

IN-STORE

Palazzo Versace expands to Macau, partners with local casino operator

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By JOE MCCARTHY

Luxury hotel Palazzo Versace is expanding its brand to Macau with the assistance of casino gaming company Sociedade de Jogos de Macau.

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While Sociedade de Jogos de Macau, or SJM, will handle the construction of the building, Versace will provide artistic and stylistic directions. Partnering with a brand that has already established itself in the area will likely allow Palazzo Versace to seamlessly integrate into the environment.

"Versace is constantly looking at opportunities that come from around the world, especially in the last few years, thanks to the momentum that the brand enjoys," said Gian Giacomo Ferraris, chief executive officer of **Versace**, Macau, China.

"Geographically, we have been looking at Greater China for a while, as this one of the priority markets for the entire Versace business," he said. "And Macau, in particular, is where we have one of the best performing stores on a worldwide basis.

"The visibility that the Versace brand will have from a super high-quality project like this will benefit our business in Macau and, given the touristic appeal of this city, we will have strong visibility amongst a primary target for business from the entire region."

Property specialty

The design of the 20-story hotel is underway with construction expected to commence within the next few months marshaled by SJM.

Versace's artistic and stylistic direction will encompass interiors, furnishings and amenities for all guest rooms and common areas as well as a range of products unique to this Palazzo. The brand will also stipulate strict standard of service guidelines to ensure the hotel exudes the proper atmosphere.



Palazzo Versace interior

As part of SJM's integrated casino resort in Cotai, Macau, Palazzo Versace Macau will consist of up to 270 rooms and suites, one gourmet restaurant, a spa, indoor and outdoor swimming pools, retail space and other luxury facilities and amenities consistent with the Palazzo Versace style.



Palazzo Versace interior

To mark the partnership for the development of Palazzo Versace Macau, the signing ceremony was hosted by Donatella Versace, fashion designer and vice president of Versace Group, and Angela Leong, Managing Director of SJM. Dr. Ambrose So, chairman of the board of directors of SJM; Mr. Louis Ng, Director and chief operating officer of SJM; and Mr. Gian Giacomo Ferraris, CEO of Versace, were in attendance.

Hot spots

Palazzo Versace may begin to branch out to other regions and expand its restrained brand.

For example, Palazzo Versace eyed affluent fashion enthusiasts in the Middle East, Europe and Asia with plans to open a property in Dubai that will engulf guests in the world of Versace.

The location comes after the success of its first location in Queensland, Australia. The Dubai property has launched a digital presence and plans to offer promotional packages, signature experiences and partnerships to attract consumers to the new location ([see story](#)).

As the brand continues to venture into new markets, finding solid partners for cultural grasp will be important.

"Versace obviously pays maximum attention to the partner who proposes a project," Mr. Ferraris said.

"In this case, the experience, the scale, the quality and the reliability of SJM Company is well documented," he said.

"Upper-end visitors to Macau, already knowledgeable with the brand-name, will appreciate the luxury and style of the hotel."

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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