

Jewel Changi celebrates 5th anniversary with 'What A Feelin5' and more



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Jewel Changi Airport (Jewel) is celebrating its fifth anniversary with robust growth, recording a 26% increase in foot traffic for the fiscal year 23/24 compared to the previous year, which also saw a 20% increase in sales. Approximately 30% of the visitors were international travelers from China, Malaysia, Taiwan, the United States and Indonesia.

Canopy Park at Jewel, spanning 14,000 square meters, enjoyed a 12% rise in visitor numbers and a 35% surge in sales. Its unique Double Rewards loyalty program, which provides two sets of loyalty reward points for each transaction, witnessed a growth of over 10% in membership.

What A Feelin5

For its fifth anniversary, Jewel has planned a year-long series of special events and retail offers under the theme “What A Feelin5”, designed to evoke positive emotions through varied experiences. James Fong, CEO of Jewel Changi Airport Development, stated, “Five years ago our shareholders - Changi Airport Group and CapitaLand - embarked on a bold mission to redefine the airport

experience. Today we stand proud as a global icon well-loved by both local residents and travelers. As Jewel celebrates five years of creating the sparkling experience for its visitors, we continue to stay true to our commitment to deliver world-class visitor experiences with our attractions, retail, and dining offerings. We are thrilled to announce a series of new flagship store openings and new-to-market brands as well as a behind-the-scenes tour for the Jewel Rain Vortex that has long captured the imagination of our visitors. New experiences and a series of events and Jewel-exclusive offerings will also be introduced throughout the year.”

“As we look forward to more exciting years ahead, we wish to thank Singaporeans and guests from around the world for their love and extend our appreciation to our tenants and partners who have stood shoulder to shoulder with us all this time.”

SINGAPORE



POLO BEAR by RALPH LAUREN

Ralph Lauren

Ralph Lauren's Singapore Polo Bear is one of several Changi-exclusive items created as part of the celebration

Light & music

A new Light & Music showcase called “What A Feelin5” has been launched, featuring a five-minute show created by WET, incorporating elements like Jewel’s iconic façade and the local flora. Additionally, a new tour named “In the Eye of the Jewel Rain Vortex” will be available from the latter half of the year, providing a close-up view of the world's tallest indoor waterfall and insight into daily preparations at Canopy Park.

Jewel will host a series of marquee events throughout the year, starting with “Jewel Blooms” during the June school holidays, from May 24 to August 11. This event will feature floral installations inspired by various emotions, designed in collaboration with Singaporean garden designer Andy Eng and Japanese floral artist Megumi Shinozaki. Additionally, Canopy Park tickets are on sale, and the Youth Floral Cup will reopen for young participants aged 7 to 12.

Over 50 special collaborations and exclusive perks will be available across Jewel's retail and dining sectors as part of the anniversary celebrations. These include a Singapore-exclusive cold cup from Starbucks featuring the Rain Vortex, a Jadeite Pendant from Asian Artistry Fine Jewellery, and a Morgan Bow Handbag from Kate Spade, among others. Unique dining options will also be available, like the Cereal Lobster from Burger & Lobster and the Bejeweled Bombe from Sourbombe Artisanal Bakery.



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New retail

Redefining the retail experience, Jewel is gearing up for numerous new store openings in May and June, including several flagship stores. Aligning with its ethos of “where the World meets Singapore, and Singapore meets the World,” the venue will host a variety of local and international brands. CHARLES & KEITH, a Singaporean fashion label, is set to expand its presence with its first flagship store at Jewel located in Basement 1. Other flagship stores include FILA’s first in Singapore,

occupying a duplex at Level 2, Bimba Y Lola with its largest store in Singapore at over 1,600 square feet (149 square meters) on Level 1, and New Era at Level 2, offering unique customization services. Additionally, new-to-market brands such as IPOH TOWN, which offers traditional Ipoh cuisines, Nai Xue with its health-focused tea beverages, fashion and accessories brand SETIROM, Parisian jewelry brand Satellite Paris, and Royal Host, a popular Japanese family restaurant, are also making their debut at Jewel.

Giving back

As Jewel commemorates its fifth year, it will partner with Metta Welfare Association (Metta) for a charity event. The proceeds from this event, including an auction, will support the new Maitri School/Building project, scheduled for completion by 2028. Maitri School will be Metta's second Special Education School, dedicated to educating students with moderate to severe Autism Spectrum Disorder (ASD). Twelve auction items have been donated by Jewel's tenants for this event, including a limited-edition Louis Erard x seconde/seconde x Watches of Switzerland watch and a BE@RBRICK FLOR@ collectible featuring a bouquet of red roses in its transparent torso. The highly coveted BLACKPINK x Starbucks® collection of tumblers, cold cups, and water bottles will also be available for bidding. For more details about the auction items and to place bids, visit the [public bidding section](#) available until April 21.

For further details on the anniversary celebrations and to view the full lineup of events, visit [Jewel's dedicated 5th anniversary website](#).

All images courtesy of Jewel Changi Airport Development (JCAD)