

MEDIA ALERT

The Shoppes at Marina Bay Sands unveils new multimedia Virtual Closet

*First-of-its-kind installation invites shoppers
to discover latest style trends*

Singapore (29 August 2017) – The Shoppes at Marina Bay Sands has unveiled a first-to-Singapore interactive concept to complement the shopping experience at Asia’s leading shopping destination.

Located on the Grand Colonnade of The Shoppes, the ephemeral Virtual Closet presents a unique and interactive platform for visitors to browse the latest Fall/Winter trends from luxury powerhouses, starting with TOM FORD, Burberry, and Dolce&Gabbana to name a few. Each of the brands will showcase their collections for at least a fortnight.



American-Korean Model and Influencer, Irene Kim meet and greet with fans at the Virtual Closet

Shoppers are welcome to journey through a stylish space set up to resemble the cozy interiors of a modern walk-in wardrobe, and have fun with interactive digital mirrors to see selected products on a model in a 360° view. Visitors can also interact with the display cases as well as the mirrors to switch the colours and designs of a particular accessory or piece of clothing. The installation will run until 15 October.

Mr. John Postle, Vice President of Retail, Marina Bay Sands, said, “The Shoppes at Marina Bay Sands is constantly refreshing the way we present the retail experience and tell the story

of the brands we house in a compelling manner. With an unprecedented concept like the Virtual Closet, we hope to inject fun in the way people shop today.”

The Shoppes Virtual Closet also features a multi-sensory photo booth where shoppers can select from a series of projection backgrounds, different audio soundtracks to reflect different moods, and strike a pose to create their very own fashion moments. Those who upload their image and hashtag **#TheShoppesMBS #ShoppesCurates** on their Social Media platforms stand a chance to win treats from restaurants located at The Shoppes as well as Marina Bay Sands’ celebrity chef restaurants.

Access B-roll through the following link: <http://bit.ly/2wCBEEI>

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

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