

PIAGET

Piaget unveils Radiance in ION Orchard



SINGAPORE, November 15th, 2026 – Swiss luxury watchmaker & jeweller Piaget proudly announces the opening of its new flagship boutique in ION Orchard, defining the brands spirit - Maison of Extraleganza.

A true pioneer of prestige in Singapore since the early 1970s, Piaget has introduced the nation to some of its most iconic creations for over five decades – a legacy that continues to shine with the unveiling of this new location.

For the first time in Singapore, Piaget showcases the ‘*Radiance*’ concept. The façade composed of rhythmic golden modules, captures the brilliance and vitality of Piaget’s heritage. Located on the third floor of ION Orchard amidst the world’s leading watches & jewellery maisons, the 90 square feet boutique is a tribute to the Maisons’ craftsmanship and creative audacity.

The journey begins at the *Cabinet of Virtuosity* where artistry and emotions meet. Precious heritage pieces & new exclusive creations are displayed within a luminous space adorned with golden sculptures that reveal the depth of Piaget’s engraving savoir faire – honed over 150 years of excellence.

For the first time in the region, visitors will also encounter the *Elegance of High Watchmaking Wall*, featuring Maison’s signature icons – the Polo and Altiplano – alongside the ultimate expression of Piaget’s horological mastery.

Inside, bespoke furnishings echo Piaget’s historic use of ornamental stones, including jade and semiprecious materials that have long inspired the Maison’s creations. The boutique also houses nine sets of High Jewellery Creations, each displayed within this setting of refined artistry.

To mark the opening, Piaget will unveil a *global exclusive* Arty Pop Blue Sautoir Necklace from the most recent high jewellery collection *Shapes of Extraleganza Chapter 2*, available *only* at ION Orchard flagship boutique. This creation embodies artistic freedom and celebrates Piaget’s 60s glamour featuring sculpted cabochon turquoise stones while being transformable from a pendant into a brooch.



In celebration of Singapore's modern harmony between nature and urban sophistication, this flagship boutique will feature a 3D wall art reimagining Singapore's most iconic bloom – the Orchid – in a radiant symbol of grace and resilience. Created by local artist Lucinda Law, it stands as a tribute and dialogue between the Maison and Singapore's vibrant landscape.



The flagship also features a private salon, where sycamore wood panels envelop the walls and ceilings, creating an intimate and elegant environment designed for meaningful moments and personal discovery.

The new *Radiance* flagship boutique at ION Orchard is now open, welcoming friends, collectors and new clients to experience the Maison's timeless elegance and creative energy.

"We are thrilled to debut Piaget's Radiance Boutique concept in ION Orchard, an iconic shopping destination in Southeast Asia. This is another milestone towards building the brand vision and we cannot wait for the clients in Singapore and across the region to come and experience this environment."

Emmanuelle Kouakou, Managing Director, SEAO

PIAGET ION ORCHARD Location:

Shop 0302, Level 3
2 Orchard Turn 238801 Singapore

STORE IMAGERY

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Password: Piaget2025!

ABOUT PIAGET

Piaget epitomizes daring creativity – a quality that has continued to permeate through the Maison since its beginnings in 1874. From his first workshop in La Côte-aux-Fées, Georges-Edouard Piaget devoted himself to crafting high-precision movements in a feat that formed the very foundations of our pioneering name. In the late 1950s, Piaget unveiled the ultra-thin movements that would later become the Maison's trademark and the cornerstone of the Altiplano collection. As a true innovator of the watch and jewellery world, Piaget strongly believed in creativity and artistic values. It is within the walls of our "Ateliers de l'Extraordinaire" where master artisans continue to harness rare skills that have been preserved and perfected from generation to generation, transforming gold, stones and precious gems into dazzling works of art. Through its pursuit of masterful craftsmanship, the Maison has created emblems of daring excellence channelled into its collections including Altiplano, Piaget Polo, Limelight Gala, Possession, Piaget Sunlight, Piaget Rose and Extremely Piaget.

SOCIAL MEDIA:

[Instagram.com/piaget](https://www.instagram.com/piaget)

MEDIA CONTACT:

Gloria Juhee Lee
Marketing, Client & Communications Director, SEO
PIAGET
Gloria-jh.lee@piaget.com