

## CENTRE STAGE

Award-winning singer Angela Zhang descends on Macao for one night only in March. With an array of chart-topping tunes under her belt, the former actress, who recently hosted and competed on popular talent show Singer, is set to wow the audience at Cotai Arena on 23 March with her impressive vocal range, dazzling dance routines and eye-catching costumes. Part of Zhang's Journey World Tour, it's a spectacle guaranteed to thrill.

**三月份**，著名歌手張韶涵親臨濠江舉行演唱會，只此一場機會難逢。作為前演員的張韶涵卻同時擁有悅耳歌聲。她最近以主持人身剛完成了內地受歡迎的歌唱節目《歌手》。在3月23日當天，張韶涵現身澳門威尼斯人金光綜藝館獻唱，相信定必令粉絲們尖叫。她那動人的歌聲、耀眼的專業舞蹈編排，以及奪目華麗的舞台服飾，給歌迷帶來娛樂性豐富的視聽享受，這亦是張韶涵世界巡迴演唱會其中一站。





## DEAR RETAILERS

Welcome to the spring 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.

We look back on some of the successful events and campaigns that ran across our various properties in 2018, and look forward to the Year of the Pig and the many initiatives that it has in store.

The return of Masters of Time to T Galleria by DFS, Macau at Shoppes at Four Seasons in December marked a milestone for the luxury timepiece and jewellery retail exhibition. Celebrating its tenth anniversary, Masters of Time X featured immersive walk-in exhibitions and a multisensory dining experience, as well as an unprecedented collection of items from the crème de la crème of watch and jewellery brands, which was on display through to the end of February.

From Christmas to Chinese New Year, the festive season has been packed full of fabulous events and enticing promotions, not to mention the iconic CNY decorations throughout all properties. Shoppers have enjoyed the opportunity to reap shopping rewards as well as a chance to win unprecedented prizes in Sands Shoppes' lucky draws. And We look forward to sharing more detail on 2019 promotions, offers and events that are planned for the coming year that retailers will be able to get involved with and we look forward to working closely again with you.

In the meantime, I would like to take this opportunity to thank our retailers for your continued support.

歡迎閱覽新一期春季號的《金沙商戶通訊》，透過這份季刊可讓你了解我們旗下各商場及物業的最新消息、活動和宣傳推廣資訊。

隨著狗年結束，回顧過去我們籌辦了不少成功的推廣活動遍及我們各大商場和物業。踏入豬年，期待將有更多籌劃已久的推廣項目展開。

去年十二月份，Masters of Time《曠世藏表》品鑒會再度重臨DFS旗下澳門T廣場四季名店舉行。這個世界高級腕錶及珠寶展覽的盛會，同時標誌著商貿發展的新里程。為了慶祝Masters of Time X十周年而舉辦的特別周年紀念活動，精心設計的藝術裝置，星級名廚主理結合多重感官享受的用餐體驗，均讓人留下深刻印象。是次活動展覽的珍貴藏品令人目不暇給，均是來自舉世聞名的鐘錶及珠寶品牌，而展覽盛會舉行至二月底結束。

從聖誕節到中國新年，濃厚的節日氣氛令到推廣零售消費的活動及節目更熱鬧，尤其是各大商場的新年裝飾充滿喜氣洋洋。在新年節日期間，消費者可以享受到不少購物獎賞，包括有機會贏取來自澳門金沙購物城邦幸運大抽獎的豐富獎品。今年，我們籌備了不少節目推廣、優惠及宣傳活動等項目，期待與零售商分享這些豐富資訊，好讓他們參與其中，以及進一步加強彼此間緊密合作。

與此同時，我想藉此機會感謝零售商一直以來的鼎力支持。祝你們新年快樂、身體健康和財源廣進。

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



## CHLOÉ

Founded by French fashion designer Gaby Aghion in 1952, for decades Chloé has delivered high quality prêt-a-porter that is soft and feminine, and at the same time luxurious and versatile. With Natacha Ramsay-Levi now at the helm as the brand's Creative Director, the free spirit, modernity and sophistication of Chloé's designs remain as empowering and elegant as ever. Discover a curated selection of the Maison's most stylish accessories at the new concept store in Shoppes at Four Seasons.

