

Press Release



The Shoppes at Marina Bay Sands expands Luxury Children's Collection

New-to-market Dolce&Gabbana Junior joins the mall in pursuit of presenting more stylish options for children

Singapore (2 October 2015) – Following a successful luxury retail re-launch in April this year, The Shoppes at Marina Bay Sands is continuing to expand its luxury selection by building on its Children's Collection to present more stylish options for little adults.



Dolce&Gabbana Junior opens its first Junior store in Singapore at The Shoppes at Marina Bay Sands.

Joining The Shoppes' existing line-up of first-to-Southeast Asia boutiques – namely Baby Dior and Fendi Kids – is **Dolce&Gabbana Junior**¹, which is also the brand's first Junior store in the region. Spanning more than 1,400 square feet, the new boutique is painted with a pearl finish and furnished with lacquered wood furniture frames to create a shopping ambience that is soothing and refined. The Dolce&Gabbana Junior collection includes ready-to-wear for girls, boys, and newborn from ages 0 to 8.

Come December, Armani Junior and Bonpoint will also be joining the The Shoppes' Children's Collection. Set to be its biggest store in Singapore, the **Armani Junior**² store will

¹ Dolce & Gabbana Junior is located at B1-55A, Galleria Level, The Shoppes at Marina Bay Sands.

² Armani Junior is located at B1-61/62, Galleria Level, The Shoppes at Marina Bay Sands. (Opening in December)

be showcased as a sleek and modernised concept for stylish juniors. It completes the family of Armani collections at The Shoppes – namely Armani/Marina Bay, the first and only duplex in Southeast Asia to house both Giorgio Armani and Emporio Armani, as well as Armani Collezioni.



Bonpoint will be carrying a selection of Shoppes-exclusive pieces which are part of its Christmas Collection when it opens in December 2015. These items are only available at The Shoppes at Marina Bay Sands in Singapore.

(Left to right) Tulle over floral print maxi dress with gathered sleeves, Cerise doll in gold dress in Lamé fabric and sparkling tulle, Wand with rhinestones and Tiara with rhinestones.

Shoppers can look forward to Armani Junior's soon-to-launch Spring Summer 2016 collection featuring colorful and fun prints, while browsing **Bonpoint**³'s selection of Shoppes-exclusive pieces from its exquisite Christmas 2015 collection and versatile Cruise 2016 collection. Unique to the store is a special corner dedicated to its YAM collection which caters for young ladies and mothers, allowing for perfect mini-me looks that could be worn with their sisters or daughters. Bonpoint will also carry its full hypoallergenic skincare and signature perfume range in-store. The launch of Armani Junior and Bonpoint brings along a plethora of trendy ready-to-wear for newborns and children up to the ages of 16.

Aside from the Children's Collection, other boutiques that are opening at The Shoppes in the fourth quarter of 2015 include **Ted Baker**⁴, the only **Loro Piana** store in Singapore, as well as the biggest **Michael Kors** and **Valentino** stores in Singapore to date, spanning 3,200 square feet and 3,500 square feet respectively. More recently, the mall celebrated the opening of **Furla**⁵'s Singapore flagship store and the biggest in Southeast Asia at 1,600 square feet.

³ Bonpoint is located at B1-61/62, Galleria Level, The Shoppes at Marina Bay Sands. (Opening in December)

⁴ Ted Baker is located at B2-110, Canal Level, The Shoppes at Marina Bay Sands. (Opening in October)

⁵ Furla is located at B2-108A, Canal Level, The Shoppes at Marina Bay Sands.

Coming soon: New Shoppes-exclusive items for Click & Collect



*CH Carolina Herrera – La Place Collection: (Left) Nubuck and Babycalf leather Vendôme Bag.
(Right) Nubuck and Blanes leather Vendôme Bag with petit gold studs*

This November, The Shoppes will be refreshing its 'Click & Collect' website with nine of this season's hottest Shoppes-exclusive bags from **CH Carolina Herrera**⁶, **Maje**⁷ and **Sandro**⁸. Launched in July this year, the digital platform allows shoppers to browse and reserve limited edition items exclusive to The Shoppes in Singapore. With the ease of a click, shoppers can ensure that their favourite item is reserved for 48 hours before heading to the physical boutiques to purchase the item.



(Left) 3.1 Phillip Lim Soleil Small Bucket Drawstring (Centre) Sandro ADULA Brown Suede Fringed Bucket Bag – also available in Burgundy. (Right) Maje SILVER Clutch in Denim Blue, also available in Camel.

⁶ CH Carolina Herrera is located at L1-19, Bay Level, The Shoppes at Marina Bay Sands.

⁷ Maje is located at B2-109, Canal Level, The Shoppes at Marina Bay Sands.

⁸ Sandro is located at B2-108, Canal Level, The Shoppes at Marina Bay Sands.

The service's bi-monthly refresh will feature totes from Maje and Sandro, which opened at The Shoppes in August. Maje is a first-to-Singapore brand while Sandro at The Shoppes features a brand new interior concept. For more information, please visit www.MarinaBaySands.com/ReserveShoppesExclusives.

The Shoppes presents Passport to Style, a one-night only fashion event

On October 1, The Shoppes collaborated with The Peak and ICON to present a one-night only fashion showcase featuring eight luxury and premium brands. Titled *Passport to Style*, the resplendent evening saw 250 guests who were treated to a series of Fall/Winter runway shows presented by Armani Collezioni, Billionaire Couture, Boggi Milano, Uomo Collezioni, Ermenegildo Zegna, ETRO, Hackett and Salon by Surrender, with make-up sponsored by DIOR.



Lindsay Nicholas, Executive Director of The Shoppes at Marina Bay Sands, welcoming guests at the Passport to Style event in collaboration with The Peak and ICON magazines.



Passport to Style saw about 250 guests in attendance, including The Peak and ICON readers, Sands Rewards LifeStyle members and VIP customers from participating retailers.



Runway looks from ETRO's Fall/Winter 2015 Women's collection



Runway looks from Ermenegildo Zegna (left) and Boggi Milano (right).

Members of Marina Bay Sands' loyalty programme, Sands Rewards LifeStyle (SRL), and other invited guests were also privy to one-night only exclusive discounts and in-store experiences such as 20% off ETRO's Fall Winter 2015 collection, and a VIP Room Experience plus 10% savings at UOMO Collezioni.

SRL members can redeem rewards at more than 175 participating outlets across the integrated resort, from hotel stays, to shopping, dining and entertainment, as well as receive exclusive invitations to pre-sale events or season previews at luxury boutiques, as well as events such as Passport to Style at The Shoppes. Recent brand additions to the programme include Boucheron, Dolce&Gabbana, Dolce&Gabbana Junior, and Mikimoto.

For more details on the Sands Rewards LifeStyle membership programme, please visit <http://www.marinabaysands.com/sands-rewards-lifestyle.html>.

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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