

SANDS

SUMMER 2017 ISSUE 16 • 六月號 第十六期

RETAIL

金商沙戶

THE STYLE FILE



IT'S A THRILLER

驚喜重臨

The acclaimed Michael Jackson Tribute show *Thriller Live* returned triumphantly to The Parisian Theatre in April, kicking off a limited season that runs through 3 September. The spectacle, which is the 15th longest running West End musical, made its debut in Macao in September 2016 following the opening of The Parisian Macao and, back by popular demand, is set to provide more evenings of unforgettable entertainment. Experience a medley of Jackson's 5 hits, as well as timeless songs and signature dance moves emulating the thrilling solo performances of the late and legendary Prince of Pop.

大獲好評的米高積遜音樂劇《THRILLER LIVE》於4月載譽回歸澳門巴黎人劇場，帶來最新一季的演出，直至9月3日。這齣精彩絕倫的表演是英國倫敦城西第15個表演時間最長的音樂劇，於2016年9月在澳門巴黎人揭幕時首次登陸澳門，由於反應熱烈，獲准重來，送上更多極盡視聽之娛的難忘晚上。音樂劇帶領觀眾體驗結合積遜五人組金曲的串燒歌，以及米高不朽的音樂和招牌舞步，一起穿梭於這位已故音樂巨匠的精采音樂生涯。

SHOPPES
AT VENETIAN

SHOPPES
AT FOUR SEASONS

SHOPPES
AT COTAI CENTRAL

SHOPPES
AT PARISIAN

THE SHOPPES
AT MARINA BAY SANDS

WELCOME LETTER 致歡迎詞



Dear Retailers,

It's heating up in Macao, which means that summer is on its way – and with it comes the latest edition of *The Style File*. In this quarterly publication, we strive to keep you up to date with the latest news and happenings from Sands Retail and our properties.

Firstly, we are thrilled to announce that Shoppes at Parisian has won the prestigious Retail & Leisure International (RLI) International Shopping Centre 2017 award. This honour is part of the Global RLI Awards 2017 and is one of the retail industry's leading awards events. Additionally, Sands Retail and Shoppes at Parisian were both shortlisted in other main categories at the awards, with Shoppes at Parisian nominated for Most Innovative Retail & Leisure Concept and for International Retail & Leisure Destination. Sands Retail was shortlisted for the Global Developer award. These awards demonstrate our commitment to ensuring our malls offer the very best in luxury retail, and we are particularly delighted that The Parisian Macao, which launched less than a year ago and has already delivered more than 40 new-to-market brands and an unrivalled shopping experience, was honoured.

From new malls to the more established ones, the coming months will see us celebrate the 10th anniversary of The Venetian Macao and Shoppes at Venetian with suitable fanfare. The occasion is just one of many forthcoming opportunities for Sands Retail to work with our tenants and we look forward to marking this milestone, and others, with you.

親愛的商戶：

澳門氣溫上升，夏天已經臨近，正好迎來熱鬧繽紛的《金沙商戶》夏季刊。我們透過這份季刊，為您報道金沙商戶與我們旗下物業的最新消息及活動，讓您時刻掌握市場的脈搏。

首先報喜，澳門巴黎人於《環球零售休閒》雜誌舉辦的活動中榮膺2017年度國際購物中心獎項。這是環球零售休閒獎的其中一個大獎，也是業界享負盛譽的頒獎活動。除了獲當晚最大獎項外，金沙零售及巴黎人購物中心也入圍三個其他主要類別的候選名單，包括巴黎人購物中心獲提名最具創新零售休閒概念大獎及國際零售及休閒目的地大獎；金沙零售則入圍環球發展商大獎。這份榮譽亦印證了我們旗下的購物中心一直致力為賓客締造最優質的奢華購物體驗，特別是澳門巴黎人在開幕後少於一年內便獲得如此出眾的成績，並設有超過40個首次引進澳門的品牌，為賓客提供無可比擬的購物體驗，讓我們萬分欣慰。

未來數月，我們將在旗下的新商場及聲名顯赫的購物中心推出各項活動和宣傳，慶祝澳門威尼斯人及威尼斯人購物中心踏入十週年紀念。這個只是金沙零售與租戶在未來的眾多合作機會之一，我期待今年繼續與各商戶攜手合作，一起爭取更多的獎項。

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

THE VENETIAN MACAO 10TH ANNIVERSARY

澳門威尼斯人十週年誌慶

It has been 10 years since The Venetian Macao opened its doors and we have plenty planned to mark this milestone. Stay tuned to learn more about the various ways you can get involved.

