

SANDS RETAIL

YOUR QUARTERLY NEWSLETTER | 金沙商戶通訊



SHOPPES AT PARISIAN

Continues to introduce news to market brands to Macau,
set against a backdrop of iconic Parisian landmarks
持續為澳門引進最新的市場品牌，並以舉世聞名的巴黎地標為背景



DEAR RETAILERS

Welcome to the spring edition of *The Style File*, our quarterly newsletter. Here we keep you up to date with all the latest news and exciting happenings from Sands Retail and our properties.

As we settle into the Year of the Dog, we look back at the successful campaigns we hosted over the Christmas period, including our Festive Shopping Rewards and the Give Brilliant Swarovski Christmas, both of which generated impressive sales and significant redemptions. Riding on the success of these campaigns, we have plenty more planned for the year ahead that you can get involved with. Stay tuned.

In other news, Shoppes at Cotai Central Phase 4 is well underway. This will see our mall expand as 30 new shops join our retail offering.

Plenty of excitement is up ahead. First, we'd like to take the opportunity to wish all of our tenants and retailers the very best for the Year of the Dog. We look forward to continuing to work and partner with you throughout 2018 and beyond.

歡迎閱覽最新一期《金沙商戶通訊》季刊。本期內容包括金沙商戶與集團旗下物業的最新消息，以及令人記憶猶新的推廣與精彩豐富的活動。

邁入戊戌狗年之際，我們先帶您回顧聖誕節期間大獲成功、令訪客留下深刻印象的活動，包括“心滿載 賞無限”購物獎賞活動，以及“Give Brilliant璀璨饋贈”施華洛世奇閃亮聖誕，這兩項活動均錄得令人滿意的銷售額，並且吸引顧客踴躍換領獎賞。秉持舉辦這些成功活動的經驗，我們會在今年繼續籌辦更多活動，也希望更多商戶共襄盛舉。敬請拭目以待。

此外，令人振奮的消息陸續有來，舉例來說，金沙廣場第四期工程已順利開展，完工後澳門金沙購物城將再添30間新商鋪，讓我們如虎添翼。

未來還有更多值得興奮的事情等着我們。在此，先讓我們祝福所有租戶和零售商，狗年生意興隆，萬事亨通。期待2018年及以後與您繼續合作，攜手共創美好未來。

David Sylvester Executive Vice President of Global Retail
施偉達 環球零售業務行政副總裁

INTRODUCING LA PARISIENNE - CABARET FRANCAIS

The arts of illusion, dance, acrobatics and comedy all come together in the unmissable La Parisienne Cabaret Francais. The show is guaranteed to delight viewers of all ages, as it takes them on an immersive tour of the City of Light. Paris' Eiffel Tower, Arc De Triomphe, The Louvre and Notre Dame can be seen in full glory through state-of-the-art audio and visual technology, while an international cast of stunt performers, world-champion skaters and award-winning dancers present death-defying acts and breathtaking feats guaranteed to keep audiences on the edge of their seats.

為您呈獻“夢幻巴黎”結合幻象、舞蹈、雜技及喜劇等表演藝術，“夢幻巴黎”是一場不容錯過的巴黎風格表演，令不同年齡的觀眾都樂在其中，猶如踏上“光之城”夢幻旅程。採用先進的音響及視覺技術，將巴黎鐵塔、凱旋門、羅浮宮及巴黎聖母院等名勝呈現在觀眾眼前。國際級表演團隊匯聚了絕技演員、世界級溜冰冠軍及得獎舞者，驚險刺激，絕無冷場，保證所有觀眾都感到嘆為觀止。



STELLA MCCARTNEY

Chic style for the fashion-conscious consumer – luxury label Stella McCartney eschews the use of leather and fur in its designs and is committed to producing on-trend fashion responsibly. Emphasising sharp tailoring, natural confidence and, above all, elegance, Stella McCartney's new store is home to women's ready-to-wear, menswear, accessories, lingerie, swimwear, childrenswear, fragrance and the adidas by Stella McCartney collection.