*FSK10, Level 2, Shoppes at Four Seasons*

Chloé由法國時裝設計師Gaby Aghion於1952年創立，這些年來品牌致力設計高品質的女裝服飾。Chloé的時裝風格向來柔和及女性化，同時不失華麗感及多功能性。所謂成功非偶然，作為品牌現任的創意總監及掌舵人的Natacha Ramsay Levi，她能夠保留Chloé貫徹的自由奔放精神和現代感，而且設計精緻細膩，輕易地為女性塑造出優雅和自主的一面。現在，顧客可以在全新概念店選購最新時尚產品和配飾。

*四季名店 2樓FSK 10*



## LOEWE

What began as a cooperative of leather artisans in the heart of Madrid in 1846 has today become one of Spain's leading luxury fashion houses, and one that is held in high esteem around the world. Innovative and modern with impeccable craftsmanship, the brand continues to release collections that are inspirational and aspirational. And under the leadership of Creative Director Jonathan Anderson, LOEWE and its eye-catching and impressive womenswear are always blazing a stylish trail into the future.

*FSK9, Level 2, Shoppes at Four Seasons*

1846年，LOEWE在西班牙馬德里核心地帶成立皮革社起家。到了今天，它成為了西班牙奢華時裝品牌，也是一家深受歡迎及遍布世界各地的高級時裝店。品牌結合了創新和現代感等兩大元素，加上無可比擬的手工藝，令到LOEWE發展出來的每季系列取得極大成功，成績令人鼓舞。此外，在品牌創意總監Jonathan Anderson Loewe領導之下，品牌設計出來的女裝耀眼矚目，並且成功開闢未來時尚之路。

*四季名店 2樓FSK9*

## WEEKEND MAX MARA

Timeless essentials suited to leisure – that's what Weekend Max Mara is all about. The casual yet refined collection from Italian fashion house Max Mara launched in 1984, providing women with clothes that embodied comfort combined with contemporary style. Imagine yourself meandering through manicured gardens on a spring morning, relaxing on a lazy summer afternoon, or strolling in snowy landscapes; Weekend Max Mara takes inspiration from the outdoors, the countryside and the home to ensure you are always suitably and stylishly attired for such weekend or work-free pursuits.

*Shop 943, Level 3, Shoppes at Venetian*

休閒服飾必須優雅及實用，這代表Weekend Max Mara風格所在。這個休閒精細服裝系列屬於意大利時裝品牌Max Mara旗下的副線，它於1984年成立，並為女性提供富現代感又舒適的服裝。你試想像一下：春日早上在花園踱步，懶洋洋度過的一個下午，或是在漫天雪地中散步，這些來自戶外、鄉郊或家居等生活場景，全是Weekend Max Mara的設計靈感所在。當你於周末消閒或自由隨心地工作時，Weekend Max Mara能夠給你打造出最稱心滿意的時尚造型。

*威尼斯人購物中心 第3層943號舖*





## MASTERS OF TIME X

The world's leading retail exhibition of luxury timepieces and jewellery returned to T Galleria by DFS, Macau at Shoppes at Four Seasons for its milestone tenth edition in December. The special anniversary event, Masters of Time X, kicked off with a landmark gala weekend from 7 to 9 December, which featured an immersive, multisensory dining experience created by celebrated chef Raj Alajmo for 200 VIP guests, as well as exclusive, immersive walk-in showcases by Bulgari, Franck Muller, Hublot, Jaquet Droz, and Ulysse Nardin, and awe-inspiring aerial acrobatic performances. The launch weekend was attended by actress Charmaine Sheh and fashion designer Phillip Lim, while Russian graffiti artist Pokras Lampas performed impressive live drawing on site. The event also gathered together an exclusive selection of more than 450 rare watches and exceptional jewellery items from the world's most renowned brands, including pieces created especially to mark the occasion. This collection was on display through 28 February 2019.