澳門威尼斯人開幕至今踏入第十年，為了隆重其事，我們將會舉行一連串的慶祝活動，記下這個里程碑的重要時刻。敬請各商戶密切留意我們的最新公佈，與我們一起見證威尼斯人的光輝十年。

THRILLER LIVE! 音樂劇《THRILLER LIVE》

Don't miss this explosion of pop rock, soul and disco, featuring Michael Jackson's hit songs and signature dance moves. It runs until 3 September.

這個音樂劇網羅了流行搖滾、騷靈和跳舞音樂，讓大家重溫米高積遜的經典歌曲及招牌舞步，極盡視聽之娛。演期至9月3日。

MONKEY KING 中國秀《西遊記》



The story of the Monkey King is one of the most famous and enduring of Chinese folklore. Follow the journey of the mythological creature on stage in this acclaimed USD300-million production that was 8 years in the making. Monkey King shows until 31 December at Sands Cotai Theatre.

《西遊記》是中國四大名著之一，內容耳熟能詳。這個四師徒到西天取西經的神話故事搬上了舞台，耗時八年精心策劃，共花費三億美元製作，場面壯觀，令人目眩。《西遊記》由即日起至12月31日於金沙城劇場上演。



NEW SHOPPES 最新商店



LE SEAN SEASONS FLORIST

"We believe you deserve the best and should express your thoughts with flowers" – that's Le Sean Seasons Florist's motto. The flower specialists will help you impress your loved ones with gifts that convey how you really feel. Their creations are imbued with such spirit that it has made them part of many special moments.

K7, Level 2, Shoppes at Four Seasons

Le Sean一直秉承「當你想用花來表達情感，我們相信你值得擁有最好」的信念營運，其花藝師致力協助客人藉著花束向心愛的人傳遞感情和表白心意。一束束設計精美的鮮花，為顧客見證了無數的甜蜜和浪漫時刻。

四季名店2樓K7舖



PALLADIUM

Steeped in history, footwear brand Palladium began in 1920 and was the largest aircraft tyre supplier in Europe. Following the Second World War, it moved into shoes, providing comfortable and durable boots for extreme conditions. Today, Palladium remains as relevant as ever, designing reliable boots for the modern-day explorer.

Shop 512, Level 5, Shoppes at Parisian

成立於1920年的Palladium是全球知名的軍靴品牌，當初是歐洲最大規模的飛機輪胎製造商，在二次大戰後主力進軍皮鞋業，生產出舒適耐用的軍靴，在任何極端環境也堅固耐磨。時至今天，品牌仍然秉承傳統工藝，為當今的探險家提供信心保證的軍靴。

巴黎人購物中心5樓512舖

ABRO 愛寶

A family-run business, Abro was founded in the 1930s by the grandparents of the current directors. What began as a small belt factory near Frankfurt, Germany, has expanded to include luxury leather handbags, belts, shoes and other accessories, all of which combine quality materials with form and function.

Shop 541, Level 5, Shoppes at Parisian

1930年代，愛寶由現今董事的祖父母創立，從毗鄰法蘭克福的小皮帶廠開始，擴展至高品質的皮革手袋、皮帶、鞋履等配件，特別注重功能和質量互相結合，美觀與實用兼備。

巴黎人購物中心5樓541舖



ELSA LEE PARIS

Born in China and residing in Paris, designer Elisabeth Chow Faivre's jewellery creations for her brand Elsa Lee are a distinct reflection of her East-meets-West background. Blending elements from both cultures, she puts a modern twist on design classics.

