

SANDS RETAIL

YOUR QUARTERLY NEWSLETTER | 金沙商戶通訊

STYLE SENSATION

All the glitz and glamour of Fall/Winter style was showcased at Sands Shoppes in October when Sands Macao Fashion Week returned for the second year running, featuring on-water runway shows, workshops, exhibitions, special promotions and a host of other hip happenings.

時尚盛典 10月舉行的第二屆金沙澳門時裝週，為澳門金沙購物城帶來閃亮迷人的秋冬時裝，並有水上天橋秀、工作坊、展覽和特別推廣等一系列的精采節目。





DEAR RETAILERS

Welcome to the autumn edition of The Style File, our quarterly newsletter that keeps you up to date with all the latest news and exciting happenings from Sands Retail and our properties.

As the year comes to a close we look back on an action-packed 2018 calendar that has included more than eight campaigns run across the various properties, not to mention a wide range of events and promotions.

A highlight of the year was the return of Sands Macao Fashion Week, which brought all the glamour of the fashion world to Macao for the second year running. With a fantastic turnout from brands and celebrities alike, and plenty of support for the local Macao fashion industry, we look forward to making the event even bigger and better next year.

The year wouldn't be complete without Sands Shoppes' Christmas festivities on which we were delighted to partner with Longines. The Swiss watchmaking brand presented a stunning Christmas tree festooned with sparkling decorations and a range of enticing attractions and promotions.

As the Year of the Pig arrives, we would like to thank all of our retailers for their continued support. We look forward to continuing to partner with you and with you all the best for the year to come.

致各零售商歡迎閱覽秋季的《金沙商戶通訊》，了解金沙中國旗下各商場及物業的最新消息、活動和宣傳推廣資訊。

在即將送別2018年之際，讓我們來回顧金沙中國過去一年的活動，包括八個主要的大型推廣，以及範圍廣泛的活動和宣傳等。

2018年，第二年舉辦的金沙澳門時裝週吸引了更多品牌和名人參與，並獲得澳門本地時裝業鼎力支持，星光雲集，展現時裝業的迷人魅力。時裝週無疑是我們在2018年的焦點盛事，亦期待2019年時裝週在規模和質素上均能更上一層樓。

至於澳門金沙購物城邦每年的聖誕慶祝活動，今年獲得瑞士著名鐘錶廠浪琴表的大力支持，為顧客送上閃亮動人的聖誕樹與美輪美奐的裝飾，以及一系列的推廣活動。

豬年將至，我們感謝零售商一直以來的支持，並期待來年繼續攜手，祝各商戶來年大展鴻圖。

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

A LONGINES CHRISTMAS

Swiss watchmaking brand Longines was behind this year's stunning Christmas tree in Sands Shoppes, as well as a carriage in which guests could take memorable festive photos and be in with the chance of winning a Longines watch. This and much more from the renowned timepiece expert marked a Christmas to remember at Sands Shoppes.

浪琴聖誕今年，澳門金沙購物城邦與瑞士鐘錶專家浪琴表攜手為顧客帶來與別不同的難忘聖誕，由閃閃生輝的聖誕樹，以至可讓客人拍照留念的馬車等各種聖誕裝飾，均獲得浪琴表的贊助。另外，浪琴亦送出一隻手錶作聖誕大抽獎之用。





FILA FUSION

The FILA FUSION line from Italian sportswear label FILA focuses on the most stylish, on-trend streetwear. Incorporating vintage elements into its sporty, street fashion pieces, the line also includes collaborations with a variety of fashion-forward international brands, from Korea's D-Antidote to Staple from the US. Yet it always retains a sleek, laid-back cool.

