

SANDS RETAIL

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THE STYLE FILE

金商沙戶



KATY PERRY

Best-selling artist Katy Perry brings The Prismatic World Tour to Macao. The singer-songwriter will draw from her hit album *Teenage Dream* and latest release *PRISM* in an exhilarating live stage show over two nights on 1 and 2 May at Cotai Arena.

暢銷創作歌手 Katy Perry 將於5月1及2日假澳門金光綜藝館舉行兩晚的《棱鏡世界巡演》，獻唱熱賣大碟《Teenage Dream》及最新專輯《PRISM》的悅耳歌曲，令人期待。

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

We are delighted to announce that earlier this year Sands Retail was recognised as "Star of the Year" in retail by the *Hong Kong Economic Times*, signifying an excellent start to 2015.

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

Eye-catching campaigns continue to take over Sands Shoppes with the recent Chinese New Year and Winter campaign which ran during the festive period, featuring striking statues, fun events and amazing shopping offers, all designed to encourage our visitors to shop with you.

We'd like to take this opportunity to wish all of our retailers a very happy Chinese New Year and we look forward to working with you in the Year of the Goat.

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。

我很榮幸宣佈，金沙商戶在今年初獲《香港經濟日報》評選為「年度零售之星」，為2015年奠定理想的開始！

蓄勢待發的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，如有興趣承租，歡迎電郵leasing@sandsretail.com洽談。

澳門金沙購物城邦的精采活動亦接踵不絕，包括剛過去的農曆新年推廣及冬日瑰寶活動，除了可愛的擺設外，還有各式各樣的趣味活動及購物優惠等，務求讓訪客在商場瀏覽參觀，盡情搜購應節禮品。

我們亦藉此機會謹祝各商戶洋洋得意，業務蒸蒸日上！

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

SANDS SHOPPES

澳門金沙購物城邦

Shoppes has been rebranded to Sands Shoppes. Within Sands Shoppes please address the malls as Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central.

金光名店區已重新命名為澳門金沙購物城邦，歡迎各位賓客繼續蒞臨四季名店、威尼斯人購物中心及金沙廣場選購各式精品。

SPRING STYLE

春日時尚

The Shoppes' S Style magazine is packed with 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 of the magazine – covering all aspects of style – in hotel rooms, on Cotai Water Jet and at 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



CALVIN KLEIN

Discover Calvin Klein at the newly refurbished duplex. The minimalist, urban style of Calvin Klein Platinum (Level 1) can be found among stainless steel, white glass and limestone, while the company's most prestigious line, Calvin Klein Collection (Level 2), offers its luxurious and sophisticated fashion amidst sleek Italian marble and glass.

Shop 1207-1208 & 2818-2819, Shoppes at Four Seasons

四季名店全新粉飾的Calvin Klein兩層店鋪，齊備品牌最新一季的多元服飾。下層以不鏽鋼裝置為主，白色玻璃和石灰岩地正好配合Calvin Klein Platinum的簡約都市風格；上層則採用亮麗的意大利雲石和玻璃，與奢華高雅的Calvin Klein系列相輔相成。

四季名店1207-1208鋪及2818-2819鋪

GIUSEPPE ZANOTTI

Designer to the stars, Giuseppe Zanotti worked for fashion maisons Valentino, Thierry Mugler, Dior and Roberto Cavalli before launching his own line of luxurious, modern and stylish men and women's shoes, now available at Shoppes at Four Seasons.

Shop 2808, Shoppes at Four Seasons

星級設計師Giuseppe Zanotti曾效力多個殿堂級時裝品牌，包括Valentino、Thierry Mugler、Dior和Roberto Cavalli，其後創立自己的系列，以華貴而時尚的男女鞋履贏盡讚賞，並於新店有售。

四季名店2808鋪



MARC JACOBS

Renowned American fashion designer and former creative director of Louis Vuitton, Marc Jacobs' own label is cutting edge, sleek and contemporary and it's coming soon to Shoppes at Four Seasons.

Shop 2838, Shoppes at Four Seasons

知名美國時裝設計師及Louis Vuitton前創意總監Marc Jacobs自創的品牌，延續了他前衛而流麗的風格，又不失時尚摩登。即將開業的四季名店新店，肯定令女士們流連忘返。

四季名店2838鋪



KITON 奇頓

All the way from Naples, Italy, new menswear store Kiton is filled with tailored styles and shades to suit every gentleman. And it's all created from the finest fabrics founder Ciro Paone can find. Come and check out the latest collection or have pieces made to measure now.