K507, Level 5, Shoppes at Parisian

生於中國，現居巴黎的Elisabeth Chow Faivre創立的珠寶品牌Elsa Lee，每件作品都兼具東西方審美雙重薰陶。她把兩種璀璨文化碰撞交匯，為經典設計帶來嶄新的現代演繹。

巴黎人購物中心5樓K507舖

VICTORIA'S SECRET

Victoria's Secret is one of the best-known lingerie brands in the world. It owes much of its fame to its legendary fashion shows, which have included supermodels Candice Swanepoel and Adriana Lima. The new store in Macao features all of the brand's renowned selections, including the Victoria's Secret Pink Collection, and is hard to miss, with an eye-catching facade in the brand's signature pink.

Shop 725, Level 3, Shoppes at Venetian

全球著名內衣品牌Victoria's Secret是女士的恩物，其時裝秀請來多位超模在天橋展現婀娜多姿的風韻，包括Candice Swanepoel及Adriana Lima。澳門新店的粉紅色店面矚目迷人，更網羅了品牌備受喜愛的系列，包括Victoria's Secret Pink系列。

威尼斯人購物中心3樓725舖





PARISIAN SHOPPING DELIGHT

巴黎時尚 魅力犒賞

Sands Retail's most recent shopping campaign has rewarded visitors when they spend at Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central and Shoppes at Parisian.

During the promotional period, which runs through 30 June, shoppers who spend over MOP8,000 at Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central and Shoppes at Parisian can enjoy MOP200 worth of Parisian shopping vouchers. Shoppers who spend MOP60,000 or more can redeem an enticing MOP2,000 worth of Parisian shopping vouchers. Spends of MOP15,000 allow redemption of MOP400 worth of vouchers, while those who spend MOP30,000 can enjoy MOP1,000 worth of vouchers. Spending must take place at two different shops on the same day. Vouchers are redeemed in Parisian Rewards Dollars which can be used at Shoppes at Parisian, where French brands, exclusive boutiques, and fashion labels at the height of style abound.

金沙零售的最新購物犒賞優惠，為賓客送上極盡豪華的購物體驗。凡於現在至6月30日的推廣期間，在威尼斯人購物中心、四季名店、金沙廣場及巴黎人購物中心消費滿澳門幣8,000元，可免費獲贈價值澳門幣200元巴黎人購物中心購物禮券；消費滿澳門幣60,000元，可獲贈價值澳門幣2,000元巴黎人購物中心購物禮券；消費滿澳門幣15,000元，可獲贈價值澳門幣400元的購物禮券；消費滿澳門幣30,000元，即可獲贈價值澳門幣1,000元的購物禮券。

賓客需出示兩張當日不同商舖的有效消費單據，購物禮券則可兌換為巴黎獎賞推廣錢，適用於巴黎人購物中心的參與商舖。巴黎人購物中心匯聚眾多法國品牌，獨有專門店及時裝店，讓你恍若置身巴黎，感受獨特品味。

MEGA BRAND SALE 金沙時尚傾銷展



More than 150 international designer brands took part in this year's Sands Mega Brand Sale at Cotai Expo Hall D in The Venetian Macao in May. More than 40,000 visited the sale to shop looks from a range of retailers across Shoppes at Venetian, Shoppes at Four Seasons, Shoppes at Cotai Central and Shoppes at Parisian, and enjoy up to 80% off designer goods. Total sales of more than MOP20 million were recorded.

今年5月，超過150個於威尼斯人購物中心、四季名店、金沙廣場及巴黎人購物中心的國際品牌，參加我們一年一度的傾銷特賣展。活動於澳門威尼斯人金光會展D館舉行，吸引超過40,000名賓客蒞臨，以低至兩折的超值價選購各式精品，總銷售額高達逾澳門幣2,000萬元。

VICTORIA'S SECRET GRAND OPENING

VICTORIA'S SECRET 旗艦店開幕



Luxury lingerie brand Victoria's Secret opened its first full assortment store at Shoppes at Venetian in April. The new shop features a wide variety of the brand's signature underwear and sleepwear. All the famous feminine lingerie collections are available, including Body by Victoria™, Very Sexy™, Dream Angels™, and Bombshell™, as well as the brand's athletic line, Victoria Sport. Customers can purchase fragrances, the VS Fantasies body care line and PINK beauty products. The store also features Victoria's Secret PINK, a collection of fun and flirty lingerie and loungewear, inspired by and targeting women in their early twenties.



