



HOKA opens its largest Singapore store at Jewel, with a run club to follow

Description

HOKA has opened its biggest store in Singapore at Jewel Changi Airport, and it comes with a run club attached. The 125 sq m shop at #02-210 opened on 29 October. HOKA also plans [guided social runs from the store](#) in the coming months.

That makes it the biggest HOKA outlet in Singapore, against 75 sq m at ION Orchard and 60 sq m at Raffles City. It is the first HOKA store in Singapore built to the brand's latest global store concept, in white and light wood with HOKA's signature blue.



The 125 sq m HOKA store at Jewel Changi Airport #02-210 opened on 29 October. Photo: HOKA

Road, trail and lifestyle ranges

Road running shoes sit alongside trail and hiking models, with a separate wall for what HOKA calls the widest lifestyle footwear range in Singapore. Apparel and accessories fill the rest of the floor.

For runners chasing a better fit, a SafeSize 3D foot scanner measures foot length, width, arch height and volume before staff recommend a shoe and size.



Trail and hiking ranges sit alongside road shoes in the Jewel store. Photo: HOKA

Claw machine prizes until 12 November

A claw machine in the store runs from 29 October to 12 November, while stocks last. Prizes include footwear and merchandise custom-designed with illustrator Natasha-Elle, known as @SADSHRIMPS, and terms and conditions apply.

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The store follows HOKA's latest global concept in white, light wood and brand blue.
Photo: HOKA

Runs around Changi

The HOKA Run Club will use Jewel as its base for guided social runs around the Changi area. Session details will be posted on the @hoka_sg Instagram account.

HOKA, a division of Deckers Brands, entered Singapore in 2021 at Takashimaya Sports Central and opened its first standalone store at ION Orchard in 2024. The Jewel store at 78 Airport Boulevard is open daily from 10am to 10pm.

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