



## DEAR RETAILERS

Welcome to the summer 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 mercury rises and summer sets in, we not only look back on our successful spring campaign but also welcome a host of new retailers to our malls, from luxury fashion labels and childrenswear brands to skincare and sweets stores.

Always keen to differentiate our offering, one of our most exciting new developments is the launch of the Parisian Privé Styling Suite. Not only is it yet another experience we can offer our customers, it also offers many opportunities for retailers to get involved.

We are also delighted to announce the forthcoming launch of The Londoner® Macao, adding another European destination to our themed integrated resort offering. We have plenty planned ahead of the roll-out and we'll keep you posted.

We're increasingly looking for more ways to attract shoppers to Sands Shoppes, and that's why we are extending our online reach. We'll be adding new social media platforms to Sands Shoppes, offering even more ways for retailers to connect with both existing and potential customers.

We have plenty more in store for the summer season ahead, so stay tuned to see how you can get involved. We look forward to working closely with you as the year progresses.

歡迎閱讀今夏的金沙商戶通訊《The Style File》，這份季刊將會為你報道Sands Retail及敝集團旗下各項物業的最新消息和發展。

隨著夏天到來，溫度節節上升之際，我們不止回顧成功的春季推廣活動，同時亦借此機會歡迎新零售商加入我們的購物中心，當中包括高級時裝名店、兒童服裝品牌以至護膚品和甜品店。

要在眾多購物商城中突圍而出一直是我們努力的目標，本季其中一個最令人期待的新項目就是巴黎人造型時尚廊，這項服務不只為顧客提供與別不同的購物體驗，零售商也可參與其中，有更多機會向客人推廣其產品。

另一個好消息是澳門倫敦人的推出，它為整個主題綜合度假村再添一個洋溢歐洲風情的項目。新項目開幕之前有不少事情要籌劃，我們會陸續公布有關詳情，並歡迎各位零售商踴躍參與相關的推廣活動。

為了尋找更多方法將顧客吸引到澳門金沙購物城邦，我們致力擴大我們的網上影響力，包括為澳門金沙購物城邦在更多社交媒體平台創建專頁，以期讓零售商有更多方法聯繫現有及潛在客人。

這個夏季還有很多新推廣，請留意我們的最新資訊，看看你可以如何參與其中，我們期待與各位繼續緊密合作。

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

## BERLUTI



Built by four generations of shoemakers, Berluti was established in Paris in 1895. In more recent years it has expanded its offering, adding fine leather goods in 2005 and, in 2011, a complete clothing collection. Now with more than 50 stores worldwide, including a new boutique in Macao at Shoppes at Four Seasons, it provides men across the globe with the most stylish and sophisticated sartorial solutions for the season.

*Shop 2807, Level 2, Shoppes at Four Seasons*

創立於1895年的皮鞋品牌Berluti已傳至第四代，近年積極擴展產品種類，包括於2005年加入精緻皮革製品及於2011年加入全新的服裝系列。公司目前在全球設有超過50間店舖，包括最新在澳門四季名店開業的新店，為世界各地的男士帶來當季最富格調的男士時尚服飾。

四季名店2樓2807號舖

## LULULEMON

The much-loved Canadian yoga-inspired athletic apparel company, which seeks to inspire fitter, healthier lifestyles, opened at Shoppes at Venetian earlier this year and brings with it plenty to entice customers. Aside from current collections and themed capsules, complimentary workshops take place in store that see lululemon collaborate with yogis and athletes from the local community.

*Shop 980, Level 3, Shoppes at Venetian.*

備受喜愛的加拿大瑜伽運動服裝公司lululemon，矢志推廣令身材更健美、身體更健康的生活方式。該公司今年初在威尼斯人購物中心開設商店，帶來不少讓人一見傾心的運動服裝。除了現有的多個系列和主題套裝，店內還會舉行免費工作坊，見證lululemon與本土瑜伽達人和運動員的合作成果。

威尼斯人購物中心3樓980號舖



## SCUDERIA FERRARI JUNIOR

Scuderia Ferrari Junior has opened at Shoppes at Venetian, offering its Scuderia Ferrari Junior Collection, a line exclusively available in Asia that combines Ferrari's signature colours and meticulous craftsmanship in its stylish clothes suited to daily wear and special occasions, to infants and children aged up to 14 years old.

