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For Immediate Release

First Swarovski Sparkling Christmas Tree Erected at Sands Shoppes in Macao **Famed Asian Actress Ariel Lin Officiated at Lighting Ceremony**

(December 3, 2015 Macau) Fashion jewelry brand Swarovski partners up with Sands Shoppes to enchant the city with a 12-meter gigantic “Swarovski Sparkling Christmas Tree”. For the first time, the spectacular installation will spark off Christmas festivity in Macau from December 3, 2015 to January 5, 2016, taking residents and visitors on a journey into the unmistakable seasonal extravagance.

Echoing the luminous Christmas decorations in Hong Kong, Swarovski will set up a colossal Christmas tree at St. Mark’s Square at Shoppes at Venetian. The tree is encrusted with over a million of Swarovski crystals from Austria. Together with the gleaming ornaments inspired by the collaborative collection between the brand and its muse Miranda Kerr, the tree represents a vibrant play on fashion chic with a festive splash. The crystal-studded star shaped tree topper gives a finishing touch to the new seasonal landmark. To encapsulate the theme of “Perfect Gift”, iconic blue gift boxes are placed at the base of the trunk, while models clad in the sophisticated Swarovski Christmas jewelry showcasing fabulous gift ideas for the season of sharing during the event day.

To mark the occasion, Swarovski invited the famed Asian actress Miss Ariel Lin, to join **Mr. Francis Belin, Senior Vice President of Consumer Goods Business of Swarovski Asia Pacific; Ms. Charis Tam, Managing Director of Consumer Goods Business, Swarovski Hong Kong and Macau; Dr. Wilfred Wong, President of Sands China Limited and Mr. David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp.** as officiating guests at the lighting ceremony to share the excitement in Christmas.

Ariel Lin made an impressive entrance to the lighting ceremony, riding on a Gondola through the canal at The Venetian. As sophisticated and elegant as she has always been, Ariel Lin completed her sweet Christmas style with the sparkling Swarovski jewelry. Approaching the gigantic crystal tree in the Gondola, she was awed by its glamor and the refined craftsmanship behind. The romantic vibes struck a chord with her longing thoughts of her husband. “I wish he were here to share the sweet Christmas celebrations with me right now”, she said. Capitalizing on the festive Christmas atmosphere, she was inspired to select some jewelry pieces for her beloved ones to celebrate the season.



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Welcome to take a photo with the Swarovski Sparkling Christmas Tree, share it with #swarovskimo and #sparklingxmas to your friends on Facebook/ Instagram / Weibo / Wechat or any other social media platforms to win a gift!

Swarovski is now on various social media platforms to meet its fans. Add Swarovski as a friend and stay tuned for the latest news and jewelry trends!

Facebook	www.facebook.com/SWAROVSKI.global
Weibo	http://e.weibo.com/swarovskicom
Instagram	http://instagram.com/swarovski
WeChat	@swarovskiofficial
Youtube	www.youtube.com/swarovski
Pinterest	www.pinterest.com/swarovski
Tencent weibo	http://t.qq.com/swarovskicom
Kaixin	http://www.kaixin001.com/swarovski

In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 5th generation family members, has a global reach with some 26,100 employees, a presence in over 120 countries and a turnover in 2011 of 2.22 billion euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 2,200 retail outlets worldwide. The Swarovski Crystal Society has close to 300,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.

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About Sands Shoppes Cotai Strip Macao

Sands Shoppes Cotai Strip Macao is the largest duty-free shopping experience in Macao, with over 650 retailers to choose from, featuring the world's best brands – all under one roof. Consisting of the interconnected Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central, this luxury shopping experience is part of Sands Resorts Cotai Strip Macao, Sands China Ltd. This integrated resort city consists of three hotel and entertainment properties: The Venetian® Macao, The Plaza™ Macao (featuring Four Seasons) and Sands® Cotai Central (comprising Conrad, Sheraton and Holiday Inn). Sands Shoppes features some of Macao's first-to-market luxury brands, and with its unique design themes, Sands Shoppes is one of Macao's must-have experiences for visitors. Sands Shoppes also delivers a wide array of delectable international cuisine, from high-end gourmet to expansive food court options.

For more information, please visit <http://www.sandsresortsmacao.com/shopping.html>.

About Shoppes at Venetian

Complete with serenading gondoliers and colourful Venetian streetscapes, Shoppes at Venetian is a luxurious one-million-square-foot indoor mall at The Venetian® Macao with more than 350 stores featuring world-renowned brands and the best boutiques from New York, Paris, London and Milan, with a wide selection of retail choices that includes fashion, gadgets, jewellery and accessories, plus over 30 restaurants and an extensive food court.

Visitors to Shoppes at Venetian can experience an entertaining voyage through 390-foot (120-metre) indoor canals aboard an authentic Italian gondola, captained by singing gondoliers winding their way through the picturesque waterways of Shoppes at Venetian.

Streetmosphere entertainers perform for guests as they wander through Shoppes at Venetian, much like on the streets of Venice, letting visitors enjoy the colourful antics of jugglers, living statues, magicians, musicians and more.

For more information, please visit <http://www.sandsretail.com/our-shoppes/shoppes-at-venetian.html>.