Shop 305 A, Level 3, Shoppes at Parisian

奢侈時裝品牌Stella McCartney的產品專為具有環保概念的消費者而設計。品牌避免使用皮革和毛皮，致力於生產負責任的新潮服飾。強調利落剪裁，自然散發自信及優雅氣質。Stella McCartney的最新專門店網羅了品牌的女裝成衣、男裝、配飾、內衣、泳裝、童裝、香水，以及adidas by Stella McCartney系列。

巴黎人購物中心3樓305A號鋪



HARDY HARDY

Catering to spirited youth, Hardy Hardy blends the art of tattooing with the spirit of rock 'n' roll. Each design mixes eclectic materials from metallic studs and lush sequins to industrial-inspired mesh.

To celebrate the opening of its Macao store, customers who spend MOP3,000 in a single purchase are entitled to VIP membership and can redeem a limited-edition Hardy Hardy poker set.

Shop 827, Level 3, Shoppes at Venetian

Shop 1019, Level 1, Shoppes at Cotai Central

將紋身藝術與搖滾精神融於一體，

Hardy Hardy的系列飾品迎合精力充沛、充滿活力的新世代。每款設計均採用多種不同材質製作而成，從金屬飾釘和華麗亮片，到工業風格的網眼織物。為慶祝澳門新店開幕，凡單次購物滿澳門幣3,000元的消費者，即有資格成為VIP會員，並可獲贈限量版Hardy Hardy撲克牌套裝一套。

威尼斯人購物中心3樓827號鋪
金沙廣場1樓1019號鋪

MY-O-MY

New York brand My-O-My redefines contemporary fashion jewellery and presents sleek silverware for every personality. The Crown series targets the stylishly elegant, while The Skulls the rock 'n' roller. Exquisite and ornate, The Cross will appeal to those in search of something subtle, while The Shield embodies chic extravagance. To mark the opening of the brand's first Macao store, shoppers who spend MOP5,000 will be eligible for VIP membership and can redeem a limited-edition MY-O-MY alphabet pendant.

Shop 827, Level 3, Shoppes at Venetian

來自紐約My-O-My重新定義當代珠寶首飾，設計出不拘一格的銀飾，包括型格優雅的皇冠系列、魅惑搖滾的骷髏系列、精緻華麗的十字架系列，以及貴氣瀟灑的盾牌系列。為慶祝品牌首次進駐澳門，凡消費滿澳門幣5,000元的顧客，即可登記成為VIP會員，並獲贈限量版MY-O-MY字母吊墜。

威尼斯人購物中心3樓827號鋪





SHOP, PLAY AND DRIVE AWAY

It has never been easier for visitors to shop and win at Sands Shoppes than with our exclusive Shop, Play and Drive Away lucky draw. For every MOP500 spent at Sands Shoppes (except at dining outlets), shoppers can redeem an entry to our lucky draw with the chance to win Tesla dream cars and other great prizes including Rewards Dollars, which are valued at up to HKD1,380,000. The campaign runs from 29 January to 28 April.

“非凡座駕 禮遇成雙”於澳門金沙購物城邦購物即有機會參加大抽獎。凡於澳門金沙購物城邦消費每滿澳門幣500元（餐飲商舖除外），即可換領抽獎資格一次，有機會贏取特斯拉夢想座駕及獎賞推廣錢等豐富獎賞，總值高達港幣1,380,000元。推廣活動由1月29日起至4月28日。

SOCIAL MEDIA WINTER ONLINE CAMPAIGN RECAP

我們的社交媒體在冬季的線上活動統計

+2 MILLION IMPRESSIONS 次瀏覽
+3600 NEW FANS 新好友
+2500 PARTICIPANTS 名參與者

FESTIVE SHOPPING REWARDS

To celebrate the festive season, visitors who shopped at Sands Shoppes between 21 November and 31 December enjoyed enticing rewards. Simply spending at two merchants on the same day meant shoppers could earn up to MOP2,500 in Rewards Dollar Vouchers. APEX and Sands Rewards Diamond or Ruby members were eligible to earn up to MOP4,800 in Parisian Rewards Dollar Vouchers. More than MOP590 million was generated in sales, and 23,000 redemptions were made.

