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FOR IMMEDIATE RELEASE

The Shoppes at Marina Bay Sands expands luxury retail offerings

Strengthens its positioning with flagship stores and new-to-market luxury brands



The Shoppes at Marina Bay Sands welcomes new brands as it expands its luxury footprint

Singapore (15 September 2022) – From flagship stores offering never-seen-before collections to concept brands that are new to Asia Pacific, The Shoppes continues to power its way through the world of luxury retail with a focus on the luxury watch and jewellery category.

Brands such as **Buccellati**, **Acne Studios** and **AMAFFI** are calling The Shoppes home, while brands such as **DIOR** revitalise their duplexes to introduce unique concepts in their first major developments in two years.

The expanded luxury footprint comes on the back of its continued strong financials in the April-June quarter, with revenue increasing to US\$55 million from US\$39 million in the same period last year. The steady increase follows the resumption of travel and easing of restrictions in Singapore, which has proven to be an important factor in reviving the retail landscape.

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Achieving a retail occupancy of 99.7 per cent in the second quarter of 2022, The Shoppes is well-positioned as a one-stop destination with a well-balanced mix of luxe and premium offerings for both local and international shoppers.

Hazel Chan, Vice President of Retail at Marina Bay Sands, said, “The strategy that we adopted in the last two years – maintaining our tenant mix integrity with a continued focus on the luxury sector and refocusing our efforts to acquire more local clientele – has paid off. With the reopening of borders, we are also witnessing an influx of tourists with higher spending power and who desire curated experiences. Our strong ‘premium to luxe’ positioning has set us apart, allowing us to retain, acquire and grow our clientele base, especially ultra-luxe shoppers. We will continue to identify and bring in even more exciting concepts to the retail mix that will elevate the overall shopping experience for our customers.”

Enhanced Luxury Watch and Jewellery Category



(From L to R): Buccellati’s Singapore boutique houses the typical historical windows on the façade designed in line with the brand’s other architectural concepts, while its interior introduces a lighter and more transparent feeling

World renowned high jewellery house **Buccellati** recently established its first boutique in Southeast Asia. Opened in May, the brand’s architectural concepts are articulated with the typical historical windows on the façade, introducing a lighter and more transparent feeling that feels classic and modern all at once. At the boutique, the Buccellati style and craftsmanship are displayed in the vitrines featuring the iconic Macri, Opera Tulle, Ramage and Rombi collections. For over a century, the Buccellati family’s technique, material, shape and typology-based innovations have reinvented traditions to discover unparalleled beauty and quality.

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(From L to R): TAG Heuer's recently inaugurated boutique features vegetal walls, Bell & Ross makes its debut at The Shoppes and expands its network of more than 800 retailers and 16 exclusive boutiques worldwide

Swiss luxury watchmaker **TAG Heuer** has recently inaugurated its latest boutique on 16 July, in partnership with Sincere Fine Watches. The 1,000 sq ft boutique is the first TAG Heuer store in the world to feature vegetal walls, a nod to Singapore as a Garden in a City. All TAG Heuer collections are presented in the Marina Bay Sands boutique, with a special focus on the elegantly updated TAG Heuer Carrera Three Hands collection.

Franco-Swiss watchmaker **Bell & Ross** also made its debut at The Shoppes in August, further solidifying its global reach through establishing its presence in iconic international landmarks and cities. Bringing time instruments from the cockpit to the wrist, the aeronautical-inspired watchmaker acknowledges those who seek adventure amid the high-rises and skyscrapers of concrete jungles. Shoppers can choose from a comprehensive selection of tool watches and timepieces that are available at The Shoppes boutique.



(From L to R): Sincere Haute Horlogerie relaunched SHH with 19 independent watchmaking brands, and TUDOR's new boutique possesses a bold and distinctive character with the brand's three iconic colours

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Offering the rarest horological highlights, **Sincere Haute Horlogerie** relaunches under a new name, **SHH**, and new concept boutique to reinvigorate its long-standing expertise in curating the best offerings and best brands from the world of independent watchmaking. Opened on 7 September at The Shoppes, SHH proudly launched with the 19 brands, all chosen for their unique attributes and outstanding craftsmanship. They include Angelus, Armin Strom, Arnold and Son, Chopard L.U.C, Corum, Cvstos, Czapek & Cie., Ferdinand Berthoud, Greubel Forsey, Grönefeld, H. Moser & Cie., HYT, Jacob & Co., Lang & Heyne, Laurent Ferrier, Louis Moinet, Montblanc, Moritz Grossmann, and Parmigiani Fleurier. With new discoveries made in the fascinating and ever-changing world of independent watchmaking, watch collectors and connoisseurs can look forward to more brands in the future.

Swiss watchmaker **TUDOR**, alongside Sincere Fine Watches, opened the doors to its new boutique at The Shoppes. Anchored by the brand's three iconic colours – black, red and white – the design of the boutique alludes a bold and distinctive character, one that best represents the identity of the brand's timepieces. Browse the extensive and exciting collections from the award-winning Swiss-made watch brand at the new TUDOR boutique.

Step into the world of **Grand Seiko** at The Shoppes with the brand's new standalone, flagship boutique which is set to open in 2023. Behind every timepiece lies 60 years of watchmaking heritage and the unending pursuit of mastery in innovation and engineering precision to create the perfect watch. Inspired by nature and its beauty, the spirit of TAKUMI lives deep within every Grand Seiko watch produced at its soul place of Shizukuishi in Iwate Prefecture, Japan. Shoppers will soon discover the sophisticated collections where every detail from design to finishing is crafted for excellence.