Shop 1220a, Shoppes at Four Seasons

意大利品牌奇頓的每一件服飾均直接從拿波里運送，網羅琳琅滿目的款式及色彩，適合不同男士的品味。創辦人Ciro Paone亦只會選用最上等優質的布料縫製西裝。新店齊備品牌最新一季的系列，並同時提供度身訂造服務，為男士締造瀟灑時尚的造型。

四季名店1220a鋪



BLUMARINE

Feminine, sensual and romantic, Blumarine offers high-end designs, created by Anna Molinari, at its new boutique. Shoppers can also find its ready-to-wear pieces for young women by sister brand Blugirl.

Shop 2836, Shoppes at Four Seasons

Anna Molinari的設計充滿女性的柔美、感性而浪漫，彰顯了Blumarine的高雅格調。新店同時包羅姊妹品牌Blugirl的青春服飾，是年輕少女的首選。

四季名店2836鋪

CHINESE NEW YEAR

恭賀新春



Visitors to Sands Shoppes during the Chinese New Year campaign were treated to a range of festivities. Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central were decked out with 12 Chinese Zodiac balloon-like sculptures, and there were special shopping offers throughout with the chance to receive up to MOP1,400 in vouchers to be used in over 70 participating shops in Shoppes at Cotai Central. Visitors who spent MOP3,000 or more were also able to enjoy a set of limited edition Lai See. Over 13,400 shopping vouchers were distributed with a 71 per cent usage rate.

Other events during the festive period included auspicious lion dance blessing ceremonies, a daily lion dance, a free instant lucky draw and the God of Fortune distributing special Lai See featuring surprise offers from a range of retailers.

農曆新年期間蒞臨澳門金沙購物城邦的訪客，可享有連串的春節優惠。四季名店、威尼斯人購物中心和金沙廣場放置了十二生肖汽球藝術擺設迎新歲，喜氣洋洋；在澳門金沙購物城邦消費亦有機會獲賞高達澳門幣1,400元的禮券，適用於金沙廣場逾70間參與商戶；而消費滿澳門幣3,000元更可獲贈限量版利是封乙套。最後共派發了超過13,400張禮券，兌換率更高達71%，成效昭彰。

新春期間還有傳統醒獅獻瑞、每天舞獅表演、即時幸運大抽獎，以及由財神向旅客派發利是，送上多個商戶的驚喜優惠，希望大家羊年鴻運當頭，大吉大利。



WINTER OF RICHES 冬日瑰寶

Just in time for the holidays, Sands Shoppes launched its Winter of Riches campaign, with winter-themed decorations including a stunning collection of polar bear statues, a meet-and-greet with Santa Claus, lucky draws, and gifts with purchase throughout Shoppes.

The online campaign, which offered fans the opportunity to win a hotel stay, ferry tickets and other fabulous prizes from retailers including Häagen-Dazs and Kent & Curwen, was a huge success and saw fan growth of 1,639 on social media platforms, and total customer actions on these platforms of over 75,000.

澳門金沙購物城邦推出「冬日瑰寶」活動慶祝聖誕新年，商場內擺放了閃亮的冬季裝飾，包括北極熊家族雕塑，還有與聖誕老人合照、幸運抽獎，以及尊享購物優惠。

網上遊戲亦大受歡迎，勝出者可以贏得免費酒店住宿、來回船票及其他商戶如Häagen-Dazs及Kent & Curwen的名貴禮品。活動反應熱烈，社交媒體渠道合共吸引了逾75,000人參加，共招徠了1,639名新「粉絲」，成效理想。



RICKY BAG IT 浪漫手袋展

A Giant Red Ricky Bag in real leather was the centrepiece of Ralph Lauren's special exhibition at West Shoppes at Cotai Central Entrance in February, where shoppers were given the opportunity to get their hands on their very own Ricky Bag with bespoke embossing. Showcases changed weekly and bags sold fast, including six limited edition pink alligator bags available exclusively in Macao. The brand also offered 15% off selected merchandise in store.

2月份，Ralph Lauren於金沙廣場西翼入口舉行獨特新穎的展覽，矚目焦點是以真皮製造的巨型紅色Ricky Bag，店內更為購物人士的Ricky Bag即場提供免費壓印服務，機會難逢。陳列櫃內的商品每星期也會換上系列其他款式，手袋也迅即售罄，包括澳門獨家發售的六款限量版粉紅色鱷魚皮袋。此外，店內其他精選產品亦提供八五折優惠。



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.

Sands Rewards Club continues to expand with over 3 million members in total, more than 300 million points available for redemption, and an ever-increasing presence in Sands Shoppes, boasting more than 350 retail partners. We are delighted to welcome all of the new brands and connect them with the broader integrated resort offering. Sands Rewards Club looks forward to a long and fruitful partnership to enhance shopper loyalty.

Sands Rewards Club also offers training. To enrol in training, to join Sands Rewards Club or to learn more about the benefits of partnership, please get in touch with your leasing contact or with Peggy Leong at peggy.pc.leong@sands.com.mo. Your partnership is appreciated.

