

# Press Release



## Global spotlight shines on VIP Fashion Night at The Shoppes at Marina Bay Sands

*Two incredible makeovers, fashion movers and shakers  
share stage via Google Hangout with  
international stylist Jeannie Mai*

**Singapore** (12 April 2013) – The Shoppes at Marina Bay Sands concluded its signature VIP Fashion Night in true fashion amid a glamorous spectacle of prominent fashion figures from all around the globe. The one-night only event was a medley of fashion exchanges among top fashion designers, influencers and trendsetters in front of a live audience and on Google+.



*The Shoppes at Marina Bay Sands presents global trends at VIP Fashion Night*



*The night opened with Jeannie Mai, John Postle (Vice President of Retail, Marina Bay Sands) and Frank Cintamani (Chairman of FIDE Fashion Weeks) on stage*

Some highly recognised fashion figures that were part of the star-studded night via Google Hangout included Monsieur **Alexis Mabille**, Parisian Grand Couturier, **On Aura Tout Vu** couturiers, **Joe Zee**, Creative Director of Elle magazine from the US, **Jessica Michault**, respected fashion editor and commentator based in Paris and **Kandee Johnson**, top YouTube fashion and makeup celebrity.



*Alexis Mabille (Parisian Grand Couturier) connecting with live audience at The Shoppes via [Google+ Hangout](#). For the first time, VIP Fashion Night was streamed live to a global audience*

As Asia's premier shopping destination, The Shoppes at Marina Bay Sands is where global trends meet. This is represented by its dynamic mix of new-to-market brands, unique flagship boutiques and presence of international luxury labels.

Prior to the event, The Shoppes at Marina Bay Sands organized a makeover contest on Facebook and gave two extremely lucky winners the chance to be styled by celebrity TV host and *wearapist* Jeannie Mai. The winners, Miss Eileen Lee and Miss Celestine Lee, were treated to a luxurious shopping spree and a complete 360-degree makeover. They had their new looks revealed during VIP Fashion Night.

Jeannie Mai said, "The number one reason why I have anything to do with fashion is to create transformation within women and to empower them. Both Eileen and Celestine are absolute gems on the inside and The Shoppes at Marina Bay Sands is the perfect playground for fashion and style to create new looks and confidence for these ladies."



*Jeannie and her two fabulous winners, Eileen Lee (on left) and Celestine Lee (on right) from the makeover contest*

33-year-old new mum Eileen Lee said “It was an amazing experience with Jeannie. The highlight of my makeover experience was the interaction with Jeannie as she gave great styling advice and confidence for me to explore new styles. Now „mummy’s look’ will never be plain and boring again!”



*Eileen’s transformation – before and after looks*

22-year-old Celestine Lee said “It was an extremely fascinating experience to get a makeover from a celebrity stylist like Jeannie. I loved shopping with Jeannie. She gave me a whole new aspect on how I can transform myself and experiment with new styles.”



*Celestine’s transformation – before and after looks*

The luxurious night of irresistible shopping treats complete with complimentary champagne, live groovy beats and fashion shows saw more than 90 retailers participate, some offering up to 70% savings off marked prices and attractive giveaways in-store.

Amid the high octane crowd and energy on the night, five lucky shoppers also won a total of S\$5,000 worth in shopping vouchers and tickets to *Dirty Dancing The Musical*, *The Art of The Brick* exhibition. The grand draw prizes were two pairs of tickets to the coveted Paris Haute Couture Week 2013.



*Shoppers were rewarded to a night of indulgence, shopping treats and attractive prizes including two pairs of tickets to Paris Haute Couture Week 2013. Two lucky winners from Bulgaria and Bangkok also won a trip to Marina Bay Sands.*



*The Shoppes at Marina Bay Sands presents street style at VIP Fashion Night*

**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](http://www.marinabaysands.com)

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