“心滿載 賞無限”為慶祝佳節，澳門金沙購物城邦於11月21日至12月31日推出獎賞活動。顧客單日在兩間商舖消費可免費獲贈高達澳門幣2,500元之獎賞推廣錢購物券；金御會、金沙會之鑽石或紅寶會員可尊享高達澳門幣4,800元之巴黎人獎賞推廣錢購物券。期內銷售額逾澳門幣5億9,000萬元，換領次數達23,000次。



“GIVE BRILLIANT” SWAROVSKI CHRISTMAS

Sands Shoppes was delighted to partner once again with renowned fashion jewellery brand Swarovski at Shoppes at Venetian.

This year's campaign featured a special shopping promotion in which those who spent MOP8,000 or more at Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central and Shoppes at Parisian were entitled to receive a complimentary Swarovski Crystal Charm as well as a MOP500 Swarovski Shopping Voucher. The campaign ran from 28 November to 31 December and sales of more than MOP26 million were generated with more than 1,600 redemptions made.

“GIVE BRILLIANT 璀璨饋贈” 施華洛世奇閃亮聖誕

澳門金沙購物城邦再度與施華洛世奇攜手合作，於威尼斯人購物中心慶祝聖誕節，並推出特別的購物獎賞。

顧客凡於威尼斯人購物中心、四季名店、金沙廣場及巴黎人購物中心消費滿澳門幣5,000元或以上，即可換領施華洛世奇名貴水晶吊飾一份及澳門幣500元的施華洛世奇購物禮券乙張。活動於11月28日至12月31日舉行，期內銷售額逾澳門幣2,600萬元，換領次數達1,600次。



CNY LION DANCE

Stunning peach blossom decorations marked the arrival of the Lunar New Year, and these were accompanied by dynamic lion dances across all four shopping malls.

The vibrant performances, which took place on 20 February

2018 to mark the dawning of the Year of the Dog, thrilled the crowds with their energy and were also enjoyed by Dr Wilfred Wong, President & Chief Operating Officer of Sands China Limited; David Sylvester, Executive Vice President of Global Retail; Timothy Jones, Vice President of Retail; and Choon Keong Leong, Director of Mall Management.

醒獅迎新春農曆新年來臨，我們以喜氣洋洋的桃花擺設佈置四間購物中心，並呈獻動感歡騰，舞躍熱鬧的醒獅表演。精彩的舞獅表演在2018年2月20日登場，令在場的觀眾感受到一元復始、萬象更新的氣氛。金沙中國有限公司總裁兼首席營運總裁王英偉博士、環球零售業務行政副總裁施偉達先生、零售業務副總裁鍾偉添先生及商場管理總監梁俊強先生亦親臨現場觀賞醒獅獻瑞。

EVENT RECAP 活動快報



MASTERS OF TIME

The world's largest retail exhibition of fine watches and jewellery returned to T Gallerie by DFS, Macau in Shoppes at Four Seasons between December 2017 and February 2018. The ninth edition of the annual event featured more than 30 prestigious brands and 450 stunning pieces, with some extremely rare and archival pieces on display.

【曠世藏錶】鑑賞會 全世界最大型的高級腕錶及珠寶零售展覽於2017年12月至2018年2月，再次於DFS旗下澳門T廣場四季名店舉行。第9屆年度盛事匯聚了逾30個殿堂級品牌、450款高級腕錶及珠寶傑作，並在現場展出數枚世上罕見的博物館收藏之作。



SWAROVSKI TREE LIGHTING

Stretching 12 metres up into the skies of St. Mark's Square, the glittering Swarovski Crystal Christmas tree was a sight to behold. Made up of more than one million brilliant Swarovski crystals that sparkled alongside star and snowflake ornaments at Shoppes at Venetian, this festive installation was once again one of the highlights of Christmas in Macao and had a suitably magnificent unveiling on 28 November, when acclaimed Korean actress Park Shin-hye hosted a lighting ceremony to celebrate the occasion. Adorned with beautiful festive Swarovski jewellery herself, Park was joined by fellow celebrities, singer Shiga Lin, Olympic swimmer Stephanie Au, actress Elva Ni and models Zelia Zhong and Sadelle Yeung, who were all decked out in Swarovski's finest jewels.

