



Photo Release

Sands Macao Fashion Week 2019 Launches with Gala Event Featuring Exclusive Balmain Couture Collection

(Macao, Oct. 18, 2019) – Sands Resorts Macao hosted the third Sands Macao Fashion Week (SMFW19) with a gala night on Oct. 17 for 120 VIP guests, celebrities, media and key industry influencers, featuring a collection of exclusive couture pieces from international fashion house and SMFW19 headline brand, Balmain. The event launched SMFW19, which takes place from Oct. 17 to 23, 2019.

Direct from Paris, the looks, showcased by models, ballet performers and as exhibits, were a feast for the senses throughout the evening. The pieces will be displayed as part of the Balmain Couture Exhibition at The Venetian® Macao main lobby until Oct. 23, open to the public.

In attendance were government officials Zhu Hong, Deputy Director of Economic Affairs Department, Liaison Office of the Central People's Government in the Macao Special Administrative Region; Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office; Paulo Martins Chan, Director of Gaming Inspection and Coordination Bureau; and Dr. Shuen Ka Hung, Director General of Macau Productivity and Technology Transfer Center. They were joined by Chiara Scaglia, Managing Director, Sales & Marketing, Balmain; Dr. Wilfred Wong, President, Sands China Ltd. and David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp. Balmain Creative Director Olivier Rousteing added his support for the event with a message via video link. Celebrity attendees included singer Jane Zhang, singer and actor Jiro Wang, boy band ONER – Mu Zi Yang, Ling Chao and Yue Yue, actress Li Meng as well as singer Jeffery Tung.

SMFW19 will showcase the many leading luxury and lifestyle brands at Sands Shoppes Macao through fashion parades and other special events for both the industry and public to enjoy. It will also see a series of ready-to-wear group runway shows highlighting current collections and various retail initiatives across the integrated resort.

The opening Walk on Water show, which took place at Shoppes at Venetian across the Grand Canal itself on Oct. 18, featured the 2020 Spring/Summer ready-to-wear collection from talented Macao fashion duo ALo Lo and Rainie Choi for their brand AURALO ARTE. A series of fashion shows showcasing the latest looks and trends for the season will also take place at Shoppes at Parisian's Avenue Champs-Élysées and Shoppes at Venetian's Grand Canal, open to the public from Oct. 18-20.

As part of Sands China Ltd.'s ongoing campaign to support Macao's cultural and creative industries, SMFW19's closing show will again feature CPTTM's Designers. It will highlight exciting new collections from nine local Macao fashion brands. There will also be an exhibition in Shoppes at Parisian including looks by Mickey Che and Jack Lin from the MaConsef 2018 design team under the theme 'Ditch the Label'.

Visitors can also enjoy various exclusive events, offers and discounts at Sands Shoppes Macao during SMFW19, including Harper's Bazaar Hong Kong's 'BAZAAR X SMFW Bespoke Lipstick', while Cosmopolitan Hong Kong and Sands Shoppes Macao will collaborate for their first 'Design Your Own Tote' event from Oct. 18-20.

Established as an essential event on the international fashion calendar, SMFW19 will again feature an exciting programme, showcasing leading luxury brands across Sands Shoppes Macao, Macao's largest duty free luxury shopping experience with approximately 850 stores, while emphasising the quality and variety of designs available in Macao's growing fashion industry.

For more information about Sands Macao Fashion Week, please visit: <https://en.sandsresortsmacao.com/smfw.html>



Jane Zhang



Jiro Wang



ONER – Mu Zi Yang, Ling Chao and Yue Yue



Li Meng



Jeffery Tung



Photo caption: The third Sands Macao Fashion Week, from Oct. 17 to 23, 2019, launched with an exclusive gala event show for 120 VIP guests featuring the Balmain couture collection.



Photo caption: Balmain presented several looks at the gala launch as part of a ‘fashion presentation’ – a stunning mix of ballet performance and fashion show.



Photo caption: The gala event to launch SMFW19, taking place from Oct. 17 to 23, 2019, was attended by (left to right): Chiara Scaglia, Managing Director, Sales & Marketing, Balmain; Paulo Martins Chan, Director of Gaming Inspection and Coordination Bureau; Zhu Hong, Deputy Director of Economic Affairs Department of Liaison Office of the Central People's Government in the Macao Special Administrative Region; Dr. Wilfred Wong, President, Sands China Ltd.; Maria Helena de Senna Fernandes, Director of Macao Government Tourism; Dr. Shuen Ka Hung, Director General for Macao Productivity and Technology Transfer Center; and David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp.

For photos and video of the third Sands Macao Fashion Week gala event, please access the following link:

<https://sfs.sands.com.mo/w/OOIHhr2Sfawdn1vi> (Link valid until Oct. 25, 2019)

Username: Sands.PR@sands.com.mo

Password: SCLMacao@2018
(case sensitive)

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About Sands Macao Fashion Week

Sands Resorts Macao launched its first Sands Macao Fashion Week in October, 2017. Designed to showcase the many leading luxury and lifestyle fashion brands across Shoppes at Four Seasons, Shoppes at Venetian, Shoppes at Parisian and Shoppes at Cotai Central, the event offers a range of exciting fashion parades and other special events open for the public to enjoy. A highlight of the week is an exclusive VIP gala event and fashion show attended by international celebrities and fashion elite, held at The Venetian® Macao, which kicks off seven days of fashion events and promotions that include runway and boutique shows at Shoppes at Venetian and Shoppes at Parisian and exhibitions at Shoppes at Four Seasons highlighting current collections, alongside other exciting events.

For more information, please visit <https://en.sandsresortsmacao.com/smfw.html>

About Sands Shoppes Macao

Sands Shoppes Macao is the largest duty-free luxury shopping experience in Macao, with approximately 850 retailers featuring the world's best brands, all under one roof. It consists of the interconnected Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central and Shoppes at Parisian, and now adds Shoppes at Sands Macao on the Macao peninsula, with a total over two million square feet of opulent retail space.

The luxury shopping experience is part of Sands China Ltd.'s integrated resort on the Cotai Strip, featuring seven hotel properties: The Venetian® Macao; The Parisian Macao; The Plaza™ Macao (including Four Seasons Hotel Macao); and Sands® Cotai Central (comprising The St. Regis Macao, Cotai Central; Conrad® Macao, Cotai Central; Sheraton Grand Macao Hotel, Cotai Central; and Holiday Inn Macao Cotai Central). Sands Shoppes Macao features some of Macao's first-to-market luxury brands, and with its unique design themes, is an unmissable experience for visitors. Sands Shoppes Macao also delivers a wide array of delectable international cuisine, from high-end gourmet to expansive food court options.

For more information, please visit <http://en.sandsresortsmacao.com/shopping.html>.

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