



## DEAR RETAILERS,

Welcome to the Autumn edition of The Style File, our quarterly newsletter featuring the latest news and events from Sands Retail and our properties.

As we prepare to welcome the new autumn/winter fashion collections in store, we are delighted to announce the return of Sands Macao Fashion Week to Sands Resorts Macao for the third year running. It's the perfect place for our retailers to showcase the latest runway looks and hottest accessories, whether through catwalk shows, presentations, workshops or special exhibitions. This celebration of all things fashion is the highlight of our calendar and if the success of previous years is anything to go by, you can expect big things from SMFW 2019. We hope our retailers are excited to be involved in what we anticipate will be a fabulous week.

We're also thrilled to announce the launch of the Sands Navigation App. Sands Shoppes is home to approximately 850 stores and we hope that the launch of our app will permit visitors to better explore – and make the most of – our properties. The platform also offers the opportunity for retailers to engage with visitors and promote any special deals and events.

There's plenty to look forward to in the coming months and we look forward to working closely with our retailers. In the meantime, I would like to take this opportunity to wish you all a very happy Mid-Autumn Festival and an enjoyable Golden Week.

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，以至活動和宣傳推廣資訊。

最新一季的秋冬時裝已準備好隨時登場，我們趁此時機送上一則好消息：金沙澳門時裝週將載譽重臨。這個為期一週的活動將舉辦多場時裝表演、時裝展、工作坊以至特別展覽等，為各商戶提供最佳的平台，展示最新的時裝趨勢和最熱門的配飾。這個大型時裝盛會是澳門金沙舉辦的重要盛事，根據過去兩年的成功經驗，2019年的金沙澳門時裝週亦必定精采可期，現誠邀各商戶積極參與，共襄盛舉。

此外，今期通訊亦隆重介紹新推出的金沙導航應用程式。金沙購物城邦內約有850家店舖，新的應用程式旨在方便顧客在芸芸眾店中探索，以及善用澳門金沙旗下物業的服務與設施。商戶亦可透過此應用程式接觸顧客，藉此推廣其特別優惠計劃和活動。

精采節目陸續有來，我們期望能與商戶繼續攜手合作，為客人推出更多活動。中秋佳節和十一黃金週即將來臨，請容我在此預祝各位佳節快樂！

Yours

David Sylvester

## NEW SHOPPES 致各零售商



## WOODERFUL LIFE

From decorative items to music boxes, educational toys and games, everything at Wooderful life is made from wood sourced from sustainable forests and incorporates fine craftsmanship. The natural material brings warmth to any home and every product has personality.

*Shop 2138, Level 2, Shoppes at Cotai Central*

由裝飾品到音樂盒、教育玩具以至遊戲精品，Wooderful life 售賣的一切貨品均由來自可持續發展森林的木材以人手精雕細作。這些以天然物料製造的產品，不僅各具特色，還會讓家居洋溢暖意。

金沙廣場二樓2138號鋪





## DFS BEAUTY

DFS Beauty just got better. The newly-renovated store is home to the latest in beauty, skin-care and make-up products, including the hottest trending items and a host of new brands, namely Chantecaille, Laura Mercier, Hourglass, Charlotte Tilbury, Too Faced and Darphin. Along with the refreshed store, DFS launched a DFS x Fenty Beauty in-store pop-up to mark the Macao launch of Rihanna's new beauty brand, Fenty Beauty by Rihanna, which focuses on traditionally hard-to-match skin tones. The exclusive pop-up runs from 3 to 30 September, offering shoppers expert beauty advice and a special gift with purchase.

*T Galleria by DFS, Level 1, Shoppes at Four Seasons*

剛完成翻新工程的DFS美妝世界，以大勇姿態回歸，繼續網羅最新的美容護膚品和化妝品，包括最熱門的產品及最時尚的美妝品牌，如Chantecaille、Laura Mercier、Hourglass、Charlotte Tilbury、Too Faced和Darphin等。與此同時，煥然一新的DFS店內亦會設立DFS x Fenty Beauty期間限定店，以慶祝Rihanna的全新美容品牌Fenty Beauty by Rihanna登陸澳門。該品牌的產品，特別為膚色比較特別、比較難在傳統美容產品中找到合適產品的女士而設。限定店於9月3至30日期間營業，將有專家為客人提供美容建議，並有特別禮品回贈給於店內購物的客人。

*T Galleria by DFS，四季名店一樓*





## CAMPAIGN RECAP 精彩回顧

### SHOP FOR COCA-COLA® GIFT BOX

To mark the 70<sup>th</sup> anniversary of Macau Coca-Cola®, a special exhibition featuring giant Coca-Cola® SLEEK CANS, each with a different design depicting Macao through the past decades, was on display at The Venetian® Macao in July. An accompanying retail campaign entitled shoppers who spent MOP500 or more at Shoppes at Venetian to receive a unique Coca-Cola® 500mL PET bottle with their picture on the label; those who spent MOP5,000 or more took home a Limited Coca-Cola® Aeroplane Chess gift box. More than 2,500 of gift box redemptions were made during the campaign with sales of more than MOP41 million.

