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LEWIS HAMILTON AND MARINA BAY SANDS UNITE TO INTRODUCE PLUS44 AND ALMAVE TO SOUTHEAST ASIA

The partnership brings Lewis Hamilton's lifestyle brand Plus44 (+44) and premium non-alcoholic blue agave spirit Almave to Southeast Asia for the first time, with an exclusive and limited-time +44 pop-up in Singapore



Singapore (21 September 2026) – Marina Bay Sands will partner with seven-time Formula One World Drivers' Champion, entrepreneur and cultural icon Lewis Hamilton on the Southeast Asia launch of his lifestyle brand **Plus44 (+44)** and his non-alcoholic blue agave spirit **Almave**. The collaboration unveils a new dimension of Hamilton's global influence, bringing his vision for fashion, art and wellness to the region through a curated programme of exclusive experiences in time for the city's most anticipated race weekend.

Lewis Hamilton, founder of +44 and co-founder of Almave, said: "I'm excited to join forces with Marina Bay Sands to introduce +44 and Almave to Team LH and audiences throughout Southeast Asia. Singapore is a city that I always love returning to, and I'm grateful for the support from Marina

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Bay Sands in providing an incredible platform to bring these brands to life through memorable experiences.”

Irene Lin, Senior Vice President and Chief Marketing Officer, Resort Marketing at Marina Bay Sands, said: “Lewis is an icon of our generation, and his influence extends far beyond the racetrack. Marina Bay Sands is honoured to partner with him on the debut of +44 and Almave in the region, bringing together fashion, culture, innovation and elevated lifestyle experiences for our guests in meaningful ways.”

In its Southeast Asia premiere, **+44** will unveil **Plus44 Marina Spaceport**, a limited-edition streetwear capsule collection with renowned Singaporean artist, Jahan Loh, channelling the dynamism of racing culture through Jahan’s distinctive Spaceman art and reinterpreting the visual language of racing through a distinctly Singaporean creative lens. Available exclusively at The Shoppes at Marina Bay Sands and online at plus44.world, the clothing range is complemented by a bespoke art collection, with the collaboration connecting culture, sport and art.

Open from 5 to 11 October at The Shoppes, unit B1-148 (opposite Yardbird Southern Table & Bar), the +44 pop-up experience will showcase a curated range of elevated streetwear, including hoodies, tees, shorts and jerseys through to celestial camo tracksuit, utilising the Spaceman motif as well as a range of exclusive accessories.



+44 will unveil a limited-edition capsule collection at its first Southeast Asia pop-up experience at The Shoppes at Marina Bay Sands

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The collaboration extends into the culinary realm with the Southeast Asia launch of **Almave**, a pioneering non-alcoholic agave spirit uniquely crafted in Mexico from real agave and using traditional distillation practices. Co-founded by Lewis Hamilton and Master Distiller Iván Saldaña (Casa Lumbre), Almave will be featured as part of Marina Bay Sands' Zero Edit programme, which celebrates the luxury of choice through premium alcohol-free offerings. Its arrival complements Marina Bay Sands' vision of redefining contemporary drinking culture through sophisticated zero-proof experiences, catering to a new generation of discerning consumers seeking exceptional taste, ritual and connection.



Almave Ámbar, Almave Blanco and Almave Humo will be available at Marina Bay Sands restaurants and bars

Available exclusively at Marina Bay Sands in Singapore for one year, **Almave Ámbar, Almave Blanco and Almave Humo** will make their first appearance in Southeast Asia through a curated programme of alcohol-free cocktails and culinary experiences across the integrated resort's signature restaurants and bars.

In celebration of race week, guests can enjoy signature zero-proof cocktail ***The Lewis***, co-created with Hamilton. From 8 October to 15 October, *The Lewis* will be available at Bread Street Kitchen, LAVO Coastal Italian Restaurant & Rooftop Bar, Mott 32, WAKUDA Singapore, Yardbird Southern Table & Bar and via in-room dining for hotel guests.

Additionally, Marina Bay Sands will launch **The Almave Circuit**, where bespoke Almave cocktails will be available exclusively at LAVO Coastal Italian Restaurant & Rooftop Bar, Mott 32, Spago by Wolfgang Puck, WAKUDA Singapore, Yardbird Southern Table & Bar and Paiza Sky Residence from 8 to 15 October 2026.