Shop 2235a, Shoppes at Cotai Central

意大利運動品牌FILA旗下的FILA FUSION主打時尚街頭服飾，將古典設計加入運動及街頭時裝。FILA FUSION經常與不同的前衛國際時裝品牌合作，包括南韓的D-Antidote和美國的Staple等，但與此同時，休閒時尚的主體風格不變。

金沙廣場2樓2235a號舖

BA&SH

Barbara Boccara and Sharon Krief have always been passionate about fashion which has led them to find their own fashion brand together, named after the first two letters of their names. The French label provides women with an affordable, quality wardrobe comprising a full range of elegant yet effortless apparel that fit for any occasion.

Shop 904, Shoppes at Venetian

Barbara Boccara和Sharon Krief一直熱愛時裝，因此攜手創辦這個以她們名字的头兩個字母命名的時裝品牌。這個法國時裝品牌的產品價錢適中、品質優良，網羅各式優雅舒適、適合各種場合的女裝。

威尼斯人購物中心904號舖



SANDS MACAO FASHION WEEK

October marked the highly anticipated return of Sands Macao Fashion Week to Sands Shoppes. And Macao's most glamorous fashion event did not disappoint with fashion-forward brands and leading labels taking part in everything from workshops and exhibitions to runway presentations and catwalk shows.

金沙澳門時裝週澳門金沙購物城於10月舉辦了眾人引頸以盼的金沙澳門時裝週。這個澳門最閃亮的時裝盛事，雲集時裝界的前衛品牌，活動包括工作坊、展覽，以至時裝表演和天橋秀等。



CPTM DESIGNER RUNWAY SHOW, SHOPPES AT PARISIAN

Sands Shoppes partnered with Macau Productivity and Technology Transfer Center (CPTM) to present two fashion events to showcase Macao's thriving fashion industry. An exhibition of eight local designers and their creations, made using recycled and eco-friendly fabrics, was on display at The Parisian Macao's Rotunda, while ten up-and-coming Macao fashion labels presented their latest collections at Sands Macao's Fashion Week's closing show on Avenue Des Champs Elysees.

年輕設計師時裝秀，巴黎人購物中心
澳門金沙購物城與澳門生產力暨科技轉移中心(CPTM)攜手推出兩項活動，旨在展示澳門蓬勃的時裝業。在澳門巴黎人中庭舉辦的展覽，可以看到由八位本地設計師利用循環再造和環保布料的創意時裝；而在巴黎人購物中心香榭麗舍大街舉行的閉幕時裝秀，則展出十個新進澳門時裝品牌的最新系列。

BOUTIQUE SHOWS, SHOPPES AT PARISIAN

Macao's iconic Eiffel Tower set the scene as the backdrop for a runway that showcased the latest looks and trends from the likes of Zadig & Voltaire, Phase Eight, Sonia Rykiel, Guess by Marciano, and more.

精品時尚秀，巴黎人購物中心以澳門地標艾菲爾鐵塔為背景的天橋秀，展示Zadig & Voltaire、Phase Eight、Sonia Rykiel和Guess by Marciano等品牌的最新款式和流行服裝。

OTHER EVENTS

As well as runway shows and exhibitions, there was also a Your BAZAAR Statement Tee vending machine, a Cosmopolitan Fashion-style Reverse House photo booth, a Versace Chain Reaction pop-up, a Versus Versace promotion campaign and a Victoria's Secret Dream Angels collection pop-up to entice and inspire visitors to Sands Macao Fashion Week 2018.

其他活動

除了天橋秀和展覽，金沙澳門時裝週提供了Your BAZAAR Statement Tee自動販賣機、Cosmopolitan Fashion-style Reverse House照相亭、Versace Chain Reaction限時店、Versus Versace推廣活動和Victoria's Secret專門售賣Dream Angels系列的限時店等，務求讓顧客樂而忘返。





GALA LAUNCH EVENT

Sands Macao Fashion Week kicked off with a spectacular launch event featuring a presentation by headline brand Emporio Armani of its Fall/Winter 2018 collection. The full-scale trunk show featured looks from the label's ready-to-wear collections worn by celebrity models, including Lilee, Hao, Lina Zhang and Zhang Hui Jin. The star power didn't culminate on the catwalk – there were celebrity sightings in the audience, too, as renowned Chinese actor Zheng Kai, actress Karline Zhang and actor and singer Jiro Wang, looked on. Special guest, actress and singer Qi Wei also attended the event.