In celebration of the launch and to mark the first-ever Victoria's Secret store in Macao, the world-famous lingerie brand showcased iconic Victoria's Secret Fashion Show looks in St. Mark's Square. The exhibition included original looks worn on the runway by five of the hottest Victoria's Secret Supermodels: Adriana Lima, Behati Prinsloo, Joan Smalls, Ming Xi and Karmen Pedaru.

Shop 725, Level 3, Shoppes at Venetian

今年4月，享譽全球的奢華內衣品牌Victoria's Secret首度在澳門開設全品類專門店，出售品牌各式經典而暢銷的內衣和睡衣產品，包括全線女士內衣系列如Body by Victoria™、Very Sexy™、Dream Angels™、Bombshell™及Victoria Sport運動系列。店內亦齊備VS的迷人香氣可供選擇，以及身體護理產品和PINK美妝產品，還有Victoria's Secret PINK兼備活潑和性感氣質的內衣和家居便服系列，以剛踏入20歲的少女作為靈感和對象。

為慶祝品牌首度於澳門開設旗艦店，品牌把Victoria's Secret時裝秀中為人趨之若鶩的天使翅膀帶到聖馬可廣場作展覽，並展出五大人氣名模Adriana Lima、Behati Prinsloo、Joan Smalls、奚夢瑤及Karmen Pedaru的原裝走秀內衣和天使翅膀。

威尼斯人購物中心3樓725舖

THE LAUNCH OF DANIEL HECHTER

DANIEL HECHTER隆重開幕



Elegant French menswear label Daniel Hechter chose Shoppes at Venetian as the location for its newest store, celebrating its grand opening in April with a ceremony that included

a lion dance and ribbon-cutting. The contemporary new space, in cool shades of blue and white with a minimalist design, is the perfect reflection of the style of this classic French brand with a contemporary edge. Founded in 1962, Daniel Hechter exudes that French way of life with quality design, exquisite fabrics and on-the-mark tailoring.

Shop 508, Level 3, Shoppes at Venetian

優雅法國男士服飾品牌Daniel Hechter於威尼斯人購物中心開設最新分店，並於4月開幕，安排了舞獅及剪綵儀式，簡單而隆重。全新商舖以藍白為主色，設計簡約而時尚，與這個經典法國品牌的風格相輔相成。Daniel Hechter於1962年創立，宣揚法國優雅的生活方式、上等的設計、精選的面料和合身的剪裁。

威尼斯人購物中心3樓508舖

STUART WEITZMAN CELEBRATES

STUART WEITZMAN經典再現

Stuart Weitzman marked 30 years of fashionably garbing feet with the launch of the limited edition pavé Nudist collection. In celebration, the brand hosted a pop-up exhibition at Shoppes at Parisian showcasing the various glamorous incarnations of a stiletto that shoppers can have made to order. This iconic shoe has become a favourite of Hollywood's most stylish, and the brand displayed stilettos with posh polka dots, cutting-edge camouflage, iridescent mirror, turquoise chevron and metallic python designs, as well as examples of bright and bold selections encrusted with Swarovski crystals, with 64 hues to choose from.

