

Press Release



The Shoppes at Marina Bay Sands adds new vibrancy to retail line-up

Mall welcomes new array of culinary and retail options; expands luxury and new-to-market portfolio

Singapore (27 September 2016) – The Shoppes at Marina Bay Sands is introducing an exciting stable of luxury brands and new-to-market retail concepts as part of its continuous enhancement.

In addition to a host of new stores and established restaurants, shoppers will find an expanded collection of premium children's brands located at the North Promenade of The Shoppes. Brands such as **Gucci Kids**, **Stella McCartney Kids**, **Kenzo Kids** and **Paul Smith Junior** will open in the first half of 2017. All four outlets will be the brands' first standalone stores in Singapore, retailing stylish designer wear options exclusively for little ones. They join current anchors Baby Dior, Fendi Kids and Dolce Gabbana Junior, all of whom are the brands' first and only outlets in Southeast Asia.

Mr. John Postle, Vice President of Retail, Marina Bay Sands, said, "It has always been our pride to deliver an unmatched shopping experience that is constantly evolving to cater to all demographics and aspirations. The Shoppes continues to see demand for its retail space with the introduction of both new-to-market and renowned brands. With this enhancement, we continue to sharpen our edge as the leading shopping destination in this part of the world."

A diversified Food and Beverage experience

The Shoppes at Marina Bay Sands will also be extending its array of culinary options throughout the mall. In addition to the newly opened **Seafood Paradise** – the homegrown brand's flagship restaurant in Singapore – The Paradise Group will also be opening its popular **Canton Paradise** this year to showcase exquisite Hong Kong cuisine in the form of classic roasted fare, noodles and wok fried dishes.

Also opening soon is **Venchi**, with its first standalone Venchi Chocolate and Gelato kiosk in Singapore. Shoppers can select from a plethora of delicious artisan gelato, or pick up a box of quality chocolate confections made with the finest ingredients from the plantations of South America. The mall will also be adding other well-known F&B options to its space this year, such as famous Japanese ramen chain **Ippudo Ramen**, and new-concept **Starbucks Reserve**, which will introduce rare coffees and unique brewing methods.

More recently, restaurants at The Shoppes are offering affordable lunch deals with creative set menus under S\$20. From hearty Italian fare at **Bazin** and **Caffe B**, to fine-dining North Indian cuisine at **Punjab Grill**, and handmade meat dumplings and noodles at **9Goubuli**, there is a variety of food options that will appeal to all palates. For a full listing of set lunches, visit <http://www.marinabaysands.com/restaurants/lunch-dining-main/20andunder.html>.

New-to-market entrants at The Shoppes

In addition to luxury lingerie store **Agent Provocateur**, other new-to-market brands slated to join the mall this year include **Homme Plisse by Issey Miyake**, a men's range of sporty separates conceived around new iterations of the designer's signature pleating. The collection will be featured in the same boutique space featuring **Pleats Please Issey Miyake** and **Bao Bao Issey Miyake**. French fashion house **Chloé** will return to Singapore in the first quarter of 2017, with the brand's first standalone boutique at The Shoppes at Marina Bay Sands.

Expansion of luxury retail footprint

The Shoppes will also see significant expansion across its existing luxury boutiques in 2017. Some key enhancements to the mall include the expansion of **Tiffany & Co.** to a duplex that will double its existing retail space. The current **Chanel** duplex will also increase its footprint significantly to occupy close to 11,000 square feet of retail space in the mall. The boutique will feature a brand new design concept by renowned architect Peter Marino, and offer a higher level of service for its customers.

Other outlets that will take up larger spaces in the mall include shoes, bags and accessories maven **Jimmy Choo**, who will double its shop size and offer a complete men's collection in its new expanded boutique, as well as **Omega, Rimowa, Breguet, and Paul & Shark**.

Event Highlights: Celebrating the pinnacle of global fashion

The Shoppes at Marina Bay Sands continues to power its way through the world of fashion weeks with its ongoing month-long event, **Front Row** at The Shoppes (8 Sept to 5 Oct). The event, which kicked off on 8 September during New York Fashion Week, transports shoppers to the various glorious fashion capitals each week through the eyes of leading trendsetters, celebrated craftsmen and personal styling sessions.



Front Row 2016 kicked off on 8 September with a fashion show which saw hundreds of invited guests, including fashion influencers, trendsetters, and members of the Sands Rewards LifeStyle programme.

Other highlights include a regional party hosted by **Burberry** on 23 September, which saw over 200 regional media and guests in attendance. The evening introduced Burberry's new "Personalised for You" in-store experience in Southeast Asia, showcasing the brand's most iconic designs and the ultimate craftsmanship behind each creation. British singer-songwriter Georgie also marked her debut in Asia with a music performance at the party in-store.



[23 September 2016] – Burberry showcased the best of British heritage, craftsmanship and music at its September 2016 event during Front Row 2016. The party was attended by over 200 guests including (picture on right) Rebecca Lim, Fiona Fussi, Hanli Hoefer, Paul Foster, Yvette King, and Desmond Tan.



[23 September 2016] – Over at the Burberry boutique, guests unravelled secrets of the storied Burberry Craftsmanship with live monogramming demonstrations.



[22 September 2016] – Hosted by Norman Tan (picture on left), Editor-in-Chief of Buro24/7 Singapore, the Buro Trend Talk at Front Row featured notable influencers – including Tracy Phillips, Yvette King and Anita Kapoor (picture on right) – across fashion, beauty and culture.



[9 September 2016] – The Front Row Stage also presented the long awaited FENTY PUMA by Rihanna AW16 collection, just two days after the footwear and accessories collection hit stores worldwide.



[8 September 2016] – Fashion influencer Yoyo Cao browsing Repetto's newest collection in-store. The fashion icon also shared style tips with invited guests.

Mid-way through Front Row, The Shoppes also welcomed two phenomenal sporting personalities – Lewis Hamilton and Nico Rosberg – to much fanfare over the F1 race season.



[14 September 2016] - F1 racing driver and official IWC Schaffhausen brand ambassador Lewis Hamilton made a special appearance at The Shoppes at Marina Bay Sands to meet his fans.



[14 September 2016] – 2016 Singapore F1 champion Nico Rosberg made a special appearance at HUGO BOSS at The Shoppes. From left: Robert Harayda, Senior Vice President of Finance, Marina Bay Sands, Steven Lam, Managing Director of Hugo Boss South East Asia Pte Ltd, Nico Rosberg, and George Tanasijevich, Chief Executive Officer, Marina Bay Sands.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows.



Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

For Media Enquiries

Erica Ng

(+65) 6688 1013 / erica.ng@marinabaysands.com

Sarina Pushkarna

(+65) 6688 0013 / sarina.pushkarna@marinabaysands.com