

JEMMA handbags open a Takashimaya pop-up on 1 December with two Singapore-exclusive collections

Description

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Three months after bringing her New York handbag brand home, Singaporean entrepreneur Joanna Lau is widening the reach of **JEMMA handbags in Singapore**. A new pop-up opens at Takashimaya on 1 December, alongside two Singapore-exclusive collections that she says were shaped by feedback from local customers.


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JEMMA founder Joanna Lau with the Emma 39 in Croc. Image: JEMMA

Takashimaya pop-up from 1 December

The Takashimaya pop-up gives shoppers another place to see the bags in person ahead of Christmas. JEMMA says its first three months in Singapore included multiple sell-outs, and the two exclusive collections were developed in response to what local customers asked for. The brandâ??s site is jemmabag.sg.

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The JOJO collection, now at TANGS. Image: JEMMA

JOJO at TANGS and free embossing

For the festive season, JEMMA is also introducing its popular JOJO collection at TANGS. On 19 and 20 December, it is partnering with Singapore leathercraft studio Hides and Thread to offer complimentary, hand-embossed personalisation, so a bag can carry initials as a gift.

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Hides and Thread will hand-emboss JEMMA bags on 19 and 20 December. Image: Hides and Thread x JEMMA

Why it is worth a look

Joannaâ??s story is a useful one for local shoppers: an independent label adjusting a global range quickly to what Singapore customers want, such as how local preferences differ from those in the US. If you are planning December purchases, see our Black Friday 2026 Singapore deals guide and the Castlery Black Friday sale for more year-end shopping.

Press release and images courtesy of JEMMA, via its PR representative.

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