

# Press Release



FOR IMMEDIATE RELEASE

## The Shoppes at Marina Bay Sands broadens retail line-up with new luxury brands

*Expanded home and living category, reopened duplexes, new concepts and culinary options to look forward to*

**Singapore** (2 December 2021) – The Shoppes at Marina Bay Sands is introducing an array of exciting new luxury brands and retail concepts as part of the luxury mall's overall strategy to continuously evolve and present a renewed shopping experience for shoppers.

This is led by an expansion of the home and living category, set in motion by a plan to satisfy a growing appetite for luxurious living. Making its Asian debut with its first standalone store is Florentine luxury brand **Pineider**, known for its fine bespoke stationery, writing and leather goods. Synonymous with exclusivity and craftsmanship, the historic brand brings an exceptional experience to visitors with paper and leather engraving, and other product customisation in-store.



*(From L to R): The interior of Christofle and its finest silverware, and Frette's luxe beddings and linens at The Shoppes*

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Italian luxury linen and lifestyle brand **Frette** also launched its first standalone store in Singapore as part of its strategy to strengthen its presence in Asia. Visitors can shop its collection of masterfully crafted linens, home accessories and elegant loungewear, all stitched to perfection from the finest natural materials and designed to bring unparalleled comfort into the home and on-the-go. French luxury goldsmith brand **Christofle**'s new flagship store in Singapore showcases the French art of living sprinkled with inimitable Parisian chic. The silver objects are true accomplices of life; from gifting ideas, beautiful tableware to elegant home decoration accessories, each product resonates as a promise to fulfill the senses and enjoy perfect convivial moments.

Also making an entrance by end-2021 is London-inspired luxury bespoke home and lifestyle brand, **SILKY MIRACLE**. It will be unveiling its first ever store in Singapore to retail exquisite home collection made of the finest 6A class raw silk for discerning life connoisseurs. In addition to lustrous bedding sets, decorative pillows and blankets, the store will offer a curated collection of luxurious homewear for men, women and baby, as well as customisable embroidery services.

Ultra-luxe Swedish mattress brand **Hästens** is also slated to open at The Shoppes in early-2022. Globally known for providing the highest levels of comfort for thoroughly rejuvenating sleep, its beds are handmade by skilled craftsmen in Köping, Sweden, and uses only the finest natural materials such as horsehair, cotton, wool and flax, which are sustainably produced and ethically sourced.

Hazel Chan, Vice President of Retail, Marina Bay Sands, said, "In the past year, we have observed an increasing trend of people entertaining guests more frequently at home, leading to a growing demand for luxury home and living products. More consumers are bringing the concept of luxury into the post-pandemic homes, upgrading their domestic spaces to enhance their personal well-being. As Asia's leading shopping destination, we continue to find opportunities to enhance our customers' experience by bringing in unique, compelling and personalised products and services."

The expansion comes hot on the heels of a slew of new beauty and fragrance brand openings, transforming the North of The Shoppes' Level 1 into a beauty and lifestyle paradise.

New York-based perfume house **Le Labo** opened its second store in October. Designed as a fragrance lab, Le Labo shares the backstage of slow perfumery with clients and connects them to the craft in its rawness, with each creation freshly blended and personalised with a label in the lab. Le Labo's core collection includes 17 unisex perfumes and 10 soy-based wax candles. The boutique also offers genderless body formulas and a grooming line.

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*(From L to R): Maison 21G's third flagship boutique at The Shoppes and their exclusive collection of haute couture natural essences*

Singapore-based Parisian bespoke perfume house **Maison 21G** also opened its third highly anticipated flagship boutique at The Shoppes in June, granting people the power to craft their own signature fragrance and edgy personalised home scents. Modelled after a luxurious gallery, discover the art of perfume through a personalised and bespoke multi-sensorial experience with the boutique's exclusive collection of haute couture natural essences. Available exclusively at The Shoppes is the boutique's new private Black collection, which offers a more complex bespoke perfume creation. The boutique also hosts private workshops for visitors to explore the art of perfumery with its in-house scent designer experts.

Shoppers can also enjoy the ultimate, multi-sensorial Sisley experience at luxury French cosmetics and skincare brand **SISLEY**'s first standalone store in Singapore. Reminiscent of the famed La Maison Sisley Paris, the elegant and refined boutique offers a suite of personalised facial and hair analysis services. In addition to SISLEY's renowned phyto-aromatic facial treatments combining traditional massage rituals with aromatherapy, the brand also launched its new Sisleÿa L'Intégral Anti-Âge Radiance Anti-Dark Spot Serum and Phyto-Teint Nude, an oil-free skincare foundation, in 10 shades.

## **New-to-store Concepts and Services at The Shoppes**

The Shoppes continues to bring in new-to-store concepts and interesting experiences for visitors. Spanning over 415 square metres, the redesigned **Salvatore Ferragamo** is a debut of its House's special store, one that embraces the rich history of Ferragamo's past, present and future. A touch of Ferragamo red married with walnut finishes on the wall units and other refreshing pops of colours in the space revitalises the entire Salvatore Ferragamo experience through a suite of signature services, such as in-house styling advice and home delivery services.

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Global lifestyle brand **GUESS** also unveiled its new flagship store at The Shoppes, which houses its latest Guess Jeans, Marciano, footwear, handbags, jewelry and fragrance collections. As the first GUESS flagship in Asia to introduce the elevated retail concept mirrored across Europe, the store is part of the brand's wider international expansion plans. Offering a clean and intuitive layout, the store provides a fluid and immersive shopping experience for customers.