The Entrance of New Brands in Singapore and the Asia Pacific Region

Stockholm-based multi-disciplinary fashion house **Acne Studios** will make its Southeast Asian debut at The Shoppes this year end, a key milestone for the brand as it further grows its global footprint. Through founder and Creative Director Jonny Johansson's interest in photography, art, architecture and contemporary culture, Acne Studios has turned into a well-respected creator of ready-to-wear, magazines, furniture, books and exhibitions. The contemporary brand has created statement pieces such as the popular Musubi bag which features traditional Japanese obi sashes, available in many seasonal colours. The boutique will showcase men's and women's ready-to-wear, Face collection and accessories. Ingrained in interpreting the brand's design language through a unique concept based on the location, Acne Studios' global store ethos will soon be expressed in Singapore for the first time.

Later this year, ultra-luxe Swiss perfume house **AMAFFI** will be calling The Shoppes home, marking its first foray in Asia Pacific. The brand has flagships at the luxurious Knightsbridge in London and the famous Billionaires' Row in New York City. The perfume house creates unique, exceptional aromas with naturally derived ingredients in Grasse, France – the world renowned

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and important UNESCO location for growing flowers for the world's top fragrances. Founded by Madame Amaffi, these fragrances are masterpieces in extravagant bottles, developed in collaboration with the most outstanding international perfumers for over two years each, from conceptualisation to execution.

Founded in 1764, French ultimate luxury brand **Baccarat** is synonymous with glamour and perfection. The iconic brand has chosen The Shoppes to be home for its first standalone store in 30 years, having first opened its pop-up store at the mall in May. Inspired by the lifestyle of a Parisian apartment, the space features French style moldings on the walls and cabinets reminiscent of the Maison Baccarat in Paris. Behind its red façade, fans of Baccarat can find a remarkable selection of beautifully brilliant creations and collections which symbolise the excellence of the French Art de Vivre and the brand's unique savoir-faire of sculpting crystal.

Dazzling Designer Concepts at The Shoppes



(From L to R): The façade of Dior's newly revamped duplex flagship store, grand circular stairs that unite the men's and women's universes, and the white and cream palette consistent throughout the boutique © Jasper Yu

Home to the most spectacular assembly of 19 luxury duplexes in Singapore, The Shoppes continues to bring the newest luxury concepts, widest variety of brands and largest boutiques for shoppers to indulge in retail therapy.

French luxury fashion house **DIOR** opened its highly anticipated, newly refreshed duplex flagship in July. Spanning two floors and unveiling an extensive line featuring Men's and Women's Ready-To-Wear, handbags, shoes, accessories and fine jewellery, the revamped boutique mirrors the house's unparalleled savoir-faire and creativity. Dior's legendary elegance and timeless modernity are visually communicated through the clean off-white palette complemented by the textured walls and furniture while the iconic stairways, inspired by the 30 Montaigne store in Paris, take shoppers from Dior Men's collection by Creative Director Kim Jones on the first level to the second level to explore Creative Director Maria Grazia Chiuri's Women's collection. Accentuated by the abstract artworks of local artist Tan Guo-Liang along the stairways, the close-knit

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relationship between Dior and the Art is reinforced in The House's striking space and sleek, flowing floor plan where a new concept of luxury is introduced to shoppers.

Unveiled in July 2022, the new **DIOR Beauty** boutique houses the maison's signatures across skincare, makeup and fragrance, offering shoppers all the excellence and know-how of DIOR Beauty. Completing the entire experience is the luxury of **Dior Prestige La Suite** – a welcoming enclave with three elegant facial suites. The treatments feature various ranges in the Dior skincare repertoire, unifying performance and pleasure for a unique sensory experience.

Italian luxury footwear and fashion designer **Giuseppe Zanotti** steps into the spotlight in opening its first standalone and flagship store in Singapore. The mix of Italian allure and contemporary glamour of the master craftsman's designs are unlike any other, perfected with couture embellishments and precision to detail. Giuseppe Zanotti shoes are a red-carpet favourite, inspired by and connected to the world of film, music and art. Boundless creativity and the enduring love affair with footwear have distinguished the brand's heritage, making every Giuseppe Zanotti shoe the result of instinct, creativity and craftsmanship.

Over at The Shoppes' Kids Precinct, luxurious Japanese children's wear brand **MIKI HOUSE** will be joining the lineup of kids retailers this year end. Made by skilled craftsmen, MIKI HOUSE offers a large variety of finest quality products, including clothes, shoes, and accessories, for 0 to 12-year-old children. The Shoppes is the only retail mall in Southeast Asia to offer the exclusive "MIKI HOUSE Gold Label", a collection of the best of MIKI HOUSE's craftsmanship. Synonymous with quality, the Gold Label collection is made with only the finest material such as the rare Sea Island Cotton.

Culinary Excellence and Coffee Culture at The Shoppes

Michelin-starred **Imperial Treasure Fine Teochew Cuisine** is set to open at The Shoppes in November. Famous for its classic Steamed Pomfret in Teochew Style, authentic flavours and fresh seafood are part of the exceptional taste experience that will captivate shoppers looking to delight their tastebuds.

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Enjoy a cuppa at the latest % ARABICA outlet opening at The Shoppes

The brainchild of Japan-born businessman Kenneth Shoji, the popular Japanese coffeehouse chain **% ARABICA** has been reinventing coffee culture a cup at a time with its mission to “See the World Through Coffee”. Located at the mall’s South Promenade, **% ARABICA** is the latest addition to Marina Bay Sands’ lineup of cafes on property. The brand’s signature simple white undertone café design offers coffee lovers and shoppers a great place to hang out.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia’s leading business, leisure and entertainment destination. The integrated resort features Singapore’s largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia’s best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country’s skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs nearly 10,000 Team Members across the property. 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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