Shop 3335, Level 3, Shoppes at Parisian
Shop 945, Level 3, Shoppes at Venetian



皮鞋世家Stuart Weitzman一直深受歡迎，其特別為慶祝30周年而推出的限量pavé Nudist水晶系列更是令人無法抗拒。為了隆重其事，品牌於巴黎人購物中心舉行期間限定展覽，展示了這款華麗高跟鞋的變奏款式，歡迎賓客度身

訂製。Nudist經典高跟鞋也是荷李活紅星的最愛之選，是次展出的包括時髦的波點、新穎的同色、色彩斑斕的鏡子、藍綠色的V形圖案和金屬色蟒蛇設計，以及鑲有Swarovski水晶的鮮明大膽款式，甚至有64種顏色可供選擇。

巴黎人購物中心3樓3335舖
威尼斯人購物中心3樓945舖



SANDS REWARDS CLUB

金沙會

Sands Rewards has the largest membership base of any rewards programme in Macao and with over 3.6 million members is able to offer existing and prospective customers a unique value proposition that no other integrated resort in Macao can match. We are the only programme to offer earning and redemption across all integrated resorts pillars.

Sands Rewards continues to expand its presence across all sectors of business operation in Sands Shoppes located at The Venetian® Macao, Sands® Macao, The Plaza™ Macao, and Sands® Cotai Central, increasing to more than 450 retail partners, including The Parisian Macao. We are delighted to welcome Breitling, 3D Gold, Victorinox, CERRUTI 1881, Y-3, Ofée and Gratiae to the scheme. Sands Rewards looks forward to a long and fruitful partnership to enhance shopper loyalty.

Additionally, Sands Rewards is introducing a newly resized Sands Rewards Dollar, now in circulation. All existing Rewards Dollars will run concurrently and are valid through to 31 August 2017. The new Rewards Dollar is the same colour as the existing vouchers but the size is smaller (154x67mm), the "Verified by Venetian Finance" stamp has been removed from the front, and a Sands Rewards logo watermark has been added on the back.

Sands Rewards members have accumulated more than HK\$300 million of points and the programme offers unique opportunities for all participating retail partners to convert these existing points into sales for your shops. If you are not already involved, we would like to invite your store to become a Sands

Rewards partner and join this exciting programme. Should you wish to find out more, please contact Ms. Vincici Tai on (853) 8118 1241 for details.

金沙會是澳門最大規模的會員獎賞計劃，目前已擁有逾360萬名會員，為現有及深具購買力的顧客提供獨有的客戶價值，遠勝澳門其他綜合度假城，亦是目前唯一能在度假城所有範疇提供賺取及兌換積分的會員獎賞計劃。

我們會把計劃繼續擴展到金沙購物城邦的所有業務，招納澳門威尼斯人®、澳門金沙®酒店、澳門百利宮™及金沙城®中心的商戶加入，合共450多家合作夥伴，包括澳門巴黎人。歡迎最新加入的商戶百年靈、金至尊、Victorinox、CERRUTI 1881、Y-3、Ofée及Gratiae。我們期望與商戶達成長遠而卓有成效的合作關係，以提高顧客的忠誠度。

此外，金沙會亦推出現已通行的全新尺寸金沙獎賞推廣錢，現有的獎賞推廣錢亦可同時使用，直至2017年8月31日。新的獎賞推廣錢與現有的顏色相同，但尺寸較小（154x67毫米），取消了前面的「威尼斯人財務部驗證」印章，背面則加上金沙會的標誌水印。

目前會員已累積了超過港幣三億元可在商戶兌換的積分，金沙會亦讓所有參與的商戶把積分轉化為銷售額，增加店舖收入。如果您還沒有加入金沙會，我們誠邀您加入為這個尊享計劃的成員，查詢詳情，請聯絡 Vincici Tai，電話：(853) 8118 1241。



SOCIAL MEDIA 網絡宣傳

Facebook and Weibo

With more than 47,000 fans on Weibo and over 73,000 followers on Facebook, our digital platforms continue to grow. Chinese New Year alone saw growth of over 1,200 fans on Facebook and Weibo combined, with over 1.3 million impressions, while our Easter campaign resulted in fan growth of 1,500 across the two platforms, with 1.4 million impressions.

Our social platforms offer exposure opportunities to retailers. To be featured on either channel, please provide a short post in Simplified Chinese with three or more images for Weibo, or in Traditional Chinese and English with three images for Facebook. Messages should be no longer than 140 words or characters and images must be 500x500 pixels.

