

Press Release



FRONT ROW

FOUR FASHION CAPITALS, ONE STAGE

The Shoppes at Marina Bay Sands celebrates global fashion weeks

*Month-long event will feature latest trends and offers from
more than 70 luxury and premium brands in one location*

Singapore (30 August 2016) – Come September, The Shoppes at Marina Bay Sands will celebrate the pinnacle of global fashion by bringing the best of New York, London, Milan, and Paris fashion weeks to one destination.

Held 8 September to 5 October, **Front Row** at The Shoppes will transport shoppers to the various glorious fashion capitals through the eyes of leading trendsetters, celebrated craftsmen and personal styling sessions. Style aficionados can also explore a medley of fashion, beauty and culture insights from across the globe, which will be showcased around the mall throughout the month.

Mr. John Postle, Vice President of Retail, Marina Bay Sands, said, “As one of Asia’s most celebrated shopping destinations, The Shoppes has an unmatched representation of the world’s most inspiring and renowned brands. We are privileged to work closely with our distinguished retail partners to bring our shoppers all the excitement and a glimpse into the world of fashion weeks – right here in Singapore.”

Front Row Stage and special in-store events

Each week on the Front Row calendar, The Shoppes will pay special tribute to a major fashion capital – namely New York (8 to 15 Sept), London (16 to 20 Sept), Milan (21 to 27 Sept), and Paris (28 Sept to 5 Oct). Located on the skating rink is the *Front Row Stage*¹, which will be the epicenter of the fashion week fanfare. In addition to a by-invite only kickoff event on 8 Sept,

¹ The Front Row Stage on the skating rink and selected in-store events are exclusive to Sands Rewards LifeStyle members and invited guests only. Interested parties can sign up for a [Sands Rewards LifeStyle membership](#) to gain access to selected events at Front Row.

more than 70 luxury and premium brands such as **3.1 Phillip Lim, Anne Fontaine, BALLY, BOSS, Boggi Milano, Braun Buffel, Burberry, Coach, Diane von Furstenberg, Ermenegildo Zegna, Kwanpen, Longines, Michael Kors, Mikimoto, Moschino, Repetto, Versace,** and **Uomo Collezioni** will also be holding exclusive shopping offers and events throughout the month, on the main stage or within their boutiques at The Shoppes.



Front Row City located at The Skating Rink at The Shoppes at Marina Bay Sands

Some highlight events include a by-invite only regional party on the skating rink for 200 guests hosted by **Burberry**. Guests will be able to get their hands on the brand's newest collection straight off the runway from its fashion week debut in London, following a screening of the September show on stage. Over at the Burberry boutique, guests can also unravel secrets of the storied Burberry Craftsmanship with a live demonstration.

TOM FORD will be presenting the Autumn/Winter 2016 collection in September's New York Fashion Week to align with the fashion calendar. A selection of the collection will be available to buy immediately in-store at The Shoppes, on the same day as the presentation of the collection. **Coach** will also be staging a pop-up booth outside the boutique, which will feature an exclusive preview of the brand's fall/winter collection and allow shoppers to reserve their favourite items in advance.

Exclusive shopping offers (8 Sept to 5 Oct 2016)

From 8 Sept to 5 Oct, shoppers can experiment with their newfound knowledge on what's trending by shopping at participating luxury retailers offering attractive treats and offers.

Diane von Furstenberg, Moschino², Repetto³ and **Uomo Collezioni** are offering shoppers up to 15 per cent discount for a limited period of time, while **Anne Fontaine** and

² Moschino's 10% savings off regular-priced items is only valid during Milan Fashion Week (21 to 27 Sept).

³ Repetto's 15% savings off regular-priced items is only valid during Paris Fashion Week (27 Sept to 5 Oct)

Ermenegildo Zegna are offering welcome champagne in-store, with complimentary personal consultation services⁴ at the latter.

Sands Rewards LifeStyle members who spend a minimum of S\$2,000⁵ during the month will also receive a S\$100 Shoppes voucher, or a complimentary 3-hour Personal Shopping service (worth S\$250)⁶ that comes with a S\$250 shopping voucher redeemable upon any spend during the session. Shoppers can also pick up a Front Row guide at any Retail Concierge counter, and be entitled to a special gift from The Shoppes when they redeem any two featured promotions.

Front Row Boulevard: Virtual shopping journey at The Shoppes

Over at the *Front Row Boulevard* located between Chanel and Gucci on Bay Level (L1), shoppers can partake in an immersive virtual reality experience to uncover hidden gems in the mall, and receive style tips from TV personality Anita Kapoor.



Front Row Boulevard –located in the area in between Chanel and Gucci on Bay Level (L1)

Each week, the boulevard will transform its facade to reflect the city's charm and most notable fashion influences. Brands associated with the various fashion capitals will also display their in-season collections. For instance, shoppers can look forward to a **Penhaligon's** Scent Bar during London Week, and a tailoring showcase by **Ermenegildo Zegna** during Milan Week. The boulevard is accessible to all shoppers.

Sands Rewards LifeStyle programme, the key to a world of luxury

The Sands Rewards LifeStyle (SRL) programme is Marina Bay Sands' lifestyle and loyalty programme. For every spend on property, SRL members not only get to redeem rewards at more than 175 participating outlets – from hotel stays, to shopping, dining and entertainment – they also stand to receive exclusive invitations to the *Moments and Masterpieces* series, as

⁴ The complimentary champagne and personal consultation service at Ermenegildo Zegna is by-appointment only, and is available from 8 Sept to 5 Oct.

⁵ Shoppers who spend a minimum of S\$100 in a single receipt will also be entitled to up to six hours of complimentary parking.

⁶ In addition to the complimentary Personal Shopping service, shoppers will receive an additional S\$250 Shoppes voucher with any spend during the session.



well as pre-sale events or private season previews at luxury boutiques. Recent brand additions to the SRL programme include Maje, Sandro, Tod's, and Valentino Men.

For more details on SRL, please visit <http://www.marinabaysands.com/sands-rewards-lifestyle.html>.

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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