

2019 GREATER CHINA SALES MISSION

Shanghai Village/Suzhou Village



SHANGHAI  VILLAGE
奕欧来奥特莱斯·上海

SUZHOU  VILLAGE
奕欧来奥特莱斯·苏州

MEMBERS OF THE BICESTER VILLAGE SHOPPING COLLECTION
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THE
BICESTER VILLAGE
SHOPPING COLLECTION™



SHANGHAI VILLAGE

Shanghai, China

THE BICESTER VILLAGE
SHOPPING COLLECTION®

ICONIC DESTINATION



45 minutes

from Shanghai City Downtown, the largest city in China, with a population of 25 million. It is a global financial centre and transport hub



5 minutes

from Shanghai Disney Resort, which is the first Disneyland in mainland China and features a castle that is the biggest among Disney's resorts, with 20 million visitors in 2018



25 minutes

from Shanghai Pudong International Airport

60 minutes

from Shanghai Hongqiao International Airport



45 minutes

from Shanghai International Cruise Terminal, the home port cruise lines mainly run from Shanghai to Japan and South Korea



SHANGHAI VILLAGE

Shanghai, China

THE BICESTER VILLAGE
SHOPPING COLLECTION®

ICONIC DESTINATIONS

- Shanghai Village is located in the centre of Shanghai International Resort Zone, adjacent to Shanghai Disney Resort.
- Shanghai International Resort Zone, masterminded by the Chinese Government to be the top tourism destination in China/Asia, attracting a significant proportion of the 250 million domestic and international tourists that visit Shanghai annually.
- Guests can take the metro into the heart of Shanghai International Resort Zone via line 11, where they can find a variety of attractions within walking distance of Shanghai Village, including Shanghai Disneyland, Lavender Garden and Ego Park.
- In Shanghai Village the elegance of the Jazz Age has been revived in its unique Art Deco architecture style. Sitting in the restaurants or cafés along the Croisette, guests can enjoy a wonderful view of the Wishing Star Lake while sampling Chinese and European cuisine.
- Shanghai Village was awarded The 2018 International Outlet Centre of the Year by Retail and Leisure International Media Publication.



SHANGHAI VILLAGE

Shanghai, China

THE BICESTER VILLAGE
SHOPPING COLLECTION®

THE WORLD'S MOST DESIRABLE BRANDS

- More than 150 international and lifestyle brands are present across the 55,000 square meter Village, with all offering savings of up to 80% on the recommended retail price.
- Shanghai Village offers a wonderful opportunity for self-exploration and self-expression for our guests to enjoy the hunt for new ideas and trends in fashion, shopping, technology and travel.
- Shanghai Village has the biggest Gucci outlet store, which features the glass window display cases – a signature design of Gucci's full-price stores.
- Various brands open their China only outlet stores in Shanghai Village, including Lululemon, Roberto Cavalli, Neil Barrett, Repetto, Wolford, and more to come.
- Chuang Yi (Made by China) is a concept store dedicated introducing guests to new fashion and lifestyle ideas by showcasing innovative and exciting Chinese designers.
- Selected boutiques offer Tax refund, including Gucci, Michael Kors, Armani, Loewe, Furla, Calvin Klein, Levi's, Lee, MCM, etc.



SHANGHAI VILLAGE

Shanghai, China

GASTRONOMIC ADVENTURES

- In Shanghai Village the elegance of the Jazz Age has been revived in its unique Art Deco architecture style. Sitting in the restaurants or cafés along the Croisette, guests can enjoy a wonderful view of the Wishing Star Lake while sampling Chinese and European cuisine.
- The restaurants offer a selection of themes and menus to suit every preference in taste of both – whether for individual guests or tourism groups.
- Halal and vegetarian food are also available.