為慶祝成立70週年，澳門「可口可樂」於7月在澳門威尼斯人®舉辦了特別展覽，展出多個以澳門不同年代為主題設計的巨型「可口可樂」高罐。展覽期間，顧客凡於威尼斯人購物中心消費達澳門幣500元或以上，即可加購並製作獨一無二的相片標籤「可口可樂」500毫升膠樽裝；消費達澳門幣5,000元或以上，更可換領限量「可口可樂」飛行棋禮盒一份。這次推廣活動總共送出2,500多份禮盒，銷售總額逾澳門幣4,100萬元。



### SHOP AND REWARD

To celebrate summer, the Shop and Reward promotion provided shoppers with the chance to earn up to MOP2,000 Parisian's Rewards Dollar Vouchers, simply by spending MOP5,000 or more at Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central and Shoppes at Parisian. The campaign resulted in more than 6,400 redemptions generating total sales of over MOP184 million.

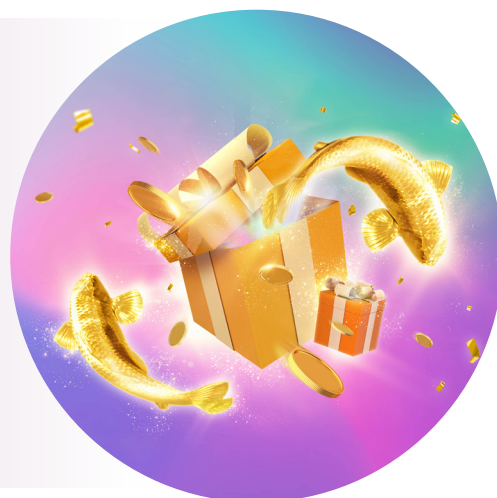
在剛過去的夏日，顧客凡於威尼斯人購物中心、四季名店、金沙廣場和巴黎人購物中心消費達澳門幣5,000元或以上，即可免費獲贈價值澳門幣2,000元的巴黎人獎賞推廣錢。是次活動一如過往，反應熱烈，換領次數高達6,400多次，總銷售額達到澳門幣1.84億元。



### SPEND \$500 AND JOIN JINLI GIVEAWAY

Sands Resorts Macao launched a Pure Gold JinLi Prize Package lucky draw campaign with total prizes worth over MOP3,300,000 in last April to June. For every MOP500 spent on shopping, dining, recreation, travel or every room night of stay, visitors were entitled to redeem one lucky draw entry for the Grand Lucky Draw. The giveaway was a great success with more than 101,000 lucky draw entries and over 4,500 redemptions. Total sales of MOP56 million were generated.

澳門金沙度假區於過去4至6月舉行了足金錦鯉壕禮終極大抽獎活動，送出總值逾澳門幣3,300,000元的錦鯉獎賞禮包及獎賞推廣錢。顧客凡於澳門金沙度假區進行購物、餐飲、休閒、旅遊等消費活動每滿澳門幣500元或每住宿一晚，即可換取一次參加幸運大抽獎的機會。活動大受歡迎，換領人次超過4,500次，共發出逾101,000個抽獎資格，銷售總額達到澳門幣5,600萬元。





## SANDS MACAO FASHION WEEK 2019



A leading event on the international fashion calendar, Sands Macao Fashion Week returns to Sands Resorts Macao for the third year running from 17-23 October. A packed programme showcases leading luxury and lifestyle brands across Sands Shoppes Macao with fashion shows, exhibitions and exclusive offers. Aimed at both the fashion industry and the general public, SMFW19 will present a series of ready-to-wear group runway shows spotlighting current collections together with various retail workshops and initiatives across the integrated resort. As with the two previous events, outstanding local designers supported by the Macau Productivity and Technology Transfer Center (CPTTM) will again be participating in SMFW19.

第三屆金沙澳門時裝週將於10月17至23日載譽重臨，這個國際時裝盛事將透過一系列時裝表演、時裝展、工作坊及特別展覽等，介紹金沙購物坊內的知名奢華及生活時尚品牌。2019年的金沙澳門時裝週除了舉辦多場時裝表演，由模特兒示範當季備受矚目的成衣系列外，綜合度假村內亦設有林林總總的零售工作坊和相關活動，歡迎時裝界業內人士以至一般公眾參觀。跟過去兩屆一樣，本年度的時裝週同樣獲得由澳門生產力暨科技轉移中心（CPTTM）資助的本地傑出設計師鼎力支持。







金沙导航  
Sands Navigation



迷路了？  
扫码开始导航！

Need directions?  
Scan to find your way around!

Available on the iPhone  
App Store

Android



## SANDS NAVIGATION APP

Sands Resorts Macao has launched the Sands Navigation App, which allows visitors to discover the best of what's on offer on our properties. The new app provides fast and easy directions to shops, restaurants and attractions, and features information on the hottest deals. Mobile map, resort directory, bookmarking function and promotion listings are all there in the palm of your hand.

