

# Iâ??m donut? sets a December opening for its first Singapore store at ION Orchard

## Description

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Iâ??m donut?, the Japanese doughnut shop built on pumpkin-enriched brioche, opens its first Singapore store at ION Orchard in December 2026. The opening day has not been announced.


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I'm donut

One of the Singapore-exclusive posters designed by Yuni Yoshida. Image: Iâ??m donut? Singapore

## Who is behind Iâ??m donut?

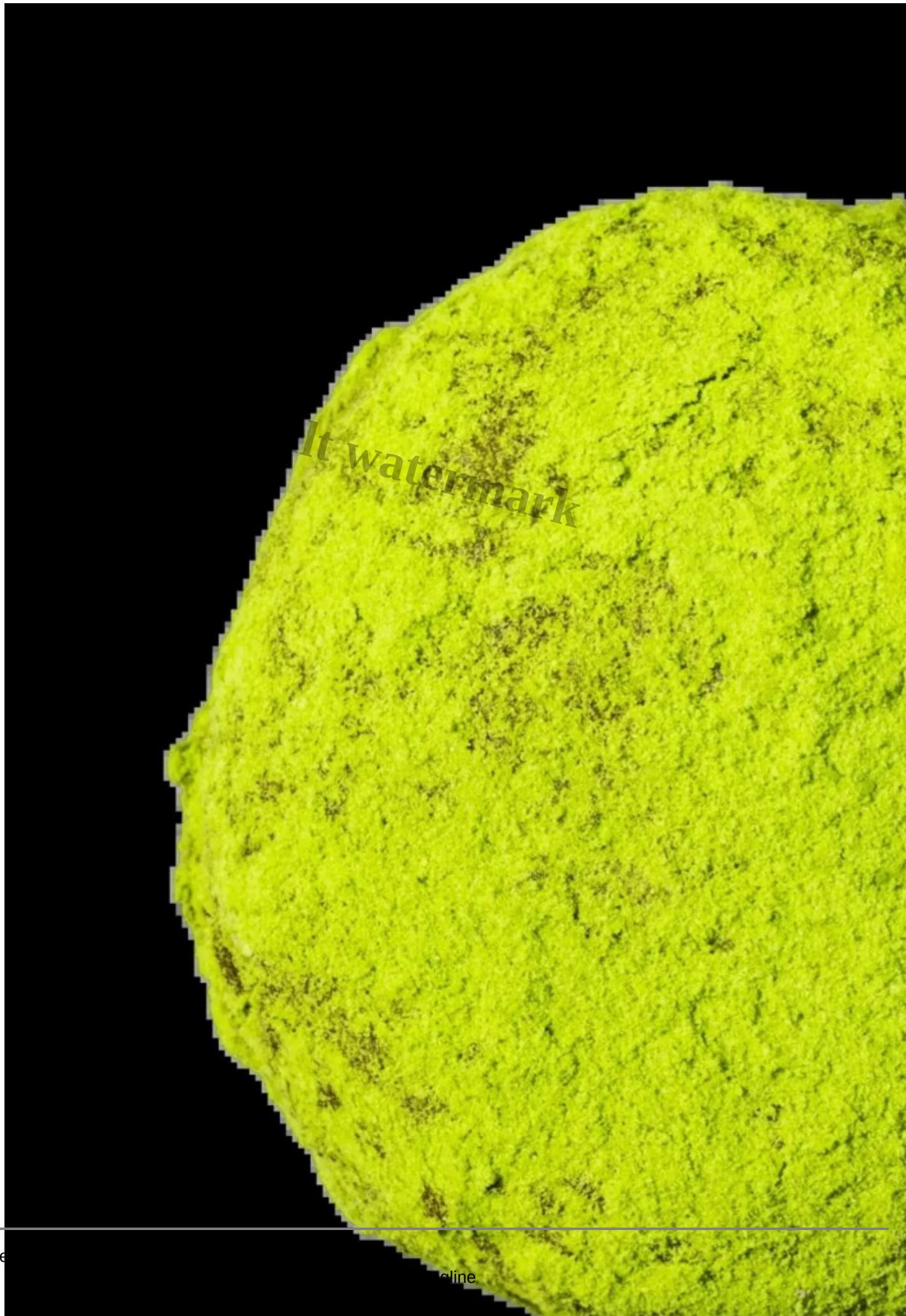
The shop belongs to peace put, the Fukuoka company of owner-chef Ryota Hirako, which also runs the bakery AMAM DACOTAN, the bakery cafe DACOMECCA and Neo Nice Burger. Iâ??m donut? has 14 shops in Japan, from Nakameguro, Harajuku and Omotesando in Tokyo to Yokohama, Karuizawa, Kyoto and Fukuoka, plus two gluten-free shops in Shibuya. Its first shop outside Japan opened in New York in 2025, at 154 West 45th Street, and the brand has since added shops in Taiwan, South Korea, Malaysia and Indonesia.

Singapore is getting its own artwork. Yuni Yoshida has designed Singapore-exclusive space-themed posters; one shows a doughnut as a UFO, with raspberries, blueberries and a lemon-slice moon. Each Iâ??m donut? shop is designed around its own concept, shaped by the neighbourhood it sits in.

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## What a nama doughnut is

Nama means fresh or raw in Japanese, and here it describes texture rather than an uncooked centre. The dough is a brioche made from several flours and enriched with pumpkin, fermented slowly at low temperature, then fried quickly at high heat. The aim is a doughnut that is crisp on the outside and soft enough to melt.


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The Iâ??m donut? matcha, part of the core range in Japan. Photo: peace put

Doughs, creams and toppings are made by hand in each shop. The core range in Japan runs to five: the Iâ??m donut? original, a matcha version, custard cream, pistachio cream and cacao. New York adds its own fillings, among them PB&J, sake cream and caramel espresso, along with savoury doughnut sandwiches. Which of these reach Orchard Road, and at what price, is not yet public.

The Japanese fried sando shop Age.3 also chose ION Orchard for its first Singapore store.

## Opening details still to come

The Singapore kitchen was already running on 13 November, with the ovens warming up and doughnuts being rolled in a powdered coating. The brand has not yet published the exact opening day, the unit number inside ION Orchard, opening hours, the Singapore menu or prices. There is also no word yet on purchase limits or halal certification.

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Doughnuts being rolled in a powdered coating in the Singapore kitchen. Photo: Iâ??m donut? Singapore

## Details

- **Iâ??m donut? Singapore:** ION Orchard, 2 Orchard Turn, Singapore 238801, above Orchard MRT station
- **Opening:** December 2026, day to be confirmed
- **Hours, menu and prices:** not yet published
- **Updates:** @imdonut.sgp

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