For more information on digital and social media opportunities, please contact Anka Lei at anka.lei@sands.com.mo.

Facebook及微博

我們積極拓展社交媒體渠道，為商戶提供更多曝光機會，目前微博賬戶共有超過47,000名追隨者，Facebook賬戶則有多於73,000名粉絲。單在農曆新年期間，Facebook及微博合共增加了逾1,200名粉絲，共有超過130萬次瀏覽次數；復活節的推廣活動亦在兩個平台吸納了1,500名新粉絲，共有140萬次瀏覽次數。若您想透過我們的微博或Facebook宣傳，前者只需以簡體中文，或後者以繁體中文連英文提供不多於140字的訊息，另附三張或以上500x500像素的圖片，即可大收宣傳之效。

查詢數碼及社交渠道宣傳詳情，請聯絡Anka Lei，
電郵：anka.lei@sands.com.mo。



FB:

#sandsshoppes

@SandsShoppesMacao 澳門金沙購物城邦

WB:

#sandsshoppes

#澳門金沙購物城邦#

#买垮全澳门#

#金沙疯买攻略#

@澳門金沙購物城邦

EVENTS & EXHIBITIONS

活動及展覽

A grand opening is a great way to announce a new shop or relocation, but there are many other events that you can hold with the support of Retail Marketing to bring shoppers through your doors. These events provide an opportunity for you to interact with customers, introduce them to new and exciting products and give them an experience to remember.

Exhibitions also offer the chance to bring a brand to life. Retail Marketing has organised exhibitions revolving around limited-edition items, products exclusive to Macao, unique collections, bespoke pieces and personalisation services, as well as VIP store tours and curated experiences. For more information about events and exhibitions, contact your mall managers.

店舖開張或搬遷，都可採用隆重的開幕儀式引人注意；我們的零售市場推廣部還有各式各樣的活動形式，招徠顧客蒞臨您的商舖。您可以透過每次活動，與顧客面對面接觸，向他們推介最新的產品，讓顧客可以親身體驗。

零售市場推廣部亦可以協助您舉辦展覽，活現品牌的歷史淵源。我們曾經為不同品牌主辦展覽，展出限量版珍品、只在澳門有售的精品、獨一無二的創新系列、度身訂製佳品及私人化的服務、VIP商舖巡禮，以及為VIP而設的國際體驗。查詢更多有關活動及展覽的詳情，請聯絡相關的商場經理。

For Shoppes at Venetian and Shoppes at Parisian, contact
威尼斯人購物中心及巴黎人購物中心，請聯絡

Marcelo Alves on marcelo.alves@sands.com.mo

For Shoppes at Four Seasons, contact 四季名店，請聯絡

Peggy Leong on peggy.pc.leong@sands.com.mo

For Shoppes at Cotai Central, contact 金沙廣場，請聯絡

Daniela Oliveira on Daniela.couto@sands.com.mo

SANDS RETAIL ACADEMY

金沙零售學院

Sands Retail Academy strives to improve service standards and customer experience across Sands Retail. Since late 2013, we have delivered over 20,000 training hours to more than 5,000 employees of Sands Shoppes retailers and over 1,600 have graduated with improved knowledge in Service Enhancement, Leadership, and more.

New training programmes are added on a regular basis and our popular Retail Awards and end-of-year graduation ceremonies go to show how successful the Academy has been. To continue to progress and develop we have recently added Because We Care, a new programme comprised of six new courses to deliver more in-depth information and to raise our standards of service.

To enrol team members or to find out more about Sands Retail Academy, please contact Rex Lok or Sarah Ng from SCL HR Training and Development on (853) 8118 6037 and rex.lok@sands.com.mo, or (853) 8118 6308 and sarah.ng@sands.com.mo.

