

RETAIL

World's largest Richard Mille boutique location opens in Singapore

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The luxury watchmaker ends a three-year renovation project in St. Martin that now renders the site its largest boutique worldwide. Image credit: Richard Mille

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Richard Mille is welcoming guests to its most massive global storefront yet.

A three-year renovation project in St. Martin, Singapore, one rendering the site the brand's largest boutique worldwide, has now wrapped. Flipping a former restaurant, the renewed flagship embraces bold design concepts, borrowing influences from the realms of hospitality while offering an engaging touchpoint for visitors, who can expect to explore 7,500 square feet of space while learning about the world of Richard Mille during a one-of-one retail experience.

"Every Richard Mille event is an opportunity for wonderful encounters," said Amanda Mille, director of brand and partnerships at [Richard Mille](#), in a statement.

"As well as a chance to meet and share, each one also serves to highlight the brand's strong convictions and commitments," Ms. Mille said. "St. Martin was designed in perfect harmony with this philosophy conducive to fostering human relationships.

"This venue awakens emotions and elevates the art of hospitality so dear to Richard Mille, thanks in particular to an innovative vision."

On watch

At the heart of the city's tourist hub, Richard Mille's Orchard District flagship is open to friends of the brand, future buyers and curious enthusiasts, many of whom attended the shop's grand opening last week.

Modeled after a speakeasy, guests gained access to the store's 11 rooms, each connected via an open floor plan, the 1 St Martin's Drive interiors offering a nod to the company's intricate timepieces.



With contributions from nearly 30 artisans, natural textures are found throughout the flagship. Image credit: Richard Mille

A crafting space is also housed within, complete with a watchmaking workbench. Here, visitors can find reproduced components and tools that they can try for themselves.

Aside from this inside look at the horological industry, the room has after-sales services and hosts workshops.

According to the brand, intentional staging, delicate ambiances and welcome rooms all come together to tell a story, evoking inspiration with natural textures and surfaces featured throughout, taking after materials such as wood and stone.

French visual artist William Amor created an olive tree for the center of the opening, meant to capture ideals like peace and health, while also incorporating a bit of the Mediterranean region, a place Mr. Mille deeply connected with.

The buildout plays into the luxury category's overarching shift toward biophilic architecture ([see story](#)).

[View this post on Instagram](#)

A post shared by Richard Mille (@richardmille)

Most all furniture units and decorative items within Richard Mille's retail space were designed specifically for the rooms in which they reside, adding another level of intentionality to the flagship.

"The architectural organization of St. Martin creates a feeling of astonishment at not having guessed such a space could exist

behind this door,” said Alexandre Mille, brand director at Richard Mille, in a statement.

“Discovering it makes you wonder what the next surprise will be,” Mr. Mille said. “Our intention was to play with visitors’ expectations.”

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