

SANDS RETAIL

YOUR QUARTERLY NEWSLETTER | 金沙商戶通訊

SANDS MACAO FASHION WEEK

The annual highlight of Macao's fashion calendar
returned to Sands Resorts Macao.

澳門年度時裝盛事載譽重臨





DEAR RETAILERS,

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

As 2019 draws to a close, we reflect on the achievements of the past year, which has seen 14 successful marketing campaigns across Sands Shoppes Macao and more than 190 graduates of Sands Retail Academy. The highlight of the year, without a doubt, was Sands Macao Fashion Week, which returned to Sands Resorts Macao in October for the third year running and featured an exclusive couture Fashion Presentation from Balmain and showcased some of Macao's very own design talent.

The year isn't over yet. As the festive season approaches, we are proud to work with Louis Vuitton at Shoppes at Four Seasons and with Longines at Shoppes at Venetian and Shoppes at Parisian for our Christmas partnerships.

We are also looking towards the new year, where the focus will be on enhancing customer experience with the introduction of new technology touch points.

In the meantime, I would like to take this opportunity to wish all of our retailers a very happy holiday season and all the best for 2020. We look forward to working with you next year and building on the successes of 2019.

歡迎閱覽冬季的《金沙商戶通訊》，獲得金沙中國旗下各商場及物業的最新消息和活動資訊。

2019年已接近尾聲，過去一年，澳門金沙購物城邦舉辦了14個廣受歡迎的推廣計劃，並有190多位金沙零售學院學員順利畢業。而這一年的重頭好戲，毫無疑問就是於10月舉行的金沙澳門時裝週。這個連續第三年重臨澳門金沙度假區的盛事，呈獻獨家的Balmain高級時裝展，以及澳門本地設計師的作品展等精采活動。

年末將近，意味著聖誕和新年佳節也快到了，我們有幸跟位於四季名店的路易威登，以及於威尼斯人購物中心和巴黎人購物中心均設有店舖的浪琴合作，為顧客送上購物優惠，共慶佳節。

寄望來年，我們將進一步為顧客提升購物體驗，推出更多新的應用科技和服務。

在此，本人預祝各零售商家佳節快樂，並期望2020年繼續攜手並進，在2019年的佳績上再創高峰，業務更上一層樓。

Yours

A handwritten signature in black ink, appearing to read 'D. Sylvester'.

David Sylvester



5 MILLION SHOPPING REWARDS

Sands® Resorts Macao had fabulous shopping rewards on offer this summer with its "Sand Lifestlye Shopping Rewards" summer lucky draw. For every MOP500 spent on shopping, dining, recreation, travel or every room night of stay at The Venetian® Macao, The Plaza® Macao, Sands® Cotai Central and The Parisian Macao, shoppers could redeem one lucky draw entry. Up for grabs were prizes worth over MOP5,000,000 including a top prize of up to MOP1,380,000 Rewards Dollars. Between 19th July - 14th September, the campaign saw more than 7,200 redemptions, and more than 142,000 lucky draw entries, with strong sales results.

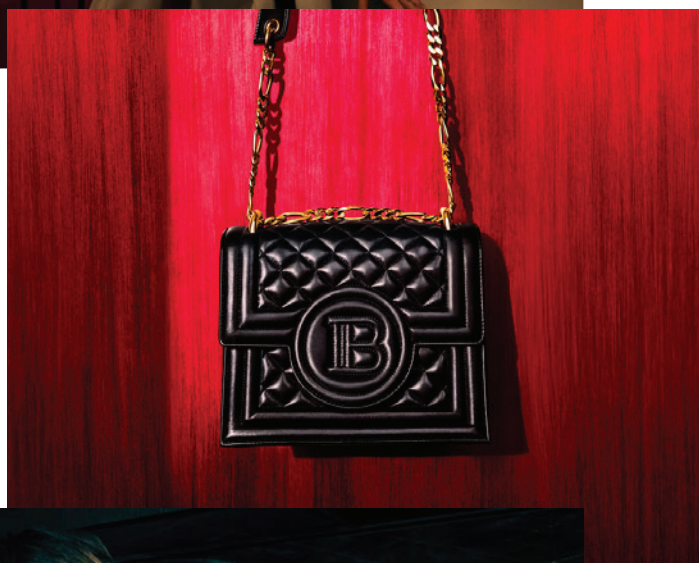
澳門金沙度假區於夏季推出了「金沙時尚購物賞」抽獎活動，顧客凡於澳門威尼斯人®、澳門百利宮®、金沙城中心及澳門巴黎人進行購物、餐飲、休閒、旅遊等消費活動每滿澳門幣500元，或每住宿一晚，即可換領抽獎資格一次，有機會獨得高達澳門幣1,380,000元的獎賞推廣錢，獎賞總值超過澳門幣5,000,000元。抽獎活動反應熱烈，7月19日至9月14日活動期間，換領次數達到72,000多次，共逾142,000多個抽獎資格，總銷售額超卓。



SHOP & REWARD

We celebrated the return of Sands Macao Fashion Week to Sands Shoppes Macao with another rewards campaign. Shoppers who spent MOP5,000 or more at Sands Shoppes were eligible to earn up to MOP2,000 Rewards Dollar Vouchers to be used in Shoppes at Parisian participating outlets. Between 8th and 31st October, more than 5,400 redemptions were made.

