



Immediate Release

SWAROVSKI Crystal Christmas Tree Sparkles in Venetian Macao

Acclaimed Korean Actress Park Shin-hye Hosted the Lighting Ceremony in fabulous #GIVEBRILLIANT style

(Macao, November 28th, 2017) Fashion Jewellery Brand Swarovski and Sands Shoppes Macao unveiled a magnificent 'Swarovski Crystal Christmas Tree' as part of the Christmas celebrations at Sands Resorts Macao.. From now until January 4th, 2018, the beautiful tree will be on display in the St. Mark's Square, Shoppes at Venetian Macao for guests and visitors to enjoy and celebrate an unforgettable Christmas!

The festive decorations of Swarovski are a Christmas fixture every holiday season. Set in a brilliant stylish silhouette that towers over 12 meters above the ground, this year's Swarovski Crystal Christmas Tree is embellished with more than one million carefully curated Swarovski crystals from Austria, while the radiating ornaments of stars and snowflakes on the tree add a graceful boost of charm. As the tree rotates in tune with festive music, light will shine through the ornaments highlighting the enchanting brilliance of Swarovski crystals. Echoing the theme "#GiveBrilliant" this year, the Swarovski Crystal Christmas Tree is also decorated with the brand's iconic blue boxes adorned with festive red ribbons as an embodiment of the joyful moments that come with the holiday season. To celebrate the significant occasion, renowned Korean actress Park Shin-hye was the special guest to host the Christmas tree lighting ceremony. Shin-hye was accompanied by four dancers who were also wearing Swarovski crystals-embellished costumes. A celebrated diva, Ms. Park showcased her assertive style by wearing beautiful festive jewellery from Swarovski. Joining Park Shin-hye was Ms. Charis Tam, Managing Director of Consumer Goods Business, Swarovski Hong Kong, Macao and Taiwan; Ms. Karen Li, Head of Marketing Operations and Communication of Consumer Goods Business, Swarovski Hong Kong and Macao; Mr. David Sylvester, EVP, Head of Global Retail at Las Vegas Sands Corporation, and Mr. Timothy Jones, Vice President Retail Development.

. Other guests who joined the celebration included Shiga Lin, Stephanie Au, Elva Ni, Zelia Zhong, and Sabelle Yeung who were also adorned in Swarovski jewellery..

Amazed by the sparkling allure of the Christmas tree—an embodiment of the Swarovski's magnificent world of "#GiveBrilliant" this year—Ms. Park expressed her delight to host an early celebration of Christmas in Macao and her interest to visit the city again. She also shared her one-of-a-kind styling tips, while encouraging ladies to accentuate their charming individuality with stunning jewelry. The venue also featured an event-exclusive gift claw machine full of selected Christmas gifts by Swarovski, where Ms. Park hit the jackpot in one go. "A gift is not only a symbol of warm delight, but also a gesture of love. It's time for me to prepare gifts for my loved ones and I can't wait to see their excitement when they open their boxes!" beamed Ms Park.



Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity.

Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016.

Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

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About Sands Shoppes 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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