



Press Release

**SJM and Vivienne Westwood Team Host
Inspiring Educational Programme
to Mark the Opening of the *Vivienne Westwood & Jewellery*
Exhibition in Macau**

***Connecting the Greater Bay Area Youth with British Fashion House -
Vivienne Westwood***

(Macau, 6 May 2026) — SJM Resorts, S.A. (“SJM”) welcomed nearly 200 designers, teaching staff and students from leading educational institutions across the Greater Bay Area on 29 April to a specially curated educational programme “*An Insight into the world of Vivienne Westwood - connecting fashion, culture and community*”, at Grand Lisboa Palace Resort Macau, in conjunction with the Southern China debut of the *Vivienne Westwood & Jewellery* exhibition, following its successful launch and international tour in 2025. In bringing one of fashion’s most distinctive creative legacies to the region, SJM reaffirms its ongoing commitment to nurturing emerging talent and supporting Macau’s economic diversification through meaningful cultural and educational initiatives.

Students from The University of Macau, Macau Polytechnic University, Macau Productivity and Technology Transfer Center, Pui Ching Middle School of Macau, Pui Ching Middle School (Coloane Campus), The University of Hong Kong, Hong Kong Design Centre, Shenzhen Polytechnic University and the School of Jewelry, Shenzhen City Polytechnic gathered for an immersive experience combining an in-depth guided tour with a dedicated industry seminar hosted by the Vivienne Westwood team — providing a structured bridge between academic learning and real-world creative practice.

Where Emerging Talent Meets Industry Excellence

At the heart of the programme was a rare opportunity for the audiences to engage directly with senior management from one of the world’s most iconic fashion houses. Giuseppe Aragoni, Vivienne Westwood Chief Operating Officer, and Christopher Di Pietro, Global Brand Director, served as speakers for an interactive seminar, offering first-hand insights into fashion marketing strategies, brand building and identity, and the creative discipline required to sustain originality in a competitive global industry.

The open dialogue allowed aspiring designers, creatives, faculty staff and students to understand how a fashion house can interact at both a local and global level. In addition, how internationally recognised collections, heritage and craftsmanship can evolve with cultural relevance. For many participants, this direct exchange with international



industry leaders represented an unprecedented opportunity to gain perspectives that go far beyond academic boundaries.

A World-Class Setting for Learning

The educational programme was presented as an extended activity alongside the *Vivienne Westwood & Jewellery* exhibition 2026 Macau, co-presented by Vivienne Westwood and SJM, open from 29 April to 15 July 2026. Spanning eight thematic rooms and featuring over 500 rare archive jewellery pieces, the exhibition traces four decades of design by Vivienne Westwood and her creative partner and husband, Andreas Kronthaler — offering the crowd an intellectually rich environment in which to explore the interplay between creative vision, cultural history and sustainable practice, themes that resonate deeply with their own emerging careers.

Investing in the Next Generation

This educational initiative is an expression of SJM and Vivienne Westwood's shared value to foster future generations through inclusive and interactive education. Engaging directly with students on a local level – going beyond fashion and building genuine connection between cultures. This is also part of SJM's broader strategy to foster Macau's cultural and creative development, serving as a meaningful platform for international exchange within the Greater Bay Area. By integrating world-class exhibition programming with structured access to global industry professionals, SJM creates learning opportunities that are both aspirational and practical — equipping the next generation of designers and innovators with the insights, inspiration and real-world perspective they need to think critically, create responsibly and compete on a global stage.

Exhibition Details:

Vivienne Westwood & Jewellery Exhibition 2026 Macau

Date: 29 April – 15 July 2026

Time: 11:00 – 20:00 (Last admission 19:00)

Venue: C007, 1/F, Grand Lisboa Palace Resort Macau

Admission to the exhibition is free of charge.



Giuseppe Aragoni, Vivienne Westwood Chief Operating Officer, and Christopher Di Pietro, Global Brand Director, served as speakers for the interactive seminar of the inspiring educational programme.



SJM hosts Vivienne Westwood team for Inspiring Educational Programme to mark the opening of the *Vivienne Westwood & Jewellery* Exhibition in Macau.



During the seminar, the students actively asked questions and engaged in direct dialogue with the speakers.



The students visited the *Vivienne Westwood & Jewellery* Exhibition in Macau.