點亮施華洛世奇水晶聖誕樹 欣逢聖誕節，聖馬可廣場矗立了高達12米的施華洛世奇水晶聖誕樹，璀璨奪目，令人目不轉睛。這棵水晶聖誕樹以逾一百萬顆精美的施華洛世奇水晶，搭配閃閃發光的星星和雪花掛飾妝點而成，再次成為澳門聖誕節期間其中一個閃耀亮點。盛大的揭幕儀式在2017年11月28日威尼斯人購物中心舉行，著名的韓國女星朴信惠應邀主持點燈儀式，她特地配戴了施華洛世奇的聖誕精選首飾系列出席盛會，連同眾多名人，包括知名歌手連詩雅、奧運游泳選手歐鎧淳、知名演員倪晨曦、知名模特兒鍾浠文及楊舒婷等，亦都配戴施華洛世奇的首飾到場慶賀。



JOIN THE CLUB 金沙會訊

SANDS REWARDS

Sands Rewards has the largest membership base in Macao with over 4 million members. The programme offers existing and prospective customers a unique value proposition that no other integrated resort in Macao can match – members are able to earn and redeem across all integrated resorts pillars.

Sands Rewards continues to expand its presence across Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central, Shoppes at Parisian and Shoppes at Sands Macao, recently celebrating 500 Sands Rewards partners. To mark the milestone, we launched a Sands Rewards Shopping Spree Lucky Draw campaign, which runs until 28 April 2018.

We are delighted to welcome some new brands to our growing programme, connecting them with the broader integrated resort offering. Valentino, Saint Laurent, Wolford, Andrew Mackenzie, Vicunas, Ingrid Millet, O'Che 1867 Jewellery, Porsche Design, D'urban, Moncler, Esprit, Coccinelle, Under Armour, Lanvin, Juicy Couture, Free Duty, Sonia Rykiel, Puma, Glasstique, Point De Vue, Esthe Pro Labo, I.D.S are the latest brands to join Sands Rewards. We look forward to a long and fruitful partnership with them as we commit to enhancing shopper loyalty.

The Sands Rewards programme allows participating retail partners to convert existing points balance into sales. If you are not already a Sands Rewards partner, get in touch and join us. For details, contact Vincci Tai on vincci.tai@sands.com.mo

金沙會這是澳門擁有最多會員的會籍，其會員超過400萬人。金沙會的獎賞計劃為現有及潛在顧客提供澳門其它綜合度假城無法比擬的獨特價值定位，會員可在所有綜合度假城旗下的合作伙伴商戶賺取積分及兌換獎賞。金沙會不斷擴充威尼斯人購物中心、四季名店、金沙廣場、巴黎人購物中心及金沙購物坊的參與商戶，目前已有超過500個合作伙伴商戶。為了紀念這個里程碑，我們於即日起至2018年4月28日，推出一項名為金沙會購物狂賞的抽獎活動。

我們竭誠歡迎新品牌加入我們日益茁壯的計劃，讓他們借助綜合度假城的廣泛優惠及禮遇拓展生意。最新加入金沙會的品牌包括Valentino、Saint Laurent、Wolford、Andrew Mackenzie、Vicunas、英格蜜兒、謝利源珠寶、Porsche Design、D'urban、Moncler、Esprit、Coccinelle、Under Armour、Lanvin、Juicy Couture、Free Duty免稅店、Sonia Rykiel、Puma、Glasstique、Point De Vue、Esthe Pro Labo、I.D.S等。我們期待與商戶建立長期且成效卓著的合作關係，同時也致力於提高顧客對金沙會的擁戴。

金沙會允許參與的零售合作伙伴將現有積分餘額轉化為銷售額。如果您尚未成為金沙會的合作伙伴，請與我們聯繫並申請加入。查詢詳情，請聯繫 Vincci Tai，電郵：vincci.tai@sands.com.mo

SANDS LIFESTYLE ICBC MASTERCARD

The new ICBC Sands Lifestyle MasterCard programme allows members to earn everywhere, even when they are outside of Macao. Members can then redeem their points within Sands Shoppes and Sands Resort Macao.

