

SANDS RETAIL

YOUR QUARTERLY NEWSLETTER | 金沙商戶通訊

CABARET TIME!

Illusion, dance, acrobatics and comedy come together in the unmissable La Parisienne – Cabaret Francais, at the Parisian Macao which takes the audience on an immersive tour of the City of Light.

「夢幻巴黎」現正在澳門巴黎人上演，是一場結合幻象、舞蹈、雜技和喜劇的精彩表演，帶領觀眾感受一段身臨其境的巴黎之旅。





DEAR RETAILERS

Welcome to the summer edition of Sands Retail, our quarterly newsletter that keeps you up to date with all the latest news and exciting happenings from our properties and marketing activities.

The second quarter of the year has seen strong sale and traffic results, in part buoyed by successful campaigns such as our Shop For Daily Prizes And Gold Reward and our Double Shopping Delights promotion.

Shoppes at Cotai Central has grown, with the launch of Phase 4 which adds 30 new shops to the retail offering. The new stores include a wealth of fashion brands and new-to-market labels as well as the introduction of an iconic Apple store. Over at Shoppes at Parisian, we are always introducing new stores, with a continued focus on the millennial customer. Across Sands Shoppes, visitors can now enjoy greater choice and more amazing experiences.

There's plenty still to come for 2018. We are thrilled to announce that Sands Macao Fashion Week 2018 will return and plans are well underway for a bigger and better event packed with the hottest fashion. The highlight of the week will be a glamorous fashion show featuring ready-to-wear group runway shows, showcasing current collections and attended by VIP guests and fashion industry influencers. There will also be a special showcase from local Macao designer Nuno Lopes as well as a variety of retail and initiatives across the resort. Stay tuned for more information and details on how you can get involved. In the meantime, we look forward to continuing to work and partner with you in various ways in the coming months.

歡迎閱覽最新一期的《金沙商戶通訊》。我們透過這份季刊，為您報道我們旗下物業的最新消息、活動和宣傳推廣資訊。

我們今年第二季表現理想，部分原因相信是推出的宣傳活動反應熱烈，包括「購物\$500足金賞萬元禮卷天天送」和「雙重禮遇購物季」，帶動人流，令營業額大幅增長。

而隨著金沙廣場第四期揭幕，規模日益宏大。新增的30間零售店包括眾多知名時裝品牌和首次引入澳門的商戶，還有萬眾期待的蘋果店。巴黎人購物中心亦不斷招徠新店進駐，繼續主力吸引年輕的千禧世代。顧客未來在澳門金沙購物城邦將享有更多的購物選擇，感受更美妙的購物體驗。

我亦在此興奮宣佈，2018年的精采活動陸續有來，例如再度重臨的金沙澳門時裝週。我們正密鑼緊鼓籌備這項時裝盛事，全力網羅更多人氣時裝。今年的焦點是魅力十足的時裝展，屆時眾多VIP嘉賓和業界時尚達人雲集欣賞時尚秀，逐一細看各個成衣品牌的當季系列。還有澳門時裝設計師羅偉傑的個人作品展，以及各式各樣的工作坊和活動。各商戶請密切留意日後公佈的詳情，積極參與。與此同時，我期待未來繼續與大家緊密合作，共創佳績。

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

DRIVE & SHOP

Sands Retail rewards self-drivers this summer. Visitors who drive themselves to Sands Shoppes and spend more than MOP250 at Shoppes at Venetian, Shoppes at Parisian or Shoppes at Cotai Central will be able to enjoy five hours of free parking. Spending any amount at Shoppes at Parisian or Shoppes at Cotai Central will allow self-driving shoppers to enjoy three hours of free parking.

今個夏天，金沙零售向駕車蒞臨購物的顧客推出泊車優惠。自駕的顧客只要在威尼斯人購物中心、巴黎人購物中心或金沙廣場購物滿澳門幣250元或以上，可以尊享五小時免費泊車；而在巴黎人購物中心或金沙廣場作任何消費，亦可享有三小時免費泊車。



NEW SHOPPES 新店進駐

RAZZLE

Each piece of Razzle's apparel is crafted with the utmost care and creativity, so as to ensure refined pieces that flatter the most fashion-forward of men. Striking silhouettes, distinctive prints and expert tailoring all allow the dapper gent to dazzle in Razzle, whose first store in Macao is now open in Shoppes at Cotai Central.