金沙會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。

金沙會持續發展，現有逾300萬名會員，共有300多萬積分可供兌換。我們亦繼續招納澳門金沙購物城邦的商戶加入計劃，目前已有超過350間合作夥伴。我們謹在此歡迎所有新品牌的支持，成為整個龐大度假村的其中一員。金沙會希望建立更長久和豐盛的合作關係，提高會員對商戶的忠誠度。

金沙會亦提供培訓課程，有意參加或查詢加入金沙會的詳情，或瞭解合作計劃的優點，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！



BUY ONE ROOM GET ONE FREE CONRAD MACAO EXCLUSIVE OFFER 澳門康萊德酒店獨有優惠

For a limited time only, retail tenants of Sands Shoppes Macao can enjoy a Buy One Room Get One Free offer that is perfect for group bookings. For every room booked, receive one complimentary room and enjoy free wi-fi, in room and in meeting spaces. There is also 10% off meeting packages and the opportunity to earn Hilton HHonors Event Planner Points. Contract your meeting by 31 May 2015 for arrivals between 1 April and 31 August 2015 to enjoy this offer. For enquiries call (853) 8113 6800 or contact conrad.macao.sales@conradhotels.com.

澳門金沙購物城邦為零售商戶提供獨享優惠，只須於指定時間預訂客房，即可「買一房送一房」，免費享多用一間，最適合團體訂購。兩間客房及會議室均享免費wi-fi服務、會議設施九折優惠，以及獲得希爾頓榮譽客會獎勵積分。優惠適用於2015年5月31日前簽訂之合約，並須於2015年4月1日至8月31日期間入住。查詢詳情，請致電(853) 8113 6800或聯絡 conrad.macao.sales@conradhotels.com。



WIFI 無線網絡

Come and enjoy free wifi, now available at Sands Shoppes on all properties. 澳門金沙購物城邦的所有商場已裝置了免費wifi無線網絡，歡迎蒞臨享用。

BANK OF CHINA OFFER 中國銀行禮遇



Spend with a Mainland Bank of China credit card overseas from 1 March to 31 May and earn

5 per cent cash rebate. For every MOP300 spent at Sands Resorts Cotai Strip Macao, BOC Macao Multi-currency UnionPay credit card-holders can earn MOP1,000 free spending credits through a daily lucky draw. BOC card users can also enjoy exclusive offers at over 70 shops in Sands Shoppes. Terms and conditions apply.

內地中銀信用卡卡戶從3月1日至5月31日於境外消費，可尊享5%回贈獎賞。澳門中銀全幣種銀聯信用卡卡戶憑卡於金沙度假區內簽賬單筆每滿澳門幣300元，便有機會在每日幸運抽獎中獲得信用卡免找數簽賬額澳門幣1,000元。中銀卡戶於金沙購物城邦內超過70間指定商戶消費更可尊享尚禮遇。受有關條款及細則約束。



BODHI SPA 菩提水療

Bodhi Spa is proud to be nominated as a finalist of the 2015 World Luxury Spa Awards. Please help us win by voting for Bodhi Spa between 16 February and 30 March at luxuryhotelawards.com/vote-spa/

菩提水療很榮幸獲提名2015全球奢華水療大獎，希望你於2月16日至3月30日期間登入 luxuryhotelawards.com/vote-spa/，投下神聖一票，令我們榮登全球之冠。

SANDS RETAIL ACADEMY 金沙零售學院

Three hundred additional retail team members will graduate from Sands Retail Academy in a ceremony on 28 April. This class of graduates comprises staff from Rolex, Gucci, Sergio Rossi, Tiffany & Co, Hogan, Tumi, Breguet, Blancpain, Rimowa and Stefano Ricci. Sands Retail Academy strives to improve service standards and the customer experience across Sands Retail and is constantly incorporating new subjects, recently adding a module on leadership aimed at senior team members, supervisors and managers. For more information and Sands Retail Academy matters, contact Winkey Lee at winkey.lee@sands.com.mo. To enrol team members, contact Sammy Tong at sammy.tong@sands.com.mo.

4月28日，金沙零售學院新一批300名學員將正式從學院畢業，可喜可賀！這批學員分別來自不同品牌，包括勞力士、Gucci、Sergio Rossi、Tiffany & Co、Hogan、Tumi、Breguet、Blancpain、Rimowa及Stefano Ricci。課程宗旨為提升澳門金沙購物城邦商戶的服務質素和顧客的購物體驗並不時推出新單元，包括針對資深成員的領導才能課程。如欲了解更多詳情，歡迎聯絡Winkey Lee，電郵：winkey.lee@sands.com.mo；若替員工報名則聯絡Sammy Tong，電郵：sammy.tong@sands.com.mo。



GEORG JENSEN OPENING LAUNCH GEORG JENSEN新張誌慶

Actress Charmaine Sheh officiated the exclusive opening of the new Georg Jensen store in February in a special ceremony. Alongside an entourage of G4 guards, there was a ribbon cutting and a golden and silver lion dance. Celebrity Shaopin Tsui was also in attendance. The Danish luxury jeweller, silverware purveyor to the royal Danish court, brings heritage of unique design and craftsmanship with its first Macao store.