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Beyond race week, *The Lewis* will continue to be available at Marina Bay Sands, offering guests an extended opportunity to experience Hamilton's vision for mindful socialising. The signature cocktail will be available at Bread Street Kitchen, CUT by Wolfgang Puck, estiatorio Milos, LAVO Coastal Italian Restaurant & Rooftop Bar, Mott 32, Spago by Wolfgang Puck, WAKUDA Singapore and Paiza Sky Residence from 16 October 2026 to September 2027.

Almave bottles will also be available for purchase at The Gift Shop at Hotel Tower 2, Marina Bay Sands from 8 to 15 October 2026, allowing guests to bring home a piece of the brand's first-ever Southeast Asian launch. For more details on +44 or Almave activations at Marina Bay Sands, visit www.marinabaysands.com/nightrace.

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About Lewis Hamilton

Sir Lewis Hamilton is a Seven-Time Formula One® World Champion racing for Scuderia Ferrari HP Formula One Team and is considered the most successful driver in the sport's history, having broken records including race wins, pole positions and podiums. Lewis is constantly challenging himself to grow and realise his potential in new ways and his natural creativity has drawn him to various interests within the worlds of business, music, and fashion. As the founder of +44, Hamilton continues to push boundaries and inspire others to embrace their passions and pursue their dreams.

About Plus44

Born from Hamilton's longstanding interest in fashion, music and art, Plus44 (+44) reflects a commitment to creativity, diversity and self-expression. The brand develops limited edition capsules designed and inspired by Lewis and his own style as well as collaborates with contemporary artists. Past collaborations have been with renowned artists such as Takashi Murakami and Hajime Sorayama as well as supporting emerging artists and designers.

About Almave

Almave is a non-alcoholic blue agave spirit, crafted in Mexico by Casa Lumbre's Master Distiller Dr. Iván Saldaña in partnership with seven-time Formula One World Champion Lewis Hamilton. Made with real agave and distilled in traditional copper stills, Almave combines time-honored techniques with innovative processes to honor the soul of tequila while pushing the boundaries of what a non-alcoholic spirit can be. The portfolio includes Almave Blanco, Almave Ámbar, and Almave Humo to redefine the possibilities of agave spirits without alcohol. For more information, visit <https://www.almave.com/> and follow @almave on Instagram.



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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.

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For hi-res images, please click [here](#). (Credit as indicated in the captions)

No.	Question	Response
1.	What does the partnership between Marina Bay Sands and Lewis Hamilton entail?	Marina Bay Sands and seven-time Formula One World Champion Lewis Hamilton are partnering on the Southeast Asia launch of Lewis' lifestyle brand, Plus44 (+44) and the first non-alcoholic blue agave spirit brand, Almave. The collaboration will feature exclusive retail, dining and lifestyle experiences at Marina Bay Sands for a limited period.
2.	What are Plus44 (+44) and Almave?	+44 is Lewis Hamilton's lifestyle brand inspired by culture, creativity and community, and born from Hamilton's longstanding interest in fashion, music and art. For more information on +44, visit https://plus44.world/. Almave is the first non-alcoholic blue agave spirit brand made with real agave, co-founded by Lewis Hamilton and Master Distiller Iván Saldaña (Casa Lumbre). For more information on Almave, visit https://www.almave.com/.
3.	What experiences can guests look forward to as part of the +44 and Almave collaboration at Marina Bay Sands?	There are three public activations inspired by Lewis Hamilton's brands, +44 and Almave taking place at Marina Bay Sands. Guests can enjoy a range of exclusive retail dining and lifestyle experiences throughout race week and beyond. 1) +44 Pop-up Experience What: Official +44 merchandise will be available at the brand's first Southeast Asian pop-up experience at Marina Bay Sands, while stocks last. The pop-up will also unveil a limited-edition capsule collection, Plus44 Marina Spaceport, created in collaboration with contemporary Singapore artist Jahan Loh. Where: The Shoppes at Marina Bay Sands, unit B1-148 (opposite Yardbird Southern Table & Bar) When: 5 to 11 October 2026 • 5 October: 12pm to 10pm • 6 to 11 October: 10.30am to 10pm <i>*Operational timings subject to change based on merchandise availability.</i>

