

Press Release



FOR IMMEDIATE RELEASE

Leading Fashion Brands Offer Exclusive ONE NIGHT ONLY deals at The Shoppes at Marina Bay Sands

Shopping voucher giveaways, promotions with up to 70 percent off, free champagne, in-store activities, catwalks showcasing this season's trends, and free parking¹, at this exclusive shopping party

Singapore (October 07, 2011) – [The Shoppes at Marina Bay Sands](#), purveyors of fabulous fashion labels and luxury brands is hosting a one-night-only **VIP Fashion Night**, allowing shoppers to walk off with great steals from top retailers like **7 For All Mankind**, **Alleira**, **Hervé Léger**, **Juicy Couture** and **The Society of Black Sheep** to list just a few. The party kicks off at **6pm on October 13th** and has been meticulously planned to reward loyal shoppers and attract new fashion fanatics who are excited about niche labels, exclusive products and an exceptional shopping environment.

This luxurious night of irresistible shopping treats complete with complimentary champagne, live jazz music and roving runway shows will see more than 120 retailers participate, offering up to 70% off marked prices. Add on the pampering session by **Vedure** at the pop-up nail bar located at Canal Level, near Banana Republic, and this **VIP Fashion Night** promises the most comprehensive shopping privileges ever presented here at The Shoppes. And as a treat for shoppers driving down, there is a chance to enjoy free parking from 6pm to 11pm with a minimum spend of \$50 while visitors who choose to access The Shoppes via taxis can also claim a \$10 taxi voucher with a minimum spend of \$50².

Fabulous Buys

Leading retailers offering a one-night only exclusive buys include **Alleira** (Bay Level, L1-67) and **Hervé Léger** (Galleria Level, B1-76) with up to 70% off selected apparel, while couture swimwear label **Silvian Imberg** (Galleria Level, B1-68) and the edgy, multi-label boutique **The Society of Black Sheep** (Galleria Level, B1-64) has offers up to 50% off selected items.

¹ Free Parking is limited to the 1st 100 shoppers who spend S\$50 in a single receipt

² The \$10 taxi vouchers are limited to the 1st 100 shoppers who spend S\$50 in a single receipt

In addition, The Shoppes' popular jewelry and watch brands including the legendary **Tiffany & Co.** invites shoppers to enjoy an evening exploring iconic Tiffany jewelry, with expert stylists on hand to help guests learn and appreciate the art of putting their favorite pieces together. In addition, **Goldheart Lucenté** (Canal Level, B2-105) and **Trésor** (Canal Level, B2-220) will extend up to 50% discount storewide, while **Voi Jewellery** (Canal Level, B2-217) is giving away a 10% discount on their regular priced items on top of a 50% storewide special.

Exclusive In-Store Events

To spice things up even further, participating retailers are planning exclusive activities to pamper their shoppers. Couture girls will be serving sweet treats dipped in a pink chocolate fountain at **Juicy Couture** (Galleria Level, B1-78), while Italian lingerie and beachwear label **LA PERLA** (Bay Level, L1-48) will be serving complimentary champagne and chocolates in store while their exquisite models showcase the season's latest collection. Sportswear lovers are not forgotten and will get a chance to be part of the official launch of the adidas X Jeremy Scott Fall Winter range at **Limited Edt Chamber** (Canal Level, B2-23).

Shoppers should also keep an eye out for the two roving fashion shows through the mall at **7:30pm and 9pm**. The latest trends from **7 For All Mankind, Alleria, Anne Fontaine, Bread & Butter, British India, French Connection, Harley Davidson, iROO, Marisfrolg, Moisselle, Rosebullet, Shanghai Tang, Society of Black Sheep, True Religion and Zadig & Voltaire** is guaranteed to captivate the most discerning shopper.

Amidst the high octane crowd and energy on the very same night, shoppers can choose to unwind and sip cold champagne with snazzy jazz in the background at the pop-up champagne lounge bar located Bay Level Promenade South Entrance of The Shoppes. The best part – getting shoppers to capture their fun shopping moments at the free photo booths located on the bridge between **Yves Saint Laurent** and **BOSS Hugo Boss** and outside **Robinsons** (Canal Level, B2-09).

If feeling peckish and in the mood for a quick, all-time favorite snack, grab a box of popcorn by simply presenting a receipt of any purchase at The Shoppes. The popcorn booths are located at Canal Level (outside **Robinsons, High Society** and **Armani Exchange**)

And a chance to walk away with cash every hour...

In addition to this evening guaranteeing fabulous energy and shopping, anyone who spends a minimum of \$50 will also stand a chance to win a \$1,000 shopping voucher every hour

from 7pm to 11pm³. Shoppers can also get their hands on one pair of tickets to the highly anticipated Broadway musical, **Wicked**, with a minimum spend of \$50.

Pure Pampering

After the shopping frenzy, visitors can take a breather and indulge in leisurely beauty fix with either a free manicure session by Vedure at the pop-up nail bar located at Canal Level, near Armani Exchange or head to **urbanhair** (Galleria Level, B1-02) and indulge in a 60% discount for all hair, facial and massage services.

Sumptuous Break

For shoppers looking for a pick-me-up in between their retail therapy, **The Moluccus Room** is just one of the several dining outlets offering a three-course set dinner including a glass of wine or a signature mocktail at a special price of \$48++ (UP\$68++). Shoppers who want a taste of Parisian Haute Couture can also try the exquisite Haute Couture menu at **TWG Tea Salon & Boutique** (location Canal Level, B2-65/89)

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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, a casino, Paiza Club for premium players 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 the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

³ This draw is located at the Galleria Level, B1 concierge at The Shoppes