去年十二月份，DFS旗下澳門T 廣場四季名店舉行了盛大的“曠世藏表”十周年特別慶祝活動盛會，同時標誌高級腕錶及珠寶展覽重臨濠江的里程碑。這個“曠世藏表”十周年活動於12月7日至9日期間舉行。開幕當天由星級名廚Raj Alajmo為現場超過二百位VIP客人呈獻多重感官享受的用餐體驗，帶來愉快的晚上。現場展覽出不少獨家名表珍藏，包括有Bulgari、Frank Muller、Hublot、Jaquet Droz、Ulysse Nardin等國際知名鐘錶品牌，並且有扣人心弦的空中雜技表演。出席周末該盛會的名人有紅星余詩曼、著名時裝設計師Philip Lim，以及來自俄羅斯塗鴉藝術家Pokras Lampas。這位塗鴉藝術家即場發揮繪畫創意，教人拍案叫絕。今次盛會精選450款珍貴稀見的腕錶和獨家呈獻的珠寶珍品，包括為紀念這次盛會而設的精品。鑑賞會展出珍藏系列直至二月底結束。



## CHINESE NEW YEAR

Stunning flower blossom decorations marked the arrival of the Lunar New Year in February, and these were accompanied by a dynamic lion dance walk-through all four shopping malls. The vibrant performance marked the dawning of the Year of the Pig, and the lion dancers not only thrilled the crowds with their energy, but also Dr Wilfred Wong, President of Sands China Limited; Mr. Timothy Jones, Senior Vice President of Retail; Ms. Rita Simonetta, Vice President of Retail Marketing and Mr. Choon Keong Leong, Director of Mall Management, who were in attendance.

耀眼的鮮花裝飾迎接農曆新年的來臨，充滿動感和活力的舞獅穿梭於四間購物商場。為慶祝豬年的美好開始有精彩的醒獅表演，讓顧客及眾嘉賓們感到興奮。而主持慶祝活動的嘉賓有金沙中國有限公司總裁王英偉博士、零售業務部高級副總裁Timothy Jones先生、市場零售部副總裁Rita Simonetta小姐、商場管理總監梁俊強先生。

## 7<sup>TH</sup> SANDS RETAIL ACADEMY GRADUATION CEREMONY

More than 180 employees from Sands Shoppes retailers graduated from Sands Retail Academy in November 2018. A ceremony was held at Four Seasons Hotel Macao where more than 90 employees were recognised for completing the Academy's Service Enhancement customer service training programme, and a further 90 or so were celebrated for graduating from the Because We Care service culture training programme.

Sands Retail Academy seeks to improve service standards and customer experience across Sands Retail by providing a wide range of programmes, courses and workshops to retail employees. Since the Academy's launch in November 2013, more than 8,000 retail employees have attended its programmes.



去年11月，金沙零售學院在澳門四季酒店舉行了第七屆畢業典禮，逾180名澳門金沙購物城邦零售從業員完成課程及順利畢業。當天約90多名零售從業員因完成學院之服務提升培訓課程而得到認可資格。另外，亦有約90名零售從業員完成因您而用

心企業文化培訓。

金沙零售學院致力提升及改善零售服務質素，因此為學員提供廣泛的零售培訓課程以及不同類型的工作坊。學院自2013年11月成立以來，便有超過8,000名零售從業員參加過相關的培訓課程。

### NEW PROGRAMMES

In October 2018, Sands Retail Academy introduced a new Manager Competence Development programme, targeting mid-level management staffs, and a new initiative exclusive to Sands Retail Academy, the Celebrity Mentor Workshop Series co-organised by the Macao Government Tourism Office and Sands China Ltd., which invites celebrity mentors to conduct customer service workshops for retail professionals. The first workshop in the series, Creation of Personal Branding, was delivered by Hong Kong actress and UK-accredited trainer Astrid Chan, and was followed by a workshop on Sales and Consumer Behaviour, hosted by motivational speaker Brian Cha.

