

New concept stores anchor luxury retail offerings at The Shoppes at Marina Bay Sands

Brioni, HUGO BOSS and Zara debut unique boutique concepts, enhancing The Shoppes' existing selection of ready-to-wear fashion

Singapore (23 August 2013) - The Shoppes at Marina Bay Sands recently welcomed two brand new concept stores to its fleet of 300-strong retail outlets. German luxury fashion label **HUGO BOSS** and **Zara**, one of the largest fashion retailers in the world, unveiled unique boutique concepts for the first time in Singapore last week at Asia's most premier shopping destination.

Adding to The Shoppes' existing collection of ready-to-wear fashion offerings this September are **Balenciaga**, **Brioni** as well as luxury Swiss watchmaker **Ulysse Nardin**.



HUGO BOSS reopens at The Shoppes at Marina Bay Sands with a new line of womenswear

HUGO BOSS¹ reopens at The Shoppes with a new generation interior design concept and an additional women's ready-to-wear and accessory line curated by New York-based fashion designer Jason Wu². Spanning across 3,832 square feet, the new store is bigger than its previous one, and continues to carry menswear by BOSS and BOSS Green.

Key elements of the new interior design include black steel grids with light-emitting diode (LED) strips and exquisite fabric wall cladding and magnolia back panel frames paired with black high gloss furniture to create a refined ambience. Furniture with bronze glass elements also sets a sophisticated mood, emphasizing the overall elegance of the store.

Owned by the Inditex Group, Zara³ presents its new concept store in Singapore for the very first time, offering Women's, Men's and Kids' apparel. Spanning across 21,000 square feet, Zara at The Shoppes showcases a new concept based on four principles: beauty, clarity, functionality, sustainability.

Designed with a minimalistic theme, the store emphasizes simplicity through materials and combination of colours, creating a beautiful environment that brings out the best interaction between shoppers and fashion.

To inaugurate its newest outpost, also its second largest in Singapore, Zara has launched its Fall/Winter 2013-14 collection at The Shoppes at Marina Bay Sands.

Soon to join the collection of high-end and ready-to-wear luxury labels at The Shoppes in September are Balenciaga⁴ and Brioni, one of the world's leading menswear renowned for its supremely luxurious handmade suits.

Spanning across 1,711 square feet, Balenciaga's third store in Singapore at The Shoppes will present its largest offering of both men's and women's shoes and bags. This is also the luxury label's first standalone boutique with a men's offering.

New-to-market luxury label Brioni⁵ will open its very first standalone boutique in Singapore, as well as the largest in Southeast Asia. Occupying a retail space of 1,800 square feet at The Shoppes, Brioni will unveil an exclusive store concept that has been created solely in Milan. This design concept, which is a first in the world, will be replicated in all its boutiques around the world after its launch in Singapore.

¹ HUGO BOSS is located at B2- 222, Canal Level, The Shoppes at Marina Bay Sands

² Jason Wu is the Artistic Director of BOSS womenswear starting from its Fall-Winter 2014 collection

³ ZARA is located at B2-08 & B2-113, Canal Level, The Shoppes at Marina Bay Sands

⁴ Balenciaga is located at L1-39/40, Bay Level, The Shoppes at Marina Bay Sands (Opening September 2013)

⁵ Brioni is located at B1-76, Galleria Level, The Shoppes at Marina Bay Sands (Opening September 2013)

Most well-known for dressing the likes of Al Pacino, Nelson Mandela and Luciano Pavarotti with the finest workmanship, Brioni at The Shoppes will also feature a luxurious VIP suite for customers to order bespoke items in lavish comfort and ease. Brioni is presented by the UOMO Group, who also operates Uomo Collezioni, Stefano Ricci, Zilli and Santoni at The Shoppes.

Luxury Swiss watch manufacturer Ulysse Nardin⁶ will also open its flagship store at The Shoppes at Marina Bay Sands this September. Managed by specialist luxury watch retailer The Hour Glass, Ulysse Nardin's first standalone boutique in Singapore bears extra significance as it marks the culmination of a close exclusive-retailer relationship that spans over two decades.

Spanning across 958 square feet, the boutique promises an unprecedented retail experience. Dressed in the rich colours and details of the inimitable Ulysse Nardin design that draws inspiration from its centuries-old lineage in maritime horology, the boutique is at once exclusive yet cosy. Two cocoon-like structures draw the eye and visitors inwards, into the "Experiential Rooms", a world's first amongst Ulysse Nardin boutiques.

Ulysse Nardin at The Shoppes will usher in iconic pieces like the "*Freak Limited Edition*", a 20-piece commemorative collection exclusive for The Hour Glass only. A watch with no true dial or hands, the Freak remains one of the most inventive timepieces in horology. "*Blue Toro*" – a unique perpetual calendar featuring a striking blue dial and ceramic bezel and pushers is specially available only at the Ulysse Nardin boutique in Singapore, limited to 99 pieces worldwide.



(Left-Right) Ulysse Nardin presents the *Freak Limited Edition*, an exclusive commemorative collection for The Hour Glass, and *Blue Toro*, a boutique exclusive at The Shoppes at Marina Bay Sands

⁶ Ulysse Nardin is located at L1-57, Bay Level, The Shoppes at Marina Bay Sands (Opening September 2013)



Shoppers can also expect more sublime masterpieces of technical and artistic finesse, as the boutique will bring in capsule collections on show, such as the rare “Genghis Khan”, a Minute Repeater Tourbillon with moving Jacquemarts on its dial – truly a piece of horology art.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

Media Enquiries

Erica Ng (+65) 6688 1013 / erica.ng@marinabaysands.com

Download hi-res images

<https://www.hightail.com/download/bWJvbGtEQzcyWGRBSXRvag>