		2) <i>The Lewis</i> What: Co-created by Lewis Hamilton and Marina Bay Sands, <i>The Lewis</i> is a signature zero-proof cocktail that reimagines the social drinking experience through a mindful, alcohol-free lens. Where: • During race week: Bread Street Kitchen, LAVO Coastal Italian Restaurant & Rooftop Bar, Mott 32, WAKUDA Singapore, Yardbird Southern Table & Bar and via in-room dining for hotel guests. • Beyond race week: Bread Street Kitchen, CUT by Wolfgang Puck, estiatorio Milos, LAVO Coastal Italian Restaurant & Rooftop Bar, Mott 32, Spago by Wolfgang Puck, WAKUDA Singapore and Paiza Sky Residence. When: • During race week: 8 to 15 October 2026 • Beyond race week: 16 October 2026 to September 2027 3) The Almave Circuit What: A collection of bespoke Almave cocktails will be available exclusively at Marina Bay Sands in celebration of the Singapore night race. Where: WAKUDA Singapore, LAVO Coastal Italian Restaurant & Rooftop Bar, Spago by Wolfgang Puck, Mott 32, Yardbird Southern Table & Bar and Paiza Sky Residence When: 8 to 15 October 2026
4.	Are there any Lewis Hamilton-themed hotel packages?	Marina Bay Sands is not offering any Lewis Hamilton-themed hotel packages. Guests who wish to book a stay can visit www.marinabaysands.com/nightrace for more details and booking options.

Plus44 Pop-up Experience		
5.	What can I purchase at the +44 pop-up experience at The Shoppes?	Guests can shop a curated range of +44 elevated streetwear and the Plus44 Marina Spaceport collection including hoodies, graphic tees and accessories. Items for sale are only available while stocks last.
6.	What makes the +44 collection at Marina Bay Sands unique?	Marina Bay Sands marks +44's first retail presence in Southeast Asia, giving fans and fashion enthusiasts exclusive access to Lewis Hamilton's lifestyle brand in the region. To commemorate the launch, +44 has partnered with acclaimed Singapore contemporary artist Jahan Loh on a limited-edition capsule collection that blends Hamilton's vision for modern fashion with elements from Loh's iconic Spaceman universe. The collection is available exclusively at Marina Bay Sands and on the +44 website, plus44.world.
7.	What time will the +44 pop-up be open at The Shoppes? Will fans be allowed to queue overnight?	The pop-up will operate from 5 to 11 October 2026. The opening hours* are as follows: • 5 October: 12pm to 10pm • 6 to 11 October: 10.30am to 10pm Please note that overnight queueing is <u>strictly not allowed</u>. However, +44 may implement additional crowd management measures, including queue management, entry controls and security procedures at any time for the safety of staff and guests and to facilitate an optimal experience for everyone. On the opening day, 5 October, the store will open at 12pm and members of the public can start to queue from 9.30am onwards. From 6 October to 11 October, members of the public can start to queue from 8.30am. <i>*Operational hours and queueing arrangements are subject to change based on merchandise availability and operational requirements.</i>

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8.	Where can guests find updates on the +44 pop-up's opening hours?	Any changes to the pop-up's opening hours will be shared on +44's Instagram page, @ plus44world .
9.	Do I have to register to purchase +44 items at Marina Bay Sands?	Visitors are welcome to shop the +44 collection at Marina Bay Sands without prior registration.
10.	Will there be a queue system in place?	A managed queueing system will be in place to facilitate entry into the +44 pop-up experience. The pop-up will operate with a maximum occupancy limit, and dedicated personnel will be on-site to assist guests and manage entry throughout the activation.
11.	What payment methods are accepted?	Major credit cards (e.g. Visa, Mastercard, American Express, UnionPay) and Shop Pay are accepted.
12.	Is there a limit to the number of merchandise items I can purchase at any one time?	No, there is no limit to the number of +44 items at any one time. However, +44 reserves the right to introduce purchasing limits on certain items at any one time, depending on stock availability.
13.	Where can guests find updates on purchase limits for the pop-up?	Purchase limits will be communicated in person at the pop-up store.