

The Shoppes at Marina Bay Sands sees record year in 2018

Mall revenue rose to US\$179 million; retail tenant sales jumped to US\$1,898 per square foot



Singapore (4 February 2019) – The Shoppes at Marina Bay Sands has capped its most successful year ever, breaking revenue records in 2018 and strengthening its leading position as the luxury shopping destination in Singapore.

The luxury mall, which enjoys an occupancy of 95.4%, rang in a record mall revenue of US\$179 million last year, a 7 per cent rise against the same period in 2017 – by far its best performance since opening. In 2018, retail tenant sales at The Shoppes jumped 19 per cent to US\$1,898 per square foot from the preceding year.

The Shoppes also kept its top position in tourism shopping, capping a record year to represent an estimated 25 per cent of the tax-free tourist market in Singapore. This is based on industry metrics that track tax-refunded tourist receipts¹.

John Postle, Senior Vice President of Retail, Marina Bay Sands, said, “2018 has been an exceptional year for the mall, as we not only achieved our highest sales revenue in history, but also solidified a leading position in tourism shopping. This is so rewarding, given the competitive retail landscape and growth of online shopping.”

¹ According to Global Blue Tax-Free Refund data 2018. Global Blue is the industry's leading tax refund provider.

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The performance is also the result of an ongoing retail remix strategy that started in 2012, which saw the mall double its footprint with luxury brands in the form of duplexes, as well as expansion into luxury childrenswear.

This strategy, coupled with attractive programming such as late-night shopping, in-store exclusives, and one of the most generous loyalty programmes in Singapore, has resulted in 120,000 shoppers walking through the doors of the mall daily. This includes locals as well as its biggest tourism markets of China, Indonesia and Japan.

Jan Moller, Country Managing Director, Singapore & APAC Sales, Global Blue, said, “As one of Asia’s leading shopping destinations, The Shoppes at Marina Bay Sands continues to outperform other luxury malls in Singapore to own the greatest share of inbound tourist spend in the luxury sector in 2018.”

Biggest collection of duplexes in Singapore

On the back of the strong results, The Shoppes is gearing up to unveil several new-to-market brands, expansions, and luxury flagship stores in the first half of 2019.

Following the recent opening of **Moncler**’s flagship duplex and biggest store in APAC; as well as the expansion of luxury fashion house **Hermès** from a single unit to a duplex store, The Shoppes will welcome **Philipp Plein** who will launch its biggest store in Southeast Asia this quarter. These new additions will bring the mall’s total number of luxury duplexes to an impressive 17 – making it the biggest collection of duplexes in Singapore.

Other highly anticipated brands joining The Shoppes this year include new-to-market Italian luxury shoe label **Gianvito Rossi** with its first standalone store in Southeast Asia, and French designer label **Roger Vivier**’s Singapore flagship store. **Delvaux**, one of the world’s oldest fine leather luxury goods purveyors, has also just unveiled its second boutique in Singapore, ahead of a host of new openings including **COS**, **Lululemon**, **Polo Ralph Lauren** and **SK Gold**.

Significant expansion of luxury footprint

Starting with a newly expanded **BALLY** boutique this month, The Shoppes will continue to see significant growth across its existing luxury boutiques this year, to introduce an even wider range of exclusive collections. Renowned French High Jewellery Maison **Van Cleef & Arpels** will triple the size of its existing boutique to present its first Art Deco Salon in Singapore, and a 1906 room dedicated to its private collections.

Hugues de Pins, Managing Director South East Asia and Australia, Van Cleef & Arpels, said, “The Shoppes boutique will be our largest in South East Asia and a true jewel. It will offer a unique experience to our esteemed clients, with an Art Deco salon where guests can be treated to their very own bespoke experience. Another key feature will be our 1906 Room, an occasion to travel back in time and discover historical creations from Van Cleef & Arpels’ private jewelry and decorative objects collection.”

Other retailers that will almost double in size include Italian fashion brands **Loro Piana**, **Stefano Ricci**, and luxury Japanese pearl company **Mikimoto**. The latter will bring in a series of High Jewellery collections exclusive to The Shoppes.

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Tomotsugu Ito, Managing Director of Mikimoto Singapore, said “Marina Bay Sands is a recognized destination in Singapore for those who appreciate luxury. With our expansion and move to a new location within The Shoppes, we will showcase our latest high jewellery collections and hope to provide shoppers with an elegant shopping environment, modeled after our main Mikimoto boutique located in Tokyo, Ginza.”

More recently, Parisian jewellery label **Chaumet** relaunched with a double façade and an interior design inspired by the 18th century Parisian private mansion. The Maison now carries the brand’s exclusive premium bridal collections, only available at The Shoppes in Singapore. Sportswear label **Adidas** will unveil a 6,000 sq ft flagship store – an upsize from its existing 3,500 sq ft boutique.

“There is no better testament to our strong performance than to witness demand from our retail partners, seeking to expand their presence within The Shoppes at Marina Bay Sands. This year, we are determined to bring our shoppers an even more compelling retail experience, by introducing new-to-market brands and dining options in the South Promenade, as well as recognising shoppers with money-can’t-buy experiences through our unique loyalty rewards,” added Mr. Postle.

2018 also saw the launch of a dedicated [@TheShoppesMBS](#) Instagram feed, and [The Shoppes Edit](#), a digital platform dedicated to provide a comprehensive listing of the season’s latest trends and limited edition pieces available at The Shoppes. The platform currently features more than 2,800 items for every occasion, from watches and jewellery, to fashion and kids’ apparel, making that journey of discovery through the 800,000 square feet mall a breeze.

This Spring festival, The Shoppes is business as usual on Chinese New Year Eve (open until 11.30pm) and throughout all 15 days, with an abundance of shopping and dining specials.

From 31 January to 10 February 2019, members of Marina Bay Sands’ loyalty programme, Sands Rewards LifeStyle (SRL) will also get to earn double rewards at over 200 participating outlets across shopping, dining, hotel, attractions, and more. The programme is now open to those 18 years and above. For more information, visit: <https://www.marinabaysands.com/sands-rewards-lifestyle>.

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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, a theatre and an outdoor event plaza. 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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