MARINA BAY SANDS
SINGAPORE

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MARINA BAY SANDS WELCOMES A FESTIVE SEASON WRAPPED IN MAGIC

Discover a season of wonder with a luminous spectacle, luxury discoveries and festive exclusives across the integrated resort



Marina Bay Sands and The House of Dior presents The Dior Sweet Atelier of Dreams.

Singapore (16 November 2026) – Marina Bay Sands invites visitors to discover the festive season in all its wonder, reimagining familiar Christmas traditions through contemporary interpretations. From Dior Beauty's monumental festive installation and nightly light showcase at The Shoppes to luminous resort-wide decorations and thoughtful activations, the integrated resort transforms into a captivating holiday destination.

At the heart of the season is *The Dior Sweet Atelier of Dreams*, an enchanting holiday collaboration between Marina Bay Sands and The House of Dior that brings the House's celebrated festive storytelling across The Shoppes. Bringing together luxury retail, lifestyle and hospitality, the collaboration invites visitors to discover the magic of the season through seasonal exclusives and contemporary expressions of craft.



Decorations at Grand Colonnade South include larger-than-life interpretations of Miss Dior and the nine-metre Dior Christmas tree.

Taking centre stage at the Grand Colonnade South at The Shoppes at Marina Bay Sands, The Dior Sweet Atelier of Dreams transports visitors into an enchanting confectionery atelier inspired by Dior's iconic address at 30 Avenue Montaigne, Paris. Its historic façade is reimagined as a monumental gingerbread house, illuminated with warm golden hues.

Anchoring the installation is a nine-metre Dior Christmas tree crowned by Monsieur Dior's cherished lucky star. Rising from the House's festive gift boxes, the tree is reimagined with sugar-icing details, touches of gold and Dior's medallion, creating a dreamlike world of artistry and savoir-faire. Meanwhile, larger-than-life interpretations of Miss Dior and J'adore fragrances, miniature trunks and frosted firs complete the festive tableau.



L to R: Jamie Chua, Naura Ayu, Mediacorp Artistes Chantalle Ng, Zhang Zetong, Carrie Wong, Denise Camillia Tan and He Ying Ying at the unveiling of The Dior Sweet Atelier of Dreams.

To mark the unveiling *of The Dior Sweet Atelier of Dreams* on 12 November, Marina Bay Sands and Dior Beauty hosted a festive celebration attended by over 100 guests, including Singaporean celebrities Jeanette Aw, Chantalle Ng and Carrie Wong, alongside Indonesian singer and actress Naura Ayu. The evening culminated in the first illumination of the installation, followed by an intimate dinner at award-winning estiatorio Milos in celebration of the holiday season.



Origin + Bloom features gingerbread cookies in the shapes of the House's iconic motifs, along with a variety of sweet and savoury treats.

The experience extends beyond retail to Origin + Bloom at Marina Bay Sands Expo & Convention Centre, where Marina Bay Sands' pastry talents have collaborated with Dior to

reinterpret its holiday concept. Through specially curated gingerbread cookies in the shapes of the House's iconic motifs, alongside savoury pastries, sweet mini cakes and seasonal beverages, the collaboration brings the House's festive spirit to the table. The special pop-up is available till 30 December 2026.

An Integrated Resort Wrapped in Magic



Hotel Lobby Tower 1 features Christmas trees with cascading garlands and sculptural star motifs.

Across the integrated resort, Marina Bay Sands' *Wrapped in Magic* festive campaign takes shape through a trail of illuminated gifts and glowing displays. Inspired by the delight of unwrapping a gift and the warmth of being embraced by the season, the decorations transform familiar spaces into contemporary expressions of Christmas wonder.

At Hotel Tower 1, glowing star chandeliers illuminate the driveway before giving way to contemporary Christmas trees decked with cascading crystal garlands and sculptural star motifs. The trail continues through The Shoppes, where illuminated gifts and celestial details extend the celebrations through the mall. At B2M, an arrangement of wrapped gifts forms the silhouette of the hotel's iconic towers.

At Origin + Bloom in Hotel Tower 3, the countdown to Christmas unfolds around a sculptural Advent calendar designed as a tree of stacked ivory gift boxes, finished with satin ribbons and bows. Selected compartments open to reveal whimsical confections, from sugar crystal wreaths, gold sugar baubles and snow globes to madeleines arranged into a Christmas tree. Inspired by the theme of "illusion", the installation plays with perception through life-like cake creations that masquerade as familiar festive objects, inviting guests to look twice and discover the surprise behind each creation. The festive setting carries through the outlet with handcrafted fondant details, starburst-shaped cookies and softly glowing gift boxes, alongside fir trees crowned with crystal starburst toppers.

At the heart of the space sits a large-scale abstract artwork made entirely of pastry, created by more than 100 of the resort's own pastry and bakery chefs and led by Director of Pastry and Bakery Chef Hoi Kuok I.

The celebrations culminate along the waterfront, where Marina Bay Sands' building façade will illuminate in champagne-gold hues from 12 November to 25 December, with gift boxes depicted on the underbelly of Sands SkyPark. ArtScience Museum completes the panorama with projections of streaming ribbons and gift boxes, bringing the festive display to the Marina Bay waterfront.

For more details on the integrated resort's activations, visit https://www.marinabaysands.com/campaign/christmas.html.

