

Press Release



The Shoppes at Marina Bay Sands takes VIP Fashion Night to international stage via live stream

Asia's premier shopping destination to present live fashion forecasts to global audience on Google+

Singapore (10 April 2013) – The Shoppes at Marina Bay Sands, purveyor of fabulous fashion forward labels and international luxury brands is hosting its fourth *VIP Fashion Night* beyond the shores to a global audience live.

Taking place this Friday, 12 April 2013 at the skating rink, The Shoppes' signature bi-annual event will present for the very first time, a series of fashion forecasts, runway shows and styling session by international stylist Jeannie Mai, all streamed live via [Google+ Hangout on Air](#), YouTube, as well as two live screens¹ located throughout the mall.

This is the first time an event of this nature and scale is being created by and delivered within a shopping mall in Singapore.

Google+ is a social networking site operated by Google, Inc. which allows users to create and join communities that focus on common interests.

The one-night-only event will be a spectacular conglomeration of the most current fashion influencers and YouTube celebrities— from LA, New York, Paris, Seoul and Singapore — who will come together to exchange fashion expertise and forecasts across borders.

Some highly recognised fashion figures who will be part of the star-studded Google Hangout guest list include **Alexis Mabille**, Parisian Grand Couturier, **On Aura Tout Vu**, Parisian couturiers, **Joe Zee**, Creative Director of Elle magazine from the US, **Jessica Michault**, respected fashion editor and commentator based in Paris and **Kandee Johnson**, top YouTube fashion and makeup celebrity.

This series of fashion forecasts, hosted by celebrity TV host JeannieMai, will take place over three segments throughout the night as The Shoppes uncovers the latest trends that are taking the fashion world by storm today. People from all over the world can also join in the conversation online throughout the night to contribute their own fashion sentiments regardless of where they are.

¹ Live screens will be located at Carnivore Brazilian Churrascaria (Bay Level, L1-08) and the Grand Colonnade (between Chanel & Salvatore Ferragamo)

A first for The Shoppes: VIP Fashion Night on a global stage

This is the first time TheShoppes is raising its VIP Fashion Night to a global stage that may reach out to more than 688,000 people tuned in across our various social media platforms. The convergence of these online platforms will enable VIP Fashion Night to extend its reach to fashion connoisseurs from any part of the world at real time.

Mr. John Postle, Vice President of Retail, Marina Bay Sands, said, “The Shoppes at Marina Bay Sands is a front runner for all things luxurious and fashionable. Since we opened in 2010, we have established ourselves on the global fashion map, joining hands with the likes of Paris and Milan to showcase the best in the world of fashion via our signature fashion weeks.”

“Hence, it could not be timelier to further heighten the profile of Singapore in the ever changing fashion landscape by bringing our event to an international audience who share the same passion as us. This is a true demonstration of how fashion transcends beyond borders and we are thrilled to be the first shopping complex in Singapore to make this possible.”

In addition to the live trend forecasts, selected boutiques at The Shoppes will also be showcasing their latest hair and beauty trends as well as ready-to-wear and street style apparel on this global platform.

Fashion lovers can look forward to an exceptional feast of runway shows on stage and throughout the mall, on top of one-night only retailer promotions and fun pop-up booths created by **Sephora** and **Salon 360** to provide shoppers with complimentary styling advice.

Be our guest on Google Hangout and join in the conversation on Twitter @marinabaysands / #VFN.

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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