

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 19 luxury duplexes – many of which are the brands' 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.

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 fragrance, and childrenswear.



From left to right: Laopu Gold's first boutique outside China Gentle Monster's flagship duplex boutique and Alo Yoga's first boutique in Singapore

Over the last 12 months, The Shoppes continues to reach the pinnacle of luxury shopping and destination dining with the unveiling of Shoppes exclusives such as **Laopu Gold's** first boutique outside China, **Gentle Monster's** flagship and only duplex boutique in Singapore, **Alo Yoga's** first boutique in Singapore, **Graff's** second boutique in Singapore and **CÉ LA VI Singapore's** newly revamped Restaurant and SkyBar. Meanwhile, the expansion of **CHANEL Beauty** with exclusive beauty cabins, and the addition of other coveted brands such as **Guerlain**, **Clé de Peau Beauté** and **La Prairie** bolstered The Shoppes' beauty and fragrance offering. Brands such as **Montblanc**, **Longchamp**, **Penhaligon's**, **Oakley**, **The Spectacle Hut**, **Adidas**, **CLUB21**, **Charles & Keith** and **PEDRO** also refreshed their existing boutiques with new concepts. Local brands such as **Beyond The Vines**, **SK Gold** and **Nesuto** will unveil new boutiques and restaurants soon, showcasing their products and culinary creations to a global audience at The Shoppes.

SERVICES AND FACILITIES

The Shoppes offers an array of guest-centric services and facilities to enhance the overall shopping experience. Since its relaunch in 2024, the carefully crafted **Personal Shopping Service** has been well-received by shoppers including The Paiza Collection hotel guests, loyal VIPs and even royalty. It offers these guests a personalised shopping experience, where looks from up to three boutiques are curated based on the guest's profile and shopping objective. They 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

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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 go the extra mile to understand guests' personal preferences pertaining to lifestyle, entertainment and festive celebrations, engaging them in different ways and encouraging revisitation. Gestures to delight guests include bonus shopping vouchers on birthdays, seasonal gifting, invitations to private in-store events and priority reservations at new restaurants.

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 peruse and shortlist products, including exclusive and limited-edition items from more than 110 participating retailers. **Complimentary Shoe Shine** is another unique service offered where shoe shine professionals are on-hand to give guests' shoes a perfect polish, with all proceeds 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 2024 and 2025 include The Shoppes Curates: Fall / Winter, Little Luxury Stars, Holiday Light-ups across Christmas and Chinese New Year, and Shoppes Curates: Spring / Summer, enlivening the retail journey for guests.



From left to right: Fashion styling events at Burberry and Brunello Cucinelli, Pumpkin Painting at Ralph Lauren Children, Dolce&Gabbana on the runway at Little Luxury Stars.

Across the last Fall / Winter and Spring / Summer seasons, The Shoppes showcased luxury fashion, and watches and jewellery through a series of engaging experiential retail events as part of the Shoppes Curates series of campaigns. This collectively included two themed private shopping journeys, a 'Queen Bee' private shopping event, eight fashion styling events and over 60 in-store activations, over both seasons. The **two private shopping journeys** for ultra luxury shoppers co-hosted with BurdaLuxury included closed-door fashion presentations at six boutiques, as well as a dining experience at BLOSSOM or JUMBO Signatures. Meanwhile, a highly personalised private shopping experience was

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put together for a pair of influential socialites and their close circle of friends at a ‘Queen Bee’ [private shopping event](#) with the support of Dior. Together with Burda’s flagship titles PIN and Prestige, The Shoppes organised **eight fashion styling events** featuring luxury brands such as Bottega Veneta, [Brunello Cucinelli](#), [Burberry](#), CELINE, [Fendi](#), [Loewe](#), Prada and Saint Laurent. Retailers also hosted **more than 60 in-store activations** where invited Sands LifeStyle members enjoyed trunk shows, perfume making, leather charm customisation, tea blending workshops, aura reading, colour analysis, timepiece assembly and disassembly guided by a watchmaker, and many more.

The Shoppes’ annual kids’ fashion event, [Little Luxury Stars](#) upped the ante for its eighth edition on late October 2024, in partnership with Tatler Singapore. The Halloween-themed celebration set another record with **more than 600 guests in attendance**. The highlight was a **fashion show showcasing 60 looks** from BOSS, Burberry Kids, Dolce&Gabbana, Emporio Armani Junior, Kids21 and Young Versace, the event’s **largest till date**. Guests were also treated to spooky-themed bites from Yardbird Southern Table & Bar amidst 14 in-store activities, ranging from face painting, family portrait chibi caricature, cookie decorating, pumpkin painting, a meet-and-greet with the iconic Ralph Lauren bear and more.

Christmas wrapped up a wonderful 2024 for The Shoppes, as Marina Bay Sands collaborated with CHANEL Beauty for the annual festive light-up. [The Christmas Light-Up featuring CHANEL Winter Tale](#) took centre stage at The Shoppes alongside the large-scale Magical House of CHANEL at the Event Plaza. The mall was transformed into a winter wonderland where a bespoke apartment awaited guests, while the integrated resort was adorned with chromatic gold and silver Christmas trees.



From left to right: The Christmas Light-Up featuring CHANEL Winter Tale, The Chinese New Year Light-Up: A Celebration of Bold Beginnings.

In January 2025, [The Chinese New Year Light-Up: A Celebration of Bold Beginnings](#) ushered in the Year of the Snake. As a symbolic nod to the Zodiac of the year, Chinese couplets cascading down from snake decorations suspended from the ceiling of The Shoppes’ Grand Colonnade formed the regal backdrop of the annual event. Along with the appearance of singer-songwriter Cheryl K, known for her soundtrack on the award-winning Crazy Rich Asians film, rousing dragon, lion and Chinese umbrella dances, modern Chinese opera and vivid pyrotechnics completed the performance line-up.

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.