Crystal Tree at Digital Light Canvas

Crystal Tree brings festive sparkle to Digital Light Canvas by teamLab in all its Christmas splendour. Located within The Shoppes, this interactive light sculpture will glow from 13 November to 31 December 2026, inviting guests to scan QR codes around the venue to personalise the chandelier with large 3D festive ornaments. Free and open to all, the experience offers seasonal wonder for guests of all ages. For more details, visit https://www.marinabaysands.com/attractions/digital-light-canvas.html.

Countdown in the Sky



Ring in the New Year against the spectacular Singapore skyline at Countdown in the Sky.

Take New Year's Eve celebrations to spectacular new heights at Countdown in the Sky, as it returns to SkyPark Observation Deck on 31 December from 9.30pm to 2.00am. Against the glittering Singapore skyline, local band Roseville Duo will soundtrack the festivities with live performances, building up to a dazzling midnight fireworks display over Marina Bay. Tickets are available for purchase from 16 November. For more details, visit https://www.marinabaysands.com/attractions/offers/countdown-in-the-sky.html.

Luxury Discoveries and Exclusive Experiences at The Shoppes

Complementing the festive celebrations is a curated line-up of luxury retail experiences and seasonal activations at The Shoppes at Marina Bay Sands.

From 17 November to 26 December, **Ralph Lauren** will transform the Event Plaza into a festive destination inspired by the romance of an American lakeside retreat. Set against Marina Bay Sands' waterfront, ***The Ralph Lauren Holiday Experience*** invites visitors to embrace the festive spirit through an ice-skating rink framed by snow-dusted pine trees and rustic timber details, personalised wreath-making and a festive photo moment. A

seasonal treat will be offered at the **Ralph's Coffee** trike, an exclusive *Ralph's Coffee Ice Cream Sandwich*, featuring vanilla ice cream between rich chocolate cookies shaped in the silhouette of the iconic Ralph's Coffee cup.



Fashion highlights in the gift guide feature Bottega Veneta, LOEWE, Tod's and Jimmy Choo.

The Shoppes also shines the spotlight on a curated gift selection of fashion, watches and jewellery featuring seasonal exclusives, limited-edition collections and signature creations. Fashion highlights include **Bottega Veneta**'s *Baby Campana*, an archival silhouette reimagined in supple Intrecciato leather, and **LOEWE**'s new *Flamenco Flap*, which updates the line's signature knots as an interlocking metal clasp. **Tod's** presents a tactile *mini bag in soft shearling*, while **Jimmy Choo**'s ruby-red lace *Faiz* pumps offer a festive statement with delicate floral motifs and a stiletto heel.



Statement picks for the season include creations from Bvlgari, Tiffany & Co., FRED and Franck Muller.

Jewellery and timepiece highlights include **Bvlgari**'s *Serpenti Viper Necklace*, an emblematic design inspired by transformation and the passage of time, and **Tiffany & Co.**'s *Small Link Bead Earrings*, crafted in 18k yellow gold with vibrant turquoise. **FRED**'s signature *Force 10 bracelet* pairs an 18k white-gold buckle with a diamond-set white gold

metal line, while the *Vanguard Curvex Cut Flower* by **Franck Muller** brings together fine watchmaking, high jewellery and gem-setting artistry in a floral composition.

From 16 November to 27 December 2026, shoppers can receive S$150 Resort Dollars with a minimum S$3,500 spend across up to three same-day receipts, or S$200 Resort Dollars and a S$100 Dining Voucher with a minimum S$10,000 spend in a single receipt at participating outlets. The promotion excludes 27 November and is subject to limited daily redemptions.

For the full festive gift guide and the season's shopping privileges, visit https://www.marinabaysands.com/shopping.html#christmas.

The Shoppes Welcomes Regional Debuts and Elevates Luxury Lifestyle Offerings

The festivities round off a defining year for The Shoppes at Marina Bay Sands, marked by regional debuts, new concepts and an expanded lifestyle and wellness offering.



The Shoppes expands its luxury lifestyle offerings with regional debuts from Arc'teryx, Abel Richard and Polène in 2026.

In 2026, The Shoppes welcomed several internationally renowned brands making their regional debuts. Outdoor performance and lifestyle brand **Arc'teryx** opened its first boutique in Southeast Asia in January, while luxury handbag label **Abel Richard** unveiled its first boutique in Asia. In August, French leather goods house **Polène** made its Southeast Asian debut at The Shoppes, adding to a growing line-up of global brands that have chosen the mall as an address of choice to establish their presence in the region.

Alongside the growing demand for wellness and self-care experiences, The Shoppes also expanded its lifestyle offering with a dedicated wellness cluster. New additions include **Joyre TCMedi Spa** and **VS Revive Salon Sanctuary**, reflecting the convergence of luxury retail, beauty and wellbeing.

The year also saw a series of notable openings across fashion, beauty and dining. **Kate Spade New York** unveiled its Singapore flagship boutique in January, while the fragrance offering expanded with French house **Diptyque** in June and **Creed** in October, with **Amouage** set to join the line-up in December. August welcomed **PUTIEN Reserve**, the brand's only Reserve concept in Singapore. Rounding out the year's additions is **Taranis**, which is slated for opening in December, further enhancing the destination's diverse portfolio of luxury and lifestyle boutiques.

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About Marina Bay Sands Pte Ltd

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, shopping, meeting and entertainment choices, complete with a year-round calendar of signature events.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com.

Media Enquiries

Nisha Jamal: +65 8180 8595 / nisha.jamal@marinabaysands.com
Jovelle Leong: +65 8380 6434 / jovelle.leong@marinabaysands.com

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