*Shop 605a, Sun Street, Level 3, Shoppes at Venetian*

Scuderia Ferrari Junior在威尼斯人購物中心的店舖現已開業，為客人帶來為嬰兒、小童以至14歲青少年而設的Scuderia Ferrari Junior系列。此系列只在亞洲獨家發售。各款時尚服飾糅合法拉利的招牌顏色和精細工藝，適合日常或在特別場合穿著。

威尼斯人購物中心3樓鴻日街605A號舖



## ROGER VIVIER

Visionary design and exceptional style come naturally to the Roger Vivier brand and its fine shoes and exquisite bags have long been the desire of fashion darlings the world over. A new, intimate space in Shoppes at Four Seasons allows visitors to get up close and personal with Roger Vivier's high-end heels, fashionable flats and covetable kicks, all of which are the innovative manifestations of talented creative director Gherardo Felloni.

*Shop 2838, Level 2, Shoppes at Four Seasons*

充滿遠見的設計和不同凡響的風格彷彿是Roger Vivier與生俱來的特性，做工精細的鞋履與精緻優雅的手袋長久以來一直深受世界各地的時尚達人追捧。在四季名店新開張的商店氣氛親切，顧客可以更親密地接觸品牌高雅的高跟鞋、時尚的平底鞋和叫人愛不釋手的運動鞋，全部均由才華橫溢的創作總監Gherardo Felloni設計，創意非凡。

四季名店2樓2838號舖





# JinLi Giveaway at The Parisian Macao

## 澳門巴黎人新春壕禮 送百萬好運錦鯉



The Lunar New Year had plenty in store for visitors to Sands Shoppes, not least a special Lunar Lucky Draw featuring a wealth of splendid prizes, including Breitling classic chronograph watches, a trip to Singapore, hotel stays, dining and spa experiences, Parisian Rewards Dollars, and more. All shoppers had to do to be in with the chance of winning from a selection of prizes worth more than MOP3,280,000 in total was to spend every MOP500 at Sands Shoppes between 18 January and 23 March 2019 to redeem one lucky draw entry. The lucky draw took place on 23 March at The Parisian Macao.

**新春壕禮 送百萬好運錦鯉** 金沙購物城於農曆新年期間為顧客推出眾多活動，當中包括獎賞總值超過澳門幣3,280,000元的幸運大抽獎，獎品包括百年靈經典計時腕錶、新加坡之旅、酒店住宿、餐、水療、巴黎人獎賞推廣錢等多項名貴獎品。顧客只需於2019年1月18日至3月23日期間在金沙購物城消費滿澳門幣500元，即可兌換一張抽獎券。抽獎儀式於3月23日在澳門巴黎人舉行。

