

The Shoppes at Marina Bay Sands highlights new luxury store concepts and openings

Prada expands current duplex store with a dedicated men's space on third level, while watch and jewellery masters Mikimoto and Parmigiani Fleurier add sparkle with a range of boutique exclusives

Singapore (15 July 2013) – Italian luxury fashion label **Prada** is expanding its current duplex at The Shoppes at Marina Bay Sands into an extraordinary three-level boutique with its very first standalone men's store in Singapore. Dedicated to male shoppers, the newly furnished third level will add close to 2,500 square feet to its existing duplex this July, making it the first ever luxury triplex¹ at The Shoppes at Marina Bay Sands.

For the first time in Singapore, Prada is bringing the limited edition Oltremare Millenium Crocodile briefcase and clutch bag to its extended retail space. Debuting in Southeast Asia, there are only 6 pieces of these exclusive bags in Singapore and they can only be found at The Shoppes at Marina Bay Sands.

This month, The Shoppes at Marina Bay Sands is also looking forward to welcome Mikimoto and Parmigiani Fleurier to its extensive portfolio of luxury retail offerings. Both brands will be adding a dash of dazzle to The Shoppes' current collection of over 50 watch and jewellery boutiques, with a range of unique boutique exclusives only available here.

Mr. John Postle, Vice President of Retail, Marina Bay Sands, said, "Prada's expansion alongside the addition of these well-known luxury brands is indeed a testament to The Shoppes' position as the leading luxury shopping destination in Asia. Further to that, we are pleased to be the chosen destination for both Mikimoto and Parmigiani Fleurier to open their inaugural standalone boutiques, and this is a perfect demonstration of the mall's continuous growth and momentum since our opening in 2010."

For the first time in Southeast Asia, luxury pearl jeweler **Mikimoto**² unveils its flagship store with an unprecedented interior concept inspired by the deep blue ocean. Founded by Japanese entrepreneur Kokichi Mikimoto, MIKIMOTO offers the finest luxury pearl jewellery and specializes in the *hanadama* or 'flower pearls', which denotes the highest quality pearls.

¹ Prada is located at B2-69, Canal Level, B1-98 Galleria Level and L1-37-38A, Bay Level, The Shoppes at Marina Bay Sands. Total size of the Prada triplex is 9,483 square feet.

² Mikimoto is located at L1-21, Bay Level, The Shoppes at Marina Bay Sands. Size of

Spanning across over 400 square feet, Mikimoto at The Shoppes, as well as its second standalone boutique in Singapore, carries several boutique exclusives, including the “A World of Creativity” collection, a stunning set of diamond and white South Sea pearl jewellery resembling a cascading waterfall. The store is the third biggest boutique in Southeast Asia after Thailand and Malaysia.

Swiss luxury watchmaker **Parmigiani Fleurier**³ will be opening its first standalone boutique in Southeast Asia. Spanning across 366 square feet, Studio Parmigiani will boast a spectacular collection of the most covetable time pieces, one of which is the limited edition Bugatti Super Sport – The Hour Glass Exclusive. With an exterior made of white gold with black ADLC coating, polished and satin finish, there are only 10 pieces of this in the world.

Miss Wong Mei Ling, Managing Director, The Hour Glass Singapore, said, “The Hour Glass is proud to be the exclusive retailer to Parmigiani Fleurier, one of the few independently owned exclusive watch manufacturers. Launching the first dedicated Parmigiani Fleurier boutique in Southeast Asia at the prominent Marina Bay Sands serves as a testament of our commitment to continuously develop Parmigiani Fleurier’s presence in the region.”

“Marina Bay Sands in Singapore has been established as an iconic landmark internationally and offers an integrated resort experience for locals and tourists alike. As such, we have tailored a unique store design for the Studio Parmigiani. With a series of limited edition products and the finest timepieces, we hope to offer shoppers at The Shoppes at Marina Bay Sands an enriching and luxurious shopping experience.”

Most recently, leading luxury Italian men’s wear **Ermenegildo Zegna**⁴ also unveiled its newest outpost at The Shoppes at Marina Bay Sands. Known for its iconic range of high-end ready-to-wear men’s suits and leather goods, the 3,540 square feet boutique also offers bespoke services. Prices range from S\$2,200 to S\$8,250 for a suit and S\$370 to S\$1,310 for a shirt, with made-to-measure services starting from S\$3,350.

This is Ermenegildo Zegna’s fourth store in Singapore.

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 theaters 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

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³ Opening in July 2013, Studio Parmigiani will be located at B2-213, Canal Level, The Shoppes at Marina Bay Sands.

⁴ Ermenegildo Zegna is located at B2-219, Canal Level, The Shoppes at Marina Bay Sands.