When Sands Lifestyle members shop and pay with their ICBC Sands Lifestyle Mastercard at participating retailers within Sands Shoppes, they can earn up to 3x the points. Cardholders can redeem their bonus points on all eligible Sands Shoppes purchases. For more information, please visit sandslifestyle.com

Sands Lifestyle offers a whole new database for marketing communications, which our partners can take advantage of. For details on the Sands Lifestyle programme and to be a partner, please contact Shahvir Carnac on shahvir.carnac@sands.com.mo

工銀金沙時尚萬事達卡

全新的工銀金沙時尚萬事達卡讓會員在全世界賺取積分。會員可在澳門金沙購物城邦及澳門金沙度假區以積分兌換獎賞。

金沙時尚的會員在澳門金沙購物城邦的指定商舖憑咭消費簽帳可賺取三倍積分。

持卡人可憑所有合資格的消費兌換額外積分。更多詳情，請瀏覽sandslifestyle.com。金沙時尚為合作伙伴提供市場潛力的大數據，有助了解市場，出奇制勝。想知道

Sands Lifestyle計劃詳情及成為合作伙伴，請聯繫 Shahvir Carnac，電郵：shahvir.carnac@sands.com.mo

SANDS
REWARDS
CELEBRATES
500
PARTNERS
擁有500間
金沙會
伙伴商戶



SANDS WEEKLY

Sands Weekly is an on-property printed newsletter that is placed each week in every room of The Venetian Macao, Holiday Inn Macao, Sands Macao, Conrad Macao Cotai Central and at Sheraton Grand Macao Hotel, Cotai Central Concierge Counter. We are seeking special offers exclusive to Sands Weekly readers. For your brand or store to be included in the newsletter, please send through a small paragraph, maximum 140 words (English and Chinese), with information on your special offer and an accompanying image so that we can schedule you in upcoming issues. For more information on this newsletter, please contact Charko Lam on charko.lam@sands.com.mo

《金沙一周》是一份期刊，放置於澳門威尼斯人、澳門金沙、澳門金沙城中心假日酒店、康萊德酒店以及喜來登酒店的客戶服務櫃台。金沙一周會為讀者提供最新獨享優惠。若您希望期刊內容包括您品牌或商舖的最新優惠，請電郵給我們一段短文（中、英文各140字以內）並包括優惠詳情及圖片，以便我們安排在下一期刊登。更多《金沙一周》詳情，請聯繫 Charko Lam，電郵：charko.lam@sands.com.mo

SANDS RETAIL ACADEMY

This year we celebrate five years of Sands Retail Academy, the programme that strives to improve service standards and customer experience across Sands Retail. During that time thousands of training hours have been delivered to thousands of employees with an Academy graduation, as well as the Sands Retail Awards, taking place every year.

We continue to offer Service and Leadership programmes with the goal of providing the best service and regularly introduce new courses. For details about Sands Retail Awards, contact Renata Borges on (853) 8117 7827 or renata.borges@sands.com.mo. To enroll team members or find out more about Sands Retail Academy, contact Calvin Tong on (853) 8118 6037 or calvin.tong@sands.com.mo

金沙零售學院創辦五年以來宗旨為提升澳門金沙購物城邦商戶的服務質素和顧客的購物體驗，至今已為數千名員工提供數萬小時培訓課程，學員完成課程可獲畢業文憑；我們每年亦舉辦金沙零售大獎為表揚出眾商戶。

我們將繼續推出提升服務及領導才能的課程，並定期推出新課程。若想瞭解更多金沙零售大獎詳情，請聯絡 Renata Borges，電話：(853) 8117 7827，電郵：renata.borges@sands.com.mo；為員工報名或金沙零售學院詳情，請聯絡 Calvin Tong，電話：(853) 8118 6037，電郵：calvin.tong@sands.com.mo



< RITA SIMONETTA

Assistant Vice President - Key Lead

Rita brings a wealth of experience from the retail industry to her role and is passionate about delivering unique experiences to keep Sands Shoppes top of visitors' minds. Rita has been in Macao for two years. In her spare time, she loves to travel.

零售市場推廣助理副總裁

Rita在零售業擁有豐富經驗，矢志以她獨特的專業知識協助金沙商戶成為顧客的首選購物勝地。Rita移居澳門兩年，放假時她喜歡去旅行。

> PEGGY LEONG 梁碧芝

Associate Director - Branding, Campaigns, Lead

Peggy is a devoted wife and mother to two beautiful girls. Born and raised in Macao, she's full of insightful knowledge. Peggy has been in Sands Retail since February 2013.