我們再接再厲推出「時尚購物賞」獎賞計劃，為慶祝金沙澳門時裝週的載譽歸來，顧客凡於澳門金沙購物城邦消費滿澳門幣5,000元或以上，即可賺取價值高達澳門幣2,000元的獎賞推廣錢購物券，可於巴黎人購物中心的參與商舖使用。活動由10月8日至31日推行期間，換領次數超過5,400次。



BALMAIN

Founded in 1945 by French fashion designer Pierre Balmain, his eponymous brand has long been known for its feminine sophistication and bold elegance. And from the very beginning, the creative genius of the distinguished couturier was met with acclaim by everyone from celebrities to royalty. Today, Balmain is acclaimed for its sharp silhouettes and fetching tailoring and provides go-to style staples for fashion followers the world over.

Shop 2837, Level 2, Shoppes at Four Seasons

1945年由設計師Pierre Balmain創立的Balmain，一直以女性柔和與大膽優雅的設計聞名。這位天才設計師的服裝一直深得由名人以至貴族階層的客人推崇，利落和迷人的剪裁備受稱頌，是世界各地時裝迷的必然選擇。

四季名店二樓2837號舖



SANDS MACAO FASHION WEEK 2019

Sands Macao Fashion Week returned to Sands Resorts Macao for the third year running in October. Featuring fashion shows, collection presentations and exhibitions. Highlights of the glamorous event included an exclusive gala evening featuring couture pieces from Balmain direct from Paris and attended by VIPs, celebrities and industry influencers, as well as a Balmain Couture Exhibition in the lobby at The Venetian Macao. Walk on Water Show at Shoppes at Venetian saw models on the catwalks over The Venetian Macao's Grand Canal and Boutique Show at Shoppes at Parisian highlighted the latest fashion collections. Local Macao fashion designers were celebrated, too, with solo presentation of AURALO ARTE and group show with pieces from Ainfa, AXOXYOXXS, Common Comma, Cordova, HAO SHI JIE, Hong Mei, Loom by Common Comma, Macon, Worker Playground in the spotlight. An exhibition from Maconsef 2018 design team showcased 14 looks that where on display at the Rotunda, Shoppes at Parisian.

澳門金沙度假區於10月連續第三年主辦金沙澳門時裝週，推出一系列時裝展、時裝表演與展覽等，精采活動目不暇給，當中備受矚目的「開幕貴賓盛典」展出了來自巴黎時裝品牌Balmain的高級時裝，並邀得時裝界的名人貴賓和網絡紅人恭逢其會。此外，澳門威尼斯人正門大堂舉行了「Balmain高級時裝展」；而於澳門威尼斯人購物中心的大運河上舉行的「水上天橋秀」，則由模特兒穿梭於水上搭建的時裝天橋，展示華衣美服；巴黎人購物中心的「精品時尚秀」亦展示最新的時裝系列。澳門本土的創作力量也繼續為今年的時裝週增添姿采，除展出AURALO ARTE、Ainfa、AXOXYOXXS、Common Comma、Cordova、HAO SHI JIE、Hong Mei、Loom by Common Comma、Macon和Worker Playground等本土設計師品牌的時裝外，時裝展覽在巴黎人購物中心中庭展示14套由Maconsef 2018年設計小組設計的服裝。



SOCIAL MEDIA OPPORTUNITIES

Sands Shoppes Macao 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 Macao also has a presence on WeChat (Sands Resorts Macao), where it has more than 1 million followers, and on Facebook and Weibo, where it has a combined total of 220,000 followers. These platforms offer excellent ways for retailers to engage with both current and potential customers.

To get involved in this free service, or for more information on other joint opportunities, please contact Mr Anka Lei on anka.lei@sands.com.mo or Ms Jacinta Chao on jacinta.chao@sands.com.mo.

澳門金沙購物城邦不斷擴充社交媒體平台，協助商戶提升業務。今年較早時候，我們增設了INSTAGRAM與小紅書賬戶，讓商戶有更多網上渠道接觸中國內地及海外的消費者。除此之外，金沙度假區的微信賬戶，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220,000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。

如想利用我們免費的網上平台服務，或查詢其他合作計劃，請聯絡Anka Lei（電郵：anka.lei@sands.com.mo）或Jacinta Chao（電郵：jacinta.chao@sands.com.mo）。