Shop 2236, Shoppes at Cotai Central

精美男裝品牌Razzle在澳門首間專門店隆重開業。品牌的服飾設計新穎，手工細緻，每件出品也精美上乘，以鮮明的線條、獨特的圖案和專業的剪裁，贏盡品味出眾男士的歡心，為他們締造講究時尚的得體打扮。
金沙廣場2樓2236號鋪

THE NORTH FACE

For more than half a century much-loved outdoor apparel brand The North Face has been delivering high quality gear for the modern-day explorer. The North Face Urban Exploration is the downtown expression of the brand – catering to the urban adventurer, with outdoor-inspired silhouettes that never look out of place on the city streets. With its characteristic premium detailing and technology, including the use of enhanced fabrics and materials, the brand ensures the utmost in form and function.

Shop 2306, Shoppes at Venetian

備受戶外人士喜愛的

The North Face在50多年來一直為現代探險家提供優質的衣著，品牌旗下的都市支線The North Face Urban Exploration把戶外特色結合都市風格，為熱愛冒險的城市人帶來動靜皆宜的日常打扮。品牌特有的精緻細節和科技用料，完美結合時尚感和功能，兩者兼備。
威尼斯人購物中心2樓2306號鋪



CK PERFORMANCE

Calvin Klein's activewear, which combines technical prowess with the hottest athleisure trends, has made its debut in Macao with the opening of the first Calvin Klein Performance store in Shoppes at Cotai Central. The label's line ensures comfort combines with style in a versatile range that seamlessly takes wearers from work to play to workout in looks that deliver that chic American style embodied by Calvin Klein.

Shop 2203, Shoppes at Cotai Central

Calvin Klein的運動系列Calvin Klein Performance進駐澳門，在金沙廣場開設首間專門店。品牌結合高科技的質料和時尚的休閒運動風，提供極為舒適又款式豐富的運動服，無論是工作、玩樂，甚至運動也適宜，全面體現了Calvin Klein的時尚美式風格，是夏日的必備單品。
金沙廣場2樓2203號鋪



SANDS COTAI CENTRAL EXPANDS

Sands Cotai Central Phase 4 is finished, bringing an additional 100,000 square feet of retail space to Macao, including brands ranging from fashion and accessories to lifestyle, and Sands Shoppes' very own Apple store

金沙城中心擴建金沙城中心第四期工程完成，為澳門增添100,000平方呎的零售空間，帶來多個首次進駐本地的時裝、配飾和生活品牌，以及在澳門金沙購物城邦開業的首間蘋果專門店。

ESPRIT

From stylish sportswear to chic business attire to casual streetwear, not to mention accessories, swimwear and underwear, Esprit has expanded significantly since its founders – who had previously launched outdoor apparel label The North Face – established the brand, selling initial designs out of a VW van in San Francisco in the 1960s. Esprit is now headquartered out of both Germany and Hong Kong from where it brings its on-trend womenswear to its new store in Macao.

Shop 2203A, Shoppes at Cotai Central

時尚品牌Esprit於1960年代成立，其創辦人在更早前創立了戶外品牌The North Face。他們初期在三藩市的小型麵包車售賣簡單的設計，發展至今產品已甚為多元化，從運動服、上班服到輕鬆便服，以及配飾、泳衣和內衣等一應俱全。品牌現以德國和香港為基地，最近還把時尚的女裝引進金沙廣場新店。

金沙廣場2樓2203A舖



LEVI'S

The Levi's name is synonymous not only with denim, but with classic American style. Founded in 1853, the riveted blue jeans were adopted by various subcultures and everyone from rockers to hippies, from miners to intellectuals – Albert Einstein, for example, was a fan – donned the brand's various styles, not least the 501s which, launched in the 1890s, remain the label's number one selling product.

A full range of denim is now available at the new Levi's store in Shoppes at Cotai Central.