品牌及活動管理副總監

Peggy是一位能幹的妻子，亦是兩個漂亮女兒的媽媽。她在澳門出生和成長，見多識廣。Peggy於2013年2月加入金沙零售部門。



< CHARKO LAM 林澤隆

Retail Marketing Executive

Charko is a sports addict and dreams of travelling the world to see as many live sporting events as he can – including at least one World Cup.

零售市場推廣主任

Charko是體育迷，他夢想看遍全世界的體育活動，包括世界杯足球賽。



> ANKA LEI 李潤生

Assistant Manager - Social Media & E Commerce

Anka uses his love of travel to inspire his work developing innovative online events. He's always the first to discover the latest trends and is active on a number of social platforms – he's the person to come to if you want to know what's hot and what's not.

社交媒體及電子商務助理經理

Anka將他對旅遊的熱愛用在工作上，發展創新的網上活動。他總是第一個知道最新潮流，活躍於多個社交媒體，想知道最熱門趨勢，找他準沒錯。



< WINKEY LEE 李彥琪

Retail Marketing Executive

Winkey loves visiting new countries and tasting different foods. Her favourite place so far is Iceland. She dreams of making it to the South Pole one day.

零售市場推廣主任

Winkey喜愛旅遊和美食。她喜愛冰島，夢想踏足南極。



< DANIELA OLIVEIRA 鄧麗娜

Manager - CRM for Shoppes at DFS

Daniela is a doting mother of two: a little girl and a new-born boy. She works on Special Strategic Projects for Sands Retail and her role includes the upcoming SMFW2018. In her spare time, Daniela hangs out with her family and two cats, and spends time at the beach.

DFS 客戶關係經理

包括2018年度的金沙澳門時裝周。空閒的時候，她喜歡與家人和兩隻愛貓在海灘消磨時間。



< BON LEONG 梁婉婷

Retail Marketing Administrator

Bon spends her spare time shopping and eating. She likes to try new cuisines and when she does she always saves room for dessert – her favourite course, especially when it's green tea-flavoured. She travels to relax – but not for long, as she doesn't like to leave her five poodles behind.

零售市場推廣管理專員

Bon的休閒活動是購物和享受美食。她喜歡嘗試新的菜餚，更無法抗拒甜點的誘惑，特別是綠茶味的甜點。她視旅行為放鬆身心的良方，但因為不捨家中的五隻貴賓犬太久，所以不會選擇長途旅行。



▲ RENATA BORGES

Manager - Public Relations & CRM for Shoppes at Four Seasons

Renata loves to spend her money online and is our team's in-house personal shopper. She's the mother of two beautiful girls and is married to a hunky rugby player.

業務公關及四季名店客戶關係經理

Renata熱愛上網購物，經常在我們團隊扮演私人買手的身分。她有兩名漂亮的女兒，丈夫是身型健碩的欖球員。



< MILDRED WONG 黃韻霖

Manager - CRM for Shoppes at Sands Cotai Central and Sands

Mildred adores fashion so loves working in retail. Outside work she's a keen traveller and aims to have travelled the world by the time she's 50. She can't live without music and movies, and is also a foodie – she's always the first to try the newest restaurants in town.

金沙廣場及金沙購物坊客戶關係管理經理

Mildred醉心時裝，所以喜歡從事零售業。放假時她會到處旅行，希望年屆50已遊遍全世界。她的生活少不了音樂和電影，還有嘗試新餐廳。



▲ THOMAS CHAU

Retail Marketing Coordinator

Thomas is a big football fan. But his greatest love is music – you'll never find him without a pair of earphones.

零售市場推廣聯絡專員

Thomas是一名足球迷，但他最愛的是音樂，永遠戴着耳機在聽歌。



> MARCELO ALVES 歐文樂

Manager - CRM for Shoppes at Venetian and Parisian
Marcelo takes pride in his looks and loves the pleasure and pain of a good gym workout. In his downtime, he enjoys travelling but when in Macao he will spend his weekends zooming around Coloane on his motorbike.

威尼斯人購物中心及巴黎人購物中心客戶關係管理經理
Marcelo很注重外型，他喜愛健身，即使練得肌肉疼痛，仍樂在其中。閒時，他享受旅遊的樂趣，若留在澳門，他喜歡周末騎摩托車去路環馳騁。