TOTAL NUMBER OF REDEMPTION  
總換領次數

OVER  
**6,800**

TOTAL LUCKY DRAW ENTRIES ISSUED  
總發出抽獎資格

OVER  
**153,000**

TOTAL GENERATED SALES  
總銷售額

OVER MOP 超過澳門幣  
**\$89,000,000**



Breitling  
Transocean Chronograph  
Unitime

百年靈越洋世界時間計時腕表



Breitling  
Navitimer 1 B01  
Chronograph 43

百年靈航空計時1 B01計時腕表 43



Breitling  
Superocean Héritage II B20  
Automatic 44

百年靈超級海洋文化二代B20  
自動機械腕表 44



# NEW PLATFORMS: INSTAGRAM AND XIAOHONGSHU

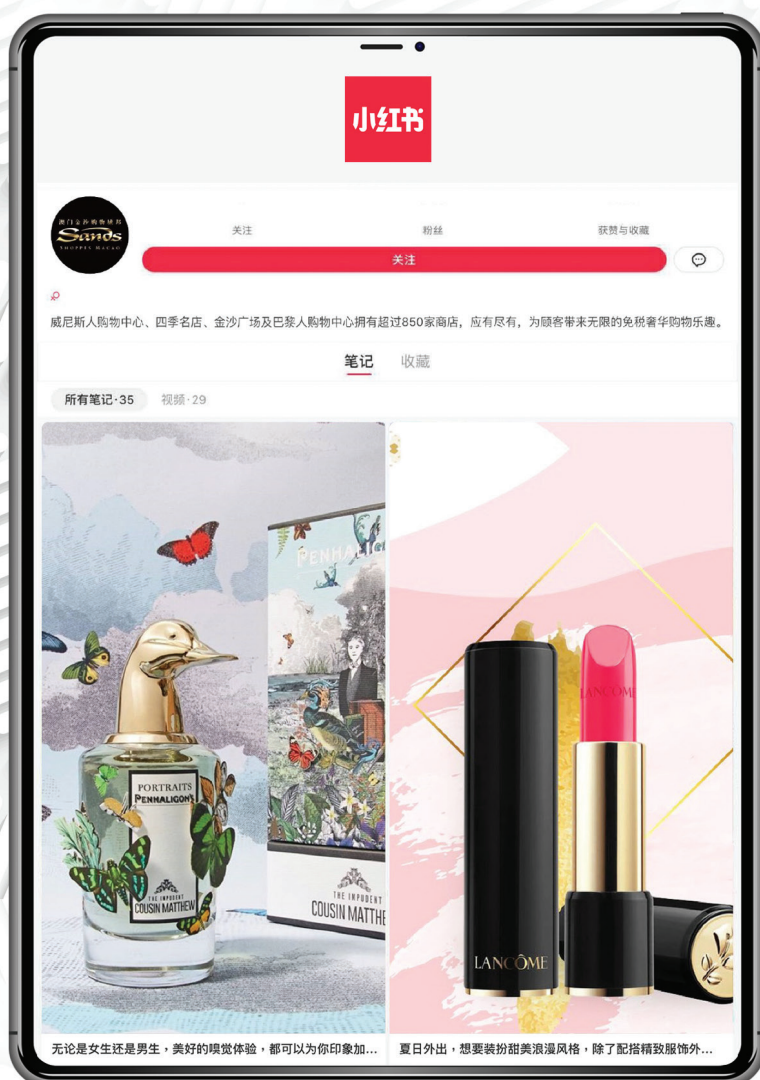
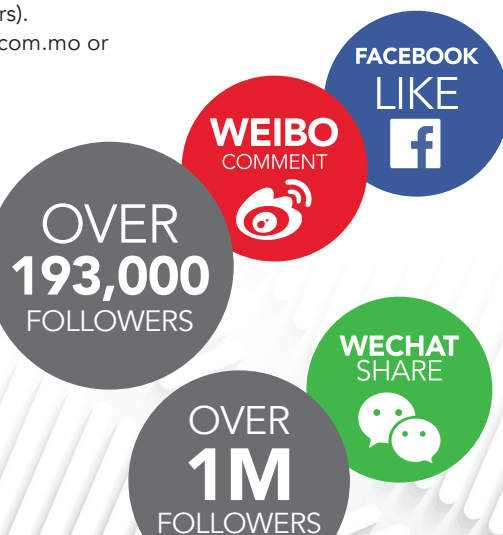
Elevate your business with Sands Shoppes' new social media platforms! From May, Instagram and XiaoHongShu will be added to Sands Shoppes Macao's online channels, further exploring opportunities for retailers in both international and Mainland China markets.

Sands Shoppes' existing social media platforms continue to grow and offer an excellent way for our retailers to engage with current and potential customers. Our current platforms include WeChat (with more than 1 million followers), Facebook and Weibo (with a total of 193,000 followers).

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).

