



# Press Release

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## Inaugural Sands Macao Fashion Week a Fabulous Celebration of Style

*Celebrities flock to major addition to the international fashion calendar  
Event includes launch of La Perla Spring/Summer 2018 ready-to-wear collection*

**(Macao, Oct. 24, 2017)** – Sands Resorts Macao successfully launched its first **Sands Macao Fashion Week**, with six days of spectacular fashion programmes and promotions that included runway and boutique shows specially created over the canals of Shoppes at The Venetian, fashion parades at Shoppes at Parisian and other special events open to the public.

Top international label **La Perla** also used Sands Macao Fashion Week 2017 as the perfect stage to launch its Spring/Summer 2018 collection, which introduced 70 ready-to-wear and haute couture looks. The event also highlighted Macao's growing fashion industry and shined a spotlight on some outstanding local designers.

Taking place between Oct. 19–24, 2017, Sands Macao Fashion Week has instantly established itself as a major new event on the industry's global calendar. In addition to the **Walk on Water** runway shows that took place on The Venetian Macao's Grand Canal itself, The Parisian Macao's Avenue des Champs Elysees featured live catwalk shows showcasing the latest looks from a selection of stores for the coming season, set against the backdrop of the iconic Eiffel Tower.

The week's prestigious programme also saw exhibitions at Shoppes at Four Seasons, revealing the crème de la crème of fashion from the world's premium fashion houses.

A highlight of the week was an exclusive VIP gala dinner featuring a La Perla fashion show attended by around 200 celebrities and fashion elite from China, Hong Kong, Taiwan, Japan,

Korea, USA, France, UK, Italy and Russia, held at The Venetian Macao's opulent main lobby on Thursday, Oct. 19.

Celebrity models leading the runway were **Natasha Poly** and **Liu Wen**, while in the audience guests of La Perla included renowned actress **Fan Bing Bing** and actor and model **Hu Bing**. Other celebrities included model **You Tian Yi**; actress **Chen Shu**; The Rap of China star **BrAnT.B**; Hong Kong celebrity couple actor and musician **Palmerson Sinn Lap Man** and singer and television presenter **Paisley Wu Pui Wei**; host of television show Asia's Next Top Model **Cindy Bishop**; and Hong Kong model and TV presenter **Cara G**.

As part of Sands China Ltd.'s ongoing campaign to support Macao's cultural and creative industries, Macau Productivity and Technology Transfer Center (CPTTM) was invited to participate in two of the events, including presenting the closing runway show at Shoppes at Parisian where eight local Macao designers and brands with over 50 new looks were showcased.

The designers are part of CPTTM's Fashion Incubation Programme (MaConsef) 2017, which aims to improve the knowledge and technical skills of locals going into the industry.

David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp., said: "We are absolutely thrilled that Sands Macao Fashion Week has got off to such a sensational start. With some of the biggest names in fashion and entertainment descending on Macao for a series of cutting-edge events capped by the stunning premiere of La Perla's Spring/Summer 2018 collection and the involvement of the local fashion industry, we have proudly declared the arrival of Sands Macao Fashion Week on the international fashion scene."

"We would like to express our gratitude for the support and participation of everyone who attended this wonderful event, along with all our partners and the Macao Government who helped make it such a success."

Julia Haart, La Perla's Creative Director, said: "I am excited to introduce our Spring/Summer 2018 collection as part of the inaugural Sands Macao Fashion Week. As we continue to build "the World of La Perla" through the introduction of ready-to-wear, haute couture, shoes, and accessories, I am honoured to bring La Perla to this global destination for fashion and luxury."

For more information about Sands Macao Fashion Week, please visit:  
<https://en.sandsresortsmacao.com/smfw.html>



**Photo caption:** The first Sands Macao Fashion Week, held Oct. 19–24, 2017, saw six days of events and promotions including runway shows that took place on The Venetian Macao’s Grand Canal itself.



**Photo caption:** The Parisian Macao’s Avenue des Champs Elysees was transformed into an extended catwalk for Sands Macao Fashion Week, with live shows showcasing the latest looks from a selection of stores.

**For additional images only of the Walk on Water runway shows at Shoppes at Venetian and images and video of the Boutique Shows at Shoppes at Parisian, please access the following:**

<https://sfs.sands.com.mo/w/2Eh7WPMc>

Username: Sands.PR@sands.com.mo

Password: SCLMacao@1928

**For photos of the inaugural Sands Macao Fashion Week gala dinner, please access the following:**

<https://sfs.sands.com.mo/w/RBdqHmsF>

Username: Sands.PR@sands.com.mo

Password: SCLMacao@1928

**For La Perla Spring/Summer 2018 collection runway images and video, please access the following:**

<https://sfs.sands.com.mo/w/CmffrMae>

Username: Sands.PR@sands.com.mo

Password: SCLMacao@1928

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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 850 retailers featuring the world's best duty free brands, all under one roof. Consisting of the interconnected Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central, it now adds the 300,000-square-foot Shoppes at Parisian, offering the latest in fashion and couture in a setting reminiscent of the streets of Paris.

The luxury shopping experience is part of Sands China's integrated resort city on the Cotai Strip, featuring seven hotel properties: The Venetian® Macao; The Parisian Macao; The Plaza™ Macao (including Four Seasons Hotel Macao); and Sands® Cotai Central (comprising The St. Regis Macao, Cotai Central; Conrad Macao, Cotai Central; Sheraton Grand Macao Hotel, Cotai Central; and Holiday Inn Macao Cotai Central). Sands Shoppes features some of Macao's first-to-market luxury brands, and with its unique design themes, is an unmissable experience for visitors. Sands Shoppes also delivers a wide array of delectable international cuisine, from high-end gourmet to expansive food court options.

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

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