

### ELEVATED LUXURY RETAIL EXPERIENCES AT THE SHOPPES AT MARINA BAY SANDS

**The Shoppes at Marina Bay Sands (MBS)** is Asia’s premier luxury shopping destination with retail, dining and entertainment experiences all under one roof for its diversified global audience. As Singapore’s first large-scale luxury mall with close to 800,000 square feet of retail space, The Shoppes is home to 270 boutiques and dining concepts, including more than 170 internationally renowned luxury and premium brands and a grand assembly of 18 luxury duplexes – many of which are the brand’s biggest stores in Singapore bearing flagship concepts and housing Shoppes’ exclusive collections. Architectural marvels such as **Apple’s** first floating store and **Louis Vuitton Island Maison** are also uniquely situated along the waterfront.



*From left to right: Apple’s first floating store and Louis Vuitton Island Maison*

### RETAIL MIX

Over the years, The Shoppes’ strategy focused on evolving its retail mix by welcoming global brands with first-to-market concepts across various categories, including fashion, watches and jewellery, home and living, beauty, and childrenswear.

In the last 12 months, The Shoppes continued to reach the pinnacle of luxury shopping by enhancing its Luxury Children’s Precinct, which unveiled **Burberry Kids’** first standalone boutique in Southeast Asia, **Emporio Armani Junior’s** new concept boutique and **Kids21’s** newest flagship boutique featuring Shoppes’ exclusive brands such as Thom Browne, Christian Louboutin, Caroline Bosmans and Rick Owens. Meanwhile, **Ba&sh**, **Marni**, **PUYI Optical**, **Sam Edelman** and **Tom Ford Beauty** opened their first standalone boutiques in Singapore, while **Le Chocolat Maxime Frédéric by Louis Vuitton** opened their first location outside of France here. Brands such as **Boucheron**, **Burberry**, **Hublot**, **Patek Philippe**, **Rado**, **Roger Dubuis**, **Valentino** and **Zegna** refreshed their existing boutiques with new concepts, while others including **Golden Goose** and **Graff** will unveil new boutiques soon.

### SERVICES AND FACILITIES

The Shoppes offers an array of guest-centric services and facilities to enhance the overall shopping experience. In March 2024, the coveted **Personal Shopping Service** was relaunched to offer its most valued guests a personalised shopping experience, where looks from up to three boutiques are curated based on the guest’s profile and shopping objective. Guests are chauffeured from boutique to boutique in comfort on a buggy, and are presented a curation of products in their style, preference and size, complemented by styling advice and hospitality for a seamless experience. The Shoppes’ most valued guests are also recognised via the **Discover The Shoppes (DTS)** high-value shopper programme, where DTS ambassadors meet and greet qualifying guests in-store and present them with shopping, dining and hotel stay privileges. The DTS ambassadors also go the extra mile to understand guests’ personal preferences pertaining to lifestyle, entertainment and festive

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celebrations, engaging them in different ways and encouraging revisitation. Gestures to delight guests include bonus shopping vouchers on birthdays and gifting during special occasions and festive seasons.

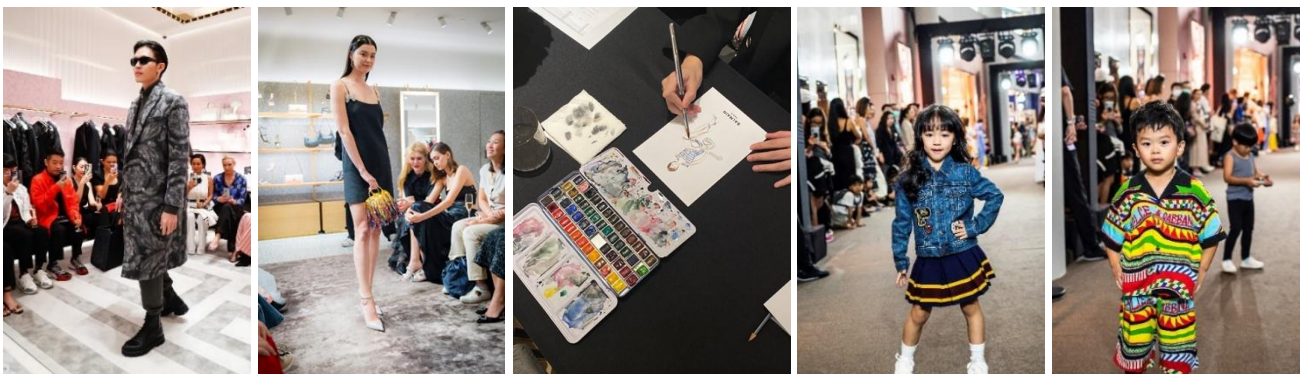
For tourists and guests who prefer to plan their shopping journey beforehand, The Shoppes is also the first luxury mall in Singapore to offer the **Online Shopping Concierge**, a pre-trip browsing platform which allows them to browse and reserve products, including exclusive and limited-edition items from almost 150 participating retailers. **Complimentary Shoe Shine** is another unique service offered where shoe shine professionals are on-hand to give guests' shoes a perfect polish while all proceeds are donated to Cerebral Palsy Alliance Singapore (CPAS). Meanwhile, members of the award-winning **Retail Concierge team** are ever ready to assist foreign guests, speaking a wide range of languages including English, Mandarin, Korean, Spanish, French, Punjabi, Hindi, Tamil and Japanese.