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SHANGHAI VILLAGE

Shanghai, China

THE BICESTER VILLAGE
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GOING ABOVE AND BEYOND

- In village art exhibition and interactive installation to create photo and wow moment for guests (1001 Rabbits by Stefano Giovannoni during Mid-autumn Festival 2016).
- Artistic workshops for prestigious guests to inspire them with traditional folk culture and give them opportunity to create art piece together.
- In village activities to curate special experience for guests (Lakeside yoga lead by Lululemon yoga guru and contemporary Taiji class by fitness instructors).
- Dedicated children's play area is specially designed for our younger guests.
- Seven luxurious restrooms and lounges dedicated to artists, designers and creatives of the Art Deco Era, which received the award of "the most beautiful restrooms" in Shanghai.



SHANGHAI VILLAGE

Shanghai, China

THE BICESTER VILLAGE
SHOPPING COLLECTION®

VIP LOUNGE & MEETING SPACE

- Shanghai Village offers unique meeting venues and state of the art audio visual equipment, suitable for a wide range of events.
- The 500 sqm multifunctional gallery is located in the heart of village with nature daylight and expanded balconies.
- Yi Club and Private Lounge with over 370 sqm offer a delightful ambience, whether it's for the latest product launch or a private gathering.
- The Village's team can arrange group dining within Shanghai Village or catering from Disney Town or nearby hotels, to suit your requirements.



SHANGHAI VILLAGE

Shanghai, China

THE BICESTER VILLAGE
SHOPPING COLLECTION®

MICE OFFER

- Complimentary access to VIP Lounge with welcome refreshment (subject to space capacity and availability)
- Welcome signage with client logo at parking area/VIP Lounge/in village digital screen
- English speaking ambassadors welcoming your group upon arrival
- Complimentary hands-free shopping service for VIP guests
- Complimentary Wi-Fi through out the village
- RMB50 dinning voucher for Tour Leaders
- Children's welcome amenity

ADDITIONAL BENEFITS

- Earn mileage points with our frequent flyer program partners
- International guests who use Union Pay Card issued outside of mainland China can enjoy instant discount with following purchase (valid until Dec 31st, 2019):
 - spend RMB888, enjoy RMB168 instant discount
 - spend RMB1888, enjoy RMB368 instant discount
 - spend RMB3888, get chance to enjoy up to RMB1088 off





SUZHOU  VILLAGE

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SUZHOU VILLAGE

Suzhou, China

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ICONIC DESTINATION



30 minutes

from Suzhou City Downtown, which is about 100 km northwest of Shanghai, with a population of 4.5 million in its city proper. Suzhou is often dubbed the “Venice of the East”. The Classical Gardens of Suzhou were added to the list the UNESCO World Heritage Sites in 1997 and 2000.



5 minutes

from HB World Movie Theme Park, which is Chinese version of Universal Studio opened in the Summer of 2018.



45 minutes

from Shanghai Hongqiao International Airport

120 minutes

from Shanghai Pudong International Airport



0 minutes

Located in Yangcheng Lake Peninsula Resort, which is the most famous area of origin for Hairy Crab - a national wide delicacy.



Free Shuttle Bus Service

Daily free Shuttle Bus service from Suzhou Industrial Park Train Station and Hyatt Regency Hotel to Suzhou Village

SUZHOU VILLAGE

Suzhou, China

THE BICESTER VILLAGE
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ICONIC DESTINATIONS

- Suzhou Village is located along the west coast of Yangcheng Lake. The Village is a perfect fusion of Italian and Chinese cultures, inspired by Marco Polo's journey along the Silk Road.
- Yangcheng Lake Peninsula Tourism Resort, a provincial tourism resort of 23.29 square kilometers in total, is located in the north of Suzhou Industrial Park. With the 13 km long cycling lane, extensive area of grassland, well-appointed hotels, the magnificent Chongyuan Temple, the newly opened HB World Movie Theme Park, together with Suzhou Village, Yangcheng Lake Peninsula Tourist Resort is a relaxing heaven with much to do and see.
- The HB World Movie Theme Park stretches over 400,000 sqm and comprises five themed areas, IPs including Detective Dee (a whodunnit franchise set during the Tang Dynasty), Assembly (set in the Chinese Civil War) and If You Are The One (a 2008 romantic comedy).
- Suzhou Village was given The Best Shopping Destination in the Asia-Pacific Region award in 2018 by Asia-Pacific Tourism organization (APTO).