**INSTAGRAM與小紅書** 金沙購物城邦在不同社交媒體平台創建專頁，助你提升生意！由五月開始，金沙購物城邦新增Instagram和小紅書兩個網上頻道，進一步為零售商開拓國際和中國內地市場。

金沙購物城邦原有的社交媒體平台專頁繼續茁壯成長，為零售商提供更多方法接觸連繫現有及潛在客群。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193,000名粉絲。如欲參與或查詢網上宣傳詳情，請聯絡Anka Lei先生(電郵:[anka.lei@sands.com.mo](mailto:anka.lei@sands.com.mo))或Jacinta Chao小姐(電郵:[jacinta.chao@sands.com.mo](mailto:jacinta.chao@sands.com.mo))。





## PRIVÉ STYLING SUITE 巴黎人造型時尚廊



## THE PARISIAN PRIVÉ STYLING SUITE



Shoppes at Parisian is delighted to welcome a new and unique service, Privé Styling Suite. The intimate space offers customers personalised styling consultations with its esteemed fashion stylists. Whether shoppers are looking to don the latest looks, update their wardrobes, garner great fashion advice and make-up tips, or are seeking gift recommendations for that special occasion, the Privé Styling Suite, headed up by stylist Akina Lei, caters to all.

Retailers can get involved by providing point merchandise to display in the suite, such as garments and accessories, including watches and jewellery, bags and shoes. Styling Programme participating retailers will be part of the mix of brands used by the stylist as part of the selections recommended for the customer.

An extensive marketing campaign will launch this service, which debuts on 1 June. The Privé Styling Suite will be open every day except Tuesdays from 12noon to 8pm. Reservations are by appointment only. For more information or to participate, please contact Mr Marcelo Alves on [marcelo.alves@sands.com.mo](mailto:marcelo.alves@sands.com.mo) or Mr Charko Lam on [charko.lam@sands.com.mo](mailto:charko.lam@sands.com.mo).

*Shop 310D, Galerie Vivienne, Level 3, Shoppes at Parisian*

**澳門巴黎人 巴黎人造型時尚廊** 巴黎人購物中心很高興為客人帶來全新的、獨一無二的貼心服務——巴黎人造型時尚廊。備受推崇的造型顧問會在舒適私密的空間為客人提供個人化造型指導。不管是要打扮得更入時、添置最新款的衣服服飾、獲取最新的服裝配襯和化妝貼士、為特別日子準備禮物，由形象設計師李雅璿領軍的巴黎人造型時尚廊都是你的好幫手。

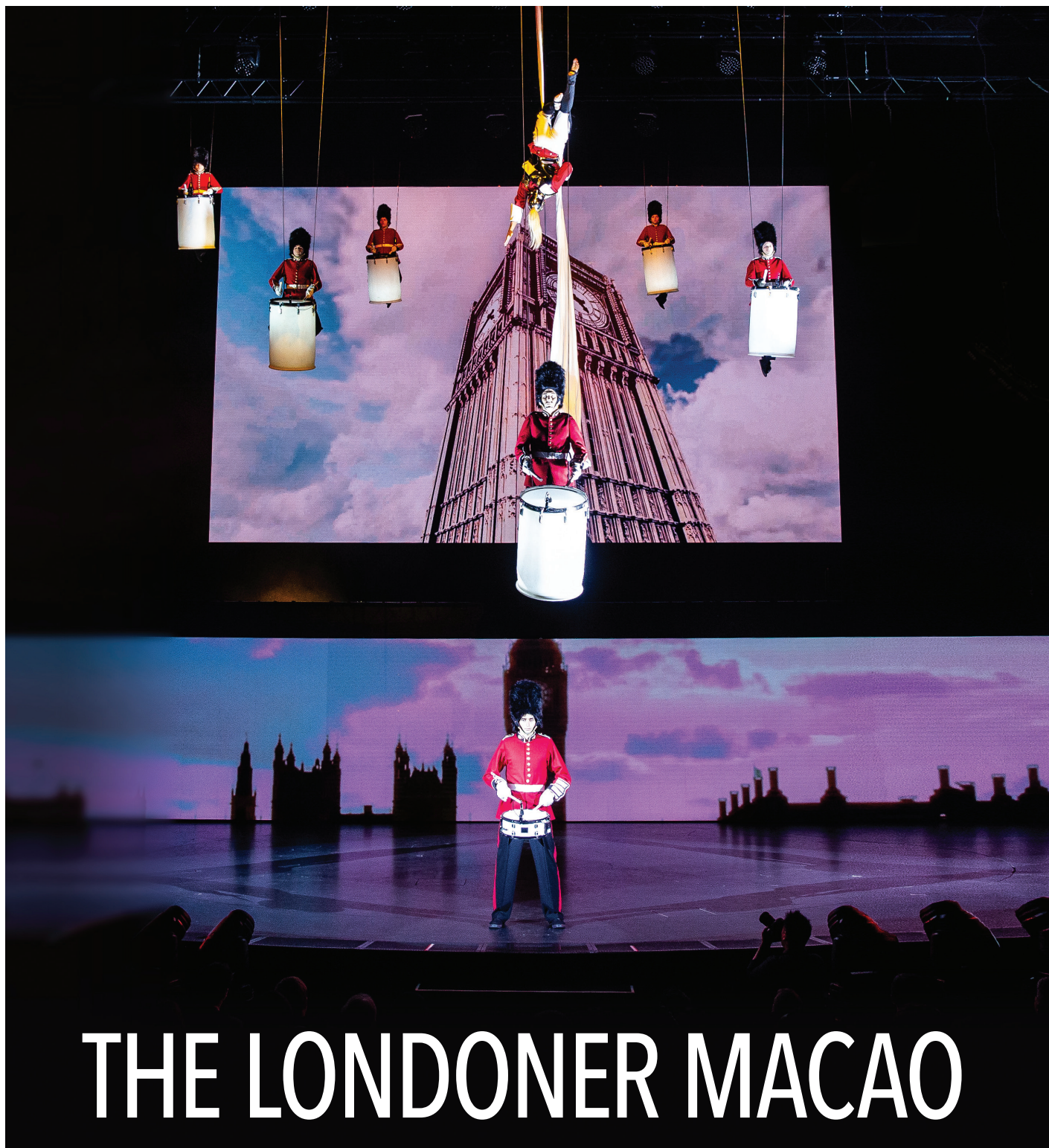
零售商也可參與其中，大家可以在巴黎人造型時尚廊展出商品，如服裝和飾品，包括腕錶、珠寶首飾、手袋、鞋履。參與計劃的零售商，其商品將會跟其他品牌的商品一起由形象顧問自由配搭，並推介給顧客。