Parents with babies are offered added convenience with six **Nursing Rooms** strategically located around The Shoppes and equipped with diaper-changing stations, wash basins, hot water dispensers, disposable diaper bags and comfortable couches. Families can spend quality time at attractions such as **Sampan Rides** along the 150-metre canal and the **Digital Light Canvas** by teamLab.

### EXPERIENTIAL RETAIL

Recent major events at The Shoppes between 2023 and 2024 include Front Row, Little Luxury Stars, Holiday Light-ups across Christmas and Lunar New Year, and Shoppes Curates: Spring / Summer, enlivening the retail journey for guests. Over the same period, The Shoppes' retail partners also leveraged the property's unique venues to host a series of pop-up showcases and exhibitions including [Ralph Lauren's RL888](#) and [Gucci's Lido](#) pop-ups near the Event Plaza, and [On the Wings of Hermès](#) at Sands Expo & Convention Centre.

In the final quarter of last year, The Shoppes showcased luxury fashion through a series of immersive experiential retail events as part of the **Front Row 2023** fashion festival, starting with a fashion show on 19 Oct 2023. Featuring Japanese couture designer, [Tomo Koizumi](#), the by-invite-only show at MARQUEE Singapore showcased almost 30 looks, including his Spring / Summer 2024 collection. Amongst some 250 attendees were Japanese actresses Ayaka Miyoshi and Nicole Ishida, local stars Julie Tan and Xu Bin, and high-value guests from the DTS programme and MBS' loyalty programme Sands LifeStyle who dined with Koizumi post-show at KOMA.



*From left to right: In-store styling events at [Versace](#) and [Valentino](#), Fashion illustration at Balmain, Ralph Lauren Children and Young Versace on the runway at Little Luxury Stars.*

The festival's focus on fashion and luxury continued with two themed private shopping journeys, 11 fashion styling events and beauty experiences in stores, and nearly 40 in-store activations. The [private shopping](#)

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[journeys](#) for ultra luxury shoppers co-hosted with Tatler Singapore included exclusive watch and jewellery collection viewings in private rooms and closed-door fashion presentations at six boutiques, as well as dinner at KOMA or Mott 32. Together with Tatler and Vogue Singapore, The Shoppes organised 11 **fashion styling events and beauty experiences** featuring luxury brands such as Balenciaga, Gucci, Missoni, and more. Retailers hosted almost 40 **in-store activations** where invited Sands LifeStyle members enjoyed live fashion illustrations, custom embroidery, Ikebana and scent diffuser workshops, [torch enamelling](#) and [festive wreath making](#).

The Shoppes' annual signature kids' fashion event, [Little Luxury Stars](#) returned for its seventh edition on 28 Oct 2023, in partnership with Tatler Singapore. The Halloween-themed celebration set a record with close to 500 guests. The highlight was a fashion show showcasing 50 looks from BOSS, Dolce&Gabbana Junior, Kids21, Ralph Lauren Children and Young Versace. Guests were also treated to spooky-themed bites from Yardbird amidst 12 in-store activities, ranging from polaroid photography and paper pumpkin lantern decoration to slime-making and meeting with the Ralph Lauren bear.

To round off the year in style, Marina Bay Sands teamed up with Dior Beauty for the annual **Christmas Light-Up**. The mall was decorated with an 11m tall tree topped with Monsieur Dior's lucky star, alongside a carousel of the house's iconic fragrances. On 10 Nov 2023, MBS embraced a display of lights, performances and an ensemble of Christmas characters for the public and 150 special guests. In February 2024, **The Dragon Awakens: 2024 Light-Up** ushered in the Year of the Dragon. Held at the heart of The Shoppes, two majestic 40-metre-long dragons were unveiled in front of a grand 15-metre-tall Dragon's Gate, along with dragon and lion dance performances, koi dancers, a modern Chinese art display by Singapore Chinese Dance Theatre, and a performance by Singaporean singer-songwriter Nathan Hartono. The festivities also featured a powerful display of synchronised drones along the Marina Bay waterfront promenade.



*From left to right: Christmas Light-Up with Dior Beauty, The Dragon Awakens: 2024 Light-Up.*

More luxury experiences returned to The Shoppes as part of the **Shoppes Curates: Spring / Summer 2024** campaign with six [private shopping](#) and in-store styling events co-hosted with Tatler Singapore featuring luxury brands Bottega Veneta, [Dolce&Gabbana](#), [Louis Vuitton](#), Saint Laurent, and more. Retailers hosted more than 25 in-store activations such as jewellery making masterclass, creative moss, scented soap making and Kintsugi workshops.

The combination of large-scale festive light-up events, thematic mall events and exclusive retail experiences hosted within the boutiques allows The Shoppes to engage its most loyal and high-value shoppers, boost revisitation and drive incremental spend.