# Press Release

## The Parisian Macao Debuts Moët & Chandon Inverted Christmas Tree and Asia's First Moët Bow Atelier in Sensational Seasonal Campaign

*Including exclusive champagne tastings and sparkling offers*

**(Macao, Nov. 2, 2026) – The Parisian® Macao** is wrapping up its 10th anniversary events in true French style with its 'Gift an Extraordinary Season at The Parisian Macao' campaign in collaboration with leading champagne house Moët & Chandon, highlighted by the centrepiece arrival of a 17-metre inverted Christmas tree adorned with an enormous Moët Bow. Available until January 3, 2027, the elevated programme was officially launched yesterday with a lighting activation ceremony, which was attended by actress Moon Ka Young, Moët & Chandon Ambassador.

**Contemporary Parisian Elegance**

The award-winning integrated resort's atrium forms the elegant heart of the seasonal celebrations and is home to the Moët Bow Atelier, a first in Asia. Newly introduced by Moët & Chandon, the Moët Bow is designed to adorn the House's iconic bottles while also serving as a signature accessory, bringing a personalised touch to the art of gifting. At the atelier, guests can discover how the addition of a sophisticated bow transforms each bottle into a distinctive expression of celebration and generosity. The complimentary personalisation service offers a choice of bows in black, red or green, complemented by elegant ribbons, custom initial pins, and bespoke greeting cards and envelopes.

Visitors will be further charmed when they see the inverted Christmas tree adorned with a striking Moët Bow. One of the largest of its kind in the world, the installation brings Moët & Chandon's spirit of celebration to the heart of The Parisian Macao, and provides a memorable setting for festive gatherings, family photographs and social media moments. It is just one of the many photogenic spots across the resort waiting to be discovered, with other large-scale installations located beneath the Eiffel Tower and at the Porte Cochere.

**Celebrating in Style**

A series of enticing promotions can also be enjoyed by guests, including complimentary Champagne. Honouring the Maison's 283-year legacy, with its founding in 1743, a daily tasting takes place at exactly 17:43 at the atelier on a first-come, first-served basis.

Extending the sense of occasion is the romantic Savour Champagne and Gourmet Bites at Dusk promotion available at acclaimed Cantonese restaurant **La Chine**. The tempting offer combines the Signature snack platter for two, featuring tantalising Chinese bites, with two glasses of the classic Moët & Chandon Brut Impérial; priced at MOP338*.

In addition, La Chine, French bistro **Brasserie**, and the popular **Le Buffet**, are all serving a selection of Moët & Chandon Champagnes, including the Brut Impérial, Rosé Impérial, and the exceptional Grand Vintage 2016 – the year The Parisian Macao opened. The final pairings being served by all three restaurants are the delectable Christmas and New Year Eve feasts that go perfectly with a glass of crafted bubbly.

Sands Lifestyle members can enjoy additional benefits when spending a minimum of MOP30,000 (retail, dining or entertainment) at Sands Resorts Macao, receiving a Macao exclusive Moët & Chandon Champagne gift set and the atelier personalisation service.

For more information, please visit https://www.parisianmacao.com/offers/moet-winter-campaign-2026.html

* All prices are subject to 10% service charge











**Photo caption:** The Parisian® Macao is wrapping up its 10th anniversary in true French style with the 'Gift an Extraordinary Season at The Parisian Macao' campaign in collaboration with Moët & Chandon.

**For high resolution images, please access the following:**
https://it-ezshare.sands.com.mo/exweb/share/9da56a56-176e-4e14-a5cd-210603bd0b8b/18308

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**About The Parisian® Macao**
The Parisian® Macao is an integrated resort inspired by the magic and wonder of the famed "City of Light". Featuring a half-scale authentic recreation of the Eiffel Tower, The Parisian Macao offers over 2,500 guest rooms and suites and a full array of integrated resort facilities, including meeting space, restaurants, Le SPA'tique, QUBE Kingdom – Kid's Play Zone, Parisian Health Club, Aqua World water park, pool deck and a 1,200-seat theatre. The 300,000 square feet (approximately 27,870 square metres) Shoppes at Parisian retail mall offers the latest in fashion in a setting reminiscent of the streets of Paris, with an eclectic mix of Streetmosphere performers, including street artists, mimes, and buskers, heightening the authentic experience.

For more information, please visit ParisianMacao.com.

**ABOUT MOËT & CHANDON**

Founded in 1743, Moët & Chandon draws on the largest terroir in Champagne to share its exceptional savoir-faire with the world through a rich and diverse portfolio of champagnes. Present in over 150 countries, the Maison's craftsmanship is the art of turning champagne into emotion. It is a collective work shaped by many hands and hearts, where each bottle becomes an invitation to share joy and celebration. Guided by the deep belief that life is better when shared, the Maison's range includes key expressions such as the timeless classic Brut Impérial, the bespoke creation Grand Vintage, the first champagne designed to be enjoyed on the rocks, Ice Impérial, and the ultimate expression of Haute Oenologie with Collection Impériale. Each expresses joyful fruitiness, refined maturity and effortless pleasure in every sip. As a leader in Champagne, the Maison is committed to the welfare of its people and communities, acting responsibly through its sustainability programs, Natura Nostra and Essentia, to pass on a preserved Nature for future generations.

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