Shop 2237, Shoppes at Cotai Central

Levi's不但是牛仔褲的代名詞，也代表了一種美國風情。自1853年成立以來，品牌生產的牛仔褲一直深深吸引了不同文化的愛好者，無論是搖滾樂手或潮人，或是礦工到有識之士也熱烈追捧，包括大名鼎鼎的愛因斯坦。1890年代推出的經典501系列牛仔褲，更一直穩佔品牌最暢銷產品的寶座。歡迎蒞臨金沙廣場新店選購各式各樣的牛仔精品。

金沙廣場2樓2237號舖

MLB

Established by renowned Korean fashion company F&F, casual apparel and accessories MLB reinterprets the 150-year heritage of Major League Baseball with a contemporary approach. From chic streetwear worn by K-Pop celebrities and South Korean influences, the brand has become a global phenomenon with one MLB cap sold every 10 seconds. Now the sharp Korean sportswear label is available in Shoppes at Cotai Central

Shop 2238, Shoppes at Cotai Central

由知名韓國服裝集團F&F創立的潮流便服及配飾品牌MLB，以韓式街頭時尚風格重新演繹了150年歷史的美國棒球大聯盟精神。MLB深受K-Pop明星及韓國潮流達人追捧，品牌每年更生產多達350款Cap帽，更每10秒便售出一頂，成為現代韓流服飾的代表。

金沙廣場2樓2238號舖



DOUBLE SHOPPING DELIGHTS 雙重禮遇購物季

Shopping rewards beyond all expectations were on offer at Sands Shoppes this summer. Shoppers were simply required to spend MOP5,000 or more at Sands Shoppes between 15 May and 7 July to earn up to MOP2,000 Parisian Rewards Dollar Vouchers. More than 11,000 redemptions were made, with generated sales of over MOP315million.

Shopper also automatically entered into a lucky draw to win up to MOP80,000 Rewards Dollars or complimentary nights at The Venetian® Macao which included spa treatment, Rewards Dollars and F&B vouchers. All it took was a spend of 50 points or more with Sands Rewards membership card at partner stores in Sands Shoppes to earn one entry, or a spend of the same amount at Shoppes at Parisian to earn two lucky draw entries.

澳門金沙購物城邦在夏天推出的購物推廣優惠，令顧客喜出望外。顧客在5月15日至7月7日期間，於澳門金沙購物城邦消費滿澳門幣5,000元或以上，便可以獲贈高達價值澳門幣2,000元的巴黎人獎賞推廣錢購物券。期內換領次數達11,000次，總銷售額超過澳門幣3.15億元，成效理想。此外，顧客只需憑金沙會會員卡於澳門金沙購物城邦的金沙會合作商戶消費滿50積分或以上，便可以自動參加一次大抽獎；若於巴黎人購物中心金沙會合作商戶消費滿50積分，更可獲得兩次抽獎資格，有機會贏得價值澳門幣80,000元的獎賞推廣錢，或澳門威尼斯人®免費住宿，包括按摩套餐、獎賞推廣錢和餐飲券。



SHOP FOR DAILY PRIZES AND GOLD REWARD 購物\$500足金賞 萬元禮券天天送

Shoppers were in with the chance to win Daily Prizes and a Gold Reward earlier this year, with Sands Retail's latest lucky draw. From 4 May to 4 August, for every MOP500 spent at Sands Shoppes, visitors were able to redeem one lucky draw entry. Prizes included a Pure Gold Eiffel Tower and Parisian Rewards Dollars, with total prizes worth more than HKD1,888,888. The campaign was met with great enthusiasm. More than 12,000 redemptions took place with a total number of over 230,000 lucky draw entries redeemed, and generated sales of more than MOP140 million.

5月4日至8月4日，顧客於澳門金沙購物城邦消費每滿澳門幣500元或以上，可以換領抽獎資格一次，有機會成為每日大抽獎或終極大抽獎的幸運兒，贏取足金鑄造的巴黎鐵塔及巴黎人獎賞推廣錢，總值超過港幣1,888,888元。活動反應熱烈，換領次數高達12,000多次，共230,000個抽獎資格，總銷售額達到澳門幣1.4億元，成效昭彰。





BAG BURBERRY; SUNGLASSES AND CLUTCH SHANGHAI TANG;
SHOES SERGIO ROSSI; BOX BAG DOLCE & GABBANA

PHOTOGRAPHY RICKY LO; STYLING ASSISTANT YVONNE WONG

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 in the first quarter of 2018. It was so well received by members that we launched a second round of the campaign, which ran from 15 May to 7 July.

