

Press Release



G-Dragon celebrates new store opening at The Shoppes at Marina Bay Sands

Salon by Surrender marks its second store opening in Asia with guest appearance by Korean pop sensation

Singapore (28 June 2013) – The Shoppes at Marina Bay Sands, Asia's premier shopping destination, welcomes contemporary multi-label boutique Salon by Surrender to its outstanding collection of emerging and new-to-market labels today.



Famous Korean rapper and singer G-Dragon makes a special guest appearance at Salon by Surrender's opening event

This is Salon by Surrender's second store in Asia after its Shanghai debut in April this year. In celebration of Asian artists, Salon by Surrender unveiled a limited edition collection between cult brand AMBUSH and South Korea's pop icon, G-Dragon. Available only at The Shoppes at Marina Bay Sands, these exclusive pieces will be adorned with a signature AMBUSH X G-Dragon crest and will be sold in limited quantities of 1, 8 or 88 – a symbol of prosperity in Asia and very aptly, G-Dragon's favourite number.



Multi-label boutique Salon by Surrender opens at The Shoppes at Marina Bay Sands



Leanne Smith, Executive Director, Retail Marketing, Marina Bay Sands with Earn Chen, Founder and Creative Director of Salon by Surrender

Founder and Creative Director of Salon by Surrender, Earn Chen, said “The company hoped for a location that was iconic to Singapore and The Shoppes at Marina Bay Sands encapsulates all things luxe and contemporary with its international standing and prominence. Salon by Surrender stemmed from the vision of being a shopper's destination for Singapore and we believe there is no better place to open than with The Shoppes.”



Located at B2-232/233, Canal Level, The Shoppes at Marina Bay Sands, the 1,600 square ft boutique is set within a quaint and indulgent interior inspired by the classic 1700s tea salons. Juxtaposed with the modern colonial of founding street style label Surrender, Salon by Surrender presents a selection of artisanal brands and high-end ready-to-wear apparel for men and women. It also stocks a resplendent collection of jewellery and home ware in reminiscence of the Romantic Period.

Salon by Surrender at The Shoppes carries luxury and couture street wear labels such as Viktor & Rolf, Christian Dada, AMBUSH and En Noir. Celebrities who have adorned these labels include style icons such as Jay Z, Kanye West, Lady Gaga and Rihanna. Other noteworthy labels include Thom Browne, Martin Maison Margiela, Mad Et Len, IAM by Ileana Makri, R13 and Pallas Paris.

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

Media Enquiries

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

Download hi-res images

<https://www.yousendit.com/download/WFJYTmZXSytrWtk3czhUQw>