠，現在零售商戶亦能夠積極參與。只需以簡體中文提供您為微信會員呈奉最少一個月優惠期的獨家優惠詳情，連同最少三張圖片電郵給我們，便可刊載於微信賬戶內。

Facebook、微博及Instagram

無論商戶打算宣傳品牌、最新的銷售推廣、聯合活動、全新產品或服務，還是即將舉行的活動及/或展覽、軟性銷售策略等等，我們都可以透過Facebook、微博及Instagram為您廣為發放宣傳。

澳門金沙購物城邦的微博賬戶 (weibo.com/shoppescotai) 共有超過30,000名追隨者，平均每星期的瀏覽率逾21,000次。您只需以簡體中文提供不多於140字的訊息，另附三張或以上500x500像數的圖片，並於發放兩星期前交給我們即可。

我們的Facebook賬戶 (facebook.com/ShoppesInMacao) 目前則有多於53,000名粉絲，每星期平均瀏覽次數逾100,000次。您只需以繁體中文及英文提供不多於140字的訊息，另附三張500x500像數的圖片，並於發放兩星期前交給我們，即可大收宣傳之效。

最後，我們的最新社交渠道Instagram賬戶 (instagram.com/sandsshoppes) 亦可令您有更多的曝光機會，請以簡體中文及英文提供少於30字的訊息及一張500x500像數的重點圖片，並於發放兩星期前交給我們。也別忘記把特別的hashtag標記功能傳給我們，讓大家一起分享最新的消息。

查詢數碼及社交渠道宣傳詳情，請聯絡Anka Lei，電郵：anka.lei@sands.com.mo。

CLICK TO RESERVE 「點·訂·購」

There are now even more ways for shoppers to get their hands on exclusive items from the retailers at Sands Shoppes with our brand new online platform. Click to Reserve offers handbags, leather goods, jewellery and lifestyle items that are not available anywhere else in Macao, creating a specific reason for shoppers to visit Sands Shoppes. Bally, Jimmy Choo, Roberto Cavalli, Just Cavalli, Armani Junior and MCM have all taken part in Click to Reserve, with Tiffany & Co, Versace, Furla, Kwanpen and the Atrium currently involved.

How does it work?

- Shoppers go online, pick their exclusive item, and complete the reservation form on the website.
- Retail Marketing will contact the retailer, who confirms the reservation with the shopper.
- The shopper has 48 hours to visit the retailer at Sands Shoppes to collect the item.

Retailers benefit from increased exposure, attracting future customers interested in exclusive and collectable items. Retailers simply provide exclusive products, new-to-market pieces, or limited-edition items, only available at Sands Shoppes, and commit to contacting the customer within 48 hours. With no financial implications, it's an excellent opportunity for all brands. For Shoppes at Venetian and Shoppes at Four Seasons retailers, contact Marcelo Alves at marcelo.alves@sands.com.mo. For Shoppes at Cotai Central retailers, contact Daniela Oliveira at daniela.couto@sands.com.mo. Visit Click to Reserve at en.sandsresortsmacao.com.

現在只要透過我們嶄新的網上購物平台「點·訂·購」，賓客便可以率先買得獨一無二的產品，包括手袋、皮革用品、珠寶首飾及生活禮品，然後在澳門金沙購物城邦的店舖提取貨品。當中不少更是於金沙購物城邦獨家銷售，專擁獨一無二的精品。不少商戶如Bally、Jimmy Choo、Roberto Cavalli、Just Cavalli、Armani Junior及MCM均早已加入「點·訂·購」，而Tiffany & Co、Versace、Furla、Kwanpen及Atrium百貨公司亦剛剛加盟。

輕鬆簡易，精選禮品唾手可得！

- 賓客於網上揀選心儀的商品，填寫預訂表格；
- 零售市場推廣經理會聯絡商戶，然後由商戶與賓客確定訂單；
- 賓客可於48小時內到澳門金沙購物城邦取貨。

「點·訂·購」讓商戶可藉此機會增加曝光率，吸引顧客日後繼續留意店舖其他專擅及珍藏的產品。商戶只需提供於澳門金沙購物城邦獨家發售的商品、新到貨品或限量精品資料，然後確保在48小時內聯絡顧客。整個過程不涉財務承擔，是各品牌的上佳銷售機會。威尼斯人購物中心及四季名店，請聯絡Marcelo Alves，電郵：marcelo.alves@sands.com.mo；金沙廣場請聯絡Daniela Oliveira，電郵：daniela.couto@sands.com.mo。請瀏覽「點·訂·購」網頁：tc.sandsresortsmacao.com。



MICE OFFER BOOKLET 會展優惠小冊子

To increase visitation and drive sales at Sands Shoppes, we are creating booklets with exclusive offers from participating retailers that will be presented to MICE groups at The Venetian Macao and Sands Cotai Central. These groups visit Macao throughout the year and are comprised of large numbers of affluent individuals. To participate with offers and promotions from your brand, contact Winkey Lee at winkey.lee@sands.com.mo.

我們將為參加澳門威尼斯人及金沙城中心會展旅遊的團體派發印有獨家優惠的小冊子，這群旅客包括大量經常造訪澳門的賓客，有助提高澳門金沙購物城邦的人流及增加商戶的銷售量。歡迎商戶提供品牌的特惠資料及詳情，請聯絡Winkey Lee，電郵：winkey.lee@sands.com.mo。

ADVERTISING PLATFORMS 廣告宣傳

There are plenty of ways to advertise across Sands Shoppes and with the new year coming, it's time to book your spots now. We have lightboxes, display cabinets, digital screens and our new Click to Reserve platform all available to our retailers. For Shoppes at Venetian and Shoppes at Four Seasons, contact Marcelo Alves at marcelo.alves@sands.com.mo. For Shoppes at Cotai Central, contact Daniela Oliveira at daniela.couto@sands.com.mo.

新的一年，您的商品將可以在澳門金沙購物城邦擁有更多曝光機會！現在便預訂廣告時段，在我們的燈箱、展櫃、數碼屏幕及全新的「點·訂·購」網上平台展開宣傳。威尼斯人購物中心及四季名店請聯絡Marcelo Alves，電郵：marcelo.alves@sands.com.mo；金沙廣場請聯絡Daniela Oliveira，電郵：daniela.couto@sands.com.mo。