時裝展貴賓盛典 Emporio Armani時裝展貴賓盛典為金沙澳門時裝週揭開序幕，當晚台上台下均星光熠熠，天橋上有Lilee、Hao、Lina Zhang和Zhang Hui Jin等模特兒展示品牌的2018秋冬成衣系列，而在天橋下，知名中國演員鄭愷、張佳寧、汪東城，以及特別嘉賓戚薇等均是座上客。

GALA EVENT
ATTENDED BY
MORE THAN

220

CELEBRITIES AND
FASHION VIPS

出席貴賓盛典的
名人和時裝界精英
超過220人



WALK ON WATER RUNWAY SHOWS, SHOPPES AT VENETIAN

On-water runway shows spanned purpose-built catwalks constructed over the The Venetian Macao's canals and featured fashion-forward collections from leading labels including Max & Co., Marella, Miss Sixty, Calvin Klein Jeans and Hardy Hardy, among many others at various times over three days.

水上天橋秀，**威尼斯人購物中心**為期三天的水上天橋秀，伸展台特別興建在澳門威尼斯人購物中心的大運河上，展出了Max & Co.、Marella、Miss Sixty、Calvin Klein Jeans和Hardy Hardy等知名品牌的前衛時裝系列。



NUNO LOPES SHOW, SHOPPES AT VENETIAN

Talented designer Nuno Lopes, the first Macao fashion designer to be featured in Vogue and to participate in London Fashion Week, presented his hottest looks, as worn by celebrities the world over, on the catwalk.

羅偉傑時裝秀，**威尼斯人購物中心**才華橫溢的時裝設計師羅偉傑，是第一個登上時尚雜誌《Vogue》和參加倫敦時裝週的澳門設計師。在這個時裝秀上，來自全球各地的模特兒名人將會穿上他最火熱的設計走秀。

VERSUS
VERSACE'S
CAMPAIGN
GENERATED SALES
OF MORE THAN
**MOP27
MILLION**
VERSUS VERSACE
的推廣活動帶來逾
澳門幣2,700萬元的
銷售額



**SHOP AND DRIVE
A RANGE ROVER AWAY**
樂享購物 禮馭路虎

Shoppers were in with the chance to drive away a Range Rover Velar R-Dynamic with Sands Shoppes' lucky draw this autumn. A spend of MOP500 at Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central or Shoppes at Parisian entitled shoppers to redeem one lucky draw entry to win the dream car and Parisian Rewards Dollars, with total prizes worth more than MOP2,900,000. The lucky draw promotion ran between 18 August and 3 November 2018 and between those dates more than 11,120 redemptions were made with a total of more than 192,600 lucky draw entries and total sales topping MOP108 million.

2018年8月18日至11月3日期間，顧客凡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，有機會贏取路虎Velar R-Dynamic座駕或巴黎人獎賞推廣錢，總值超過澳門幣2,900,000元。活動反應熱烈，換領次數高達11,120多次，超過192,600個抽獎資格，總銷售額達到澳門幣1.08億元，成效昭彰。

INDULGE IN A REWARDING SHOPPING SPREE
禮賞潮流 購享精彩

To celebrate the second edition of the highly anticipated Sands Macao Fashion Week, Shoppes at Parisian partnered up with Versus Versace to present "Indulge in a Rewarding Shopping Spree". Shoppers who spent MOP2,500 or more at Shoppes at Parisian were eligible to receive Versus Versace special gifts. For spending of MOP2,500, shoppers could get a special Versus Versace Bear Key Ring, while spending of MOP50,000 or more, shoppers were eligible to receive a Versus Versace Bear Backpack, crafted in faux fur and shaped like a teddy bear, as well as a MOP500 Versus Versace Voucher. The promotion ran from 28 September to 31 October 2018 and during that period more than 1,400 redemptions were made, with generated total sales of more than MOP27 million.

