

MEDIA UPDATE



The Shoppes Marina Bay Sands celebrates Little Luxury Stars 2017

Singapore (12 April 2017) – Following a successful, award-winning¹ inaugural children’s fashion show last year, The Shoppes at Marina Bay Sands is holding its second Little Luxury Stars event over the 22 and 23 April weekend, from 3pm to 9pm.

This year, shoppers can look forward to a fun-filled weekend packed with roving entertainment, in-store activities and exclusive shopping offers at participating boutiques such as Armani Junior, Baby Dior, Bonpoint, Dolce & Gabbana Junior, Fendi Kids, nicholas&bears, Stella McCartney Kids, as well as the soon-to-open Gucci Kids.

Little ones can try their hands at patching a tote bag at Kids 21, make their own 3D paper dolls at Ferrari Store Junior, enjoy a toy demonstration at Hamleys of London, and bask in the company of their all-time favourite superhero mascots presented by DC Comics & Super Heroes Café.

From 22 April to 19 May, shoppers who spend S\$1,000² at participating children’s boutiques³ will also receive a **Family Daycation Package** (worth over S\$120). The package includes S\$50 dining credit at TWG Tea and a box of macarons, four tickets to the *Future World: Where Art Meets Science* exhibition at the world’s first ArtScience Museum at Marina Bay Sands, two Sampan ride tickets, and special treats at DC Comics Super Heroes Café.

¹ Little Luxury Stars 2016 won the Bronze Award for “Excellence in Shopper Marketing” at the Marketing Excellence Awards 2016 by Marketing Interactive, and Bronze Award for “Best Event (Retail)” at the Marketing Events Awards 2016.

² Limited to the first 120 shoppers only. Shoppers who spend a minimum of S\$1,000 with up to three (3) combined same-day receipts can qualify.

³ Participating boutiques are Armani Junior, Baby Dior Bonpoint, CH Carolina Herrera, DC Comics Super Heroes Cafe (merchandise only, not valid for F&B), Dolce&Gabbana Junior, Fendi Kids, Ferrari Store Junior, Hamleys of London, Kids 21, Kenzo Kids, nicholas&bears, Paul Smith Junior, Ralph Lauren Children, Repetto, Stella McCartney Kids, UGG.

During the same period, Sands Rewards LifeStyle (SRL) members can also earn triple rewards when they shop at participating SRL outlets⁴.

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.

Event: Little Luxury Stars 2017
Date: 22 & 23 April 2017
Time: 3pm to 9pm
Venue: The Shoppes at Marina Bay Sands' children's precinct (Galleria Level, B1, above Skating Rink)
Website: <http://www.marinabaysands.com/kids>

**This event is open to the public*

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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 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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⁴ Participating Boutiques: Armani Junior, Bonpoint, Dolce&Gabbana Junior, Ferrari Store Junior, Kids 21, Kenzo Kids, nicholas&bears,