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The Shoppes at Marina Bay Sands spotlights personal shopping, new-to-market brands and refreshed boutique concepts

Enhanced by invitation-only bespoke shopping experience features 80 participating brands



The Shoppes' Personal Shopping Service includes a private buggy ride, chauffeured by the Retail Concierge team.

Singapore (23 September 2024) – The Shoppes at Marina Bay Sands is set to elevate the retail experience, offering shoppers a distinctive journey at the city's core district. Central to its enhancement is the re-introduction of an exclusive personal shopping service tailored for VIP clients. The mall is enriching its offerings by collaborating with a selection of 80 premium and luxury brands, creating a highly customised shopping experience that ranges from expert styling to personalised pampering service.

In the past year, luxury brands such as Burberry, Valentino and ZEGNA have refreshed their boutiques with exciting new store concepts that aim to captivate shoppers with their exceptional craftsmanship and rich heritage. In its pursuit of evolving the diverse retail mix, The Shoppes also introduced MARNI and Le Chocolat Maxime Frédéric at Louis Vuitton to the mall.

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Bespoke retail experience launches a new era for The Shoppes



The Shoppes' Personal Shopping Service prepares an assortment of products in specific styles and sizes at various boutiques for VIP shoppers to browse at their own pace while brand representatives provide styling advice.

Featuring luxury fashion brands such as **Ralph Lauren** and **Bottega Veneta**, watch and jewellery brands such as **Chaumet** and **Van Cleef & Arpels**, the relaunched Personal Shopping Service is curated to suit various tastes and preferences. Beauty brands such as **La Mer** and **Jo Malone London**, along with childrenswear labels the likes of **Gucci Kids** and **Young Versace**, are also part of the list of participating retailers.

Born out of the intention to extend special care and attention to VIP shoppers, the by-invitation-only Personal Shopping Service is centred upon customisation and convenience, matching shoppers with their brand preferences. It also presents shoppers with the opportunity to discover more brands on an intimate level, interacting more closely with brand representatives who will give their undivided attention and expert styling advice.

Ahead of their visit, the journey begins with an online form that encourages them to choose a preferred shopping experience – understated luxury, statement luxury, luxury of freedom or curated luxury – and share their favourite style icons and brands. Upon arrival, the indulgence starts with a private buggy ride by the Retail Concierge team, where they will be chaperoned to different boutiques and welcomed with a host of value-added services such as champagne and light bites in a private room or space. The bespoke styling experience features a pre-selected assortment of products in a specific style and size, in line with the VIP guest's preferences.

Hazel Chan, Senior Vice President of Retail at Marina Bay Sands, said, "Our newly relaunched Personal Shopping Service is an extension of our vision to further cultivate relationships with our high value customers. Our long-standing partnership with esteemed retailers and the trust we have cultivated over the years has allowed us to craft a truly customised shopping experience. This exclusive offering is designed to be both captivating and authentic, enriched by personalised hospitality centred around the precise wishes and desires of the customer."

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The Shoppes shines the spotlight on new-to-market concepts



Maison Valentino's new store concept debuts in Singapore at Marina Bay Sands

In April, Italian luxury fashion house Maison Valentino unveiled its newly renovated **Valentino** boutique spanning over 270 square metres, featuring the store concept's debut in Southeast Asia and marking an important step in the development of the brand's worldwide retail network expansion. Inspired by Italian hospitality, the boutique represents the Maison's identity as Maison de Couture through interior design that coincides with the brand's artisanal approach and aesthetic. Elements include floors composed of Botticino and Sahara Noir green onix marble, representing iconic geometric motifs, along with black timber floor, eclectic material palette and details inspired by Roman buildings.

In celebration of the Maison's iconic codes and Italian heritage, bespoke objects were created specially for the spaces, including handmade ceramic door handles by craftsman Massimiliano Pipolo, which are characterised by organic shapes suspended between functionality and abstraction. The boutique showcases a range of Valentino women's and men's ready-to-wear collections, Valentino Garavani accessories, eyewear and fragrances in a discreet setup with unexpected design details for shoppers to embark on a journey through the World of Valentino.