金沙零售學院旨在提升澳門金沙購物城邦商戶的服務質素和顧客購物體驗，自2013年底起，學院已為金沙購物城邦逾5,000名零售從業員提供超過長達20,000小時的培訓，畢業生人數至今累計達1,600人，分別接受不同範疇的培訓，包括提升服務水平及領導能力等。

我們亦不時推出新的課程，而從大受歡迎的零售獎項和年終畢業典禮，亦證明了學院的成功。為了繼續提升及培育零售專才的發展，我們最近還推出了Because We Care新課程，包含了六個全新的學習單元，提供更深入的教材以加強服務水平。

若替員工報名或了解更多詳情，歡迎聯絡金沙中國人力資源培訓及發展部
Rex Lok，電話：(853) 8118 6037，電郵：rex.lok@sands.com.mo；或
Sarah Ng，電話：(853) 8118 6308，電郵：sarah.ng@sands.com.mo。

MACAU DAILY TIMES COLUMN 《澳門日報》專欄

We offer numerous ways to promote your brand at Sands Shoppes, including our fortnightly column in *Macau Daily Times*. Macao's English-language daily newspaper has distribution of 17,500 copies and is available online at macaudailytimes.com – the website receives an average of more than 270,000 hits every day. We put together a column every other week that reveals what is going on at Sands Shoppes. From new season and on-trend items, to exclusive and limited edition products, as well as seasonal offers and promotions, new shop openings and events, we cover it all. To get involved, to tell us what you have planned, or for more information, contact Joshua Lao on joshua.lao@sands.com.mo.

我們以各種多元化的方法為澳門金沙購物城邦的商戶宣傳，包括在澳門英文報章《澳門日報》兩周一次的專欄，專門報道澳門金沙購物城邦的活動。《澳門日報》的發行量為17,500份，在macaudailytimes.com上每天平均有逾270,000次瀏覽次數。專欄內容包羅新季及潮流新品、獨家及限量產品、季度優惠和宣傳、新店開張及活動等。查詢詳細資料或想參與，請聯絡 Joshua Lao，電郵：joshua.lao@sands.com.mo。



ADVERTISING

廣告宣傳

From lightboxes and display cabinets, to digital screens, outdoor marquee videos and more, Sands Shoppes offers retailers a range of advertising opportunities and ways to increase brand visibility.

- For Shoppes at Venetian and Shoppes at Parisian retailers, contact Marcelo Alves at marcelo.alves@sands.com.mo.
- For Shoppes at Four Seasons retailers, contact Peggy Leong at peggy.pc.leong@sands.com.mo.
- For Shoppes at Cotai Central retailers, contact Daniela Oliveira at daniela.couto@sands.com.mo.

澳門金沙購物城邦為商戶提供更多宣傳機會，提高品牌的曝光率。現在便預訂廣告時段，在我們的燈箱、展櫃、數碼屏幕及戶外天幕錄像等等展開宣傳。

- 威尼斯人購物中心及巴黎人購物中心請聯絡 Marcelo Alves，
電郵：marcelo.alves@sands.com.mo
- 四季名店請聯絡 Peggy Leong，
電郵：peggy.pc.leong@sands.com.mo
- 金沙廣場請聯絡 Daniela Oliveira，
電郵：daniela.couto@sands.com.mo



UPCOMING CAMPAIGNS 未來活動

At Sands Shoppes, we pride ourselves on having a comprehensive marketing plan that differentiates us from our competitors and ensures we are positioned in consumers' minds as the largest and ultimate destination for shopping.

We are constantly coming up with new and exciting campaigns, and reprising our most successful initiatives, to encourage shoppers to make our retail malls the only place to come to in Macao. Look out for ways to get involved with our upcoming Venetian 10th Anniversary celebrations and the exciting Tesla campaign.

澳門金沙購物城邦不時推出各種市場計劃，在其他競爭對手脫穎而出，確保顧客心目中最大型終極購物中心的地位。

未來我們會定期推出各式嶄新的活動，並再次舉行成效昭彰的宣傳，加強我們是賓客在澳門的唯一零售商場的印象。請密切留意即將舉行的威尼斯人十週年慶祝活動及令人期待的Tesla活動。