2018年10月，金沙零售學院增設經理職能培訓計劃。這個培訓計劃專為零售中層管理人員而設。此外，金沙零售學院亦首度推出「星級導師」系列專題講座，此課程由金沙中國有限公司聯同澳門旅遊局合辦。此課程請來星級導師主持客戶服務工作坊，向零售業專才分享其成功之道。首個工作坊由香港知名藝人兼具有英國認證的培訓師陳芷菁小姐主持，教授學員打造專業個人形象，同時學院亦邀請激勵人生演說家車志健先生分享營銷技巧及消費者行為表現的獨到心得。

## 4<sup>TH</sup> SANDS RETAIL AWARDS

Sands Shoppes has also rewarded its top retailers with fourth Sands Retail Awards for their commitment, service excellence and outstanding performances in 2018 at the ceremony. The following retailers were presented with awards:

澳門金沙購物城邦給予表現出色的零售商頒發第四屆金沙零售獎項，以表揚他們優秀及出色的零售服務精神。以下獲頒發獎項的零售商名單如下：



AWARDS 獎項	2018 WINNERS 得獎零售商
Best Store Performance – Luxury Fashion 最佳零售表現獎 – 奢華時尚組	Gucci (Shoppes at Cotai Central 金沙廣場)
Best Store Performance – Luxury Watch & Jewellery 最佳零售表現獎 – 奢華珠寶及腕錶組	Bulgari (Shoppes at Venetian 威尼斯人購物中心)
Best Store Performance – High Street Fashion 最佳零售表現獎 – 高級街頭時尚組	I.T (Shoppes at Parisian 巴黎人購物中心)
Best Store Performance – High Street Watch & Jewellery 最佳零售表現獎 – 高級時尚珠寶及腕錶組	APM Monaco (Shoppes at Venetian 威尼斯人購物中心)
Best Store Performance – Beauty 最佳零售表現獎 – 化妝品及皮膚護理組	Chanel (Shoppes at Venetian 威尼斯人購物中心)
Best Store Performance – General Retail 最佳零售表現獎 – 一般零售組	Duty Free Americas (Shoppes at Venetian 威尼斯人購物中心)
Best Store Performance – Food & Beverage 最佳零售表現獎 – 餐飲服務組	Dragon King Restaurant 龍皇酒家 (Shoppes at Venetian 威尼斯人購物中心)
Best Store Performance – Highest Point Redemption for Loyalty Programme 最佳零售表現獎 – 客戶忠誠計劃之最高積分兌換	Lukfook Jewellery 六福珠寶 (Shoppes at Venetian 威尼斯人購物中心)
Best Store Performance – Highest Number of Transactions for Loyalty Programme 最佳零售表現獎 – 客戶忠誠計劃之最高交易次數	Tai Hing Restaurant 太興 (Shoppes at Venetian 威尼斯人購物中心)
Best Window Display 最佳櫥窗展示獎	Dolce & Gabbana (Shoppes at Four Seasons 四季名店)
Best Store Design 最佳商舖設計獎	Saint Laurent (Shoppes at Four Seasons 四季名店)
Best Customer Service 最佳顧客服務獎	Skechers (Shoppes at Cotai Central 金沙廣場)
Rising Star 新星獎	MLB (Shoppes at Venetian & Shoppes at Cotai Central 威尼斯人購物中心 & 金沙廣場)

For details about Sands Retail Academy & Awards, please contact Ms. Winkey Lee on (853) 8117 7834 or winkey.lee@sands.com.mo.

