

LUAH ION Orchard is opening soon: Hong Kongâ??s sweatproof gold jewellery from S$22, with best-sellers at S$85 to S$310

Description

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Singapore has quietly been one of LUAHâ??s best customers for years, and now the Hong Kong jewellery label is coming to us in person. The LUAH ION Orchard store, the brandâ??s first in Singapore and its first shop outside Hong Kong, is set to open at basement 1, with mid-November 2026 the date the brand gave the retail trade. Pieces start from S$22 for a small silver charm, and most best-sellers sit between S$85 and S$310.

If you have scrolled past those chunky gold link bracelets on Instagram and wondered whether they would survive a HIIT class or a dip at East Coast, this is the brand. Its whole pitch is jewellery you never take off.

LUAH ION Orchard: address, hours and opening

Here is what the brand lists on its store page:

- Address: ION Orchard, Shop B1-12A, 2 Orchard Turn
- Hours: 10am to 10pm daily
- Nearest MRT: Orchard (North-South and Thomson-East Coast lines), with a direct underground link into ION
- Opening: targeted for 12 November 2026 (not yet confirmed on the store page), with an RSVP form on the LUAH website for the launch

LUAH announced the 12 November date to the retail trade in October, and its own site still lists the shop as â??openingâ?•. Check the store page before making a special trip, in case the date shifts.



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Source: LUAH

Who is LUAH, and why the Singapore fuss

LUAH started in Hong Kong in 2021. Co-founder and designer Kelly Rolim was tired of good jewellery tarnishing, snapping or vanishing into gym bags, so the team spent 16 months testing before the first collection dropped in 2022. According to the brand, every piece is luxury steel coated in 18K gold, and it is waterproof, sweatproof, hypoallergenic and fine with lotion and make-up.

The bit that will interest kiasu shoppers is the Lifetime Colour Warranty. If the colour goes, LUAH has you covered, which makes the price easier to justify than a fast-fashion piece that turns green in a month.

Singapore has been LUAHâ??s second-largest online market since it started shipping here in 2022, and the brand has been running fitness and wellness meet-ups in town this year, including a community event at Absolute Boutique Fitnessâ??s Centrepoint studio in January. Opening a physical store in Orchard is the logical next step.

What things cost at LUAH Singapore

Prices on the Singapore best-sellers page come in two finishes, with silver anywhere from S$6 to S$50 cheaper than gold. A few examples, gold first then silver:

- Orys Charm: S$28 gold, S$22 silver, the cheapest way in
- Theo Pendant: S$60 or S$50
- T-Bar Pendant and Rio Mini Paperclip Chain Bracelet: S$85 or S$70 each
- Rya Fluted Ring: S$105 or S$90
- Rya Mini Huggies: S$120 or S$100
- Elo Chunky Link Bracelet, the one you keep seeing online: S$220 or S$185
- Rio Bold Paperclip Chain Necklace: S$285 or S$240
- Elo Chunky Link Necklace: S$310 or S$260

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The chains, pendants and hoops are designed to mix and layer, and there is a Charms Bar range for building your own. My tip: try layering in person before buying online, because chain length is the thing everyone gets wrong.



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Source: LUAH

Club LUAH: the wellness side of a jewellery brand

This is where LUAH differs from the usual mall jewellery counter. It runs a community called Club LUAH, built around movement and wellbeing, and hosts monthly events with fitness and wellness partners. Past sessions in Hong Kong have included sound baths, reformer Pilates, yoga and a charity run with visually impaired runners.

Singapore has already had a taste. In September 2026, LUAH flew back for a morning takeover of VAURAâ??s TOTAL class, a mix of strength, endurance and stretch. Expect more of these once the shop opens, so keep an eye on the brandâ??s events page if classes and goodie bags are your thing.

Wearing a gold chain to spin class sounds a bit atas, but that is exactly the customer LUAH is chasing. People who want one set of jewellery for the office, the gym and Saturday brunch, without swapping pieces in between.

Is it worth a trip?

If you already wear demi-fine pieces from local labels, LUAH sits in roughly the same price bracket, with the warranty and the gym-proof angle as the selling points. It also lands at a good time. Christmas gifting season is starting, and a S$60 to S$120 pendant or pair of huggies is an easy present that does not feel cheap.

Make an evening of it. The Orchard Road Christmas light-up starts on 17 November, and if you like a bit of personalisation, the Longchamp My Pliage pop-up at Raffles City runs until 18 November. For more gifting ideas, our list of Christmas markets in Singapore this year has the dates.

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Source: LUAH

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