



News Release

For Immediate Release

Wynn Launches New “Wynn Signature” Lifestyle Brand

*The new brand creates exciting new discoveries for guests
through international events and exclusively Wynn experiences*

Macau, September 14, 2023 — Wynn Resorts Macau is renowned the world over for its forward-thinking vision, sophisticated design, commitment to excellence as well as delivering high quality experiences and exceptional service. In an effort to further support the Macao SAR Government’s ‘1+4’ moderate diversified development strategy and the long-term development of the non-gaming industry, Wynn is pleased to announce the official launch of “**Wynn Signature**” – an exciting new lifestyle brand exclusive to Wynn. Designed to create the ultimate resort experience full of exciting new discoveries for guests from around the world, “Wynn Signature” will work in partnership with the world’s top brands to bring together exceptional gastronomy, premium resort experiences, world-class indulgences and an array of colorful, high-end themed events. These new signature events and experiences will give visitors the opportunity to immerse themselves in a series of highly sought-after experiences exclusive to Wynn, while also actively promoting the sustainable development of Macau’s tourism industry in a myriad of ways.

In celebration of the new lifestyle brand, Wynn held a “Wynn Signature” launch dinner at the Forbes Five-Star SW Steakhouse at Wynn Palace for industry partners and the media on September 13. The award-winning restaurant, with its surprising and unforgettable theatrical shows, set the perfect stage for the brand launch. Executive Chef Helder Sequeira Amaral of SW Steakhouse presented guests with his meticulously crafted dishes, each thoughtfully paired with Chinese wines for guests to discover the very best wines from all across China.

Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office delivered a speech at the event and said: “The Macao Government Tourism Office is pleased that our industry colleague is actively engaged in creating diversified experiences by hosting a variety of events and developing unique tourism offerings. These new experiences will be a significant boost for the tourism industry by adding greater value for visitors and expanding Macau’s tourism source markets. In future, we look forward to the new ‘Wynn Signature’ lifestyle brand, which will showcase Macau as a destination that offers a vast array of exceptional experiences.”



Introducing the new brand, Ms. Linda Chen, President and Executive Director of Wynn Resorts (Macau) S.A. said: “As Wynn's new lifestyle brand, ‘Wynn Signature’ gives each and every guest the opportunity to embark on a unique journey of discovery – exclusively at Wynn. By establishing this brand, we will create more top-tier tourism experiences and host more attractive, global events with the aim of introducing new non-gaming experiences and building greater momentum for the growth of Macau’s tourism industry.”

To mark the launch of the new brand this month, Wynn is introducing two of its first "Wynn Signature" events: the **“Wynn Signature – Chinese Wine Competition”** and the **“Wynn Signature – 2023 Hypercar Exhibition”**. For the “Wynn Signature – Chinese Wine Competition”, Wynn will select China’s most outstanding wines and partner with Chinese winemaking professionals to promote Chinese wines on an international stage, while highlighting Macau’s role as a UNESCO-designated “Creative City of Gastronomy”. Also, as Macau gears up for the Macau Grand Prix, the “Wynn Signature – 2023 Hypercar Exhibition” at Wynn Macau and Wynn Palace will showcase the world’s top, limited-edition hypercars starting from October 1. The exhibition sets the stage for promoting this prestigious annual international sports event, enriching the visitor experience in Macau, and showcasing top-tier “tourism + sports” experiences for visitors from around the world.

Wynn Signature – Chinese Wine Competition

The “Wynn Signature – Chinese Wine Competition”, set to take place from March to April 2024, will serve as an excellent platform for Mainland Chinese wine industry professionals to network and promote the future development of China’s wine industry. Wynn will invite a number of authoritative wine experts from China and abroad to serve on a judging panel to award the most outstanding Chinese wines, wineries and individuals who have contributed to the wine industry in China and internationally.

At the “Wynn Signature” brand launch dinner, Mr. Eddie McDougall, Chairman and Technical Advisor for the “Wynn Signature – Chinese Wine Competition”, shared his vision for the upcoming event. The competition will establish a platform for advancing China’s wine industry by building greater networking opportunities and forging new collaborations, while also giving Chinese wine the global recognition it deserves, expanding markets and promoting cross-industry integration. The event also gives people from around the world the opportunity to discover the very best of Chinese wines.