To enroll team members to attend Sands Retail Academy programmes, contact Mr. Calvin Tong on (853) 8118 6308 or calvin.tong@sands.com.mo.

查詢有關金沙零售學院及獎項的詳情，請致電(853) 8117 7834 或電郵至 winkey.lee@sands.com.mo 聯絡Winkey Lee小姐。

如欲為團隊成員報讀金沙零售學院課程，請致電(853) 8118 6308 或電郵至 calvin.tong@sands.com.mo 聯絡Calvin Tong先生。

# LONGINES CHRISTMAS @SANDS SHOPPES

For the first time, Swiss watchmaker Longines was behind the stunning Christmas tree in Shoppes at Venetian. There was more to inspire shoppers, too, from a beautifully crafted flying horse reflecting Longines' equestrian heritage to an imposing carriage in which guests could take memorable festive photos to be in with the chance of winning a Longines watch. Elsewhere, a sleigh at Shoppes at Four Seasons provided Instagram-worthy entertainment, while there was the opportunity to share heartfelt messages complete with Longines stamps at Shoppes at Cotai Central. A Longines Christmas promotion rewarded shoppers who spent MOP15,000 or more at Sands Shoppes from last 6 to 31 December with a complimentary Longines Candle Carousel, a Longines Discount Voucher and a Longines Promotion Voucher.

浪琴聖誕歡躍金沙 瑞士著名鐘錶品牌浪琴首次融合耀眼的聖誕裝飾出現於威尼斯人購物中心。顧客可與驚喜飛馬及馬車拍攝難忘的節日照片，以及有機會贏取浪琴名錶。值得一提的是，精心製作的飛馬裝置反映出浪琴品牌與馬術的深厚淵源。此外，在四季名店則有雪橇造型的聖誕裝置供給客人拍照及發布於instagram社交平台的娛樂體驗，來到金沙廣場讓你有機會分享貼上浪琴郵票的心意信息。毋庸置疑的是，澳門金沙購物城邦與浪琴為推廣聖誕佳節而設的獎賞禮品非常豐富；顧客於去年12月6日至31日期間，凡於澳門金沙購物城邦消費滿澳門幣15,000元或以上，即可獲贈浪琴旋轉木馬蠟燭台、折扣券和優惠券等精美禮遇。



## SHOP FOR WINTER DOUBLE REWARDS

Festive rewards were on offer last Winter at Sands Shoppes. From 9 November to 23 December 2018, shoppers who spent MOP8,000 or more were eligible to earn up to MOP2,500 in Rewards Dollar Vouchers. This offer generated sales of more than MOP827 million and saw total redemptions of more than 26,600 during the campaign period. Moreover, festive lucky draw provided shoppers with the opportunity to take home fabulous prizes. Simply by spending MOP500 at Sands Shoppes, visitors could redeem one lucky draw entry. Sands Rewards members were able to earn a complimentary entry by scanning a QR code with WeChat. Total sales of more than MOP38 million were generated from the promotion with more than 69,000 entries for the lucky draw, which took place on 23 December 2018.

澳門金沙購物城邦於去年冬季（由11月9日至12月23日期間）提供精彩豐富的節日獎賞。顧客購物滿澳門幣8,000元或以上，便能換取價值高達澳門幣2,500元的獎賞推廣錢購物券。這個節日獎賞計劃能夠帶動營業額高達澳門幣8.27億元，換領回贈獎賞的次數超過26,600人次。此外，幸運大抽獎活動給予消費者豐富精彩的禮品帶回家。他們只需於澳門金沙購物城邦消費滿澳門幣500元，便可換取抽獎資格一次。而尊貴的金沙會會員更可透過掃描微信二維碼可獲得抽獎資格一次。這個節日促銷活動帶來澳門幣3,800萬元的可觀收益，而在去年12月23日當天，我們從69,000個抽獎資格中抽出了幸運兒。