這項服務將於六月一日起進行大型推廣。巴黎人造型時尚廊每天由正午12時營業至下午8時（星期二除外）。服務必須預約。如欲了解詳情或參與這項服務，請聯絡Marcelo Alves (電郵:[marcelo.alves@sands.com.mo](mailto:marcelo.alves@sands.com.mo)) 或Charko Lam (電郵:[charko.lam@sands.com.mo](mailto:charko.lam@sands.com.mo))。巴黎人購物中心薇安拱廊3樓310D號舖



# SANDS RETAIL

YOUR QUARTERLY NEWSLETTER | 金沙商戶通訊



## THE LONDONER MACAO

Sands® China has announced the launch of The Londoner® Macao, which will offer visitors a little bit of London in Macao. The British-themed reimagining of Sands Cotai Central will see the new The Londoner Hotel launch alongside authentic recreations of iconic British landmarks, with a façade modelled on the Palace of Westminster and the Houses of Parliament complete with Big Ben. The British theme will extend through the resort's interior design, streetmosphere shows, dining options, which will include a British gastropub by Gordon Ramsay, and shopping at the renamed Shoppes at The Londoner. The Londoner Macao launches in collaboration with international businessman and sporting star David Beckham, who will be designing the exclusive top floor suites of The Londoner Hotel, and will be rolled out progressively through 2020 and 2021.

**金沙中國**宣布推出澳門倫敦人項目，讓澳門旅客體驗獨特的英倫風韻。金沙城中心這項以英國為主題的翻新工程，除了興建全新的澳門倫敦人酒店，還會帶來一些幾可亂真的仿英國地標建築，譬如以西敏宮及國會大廈為藍本的外牆，還有必不可少的「大笨鐘」。濃濃的英倫風一直伸延至度假村的室內設計、Streetmosphere街頭表演、餐廳食肆（包括 Gordon Ramsay 的正宗英式美食酒吧）及倫敦人購物中心。澳門倫敦人酒店頂層特色套房的室內設計更請來國際商人兼球星大衛·碧咸負責操刀，預計將於2020及2021陸續推出。