澳門金沙度假區已推出金沙導航應用程式，協助客人尋找澳門金沙度假區內的所有服務與設施，不僅可迅速將客人帶到他們想找的店舖、餐廳和景點，還會介紹最新的購物優惠。只要下載此應用程式，度假區內的指南、收藏清單和推廣優惠，即在掌握之中。



## SOCIAL MEDIA OPPORTUNITIES

Sands Shoppes offers retailers a variety of ways to elevate their business through our social media platforms, which continue to grow.

Earlier this year, Instagram and XiaoHongShu were added to Sands Shoppes Macao's online channels, providing new opportunities for retailers in both international and Mainland China markets.

Sands Shoppes also has a presence on WeChat, where it has more than 1 million followers, and on Facebook and Weibo, where it has a combined total of 206,000 followers. These platforms offer an excellent way for retailers to engage with both current and potential customers.

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).

澳門金沙購物城邦向來積極拓展社交網絡渠道，為商戶提供各種提升業務的方法。

較早之前，我們開設了INSTAGRAM與小紅書賬戶，讓商戶有更多渠道接觸海內外的消費者。

金沙購物城邦的微信賬戶，目前已有超過100萬名追隨者，而Facebook和微博賬戶則合共有超過206,000名粉絲，這些網上平台不僅有助商戶接觸現有顧客，更可開拓客源。

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)）。

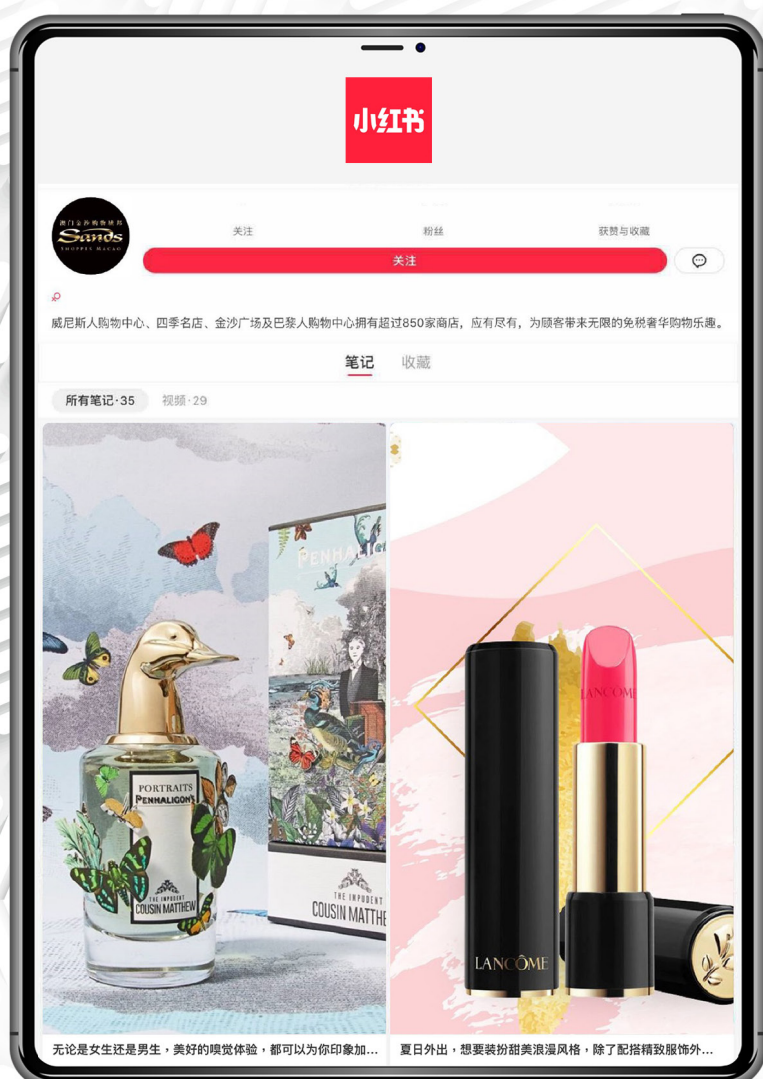
OVER  
206,000  
FOLLOWERS

WEIBO  
COMMENT

FACEBOOK  
LIKE

WECHAT  
SHARE

OVER  
1M  
FOLLOWERS



Sands Shoppes Macao



澳门金沙購物城邦



澳门金沙度假区



Sandsshoppes



澳门金沙購物城邦



# SANDS RETAIL

YOUR QUARTERLY NEWSLETTER | 金沙商戶通訊



## WILL PAN

MandoPop superstar Will Pan is set to rock Macao on 5 October. The singer will take to the stage at Cotai Arena as part of his Coming Home tour, bringing a high-tech stage show and dynamic dance moves guaranteed to wow the crowd.

潘瑋柏亞洲唱跳天王潘瑋柏將於10月5日以歌聲震動澳門。這位著名歌手的「創使者COMING HOME」巡迴演唱會澳門站將在金光綜藝館舉行，結合全新高科技和動感舞蹈的演出勢必讓歌迷歎為觀止。