

New immersive brand experience at Singapore's Jewel Changi Airport

21/08/2025 Porsche's newest location, which recently opened within Jewel Changi Airport in Singapore, is set to offer a diverse multi-sensory brand experience – exploring design, culture and lifestyle.

Jewel Changi Airport in Singapore is a vibrant and award-winning luxury entertainment and retail complex based at the heart of one of the world's most prominent air transport hubs. It is home to the world's tallest indoor waterfall, a lush indoor forest featuring more than 120 different plant species – and now Porsche at Jewel, the sports car manufacturer's new lifestyle-led brand space that aims to give visitors an expansive and immersive multi-sensory experience.

The new retail space benefits from a prime location right by the Changi Airport Terminal 1 arrivals hall and adjacent to the entrance to Jewel's iconic indoor forest and waterfall. The new opening is arranged in four different zones:

- Café Carrera by Baker & Cook, which provides a culinary experience inspired by automotive passion

and even serves macarons in various Paint to Sample colours

- the Culture Garage – a periodically changing space for showcasing extraordinary cars from throughout Porsche's current and historic lineup
- the Porsche Lifestyle Boutique – a luxury space for providing an immersive environment to engage with and inspire both fans that are new to the brand and veteran enthusiasts
- and, coming soon, a reception and welcome area for the upcoming Porsche Experience Centre Singapore.

The location of Porsche at Jewel makes it the perfect stop for tourists arriving in or passing through Singapore, as well as for locals who are either travelling or just simply looking for an exciting day out.

The interior design combines numerous iconic Porsche colours and materials, which creates a warm and welcoming environment that evokes the brand's heritage and – above all else – is unmistakably Porsche. The classic paint colour Light Ivory, fabric in the iconic Pepita pattern, and the rare Paint to Sample colour Mint Green all play a role in bringing together the site's warm and inviting design philosophy. A stunning feature wall, with photographs and stories curated by photographer and Curves Magazine founder Stefan Bogner is also likely to be a conversation starter among guests.

Gateway to the Porsche Experience Centre

Coming soon to Porsche at Jewel is a reception area for future guests of the highly anticipated Porsche Experience Centre Singapore, which is expected to begin operating in 2027. The area will serve as a first touchpoint for guests travelling to the PEC via Changi Airport, providing an ideal setting in which to uphold the brand's commitment to excellence in hospitality at every point of contact – a staging point to give guests their first taste of the experience that awaits them at the PEC site just a short drive away.

Porsche at Jewel is open daily from 10:00 to 22:00. Visitors arriving by car can also make use of the Porsche Destination Charging site located in the Jewel B3 car park.

MEDIA ENQUIRIES



Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

Consumption data

911 Carrera (WLTP)*: Fuel consumption combined: 10.4 – 9.9 l/100 km; CO_2 emissions combined: 238 – 226 g/km; CO_2 class: G

911 Spirit 70 (WLTP)*: Fuel consumption combined: 10.6 – 10.4 l/100 km; CO_2 emissions combined: 240 – 236 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Link Collection

Link to this article
https://newsroom.porsche.com/en/2025/company/porsche-brand-experience-jewel-changi-airport-singapore-40331.html

Media Package
https://pmdb.porsche.de/newsroomzips/955e1213-5ca6-42e0-996d-9a2fedca2a73.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart