

Press Release

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A. Lange & Söhne opens new flagship boutique in Singapore

The German manufacture invites watch enthusiasts into its world of fine watchmaking with a new two-storey flagship boutique at ION Orchard.



A. Lange & Söhne at ION Orchard.

A. Lange & Söhne has unveiled its newly transformed Singapore flagship boutique at ION Orchard, raising the bar on how to experience the manufacture's watchmaking artistry. Opened in October 2025, the premises now span two storeys at Singapore's premier luxury shopping destination. As the largest A. Lange & Söhne boutique in the Asia-Pacific region, the flagship boutique introduces fresh concepts that are designed to immerse connoisseurs in the intricate world of A. Lange & Söhne.

Since first opening its doors in 2012, the Singapore boutique at ION Orchard has been offering watch lovers a space to explore the manufacture's exquisite timepieces, which are characterised by tradition, innovation, elegance, and the highest level of craftsmanship. Following its first major renovation in 2019, the flagship boutique has once again undergone a remarkable transformation and has been relocated within the shopping centre.

Spanning 211 square metres, the boutique blends modernity and tradition – an architectural reflection of the manufacture’s philosophy to “never stand still”. A particular highlight of the boutique is the 9-metre-high “Wall of Parts”, which showcases all 451 parts of the ZEITWERK movement and connects both storeys. Its impressive height allows for a complete view of the watch’s individual components, from below the staircase, while ascending the stairs and from the upper level.



Interior of the new A. Lange & Söhne Singapore boutique.

In the welcome area, a digital “History Wall” enhances the introduction to the brand’s rich heritage. Vitrines showcasing models of all watch families, as well as curated historic pocket watches, emphasise Lange’s craftsmanship. The manufacture’s visual identity unfolds in stately black and grey tones, offset by soft white walls, textured finishes, and plush furnishings. The spatial layout organically guides customers through the reception and consultation areas. Meanwhile, a discreet bar behind the sales counter offers a private space where customers can try on timepieces in comfort.

A sweeping staircase leads to the upper floor, where the boutique transitions into a luxurious private area. This space comprises two sales salons, a lounge, a presentation and theatre section, as well as an exclusive watchmaking experience corner. Surrounded by elegant bookcases, objets d'art, and rare timepieces, the upper level is designed to inspire conversation and discovery.

"We are delighted to welcome watch enthusiasts to our new flagship boutique at ION Orchard. This location not only represents a milestone in our retail journey, but also beautifully articulates our motto "never stand still". At A. Lange & Söhne, we are constantly innovating– both through our watches, as well as with the experiences that we offer – for watch lovers and Lange enthusiasts here in Singapore and across the region," says Wilhelm Schmid, CEO of A. Lange & Söhne.

About A. Lange & Söhne

Dresden watchmaker Ferdinand Adolph Lange laid the foundations for Saxony's precision watchmaking industry when he established his manufacture in 1845. His precious pocket watches remain highly coveted among collectors all over the world. The company was expropriated after World War II, and the name A. Lange & Söhne nearly vanished. In 1990, Ferdinand Adolph Lange's great-grandson, Walter Lange, had the courage to relaunch the brand. Today, Lange crafts only a few thousand wristwatches per year, predominantly in gold or platinum. They are equipped exclusively with movements made in-house that are elaborately finished and assembled by hand. With 75 manufacture calibres developed since 1990, A. Lange & Söhne has secured a top-tier position in the world of watchmaking. Its greatest achievements include the LANGE 1, the first regularly produced wristwatch with an outsize date, and the ZEITWERK, with its precisely jumping numerals. Extraordinary complications such as the ZEITWERK MINUTE REPEATER, the DATOGRAPH PERPETUAL TOURBILLON and the TRIPLE SPLIT represent what the manufacture always strives for: to drive the traditional art of watchmaking to ever-new heights. Launched in 2019, the sporty-elegant ODYSSEUS in stainless steel marked the beginning of a new chapter for the manufacture.

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