Shop 202, Shoppes at Venetian

Georg Jensen在澳門首間分店於2月隆重啟業，請來影視紅星佘詩曼揭幕。她在大會保鏢擁簇下進場並主持剪綵，一對金銀獅子現場助興，名人徐肇平亦同場出席。Georg Jensen為丹麥皇室御用的奢華珠寶及銀器商，新店將呈奉品牌別出心裁的獨特設計和不可朽的工藝傳統。 威尼斯人購物中心202舖



GUCCI TIMEPIECES AND JEWELRY GRAND OPENING GUCCI鐘錶珠寶店啟業

The exclusive opening of Italian fashion brand Gucci's new dedicated Timepieces and Jewelry boutique saw Hong Kong celebrity Charlie Young in attendance. The actress took part in the ribbon-cutting ceremony for the new store which offers superior quality Swiss-made watches in a range of styles, as well as exquisitely crafted rings, bracelets, necklaces and other jewellery items.

Shop 801, Shoppes at Venetian

香港著名影星楊采妮出席了意大利殿堂級品牌Gucci高級鐘錶及珠寶店的開幕儀式，並為新店剪綵，場面簡單而隆重。新店提供品牌多款精美優質的瑞士腕錶，並齊備精心鑲嵌的耳環、手鐲、項鏈和其他華貴珠寶，盡顯高貴典雅的氣派。

威尼斯人購物中心801舖



MACAU DAILY TIMES COLUMN 報章白白

Contribute to our new fortnightly column in the *Macau Daily Times*. The newspaper has a circulation of 17,500 copies daily and is available online at macaudailytimes.com. Our column features items from the latest season, on-trend pieces, exclusive and limited editions, seasonal offers and promotions, new shop openings and events. For more, contact Kimberley Lau on kimberley.lau@sands.com.mo

我們在英文報刊《澳門每日時報》的新專欄每兩星期刊載一次，介紹最新一季的精品、時尚推介、獨有的限量產品、時令優惠和推廣、新店開張及最新活動等。報章每天銷量達17,500份，並可於 macaudailytimes.com 網上閱覽。如欲查詢詳情，歡迎聯絡 Kimberley Lau，電郵：kimberley.lau@sands.com.mo



TEAM MEMBER OFFERS 員工優惠

Sands China Ltd. has a large captive audience, with more than 27,000 team members in Macao. Why not offer ongoing and seasonal promotions to them? We can also create opportunities to host a booth to sell products directly to them in the team member area. You can sponsor products as gifts for team member promotions and events too. For more details and to participate please contact Anka Lei on anka.lei@sands.com.mo.

金沙中國有限公司在澳門有共27,000多名員工，正是龐大的消費群。何不向他們提供最新或季度性的購物優惠？我們可以協助各商戶於員工區域擺放攤位直接銷售，你亦可向我們贊助產品作禮物。如有意參與，請聯絡 Anka Lei，電郵：anka.lei@sands.com.mo



THE STYLE FILE 時尚姿采

Our on-property weekly newsletter is placed in 7,000 hotel rooms and features the latest happenings on property, including food and beverage, concerts and events. We also feature two new shops or special activities from a retailer. To get involved, contact Natalia Madeira on natalia.madeira@sands.com.mo.

每星期的《時尚一周》網羅了旗下物業的最新資料，包括餐飲情報、演唱會及活動快訊，每期還會介紹兩間新加盟商戶，或是零售商戶的特別推廣，於7,000間客房免費閱覽。如欲加入報道，請聯絡 Natalia Madeira，電郵：natalia.madeira@sands.com.mo



DIGITAL & SOCIAL MEDIA 網絡宣傳

Our focus for 2015 is social media platforms and we aim to provide more channels and exposure for our retailers. Please send offers, highlights and promotional messages to us so we can share them with our growing fanbases of 45,000 Facebook fans and 48,500 Weibo followers. We will be launching on Instagram soon too. For more information, contact Anka Lei on anka.lei@sands.com.mo.

踏入2015年，我們將積極發展社交媒體渠道，為旗下商戶提供更多元的宣傳和曝光途徑。我們目前擁有45,000名Facebook「粉絲」及48,500名微博追隨者，並即將開啟Instagram賬戶。如欲向龐大的潛在客戶推廣，請把優惠詳情、產品推介及活動訊息提供給 Anka Lei，電郵：anka.lei@sands.com.mo



SANDS SHOPPES