Prior to the brand launch dinner, three Chinese Wine Masterclass sessions were held at Wynn Palace. The first masterclass session was conducted by Ms. Ma Huiqin, Professor at China Agricultural University and Deputy Secretary General for Grape Department Branch of China Association of Agriculture Science Societies. She talked about the “Diversity of Chinese Wines” and participants tasted a variety of Chinese wines with different flavors and characteristics. Terry Xu, a Mainland Chinese wine expert and one of China’s most influential opinion leaders of wine, held two masterclass sessions, where he introduced Western influences in Chinese winemaking, China’s highly collectible wines, while also sharing his extraordinary depth of knowledge in simplistic terms for everyone to easily understand.

Wynn Signature – 2023 Hypercar Exhibition

From October 1 to end-November this year, the “Wynn Signature – 2023 Hypercar Exhibition” will display 16 limited-edition hypercars for visitors to see at the Wynn Palace and Wynn Macau integrated resorts. The complimentary exhibition gives guests the chance to get up close and personal with a series of stylish and high-performance hypercars, including McLaren’s first-ever GT McLaren Speedtail; Bugatti’s ultimate piece – the Bugatti Chiron, as well as the Pagani Huayra BC, which is limited to just 20 units worldwide. Some of these hypercars will be on display in Macau for the very first time, and the exhibit is definitely an experience that sports car enthusiasts will not want to miss.

Wynn also invited the first Chinese driver to enter Formula 1 – Mr. Ma Qinghua – to attend the “Wynn Signature” brand launch dinner to drive even greater excitement ahead of the exhibition. Ma Qinghua shared his racing experiences with guests and said he hopes the event will catch people’s attention and build even greater appreciation around sports racing.

As Wynn’s new lifestyle brand, “Wynn Signature” is the ultimate blend of premium quality experiences with unique discoveries, a taste of the arts, and exclusive services, giving guests the opportunity to indulge in unforgettable **#OnlyAtWynn** experiences.

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Media Photos



Officiating guests at the “Wynn Signature” launch dinner raise a toast to Wynn’s new lifestyle brand



Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office, delivers a speech at the “Wynn Signature” launch event



Ms. Linda Chen, President and Executive Director of Wynn Resorts (Macau) S.A. officially launches the “Wynn Signature” lifestyle brand



The “Wynn Signature – 2023 Hypercar Exhibition” will showcase limited-edition hypercars at Wynn Palace and Wynn Macau in October and November



Professor Ma Huiqin conducts a Chinese Wine Masterclass

ABOUT WYNN MACAU

[Wynn Macau](#) is a luxury hotel and casino resort in the Macau Special Administrative Region of the People's Republic of China with two iconic towers featuring a total of 1,010 spacious rooms and suites, approximately 294,000 square feet of casino space, over 64,300 square feet of retail space, 14 food and beverage outlets, two spas, a salon and a pool. The resort proudly boasts three distinct entertainment experiences, including Macau's only choreographed Performance Lake, blending lofty plumes of water, gracefully choreographed music from Broadway tunes to renowned Chinese songs, powerful LED lights and fire effects.

Wynn Macau is operated by international resort developer [Wynn Resorts](#), recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Macau continues to hold the distinct honor of being the only resort in the world with 8 Forbes Five-Star Awards for seven consecutive years. Wynn Macau opened on September 6, 2006 and its second tower – Encore opened on April 21, 2010. For more information on Wynn Macau, visit press.wynnmacau.com.



ABOUT WYNN PALACE

[Wynn Palace](#) is the second luxury integrated resort from international resort developer Wynn Resorts in the Macau Special Administrative Region of the People's Republic of China, following the launch of Wynn Macau. Located in the Cotai area, it features a 28-storey hotel with 1,706 exquisitely furnished rooms, suites and villas, versatile meeting facilities, over 107,000 square feet of renowned luxury retail, 14 food and beverage outlets, Macau's largest spa, a salon, a pool and approximately 468,000 square feet of casino space. The resort also features a variety of entertainment experiences, including the dazzling 8-acre Performance Lake that mesmerizes guests with a choreographed display of water, music and light, the unique SkyCab, spectacular, large-scale floral displays and an extensive collection of art works by some of the world's leading artists.

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Palace is the first and only resort in the world with more than one thousand rooms to receive Forbes Travel Guide Five Star Awards. Wynn Palace opened on August 22, 2016. For more information on Wynn Palace, visit press.wynnpalace.com.

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