

WATCHES AND JEWELRY

## Audemars Piguet's Stefanie Ng: Luxury Woman to Watch 2022

November 16, 2021



Stefanie Ng

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Stefanie Ng

CEO for Southeast Asia

**Audemars Piguet**

Singapore

*"What we have come to realize is that consumer preferences have changed. They are more discerning for luxury purchases and will choose brands that resonate with their beliefs beyond quality, craftsmanship and innovation"*

What do you most like about your job?

Dynamic and fast-paced environment at Audemars Piguet is what I really like.

The brand ethos to be forward-thinking is strong. There is a push to never stand still and never settle for being ordinary.

What is the biggest challenge in your work?

With several markets to oversee in the Southeast Asia region, it is easy to get carried away by operational matters.

Setting aside deep thinking time is something that I have been working on consciously.

What is your work priority for 2022?

A continued priority for me has been to reinforce Audemars Piguet's reputation in fine watchmaking as one of the industry leaders.

One major part of this is building and maintaining relationship with our clients.

Once social or even travel restriction ease in the near future, I would love to meet and connect with the regional clients in person. Building relationships definitely goes beyond the digital world.

"People-to-people" is the latest evolution of Audemars Piguet's retail strategy.

As the name implies, the company seeks to bring internal and external stakeholders closer as a family.

Proximity will be reduced between our team and clients by implementing a network of nomads. An Audemars Piguet representative who will travel and deliver the Audemars Piguet experience to wherever our clients are at. It could be anywhere his or her home, restaurant and etc.

Launching and developing the nomad strategy definitely tops the priority for the coming year.

What is your proudest achievement in luxury?

I am anticipating my next project to be my proudest achievement in luxury. It is currently a work in progress, so I am unable to share more details. It will be a significant project and I cannot wait for it to be unveiled.

At the moment, being part of Audemars Piguet and progressing within the company is probably my best achievement so far.

Having supportive colleagues as well as team members and bosses who trust me to lead this region is a feat that I have been thankful for.

How do you see luxury evolving in 2022?

Nobody knows whether the pandemic will ease or be eradicated in 2022.

What we have come to realize is that consumer preferences have changed. They are more discerning for luxury purchases and will choose brands that resonate with their beliefs beyond quality, craftsmanship and innovation.

Brands need to connect with clients on a deeper level to remain relevant and cater to evolving consumer needs and expectations.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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