

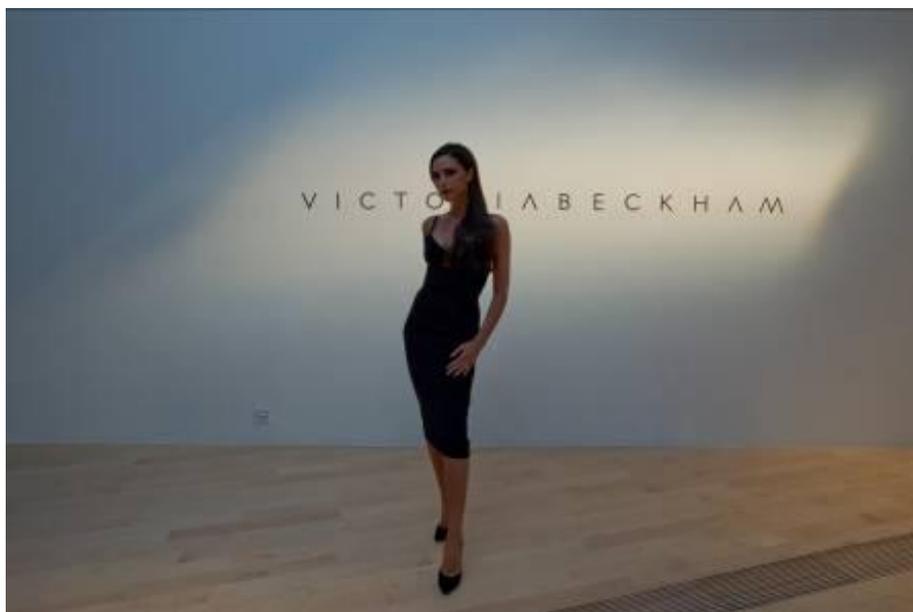
# Press Release



## Victoria Beckham unveils new season collections in an exclusive showcase at Marina Bay Sands

*The celebrated fashion icon will contribute towards Sands for Singapore, the integrated resort's corporate social responsibility programme*

**Singapore** (10 May 2014) – British fashion designer and style icon Victoria Beckham today presented an exclusive personal edit of her Spring/Summer 2014, Pre-Autumn/Winter 2014 and ICON collections to a select group of guests and members of the press at an intimate presentation held at ArtScience Museum at Marina Bay Sands.



*Victoria Beckham today presented an exclusive showcase of her fashion collections for the first time in Singapore and South East Asia*

This is the first time the global fashion personality is showcasing ready-to-wear pieces from her eponymous fashion label in Singapore. Launched in September 2008 to great acclaim at New York Fashion Week, Victoria Beckham's ready-to-wear collections have been worn by celebrities including Michelle Williams, Julianne Moore, Beyonce Knowles, Gwyneth Paltrow and Kate Winslet.



*Victoria Beckham presented an exclusive personal edit of her Spring/Summer 2014, Pre-Autumn/Winter 2014 and ICON collections to a select group of guests and members of the press*



*Victoria Beckham presented her limited edition ICON range*

Victoria personally presented her own edit of her Spring/Summer 2014 and Pre-Autumn/Winter 2014 ready-to-wear collections as well as showed customers a small presentation from her exclusive limited edition ICON range that has previously not been

available in Singapore. The pieces she showed from all three collections to the intimate group of guests encapsulated both the fashion and signature messages that her brand has become synonymous with over the past six years.

The resplendent cocktail evening was a sophisticated affair with close to 80 guests mingling among elegant pastel blooms and golden candle light in one of the museum galleries currently showing the *Annie Leibovitz A Photographer's Life 1990-2005* exhibition.



*The exclusive evening with Victoria Beckham was held at ArtScience Museum at Marina Bay Sands*

In a bid to do her part to raise funds for local non-profit organisations, Victoria Beckham has also contributed an accessory that will be displayed at The Shoppes at Marina Bay Sands as part of a silent celebrity charity auction for the upcoming Sands for Singapore Festival. This charity auction will be one of the many components at the annual charity festival organised by Marina Bay Sands to raise funds that go towards benefiting youth with special needs as well as local families with financial difficulties.

Victoria Beckham said, "I am thrilled to be at Marina Bay Sands. The unique experience it offers for both retailers and guests alike made it the perfect place for me to showcase my collections for the first time in South East Asia. I am delighted to have had the opportunity to be here and meet the team and their customers. I look forward to returning soon!"

Other world-famous celebrities who have visited Marina Bay Sands and left their mark by contributing a personal piece or an autographed item that will culminate in this charity auction include Manny Pacquiao, Jackie Chan, RAIN, Tiger Woods and the cast of *The Amazing Spider-Man 2*.

Mr. George Tanasijevich, President & Chief Executive Officer of Marina Bay Sands, said, "Marina Bay Sands is very pleased to host Victoria Beckham and her first-ever fashion



showcase in Singapore. We are honoured to have the highly established and aspirational fashion designer present her works to audiences in this part of the world.

“This event is yet another initiative aligned with our vision to cement our position as Asia’s leading destination for entertainment. We would also like to thank Victoria for supporting our corporate social responsibility initiatives.”

Victoria Beckham joins a distinguished list of fashion personalities Marina Bay Sands has hosted since its opening. Other famous style icons include renowned Parisian haute couturiers such as Alexis Mabille and Stephane Rolland, top local designer Frederick Lee, Los Angeles stylist Jeannie Mai and models Barbara Palvin and Heidi Klum.

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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, 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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