Burberry reopens duplex boutique with unique interior design elements

Meanwhile, **Burberry** unveiled its refreshed duplex boutique with a sophisticated interior that includes sculptural wooden tables designed by artist Casey McCafferty, as well as rugs and a carpeted wall installation by British textile artist Tom Atton Moore, while windows are inspired

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by British landscapes, reflecting Burberry's heritage of outdoor exploration. The displays are created using layered textile patches from the Winter 2024 collection.

The boutique is the first in Southeast Asia to present the Rocking Horse Tote bag in leather, a creation that embodies Burberry's spirit of innovation, creativity and equestrian heritage. This distinctive curved piece showcasing its 'b' closure – a new house motif – debuted in Burberry's Winter 2023 collection.



MARNI's new boutique marks the Italian brand's foray into the region

The Shoppes also welcomed Italian brand **MARNI**, which launched its first boutique in Southeast Asia in July. The new store concept, developed by Creative Director Francesco Risso in close dialogue with the brand's in-house architecture team, showcases the brand's women's ready-to-wear and accessories collections. Design details include a façade featuring a backlit steel MARNI logo and a gently undulating ivory surface that evokes the movement of water. Signature furnishings of polished light gold steel rails recall waves while the 'Calacatta' marble mosaic flooring against the backdrop of ivory lacquered walls is adorned with organic shaped shelves. Known for its avant-garde spirit and distinctive approach to materials and colours, MARNI showcases unique fashion inspirations, vibrant colours, and distinct values through special collaborations and capsule collections.



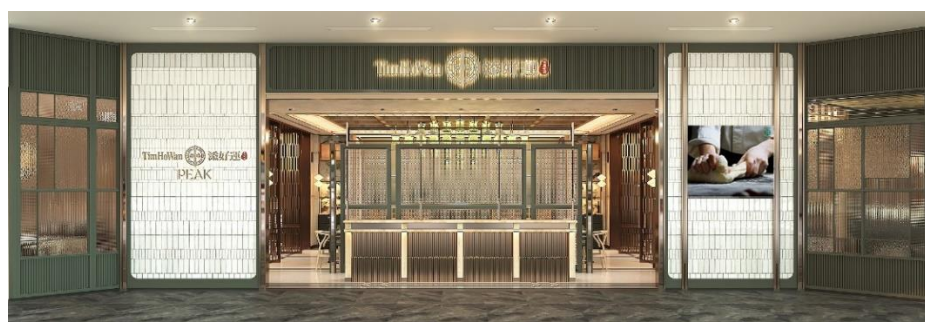
Rado's new concept is inspired by visionary research, innovative technology, new materials and craftsmanship

Renowned Swiss watchmaker **Rado** reopened with a new boutique design focusing on the ultimate 'Master of Materials' experience. Its emphasis on clean lines and shiny surfaces with warm bronze tones expresses the brand's innovative and design-conscious spirit. The bold façade of repetitive lines reflects the sand dunes of the Rado Centrix campaign while nodding to the ceramic elements of Rado watches. Exclusive to The Shoppes, the True Square x

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Kunihiko Morinaga watch is the perfect embodiment of Rado's watchmaking competence and the inspiration of avant-garde designer Kunihiko Morinaga.



Tim Ho Wan PEAK highlights Hong Kong Cantonese roasts, among others.

Meanwhile, at an exclusive end of The Shoppes, Tim Ho Wan recently unveiled its upscale dining experience, **Tim Ho Wan PEAK**. The restaurant, exclusive to The Shoppes, heralds a new era for the award-winning authentic Hong Kong dim sum restaurant, presenting an exclusive array of Hong Kong Cantonese roasts curated by distinguished traditional roast masters with over 30 years of experience. Complemented by an elegant decor in its iconic jade colour, the restaurant features bamboo-like chandeliers, topographic wallpaper of the mountains along with wooden accents, and a private dining room with Chinese antiques.

In recent months, Italian luxury menswear brand **ZEGNA** and Hong Kong active childrenswear brand **moodytiger** have presented new store concepts. Come October, British high jeweller **Graff** and Italian luxury fashion label **Golden Goose** will be unveiling their second boutiques in Singapore, enhancing the unique assembly of luxury and premium brands at The Shoppes.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with approximately 1,850 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 11,500 Team Members across the property. 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

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