As well as successful campaigns, our membership continues to expand and we are delighted to welcome some new brands to our growing programme, connecting them with the broader integrated resort offering. Innisfree, Hardy Hardy, Fila, Fila Red, Marciano by Guess, Emporio Armani, Butterfly Twists, Loro Piana, Lanvin, My-O-My, Yinger Club, Todabom, Zaxy, Hugo Boss, Emperor Jewellery, Charles & Keith, American Tourister, Samsonite, Stella McCartney, MPOP and Louis Vuitton are the latest 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 Ms. Vincci Tai on vincci.tai@sands.com.mo.

金沙會這是澳門最大規模的會員獎賞計劃，會員超過400萬人，為現有及深具購買力的顧客提供澳門其他綜合度假城無法比擬的價值定位。會員可在綜合度假城旗下所有合作夥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個合作夥伴商戶。為了紀念這個里程碑，我們於2018年上旬推出名為金沙會購物狂賞的抽獎活動，會員反應熱烈，因此我們於5月15日至7月7日再推出第二輪活動。

此外，金沙會的會員數目亦持續增長，因此我們竭誠歡迎新品牌加入日益茁壯的計劃，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Innisfree、Hardy Hardy、Fila、Fila Red、Marciano by Guess、Emporio Armani、Butterfly Twists、諾悠翩雅、Lanvin、My-O-My、Yinger Club、Todabom、Zaxy、Hugo Boss、英皇珠寶、Charles & Keith、American Tourister、新秀麗、Stella McCartney、MPOP和Louis Vuitton。我們期待與商戶建立長遠而成效卓著的合作伙伴關係，同時致力提高顧客對金沙會的忠誠度。

金沙會允許參與的零售合作夥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。





PARISIAN STYLE

Shoppes at Parisian has never felt more like the French capital as brands have moved their finest products outside their boutiques and into stylish display cabinets. Eateries such as Liège and Häagen-Dazs have set up like sidewalk cafes as small booths with street-side seating. With a little imagination, visitors to Shoppes at Parisian will feel as if they are wandering the small streets of the City of Light, complete with chic French labels. Decorative hot air balloons dance overhead – after all the first untethered hot air balloon flight took place in Paris – and a carousel centerpiece delights.

巴黎人購物中心銳意打造花都的情調，商戶把精美的貨品移到店外的展櫃內，Liège和Häagen-Dazs則放上室外座椅，變身街頭小店，令整個購物中心充滿法國的浪漫氛圍。顧客遊走於多個時尚法國品牌中，仿如置身巴黎別具特色的橫街巷弄。抬頭還有漂亮的熱氣球，加上矚目的旋轉木馬裝飾，猶如在迷人童話魅力的光之城。



SHOPPES AT PARISIAN TRANSFORMS INTO THE CITY OF LIGHT

巴黎人購物中心變身
成為**光之城**

ONLINE OPPORTUNITIES

Our social media platforms continue to grow and offer an excellent way for our retailers to engage with current and potential customers. With more than 1 million fans on WeChat, and a combined total of over 160,000 followers on our Facebook and Weibo accounts, why not reach out to Sands visitors through these channels? From online games and competitions to posts about your latest promotions and events, this is a great platform through which to drive traffic to Sands Shoppes and your stores. To get involved and for more information, please contact Anka Lei on anka.lei@sands.com.mo.

網上商機我們積極拓展社交網絡渠道，為商戶提供更多曝光機會，與現有及潛在客群進一步接觸。目前我們的微信有超過100萬名追隨者，而Facebook和微博賬戶則合共有超過160,000名粉絲。網上商機無限，何不以此種宣傳方法接觸更多的金沙賓客？我們不時舉行網上遊戲和比賽，亦積極在社交媒體發放商戶的最新訊息，藉此吸引更多人流到澳門金沙購物城邦和您的店鋪購物。查詢網上宣傳詳情，請聯絡Anka Lei，電郵：anka.lei@sands.com.mo。



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 @SandsResortsMacao

