

JEWELRY

## Grand Seiko expands presence in Asia-Pacific region with new Singapore location

February 28, 2023



*Grand Seiko acknowledges Singapore's watch enthusiasts as some of the most knowledgeable in the world. Image credit: Grand Seiko*

By LUXURY DAILY NEWS SERVICE

Japanese watchmaker Grand Seiko has opened a new boutique in The Shoppes at [Marina Bay Sands](#) resort in Singapore, the brand's first retail location in the country.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The space which measures 134 square meters opened on Feb. 22, with a performance by the group "Kodo," who played the traditional Japanese "taiko" drums. Also in attendance, to mark the store's opening with a ceremonial ribbon cutting, was Hiroshi Ishikawa, Japanese film director and writer who was named Ambassador Extraordinary and Plenipotentiary of Japan to Singapore in October.

"Singapore is home to some of the most knowledgeable and passionate luxury watch enthusiasts in the world, and we are delighted that we can now provide them with direct access to the Grand Seiko world," said Akio Naito, president of [Seiko Watch Corp.](#), in a statement.

"We are very fortunate to have been able to obtain a prime location for the store, and we look forward to welcoming our clients at the Marina Bay Sands," he said.

Natural expansion

Launched in October, Grand Seiko Asia-Pacific is dedicated specifically to expanding Grand Seiko's presence in its namesake region.

The company is headquartered in Singapore and will manage the Singapore boutique. It is the third region-specific company to be created by the Grand Seiko Corp., following Grand Seiko Corporation of America and Grand Seiko Europe S.A.S.



*The interior of the boutique as part of The Shoppes at Marina Bay Sands. Image credit: Grand Seiko*

Founded in 1960, Grand Seiko timepieces exemplify Japan's watchmaking heritage and take much of their inspiration from nature.

Last month's releases, the "SBGH311" and "SBGR325," pay homage to Japan's Mount Iwate with their imagery and light blue hues ([see story](#)).

Among the many retail spaces making room for Grand Seiko at The Shoppes at Marina Bay Sands, is Italian fashion house Miu Miu.

Last September, Miu Miu partnered with Singaporean influencer Yoyo Cao to co-create a capsule as part of the Miu Miu Select project, which extends curating duties to a series of guests.

From among Miu Miu's collections, Ms. Cao chose items including ballerina flats, mini hobo bags and plaid jackets. Ms. Cao was selected by Miu Miu to help drive traffic to its Marina Bay Sands location ([see story](#)).

---

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.