

Press Release



FOR IMMEDIATE RELEASE

Shop your way to Las Vegas this Great Singapore Sale at The Shoppes Marina Bay Sands

*Weekly draws from 24 May to 1 July to win a trip of a lifetime,
including a luxury stay for two at The Venetian Las Vegas*

Singapore (7 May, 2012) – Enjoy pure indulgence at The Shoppes Marina Bay Sands this Great Singapore Sale (GSS) with fabulous buys of up to 70 percent savings, shopping vouchers giveaways, luxury accommodation and a chance to win a trip of a lifetime to the “*Entertainment Capital of the World*”, Las Vegas, every week.

From 24 May to 1 July, shoppers who spend a minimum of S\$250 at The Shoppes at Marina Bay Sands will be eligible to enter the **Viva La Shoppes Lucky Draw**, and stand a chance to win the ultimate prize of a pair of return flight tickets to Las Vegas, plus three nights’ accommodation in a luxury suite at The Venetian Las Vegas. A winner will be announced at The Shoppes every Monday starting from 28 May.¹ To top this off, the first 50 shoppers daily to spend S\$250 will also be rewarded with a S\$20 shopping voucher.

For hotel guests

The opportunity to win this lavish trip extends to Marina Bay Sands hotel guests who book the **Shop, Stay & Win Package** from 1 May to 30 June 2012. Apart from gaining an extra chance to enter the Viva La Shoppes lucky draw, this special hotel package includes a two-night stay² at Marina Bay Sands and up to S\$70 destination credit³, allowing guests to indulge in the myriad of dining and entertainment options at Marina Bay Sands, from celebrity chef restaurants, to The Club lounge and Chocolate Bar at The Club located on Sands SkyPark, world class shows at the Sands and Grand Theater and blockbuster exhibitions such as *Andy Warhol: 15 Minutes Eternal* and *Harry Potter: The Exhibition* at ArtScience Museum.

For shopaholics

With close to 300 shops and restaurants at The Shoppes at Marina Bay Sands, participating retailers will roll out exclusive treats including savings of up to 70 percent as well as special giveaways over the six weeks of shopping extravaganza. These include a chance to pick up exceptional pieces from new-to-market brands such as [a.testoni](#), [Affliction](#), [Anne Fontaine](#), [MOISELLE](#), [Paul & Joe](#) and [Silvian Imberg](#).

¹ Winners will be notified by post; American Express Card members receive double chances for the same spend. Number of lucky draw submissions is capped at five per individual.

² Rates start from S\$399++ for a Deluxe Room and from S\$429++ for a Premier Room; booking must be made two days prior to arrival. This package is for two nights’ stay only.

From iconic luxury labels to all-time favorite brands, The Shoppes has it all under one roof this GSS. [Jimmy Choo](#) will be offering savings from 30 percent off selected items while both high street British fashion label [French Connection](#) and international luxury accessories brand [Oroton](#) will be offering savings of up to 50 percent.

Shoppers can also enjoy an indulgent break at over 60 dining options at The Shoppes at Marina Bay Sands. [Bazin](#), a stunning waterfront bar and restaurant serving Euro-Oriental cuisine will be having a 1-for-1 Martini special, while [Yú Cuisine](#), a modern Chinese seafood restaurant will be offering 50 percent off its popular Peking Duck³.

For social media enthusiasts⁴

To usher in GSS and all its extravagance, The Shoppes at Marina Bay Sands will be launching a new-to-market Facebook application, ***The Shoppes Ultimate Lookbook*** on 24 May. This interactive social media platform will allow fashionistas to create digital collages of their ultimate look with their favorite fashion apparel and accessories from The Shoppes retailers over GSS. This Facebook engagement will allow shoppers to share their unique look with their Facebook friends and a chance to win the outfit⁵ they have put together each week over GSS at The Shoppes.

The Shoppes at Marina Bay Sands will also be launching a first-of-its-kind social media photo booth, ***The Social Pavilion***, at Promenade South on 25 May. Modeled after the Crystal Pavilions, *The Social Pavilion* is Singapore's first interactive and unique social networking platform. Integrated with Facebook, it will provide a fully automated experience for shoppers to post a personalized photo to the Marina Bay Sands Facebook wall instantaneously, sharing their moments spent at Marina Bay Sands.

Shoppers also get to bring home a printout of their photo as well as double their chances in the **Viva La Shoppes Lucky Draw** when they print a voucher at *The Social Pavilion*.

Shop conveniently at The Shoppes

As an added incentive for our visitors, Marina Bay Sands is also offering complimentary parking to those who spend a minimum of S\$20 between 10am and 4pm at The Shoppes from Monday to Thursday. This complimentary parking extends to visitors of other destination highlights, including the Sands and Grand Theater and ArtScience Museum at Marina Bay Sands.

³ Usual price is S\$68++

⁴ Refer to appendix for more information

⁵ The final lookbook outfit can consist of selected retailer apparel of up to S\$500 in value

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

APPENDIX

The Shoppes Ultimate Lookbook

From 24 May to 1 July 2012, *The Shoppes Ultimate Lookbook* will give virtual fashionistas the opportunity to push their creative boundaries and create digital collages of their ultimate GSS look with their favorite fashion items.

The lookbook's easy to use drag-and-drop function allows Facebook users to create various fashion looks from The Shoppes' database of product images from participating retailers offering attractive savings during GSS.

Users can put together a look of up to S\$500 and stand a chance to win their ultimate look weekly. To start styling, simply become a fan of Marina Bay Sands Facebook page and click on *The Shoppes Ultimate Lookbook* tab. Be your own stylist and tell us what fashion trends are hot this GSS.

Users can then choose to share their fashion inspirations on their personal Facebook pages. Every creation will be displayed in a digital gallery, with leading looks featured at the top. Users can invite their Facebook friends to participate in the contest and vote for their favorite look. The creation with the highest number of votes each week will win the look.

The Social Pavilion

The Social Pavilion is a unique way for shoppers and social media enthusiasts to share their candid moments at The Shoppes at Marina Bay Sands. It is more than just taking a picture. It provides shoppers with a fun and interactive platform to integrate their shopping experience online, and at the same time, allows individual retailers at The Shoppes to engage with shoppers.

The Social Pavilion provides a sophisticated space where people can capture some of their best memories. When shoppers enter *The Social Pavilion*, they will be prompted to login with their Facebook user ID by a user-friendly touch screen interface. They will then be guided through the photo-taking process:

1. Key in your email address
2. Select 2 different backgrounds of your choice
3. Strike a pose and take your picture
4. Select one preferred picture
5. Print your photo and take home your memory at The Shoppes.⁶

The selected photo will automatically be posted onto the Marina Bay Sands Facebook wall and emailed to the user.

⁶ Limited to two visits per Facebook account per day



As an added incentive, shoppers who use *The Social Pavilion* can look forward to doubling their chances⁷ in the **Viva La Shoppes Lucky Draw** during the GSS period by simply printing a voucher at *The Social Pavilion*.

The Social Pavilion intends to create a paramount shopping experience that is unique, interactive, social, and most importantly, a whole lot of fun. Taking inspiration from the Crystal Pavilions, *The Social Pavilion's* exquisite design is set to attract attention. Designed and built to the highest quality, shoppers can experience this unique social photo engagement with optimum secure connections to social networks. It is so simple to use, anyone can snap a photo and capture The Shoppes experience!

⁷Minimum spending of S\$250 at The Shoppes to gain entry to lucky draw applies