*(From L to R): 1855 The Bottle Shop's library inspired interior and Magnetic North 2020 from South African boutique winery Alheit*

An elevated wine and spirit retail journey beyond the bottles awaits at **1855 The Bottle Shop**, one of Singapore's leading specialist wine retailers. Inspired by a library, uncover the stories of over 400 specially curated labels housed within the outlet's luxurious and elegant interior, finished with a hint of rustic. Fueled by a passion for oenological discoveries, the collection features both hidden gem boutique estates and globally renowned household names, and even includes very rare prestige whiskies from iconic names such as The Macallan. Exclusive to the outlet at The Shoppes are extremely limited production wines such as Magnetic North 2020 from up-and-coming South African boutique winery Alheit, back vintages of renowned labels such as the Burgundy icon Bouchard Père & Fils Beaune Premier Cru 'Les Grèves' Vigne de l'Enfant Jésus 2008, and highly sought-after First Growths, Lafite 1968 and Mouton 1974.

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*ActionCity's premium store at The Shoppes showcases a range of highly sought-after BE@RBRICKs, including BE@RBRICK 400% collectibles that are 2800mm tall*

**ActionCity**, the largest homegrown retail brand specialising in pop culture art and collectibles, marked its 21<sup>st</sup> anniversary with the opening of its premium store at The Shoppes in October 2021. To celebrate 20 years of its exclusive partnership with Japan's Medicom Toy, the store is home to the iconic pop culture collectible art toy, BE@RBRICKs, carrying many limited edition and exclusive pieces that are designed in collaboration with international brands and renowned artists at the store.

**PINKO**, an Italian fashion brand that epitomises the modern women through their unique, eclectic, original and contemporary style, also opened their second outlet in Singapore at The Shoppes.

The Shoppes will also welcome **Sultans of Shave's** fifth outlet in Singapore by end-2021, which will provide first class men grooming services fit for Egyptian pharaohs, Sultans of the Ottoman Empire and even the British royal family. The outlet carries an exclusive grooming range from the world's oldest barbershop, Truefitt and Hill, bringing unrivalled quality and heritage to their clients at The Shoppes.

## **New and Reopened Duplexes**

The Shoppes also celebrates the reopening of **Bottega Veneta, Gucci, Bulgari, Balenciaga** and **Philipp Plein's** duplexes, bringing the mall's total number of luxury duplexes to 19.

The largest **Bottega Veneta** in Singapore reopened at The Shoppes in July, showcasing a full range of ready-to-wear, leather goods, accessories and eyewear. Be welcomed by a forest green chamfered solid wood frame with rounded corners at the storefront and step into glossy handmade palazzo Morelli terracotta tiles, almost mirroring the brand's iconic leather weaving design, the Intrecciato. The store comes with a private VIP room, where Elite guests can receive curated styling service from its Ready-to-Wear Ambassadors.

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*(From L to R): Gucci's newly refreshed flagship store spans two floors, and the very first Gucci in-store Artwall Display piece in Southeast Asia, created by local textile artist, Kelly Limerick*

**Gucci's** newly refreshed flagship store, which sees the combination of traditional and modern, industrial and romantic, effortlessly complements its wide selection of ready-to-wear, handbags, shoes, jewellery, and accessories, as well as Gucci Décor and the recently launched Gucci Lifestyle category. The store features the very first Gucci in-store Artwall Display piece in Southeast Asia, created by local textile artist, Kelly Limerick. Inspired by the unexpected urban intervention to natural elements, the 3D mixed media artwork implements the use of different materials and techniques playing with lights and shadows to recall the mood and designs of Gucci's Aria collection, which will be available at The Shoppes till February 2022. The result is a space that entices surprise and feels personal to Gucci.

Inspired by the Mediterranean origins and Roman traditions, **Bulgari's** newly renovated duplex is infused with modern and vibrant touches that creates a journey through 2,700 years of Roman history. Ancient marbles and stones typical of Roman buildings are used in the design and express a classic geometry open to modern interpretation, in a continuous interplay between innovation and tradition.

French luxury fashion house **Balenciaga** also reopened after an extensive two-story renovation. Now boasting a total store size of 401 square metres, each floor's glass façade is outlined in concrete grey, topped with glowing white Balenciaga signs and covered with brushed concrete sidewalk tiles. The walls hold minimalist shelving, creating a store concept that forms a uniquely stripped-down backdrop for its full selection of men's, women's, and kid's ready-to-wear, shoes, bags, eyewear, jewelry, accessories, and objects.

**Philipp Plein's** flagship store is its largest store in the region, and features an edgy and glamorous aesthetic, with signature oversized centrepiece chandeliers, mirrored chrome-finish shelving units, contrast marble flooring and chic midnight-black wall panels.

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## **New F&B Tenants at The Shoppes**

**Roberta's Pizza**, New York's swanky pizzeria known for its wood oven cooked signature pizzas will be making its first foray outside of the United States with its new outlet at The Shoppes in early 2022.

Also arriving at the same time is **JUMBO Signatures**, a brand new concept brought by leading food and beverage group JUMBO Group, the company best known for its chilli and black pepper crabs. The homegrown seafood restaurant brings 30 years of timeless flavours woven with culinary brilliance, showcasing a menu of Chef's Specials, bestsellers and iconic dishes well-loved by Singaporeans and tourists alike. With an in-house wine connoisseur, guests can look forward to an elevated dining experience at JUMBO.

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## **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, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. 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](http://www.marinabaysands.com)

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