

Press Release



Little Luxury Stars light up The Shoppes at Marina Bay Sands

*Luxury mall holds its first-ever children's fashion show for
more than 370 guests*

Singapore (19 April 2016) – The Skating Rink at The Shoppes at Marina Bay Sands was transformed into a plush floral garden on 16 April 2016, as it presented its first-ever children's fashion show in collaboration with ICON magazine. Titled Little Luxury Stars, the event hosted more than 370 guests who were treated to a myriad of activities, including a fashion display of Spring/Summer 2016 collections presented by Armani Junior, Bonpoint, CH Carolina Herrera, Hackett, Kids 21, Nicholas & Bears, and PONEY enfant.



More than 370 guests attended The Shoppes' first-ever children's fashion show on the Skating Rink, a garden-themed runway located in the heart of the mall's newly expanded children's precinct

The one-day only event kicked off with a string of activities for families on the Skating Rink, such as a kids' nail art and hair-braiding booth by Salon 360°, an interactive DC Comics Super Heroes themed photo wall, and sugary treats from TWG Tea Salon & Boutique's candy cart.



Children revelled in the festivities on the skating rink. (Clockwise from left): Kids posing against the DC Comics Super Heroes Cafe photo wall, doodling on the giant colouring wall using materials sponsored by Motherswork, savouring endless lollipops, and enjoying their mini manicures at the Salon 360° booth.

Guests were invited to take their seats on miniature garden benches before the Singapore Dance Theatre opened the fashion show with an enthralling ballet performance on the runway.



Little Luxury Stars opened with a graceful ensemble from the Singapore Dance Theatre

Talented young dancers bedazzled the audience as they twirled and leaped in their elegant apparel from luxury French brand Repetto. Little models then took over the runway wearing the season's latest collections available at The Shoppes at Marina Bay Sands.

During the show, Marina Bay Sands' celebrity chef restaurants CUT, db Bistro & Oyster Bar, Mozza, and the banquet team also served up butler-passed canapes and child-friendly treats such as ice cream lollipops, croque monsieurs, California and crabstick makis, and churros.



All eyes were on the 19 young and adorable talent who stole the show, as they pranced on the runway in the season's latest children's collections

After the fashion show, guests were hosted to in-store activities at more than 15 luxury and premium children's boutiques, including Baby Dior, Dolce&Gabbana Junior and Fendi Kids. Bonpoint held a mini floral bouquet workshop, while Kids 21 handed out cookies for children to decorate. Armani Junior and Nicholas & Bears also entertained little ones with colouring stations, magicians, and balloon giveaways, while selected retailers at The Shoppes extended one-day only shopping offers of up to 20 per cent.



Little ones made mini floral bouquets at Bonpoint and decorated cookies at Kids 21

The fanfare continued around the mall and on the Skating Rink with special mascot appearances from Madagascar Live!, and Batman from DC Comics. The super hero also made a surprise visit to the DC Comics Super Heroes cafe to interact with diners, while shoppers at Hamleys of London got up close and personal with Hamleys' iconic Sylvanian plush characters.



Children were thrilled to see Batman, and mascots from upcoming musical Madagascar Live!, which runs 21 to 24 April at the MasterCard Theatres at Marina Bay Sands



Following a successful luxury retail re-launch in April 2015, The Shoppes at Marina Bay Sands has continued to expand its luxury selection by building on its Children's Collection to present more stylish options for little adults. Anchored by the first and only Baby Dior, Fendi Kids and Dolce&Gabbana Junior in Southeast Asia, The Shoppes' children's precinct also encompasses lifestyle and dining concepts for families, including leading toy retailer Hamleys of London, and DC Comics Super Heroes Cafe.

Join in the conversations at #LittleLuxuryStars, and watch our Luxury Children's Collection video here: <https://www.youtube.com/watch?v=WuBHUTAxkMU>

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 theatres 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

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