



MARINA BAY SANDS
SINGAPORE

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MARINA BAY SANDS PARTNERS WITH BAY PRECINCT FOR A SHIMMERING CHRISTMAS WONDERLAND

The integrated resort leads the way in festive celebrations with first-ever light-up of the Marina Bay precinct and CHANEL collaboration



The Bay-wide Festive Light-Up with hotels and attractions around the 3.6-kilometre perimeter will run through 24 November.

Singapore (9 November 2024) - Marina Bay Sands ushered in the festive season alongside hotels and attractions around the Marina Bay precinct on 8 November, enlivening the spirit of the holidays with a first-of-its-kind large-scale festive light-up.

For the first time, the integrated resort has teamed up with national landmarks around the Marina Bay area – The Helix Bridge, Singapore Flyer, Esplanade – Theatres on the Bay and National Gallery - to herald the

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start of the festive season. Hotels such as The Fullerton Hotel, The Ritz-Carlton and Swissotel are also joining hands to light up the precinct in a warm, champagne gold hue around the 3.6-kilometre perimeter of the Marina Bay waterfront.

This is part of a collaboration between Marina Bay Sands, Singapore Tourism Board and UOB for *Masterpieces. Made in Singapore*, the marketing campaign enlivening the Marina Bay precinct with awe-inspiring and immersive lifestyle and entertainment programming.

“Marina Bay Sands’ festive light-up is a cherished tradition for the integrated resort. This year, we’re extending the property light-up beyond our iconic building, by collaborating with our partners around the Bay to embrace the spirit of the season with a coordinated display of lights. This spirit of amplifying our celebrations is aligned with our newly launched brand identity *Above Beyond*, in bringing together the community to push boundaries and create incredible experiences for our guests,” said Paul Town, Chief Operating Officer of Marina Bay Sands.

Christmas Light-Up featuring CHANEL Winter Tale

The Shoppes at Marina Bay Sands also lit up in a splendid golden hue on 8 November, as the mall welcomed guests to its spectacular *Christmas Light-Up featuring CHANEL Winter Tale*, in collaboration with iconic luxury house CHANEL. Inspired by the tale of the CHANEL snowflake, the exclusive light installation spotlights iconic emblems of the House, such as the signature N°5 fragrance bottle, the lion and camellia flower, within a captivating galaxy of comets and snowflakes.



The Christmas Light-Up featuring CHANEL Winter Tale featured various festive-themed performances.

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Headlined by rising Taiwanese-American singer-songwriter sunkis, the annual event immersed the crowd and over 400 invited guests in a classic retelling of a winter wonderland, complete with an extensive display of lights and inspired performances. Highlights included a rousing rendition of “Carols of the Bells” by modern violinist duo Joy and Jocelyn, an elegant performance titled “Waltz of the Snowflakes” by the Singapore Ballet Company and Acro Academy, and the grand finale performance by the Symphony choir, complete with snow-like confetti reminiscent of a white Christmas.



The Magical House of CHANEL is located at the Event Plaza at Marina Bay Sands.

The luxury house has also unveiled a specially curated experience, *The Magical House of CHANEL*, at the Event Plaza at Marina Bay Sands. Framed with symbolic icons of the brand, The Magical House offers visitors a peek into the festive surprises interpreted by CHANEL, walk through an immersive snowy forest experience and take a glimpse of beguiling miniature scenes. Discover a selection of exclusive fragrances, dazzling makeup products, and ultra-sensorial skincare products, along with the holiday art of wrapping, perfect for gifting this season.

The grand finale of the experience is an elegant apartment, where the iconic N°5 takes centre stage. CHANEL fans will be able to experience the eternal allure of the fragrance through five unique interpretations. Guests can also celebrate the artistry and timeless heritage of Chanel’s olfactory masterpieces through the House’s storybook.



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The Magical House of CHANEL is showcased until 25 December, featuring exclusive fragrances, makeup products, skincare products and the holiday art of wrapping.

The enchanting winter wonderland is a complimentary experience with limited registration slots available on a first-come-first-served basis at chanel.com/sg/fragrance-beauty/events/holiday/. Alternatively, the public can join the walk-in queue on-site. The Magical House of CHANEL experience will be open to the public from 9 November till 25 December, from 10.30am to 10pm on Sunday through Thursday with hours extended to 10.30pm for Friday, Saturday, the eve of public holiday and public holiday.



Marina Bay Sands' Hotel Lobby Tower 1 spotlights a seven-metre-tall tree combining different visual elements.

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Elsewhere on property, the entire integrated resort is decked out in shimmering decorations, evoking a sense of glistening snow and light mirages. With close to 300 gold and silver tinsel trees across the property, Marina Bay Sands has been transformed into a spellbinding winter wonderland. The centrepiece is a majestic seven-metre-tall, reimagined Christmas tree on a rotating platform at Hotel Tower 1 Lobby. A mesmerising spectacle of iridescent orbs, fibre-optic illuminated baubles, holograms encased in clear ornaments and topped with a luminous star, the unique Christmas tree is a sight not to be missed.

The Bay-wide Festive Light-Up activation will run till 24 November, while the iconic three towers of Marina Bay Sands, along with the façade of ArtScience Museum, will be lit till 25 December. For more information on the Bay light-up, visit marinabaysands.com/Christmas. More information on the Marina Bay precinct and the partnership can be found at visitsingapore.com/travel-tips/travelling-to-singapore/seasonal-highlights/masterpieces/ and marinabaysands.com/Masterpieces.

A Festive Shopping Spree Awaits



The Shoppes presents close to 60 brands with festive-inspired privileges

In addition to the festive installations, bask in the holiday season's revelry while indulging in shopping privileges at various boutiques at The Shoppes at Marina Bay Sands. Inspiring a wide array of gift ideas, the mall welcomes shoppers to celebrate the most wonderful time of the year by putting their own spin on the latest trends with bags and accessories from fashion brands such as **Gucci**, **Givenchy** and **Ralph Lauren**.

Watch and jewellery brands are also spreading the holiday cheer with a repertoire of exclusives. **Franck Muller** launches the iconic Round Skeleton Baguette in 31mm piece as part of its high jewellery collection while **GRAFF's** white gold Pavé Butterfly diamond necklace is embellished with three diamond butterflies.

Meanwhile, delight in pampering treatments and beauty essentials at **Biologique Recherche**, **La Mer** and **Maison21G**, to name a few, or elevate the abode with home and living accessories from **Devialet**, **Baccarat**, **Hästens** and more, amidst counting down to the holiday reunions. For more details, visit MarinaBaySands.com/ShoppesChristmas from 15 November.

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About Marina Bay Sands Pte Ltd

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, shopping and entertainment choices, complete with a year-round calendar of signature events.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

Media Enquiries

Nisha Jamal +65 8180 8595 / nisha.jamal@marinabaysands.com
Kim Jeong Won +65 8113 5644 / jeongwon.kim@marinabaysands.com

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