為慶祝備受矚目的第二屆金沙澳門時裝週舉行，巴黎人購物中心與Versus Versace攜手推出「禮賞潮流 購享精彩」活動。顧客凡於巴黎人購物中心購物滿澳門幣2,500元，即可獲贈Versus Versace精美禮品：購物滿澳門幣2,500元可獲Versus Versace小熊鑰匙圈，滿澳門幣50,000元或以上可獲以人造皮革縫製的Versus Versace小熊造型背包及價值澳門幣500元的Versus Versace禮券。於2018年9月28日至10月31日的活動推廣期間，換領次數高達1,400多次，總銷售額達到澳門幣2,700萬元。





RETAILER NIGHT

Sands Shoppes welcomed more than 100 of Asia's leading retailers to PMO's Qube event space in October for the 'Shoppes at Parisian: Steps Into the Future' retail experience. The event marked the unveiling of Shoppes at Parisian's market-leading retail concept 'Destination Millennial', which was reflected in the programme for the night which included talks on the future of retail by leading technology experts Leo Liu of Alibaba Cloud and Sean Lee-Davies of Awethentic Studio, as well as cutting-edge tech demos. Retailers were able to experience first-hand a range of state-of-the-art advancements including virtual make-up and clothing mirrors. There was also the opportunity to create personalised avatar videos. These marked just a few examples of what the future of retail may hold.

SHOPPES AT PARISIAN: STEPS INTO THE FUTURE

巴黎人購物中心：邁向未來

100+ **LEADING RETAILERS** ATTENDED
SHOPPES AT PARISIAN IS '**DESTINATION MILLENNIAL**'
LEO LIU OF **ALIBABA** CLOUD ON THE FUTURE OF RETAIL
SEAN LEE-DAVIES OF AWETHENTIC STUDIO ON TECH IN RETAIL

100+ 家大型零售商參與
巴黎人購物中心是「千禧購物勝地」
阿里雲的LEO LIU大談零售業的未來
AWETHENTIC STUDIO的戴尚安講解零售科技



零售商之夜金沙購物城於10月在元創方的智方多用途會堂舉行了「巴黎人購物中心：邁向未來」的零售體驗活動，吸引逾100多家亞洲頂尖零售商蒞臨。當晚，巴黎人購物中心推出了一系列以「千禧購物勝地」為題的市場主導零售概念推廣活動，在「邁向未來」活動拉開序幕後，我們亦請來零售科技專家阿里雲的Leo Liu和Awethentic Studio的戴尚安，暢談零售業的未來及示範先進的科技應用。出席的零售商可嘗試製作個人的阿凡達短片，以及率先體驗虛擬化妝和穿衣鏡等一系列最先進的未來零售業科技。



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, where we are committed to providing followers with exclusive offers from Sands Shoppes, and a combined total of more than 165,000 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, social media is a great way to drive traffic to Sands Shoppes and your stores. To get involved or for more information, please contact Mr Anka Lei on anka.lei@sands.com.mo or Ms Jacinta Chao on jacinta.chao@sands.com.mo.

網絡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165,000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)或Jacinta Chao(電郵：jacinta.chao@sands.com.mo)。

KOL 網紅推介

Campaign 活動

Offers 優惠

Facebook Like

Over 165,000 followers

面書 FACEBOOK

2K likes

Openings 開幕

Weibo Comment

微博 WEIBO

RED 當紅之選

GREEN 綠色生機

YELLOW 金時代

PINK 美物麗心

Festival 節日

Styling 搭配指南

WeChat Share

微信 WECHAT

Post 推送

Over 1M followers

Sands Shoppes Macao

澳門金沙購物城邦

澳門金沙度假区