

## DEZIGN FORMAT CLINCHED A SILVER TROPHY AT MARKIES AWARDS SINGAPORE 2025

At the 16<sup>th</sup> annual edition of the MARKies Awards Singapore, Dezin Format was announced the Silver winner in the Most Creative – Immersive Brand Activation category for the project – CHANEL Winter tale at Marina Bay Sands.



Dezin Format won a Silver award in MARKies under the Most Creative – Immersive Brand Activation category.

**Singapore** (20 May 2025) – Dezin Format is awarded a Silver accreditation in the Most Creative – Immersive Brand Activation category at MARKies Awards Singapore 2025, in recognition of the CHANEL Winter Tale campaign.

Celebrated by top brands and agencies across Asia Pacific, the annual MARKies is organised by MARKETING-INTERACTIVE and provides agencies with a platform to showcase unique and deserving works of brilliance in the region. The 16<sup>th</sup> edition of the MARKies Awards Singapore was held at Shangri-La Singapore on the evening of 15 May 2025 to honour outstanding campaigns in the marketing industry, selected by a distinguished panel of high-calibre, senior industry experts from reputable brands.



The trophy was presented to Design Format on stage during the 16<sup>th</sup> edition of the awards ceremony.

The team at Design Format is honoured to receive Silver in the Most Creative – Immersive Brand Activation category in recognition of the [CHANEL Winter Tale](#) campaign. The festive showcase, displayed at the iconic Marina Bay Sands integrated resort, is remarkable for its complexity, scale, and quality of work.

This recognition belongs to our entire team, who bring their passion, skills and precision to finesse every project. As we celebrate this achievement, the team would also like to express our gratitude to our valued partners and clients for the opportunity to bring exceptional projects like this to life as we remain committed to creating some of the most captivating immersive experiences in Singapore and the region.

## Discover the CHANEL Winter Tale Campaign



Cherishing a beloved holiday tradition, the CHANEL Winter Tale swathed the Grand Colonnade South in a golden glow of elegant display ensemble.

Presented in collaboration with the luxury House of CHANEL, the centrepiece of the festive display comprised an enchanting dollhouse in warm satin gold, set amongst a snowy winter scene. Overhead, the display continued to emerge into a showcase of the CHANEL universe, cascading with ornaments of perfume decanters amidst lacy snowflakes, luminous gift boxes, and satin camellia flowers.

Project Scope: Fabrication, Installation and Dismantling, Project Management

Read more about the CHANEL Winter Tale in detail on our [website](#).

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## ABOUT DEZIGN FORMAT PTE LTD

Established in 1988, Dezign Format is a leading industry specialist in creating visionary experiences that inspire and resonate with people across the world. With 37 years of experience in the industry, the full-fledged in-house team of professionals provides a comprehensive suite of tailored end-to-end solutions, specialising in curating bespoke concepts that cater to the unique requirements of clients and suit elaborate proposals.

The diverse capabilities of the company encompass a wide range of projects, including brand activation, events and exhibitions, festive décor, museum and galleries, commercial and retail fit-out, themed experiences, and permanent build. With a global portfolio of clients, Dezign Format operates with fully integrated production facilities to take on projects locally and regionally to deliver distinct and memorable experiences.

As an ISO 20121 Event Sustainability Management Systems and ISO 14001 Environmental Management Systems accredited company, Dezign Format also stands at the forefront of sustainable development and strives to contribute towards a greener economy.

For more information, please visit [www.dezignformat.com](http://www.dezignformat.com)

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## OUR ACCREDITATIONS