SUZHOU VILLAGE

Suzhou, China

THE BICESTER VILLAGE
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ICONIC DESTINATIONS

- Lots of famous Chinese Drama TV Shows were shot in Suzhou Village, making Suzhou Village a must visit fashion destination for young couples and fashion lovers.
- You Are My Sunshine (何以笙箫默) starring Taiwanese actor & singer Wallace Chung, actress Tang Yan
- Stay With Me (放弃我 抓紧我) starring Taiwanese actress Joe Chen, actor Wang Kai.
- Retourner le monde a toi (归还世界给你) starring actress Gulnazar, actor Yang Shuo.



SUZHOU VILLAGE

Suzhou, China

THE BICESTER VILLAGE
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THE WORLD'S MOST DESIRABLE BRANDS

- In this 35,000 square meter destination Suzhou Village is home to more than 112 leading international and Asian fashion boutiques, including Gucci, Prada, Bally, Coach, Dunhill, Jimmy Choo and Valentino, all with up to 80% off the recommended retail price.
- Guests can learn about fashion style, get to know the stories and heritage of the brands in the Village through a series of presentations, interactive workshops, styling class, as part of their day out experience at Suzhou Village.
- Various brands open their China only outlet stores in Suzhou Village, including Alexander McQueen, Carolina Herrera, Vivienne Westwood, Jil Sander, Sergio Rossi, and more to come.
- Chuang Yi (Made by China) is a concept store dedicated introducing guests to new fashion and lifestyle ideas by showcasing innovative and exciting Chinese designers.



SUZHOU VILLAGE

Suzhou, China

THE BICESTER VILLAGE
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GASTRONOMIC ADVENTURES

- In addition to more than 112 international boutiques, Suzhou Village also a choice of dining destinations for guests to unwind and break from shopping. The restaurants offer a selection of themes and menus to suit every taste of individual guests and tourism group.
- As part of the day out experience at Suzhou Village, guests can also take courses in pizza-making, Chinese dim sum cooking, as well as traditional Xinjiang dance class in the Moslem restaurant.
- Halal and vegetarian food are also available.



SUZHOU VILLAGE

Suzhou, China

THE BICESTER VILLAGE
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GOING ABOVE AND BEYOND

- In Village art exhibition and interactive art installation to create photo and wow moment for guests (Heart Beat Harmony during Chinese New Year 2018 by French contemporary artist LLND).
- Our commitment to work with local artist and designers to create artwork displayed in village, and later on donate to charity and local communities in need.
- Hip and high-end performance in the village to curate memorable experience for guests (W Hotel Signature DJ live performance for the perfect summer night out, and U-Drum performance to surprise guests).
- Artistic workshops for prestigious guests to inspire them with traditional folk culture and give them opportunity to create art piece together.
- In Silk Studio guests can discover the ancient technique of making Chinese silk, observe and feed silk worms, and use their imagination to create their own silk piece.



SUZHOU VILLAGE

Suzhou, China

THE BICESTER VILLAGE
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VIP LOUNGE & MEETING SPACE

- Suzhou Village provides an exceptional personalized service for your meeting or event, whether it's for a product launch, a commercial meeting or team-building.
- Yi Space at Suzhou Village, a 6.3-metre-high multi-functional venue, with high-quality audio and visual system, perfect natural lighting, a private library and a spiral staircase connecting the room to the 360 square meter rooftop terrace, is perfect for indoor events or private parties for up to 60 guests.
- The Yi Pavilion in the Yi Garden, a glass octagonal pavilion that is reminiscent of classic Suzhou gardens, can accommodate 180 guests and all types of events.
- The Village's team can arrange group dining within Suzhou Village or catering from nearby hotels, to suit your requirements.



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THANK YOU

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