

Shoppes at Parisian Launch Marked With Front Row Runway Event with Three Days of Fashion Festivities

(Macao, Sept. 15, 2016) – The Parisian Macao’s Avenue des Champs Elysees at Shoppes at Parisian was transformed into a glamorous runway on Wednesday Sept. 14 for an exclusive designer runway show, **Front Row**, to mark the start of three days of fashion events and promotions celebrating the official launch of Shoppes at Parisian.

The prestigious event, which was graced by over 200 invited guests including local and regional key influencers, international media, celebrities and other VIPs, was staged in partnership with IMG, a global leader in entertainment, sports and fashion which operates in more than 25 countries.

Adding star factor on the runway was one of the world’s top models, Xiao Wen, the first Chinese fashion model named as the face of Marc Jacobs, who has also walked for leading fashion designers Hermès, Louis Vuitton, Prada, Rochas and Thierry Mugler.

Internationally renowned Australian artist Kerrie Hess, who has been commissioned by Sands Shoppes to develop a series of exclusive illustrations for Shoppes at Parisian that personify Parisian flair, also attended the event. Kerrie has created illustrations for international fashion houses such as Chanel, Cartier, Kate Spade New York and Louis Vuitton, and her illustrations have featured in luxury fashion magazines including Vogue, Tatler and Harper’s Bazaar worldwide.

The event, which included a cocktail reception and after party, showcased exclusive crystal looks from Swarovski, marking the establishment of Shoppes at Parisian as THE destination for retail and fashion in Macao.

“Shoppes at Parisian is set to embrace creative luxury – a unique positioning among our Macao retail properties,” commented David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp, speaking on stage during the event.

“We've designed it specifically to cater to shoppers who want to create their own styles by mixing and matching brands and designers rather than being tied to any one particular brand. The target demographic of Shoppes at Parisian is young, affluent visitors with a keen eye for cutting-edge fashion and the discretionary income to acquire pieces that reflect their lifestyle. It houses more than 170 boutiques that offer the latest in luxury fashion designer couture, global high street and lifestyle brands, in an amazing setting beautifully recreating Paris' famed shopping boulevards.”

The celebrations will continue on from Sept. 15 to 16, when shoppers will be able to see runway shows from selected retailers as part of the official launch events. A highlight of the celebration will be a special consumer shopping experience that includes exclusive gifts and complimentary samples at selected retailers.

Retailer Show Event

Date: Sept. 15 – 16, 2016
Venue: Level 3, Avenue des Champs Elysees, Shoppes at Parisian
Time: Three shows per day: 12 p.m., 3 p.m., 6 p.m.

Consumer Shopping Nights

Date: Sept. 15 – 16, 2016
Time: 6 p.m. – 9 p.m.

In-store initiatives will include:

- Food and beverage offerings
- Gift with purchase
- Product customisation / live illustrations
- In-store sampling
- Special Opening celebration offers and promotions

Shoppers can also take home a memento when they spend MOP1,888 or more at Shoppes at Four Seasons, Shoppes at Venetian, Shoppes at Parisian and Shoppes at Cotai Central from

Sept. 15 to Oct. 9 2016 to receive a limited edition makeup bag by Kerrie Hess (while stocks last). Customers must present a maximum of two on-day valid receipts for redemption. The minimum total amount of each receipt must be MOP200 or above. Each shopper is entitled to redeem only once throughout the term of the promotion.

With over 320,000 square feet of retail space, Shoppes at Parisian will add another 170 stores to Sands Shoppes Cotai Strip Macao portfolio, with many brands opening their first stores in Macao.

To find out more about Shoppes at Parisian, visit www.parisianmacao.com.



Photo caption: Exclusive designer runway show Front Row marked the start of three days of fashion events celebrating the official launch of The Parisian Macao's Shoppes at Parisian



Photo caption: Shoppes at Parisian has added more than 170 stores to the existing 650 at Sands Shoppes Cotai Strip Macao after the opening of The Parisian Macao on September 13, 2016

For high resolution photos, please access the following Web browser:

<http://tinyurl.com/front-row-Parisian>

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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 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 China's integrated resort city on Cotai, featuring three hotel and entertainment properties: The Venetian® Macao, The Plaza™ Macao (featuring Four Seasons) and Sands® Cotai Central (comprising St. Regis, 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.

And coming in 2016 is the 300,000-square-foot Shoppes at Parisian, offering the latest in fashion and couture in a setting reminiscent of the streets of Paris.

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

About Shoppes at Parisian

Shoppes at Parisian is like no other, bringing the delights and charms of one of the world's favourite travel destinations to Asia.

Set against a backdrop of iconic Parisian landmarks, including a half-size authentic recreation of the Eiffel Tower; visitors to Shoppes at Parisian will be able to stroll down Boulevards named after many of Paris' famous shopping locations such as the Champs Elysee to enjoy shopping at over 170 of luxury and lifestyle brands. When it comes time to relax, visitors can enjoy the tempting aromas of French and international sidewalk cafés, pâtisseries and bistros. Shoppes at Parisian is designed to appeal to a young demographic looking for cutting-edge fashion including many first to Macao brands. With more than 300,000 square feet of retail space in Shoppes at Parisian alone, guests can experience a total of over 850 shops at Sands Shoppes all connected by a covered walkway.

For more information, please visit <http://www.parisianmacao.com>.

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