

Media Release

Jewel Changi Airport caps exciting year for retail by honouring its most popular brands with inaugural Jewel Fans' Favourites Awards

- *Strong showing for Singapore brands such as Birds of Paradise, Charles & Keith, and Ya Kun Kaya Toast, alongside global names such as adidas, Apple, and Uniqlo.*
- *Jewel welcomed 73 new brands and concepts in 2025, of which more than 20 are firsts in Singapore.*
- *Exciting retail offerings contributed to another stellar year of footfall, with over 81 million visitors recorded for 2025.*



SINGAPORE, 27 February 2026 – Jewel Changi Airport (Jewel) today unveiled the winners of its inaugural Jewel Fans' Favourites Awards, celebrating the retail and dining concepts most loved by locals and international travellers. Following a month-long voting campaign that garnered thousands of votes, the results highlight a unique affinity for both world-class flagship experiences and beloved homegrown brands. The winners reflect Jewel's identity as a premier destination where "the World meets Singapore, and Singapore meets the World".

Singapore brands secure wins in multiple categories



Known for its botanical-inspired gelato, local brand Birds of Paradise was voted as a fan favourite in two categories. Image credit: Birds of Paradise



The Charles & Keith store in Jewel is one of the brand's three global flagships and its only one in Singapore.

Homegrown brands clinched five of the 14 award categories, reflecting their strong appeal with Jewel's visitors. Nearly half of Jewel's 260 diverse tenants are Singapore brands – underscoring its commitment to championing homegrown names and provide a platform for them to showcase their brand story and offerings, not only to local residents but a wider global audience.

Birds of Paradise, the popular botanical gelato boutique, clinched a double victory, taking home the titles for 'Homegrown Brand (F&B)' and 'Order & Go'. Fashion powerhouse **Charles & Keith**, which operates a flagship store in Jewel, was voted the favourite 'Homegrown Brand (Retail)'.

Further cementing the popularity of local brands, **Fish & Co.**, which opened in Jewel in May 2025, was celebrated as the 'F&B Newcomer' of the year, demonstrating its enduring appeal with diners.

Brands with expanded footprint in Jewel drive popularity



The adidas flagship duplex presents fans with the ultimate fusion of performance and fashion.



The interior of the adidas store is uniquely Jewel, with a centrepiece display that mirrors the silhouette of the iconic Rain Vortex.

adidas emerged as winner in the ‘Athleisure’ category and was also recognised for ‘New Concept’ experiences. This follows the brand’s recent expansion in September 2025, where it tripled its retail space to launch a larger, immersive duplex store, signalling strong confidence in its retail performance at Jewel as a key retail destination.

Heritage favourite **Ya Kun Kaya Toast** was voted top in ‘Local/ Regional Delights’. Like adidas, Ya Kun recently expanded its footprint in October 2025 to accommodate growing demand in Jewel, further cementing its status as a staple for visitors seeking authentic local flavours.

Global favourites and regional offerings continue to drive appeal

Alongside well-loved local brands, unique regional concepts and global favourites also captured attention from fans, reflecting the wide-ranging appeal of Jewel’s culinary offerings. Bornean restaurant **KANTIN**, won best ‘In-Store Dining Experience’, recognised by fans for its immersive environment and unique rainforest-inspired cuisine, featuring signatures such as Sarawak Laksa and Rainforest Fried Rice.

Major dining icons **Din Tai Fung** (Chinese Food), **Sushiro** (Japanese/ Korean Food), and **McDonald’s** (Western Food) were voted as the go-to destinations for global dining options.

Retail giants also made their mark on the leaderboard, with fans recognising **Apple**, **Uniqlo**, and **Don Don Donki** as their favourite Jewel stores under the Lifestyle & Travel, Fashion & Accessories, and Food Retail award categories, respectively.

New concepts and pop-ups continue to enhance the Jewel experience

Jewel continues to refresh its offerings to deliver new experiences for visitors. With its strong mix of retail experiences, the destination recorded a vibrant 2025, attracting a footfall of **over 81 million**, on par with its 2024 record performance. During the year, it also welcomed 73 new stores, including 21 first-in-Singapore concepts such as **Gwangjang GAON**, sportswear brand **On**, and **The Coach Restaurant** – all while hosting some 70 event pop-ups throughout the year.

This momentum continues with recent Singapore debut openings such as **Lotteria** and **The Gundam Base**, reinforcing Jewel as a dynamic and multi-faceted destination for visitors.

Ms Lee Ching Wern, Chief Executive Officer of Jewel Changi Airport Development, said: “The inaugural Jewel Fans’ Favourite Awards is our way of celebrating and connecting our family of 260 brands with visitors, both of which come together to make Jewel the vibrant lifestyle destination loved by many. We are proud to see beloved homegrown brands shining alongside global icons, which brings to life our vision to create a platform where Singapore and the World meet. For the coming year, we will continue to have an exciting pipeline of brands arriving in Jewel to be unveiled in the coming months, which will further augment our destination appeal for both local residents and travellers.”

Celebrating Fans' Favourites with exclusive rewards



Visitors can redeem exclusive rewards when they spend at any of the winning stores.

To thank Jewel fans and celebrate winning brands, visitors who spend a minimum of S\$30 in a single receipt at any of the 12 award-winning brands will receive exclusive perks. This includes a S\$10 Jewel Gift Voucher, a S\$5 Attractions Voucher, and a limited-edition reusable bag designed by the youths of Metta Welfare Association. Redeem these from 27 February to 12 March 2026 at the Jewel Level 1 Concierge Counter, while stocks last.

[High-resolution images of the winning brands are available for download here.](#) Please credit all images to Jewel Changi Airport unless otherwise stated. Photos from the awards ceremony will be added to the same link. Please refer to the Annex for the full list of winners.

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About Jewel Changi Airport (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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Translated terms

Jewel Fans' Favourites Awards	星耀樟宜人气大奖
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