# 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](mailto:anka.lei@sands.com.mo) or Ms Jacinta Chao on [jacinta.chao@sands.com.mo](mailto: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184,000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](mailto:anka.lei@sands.com.mo)) 或 Jacinta Chao (電郵：[jacinta.chao@sands.com.mo](mailto:jacinta.chao@sands.com.mo))。

OVER  
**1M**  
FOLLOWERS



OVER  
**184,000**  
FOLLOWERS



Want to amplify the effect of a sale promotion? Come and reach out massive potential customers on our free platforms. Let us know your most updated sale promotion in store, we will consolidate all offer and place advertisement for the offers by the following ways on our platforms.

店內優惠想得到理想成效？免費平台讓你接觸海量潛在客戶！只須提供店內最新優惠資訊，我們將整理及投放廣告於平台作廣泛宣傳。

**INDIVIDUAL POST 獨立文案**  
 Exclusive offer would be feature individually on Social Media.  
 當月精選優惠將會造成獨立文案於社交網站發佈。

**OFFER PACK 優惠合集**  
 All retailers offer would be merged as a landing page in official website.  
 所有商戶優惠將合併並於官方網站建立頁面。

**Sands Shoppes Macao 澳門金沙購物城邦**  
 2018年8月3日

【馬上開始夏日購物樂！】  
 年度最佳購物時機——金沙購物城邦的「夏日優惠」現已全面展開！即日起至8月29日，前來全澳最大型室內免稅購物中心——金沙購物城邦，即可盡享來自多間國際品牌的購物禮遇，多款時尚名品更低至4折，切勿錯過！立即來開始夏日購物樂吧！..... 查看更多



**夏日優惠**

**Sands Shoppes Macao 澳門金沙購物城邦**  
 1月29日 11:00

TC.SANDSRESORTSMACAO.COM  
**【夏日優惠】現已全面展**  
 低至4折 不容錯過！

【金沙購物城邦新春優惠一覽！】  
 新年到啦！買好新衫新鞋迎接新年了嗎？金沙購物城邦內精選超過70多個廠戶推出優惠，低至四折！快約tag您的親朋好友，陪你今年春節一購而足吧！立即查看優惠：https://tc.sandsresortsmacao.com/.../christmas-cny-offers-2011..... 查看更多

**新年精選優惠 CNY Selected Offers**



TC.SANDSRESORTSMACAO.COM  
**新年精選優惠 CNY Selected Offers**  
 立即查看優惠 Find out the offers

**Sands Shoppes Macao 澳門金沙購物城邦**  
 1月7日

【大鐘錶展現魅力！】  
 想在2019成就更搶眼更有自信的自己，您絕不能錯過Swatch全新系列GLAM系列時錶！融入高級時錶的元素，以耀目的水晶配搭Alcantara高科技人造纖維，更在典雅的表蓋上，加上最靈動的羽毛，成就GLAM系列獨一無二的奢華魅力。系列只限來於17個國家中精選發售，立即親臨威尼人購物中心的Swatch旗艦店，將GLAM系列的迷人風情帶回家！  
 地點：威尼人購物中心3樓大道旁街802號舖..... 查看更多



**Sands Shoppes Macao 澳門金沙購物城邦**  
 1月23日

【從內到外享受節日喜慶】  
 在農曆新年這個喜慶的日子，怎少得以煥然一新的形象迎接？6IXTY8IGHT推出兩套全新農曆新年系列，「喜氣火紅」以經典優雅的蕾絲，配合傳統的紅色，象徵著愛心、喜慶與好運，而「粉紅小豬隊」則以2019年的生肖為主角，盡顯6IXTY8IGHT 俐爽活潑的風格，馬上親臨威尼人購物中心，感受6IXTY8IGHT的魅力，讓這外都換個新形象，享受節日的喜慶！  
 地點：威尼人購物中心3樓太陽街609號舖..... 查看更多



還有 2 張