THE ATELIER SESSIONS

Singapore Sales Venues

Where Jewellery Actually Sells — Choosing Your Stage

A Companion Whitepaper to the JDMIS Growth Lab

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Session: SG Sales Venues — Choosing Your Stage

Venue: JDMIS Weekly Graduate Growth Lab

Edition: September 2026

JDMIS

JEWELLERY DESIGN & MANAGEMENT INTERNATIONAL SCHOOL

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"You learned to make jewellery. Now learn to sell it."

How to Use This Whitepaper

This document is the field guide companion to the Atelier Sessions talk on Singapore sales venues. It is written for one person, reading at their own bench, who may be any of the following:

- A new graduate deciding where the first piece gets sold
- A hobbyist on a Dependant's Pass selling a few pieces a month to friends
- A home-based maker running a side income who wants a real channel
- A scaling designer with stockists, pop-ups and online sales, adding the next one
- An established retailer reviewing whether each venue still earns its place

Each chapter follows the same three-beat rhythm:

◆ ① WHAT DOES IT COST TO BE THERE?

> *— Cash before the first sale, and the take rate after*
>
> *② Who walks past — and buys? — Footfall, frequency, consistency, realistic price points*
>
> *③ What does it do to the brand? — Trust halo, control, customer impression*

At the end of each part you will find a Decision Compass — a short flow that tells you whether the venue fits you, this quarter. The whitepaper closes with a master decision tree and an archetype playbook.

◆ ⚠ A NOTE ON ACCURACY: VENUE FEES, COMMISSIONS

> *⚠ A note on accuracy: Venue fees, commissions and rents in this paper were verified against operator pages, official seller documentation and corroborated press during September 2026, and are marked Verified (operator/official/corroborated), Reported (vendor or community sources) or Typical (industry benchmark ranges). Several operators — Public Garden, DORS, ION Orchard, SIJE, Boutique Fairs — price on application; those are flagged with the contact route. Fees at online marketplaces change frequently; the figures here are the September 2026 state and the direction of travel is part of the story. Nothing here is legal, tax or investment advice; cross-check with the SG Regulation & Trust whitepaper for the compliance layer.*

The Core Thesis: Your Venue Is a Pricing Decision

Most jewellers choose venues the way they choose gemstones: by eye, under emotion, in daylight that flatters. This paper asks you to choose them the way you price a piece — with arithmetic and positioning.

Two facts drive everything that follows.

First: the same hundred dollars nets differently depending on the door it walks through. A S$100 sale through your own site with PayNow keeps roughly S$100. Through Shopee with the standard fee stack, about S$89. Through TikTok Shop with an affiliate working the video, S$75–80. Through a consignment counter at a 40% store share, S$60 — paid one to three months later. Wholesale outright, S$50 — paid today. The Pricing session put the cost of selling inside your floor price; this paper supplies the venue-specific numbers that make that line real. Choose the venue and you have chosen your margin.

Second: every venue is a claim about your brand, made in front of your customer. A folding table beside a sock stall says one thing. A cart at ION Orchard says another. A piece inside the DORS edit at 250 Orchard Road says a third — and you paid for that sentence in margin rather than rent. Kantar's study for Enterprise Singapore, the Singapore Jewellery Association and the Singapore Pawnbroking Association found that trust and value are hygiene factors in store choice: customers expect them, and differentiate on what surrounds them. Venue selection is brand management conducted with a lease.

The structure of this paper is a ladder, not a list. Five rungs, from a S$50 market day to a permanent shop:

1. Prove the product — friends, one market table, a WhatsApp list (S$50–150 per run)
2. Prove strangers buy — curated fairs and a marketplace listing, repeated (S$100–1,000)
3. Prove the price point — a heartland cart week, a festive bazaar, a consignment shelf (S$1,000–5,000/month)
4. Prove the brand — an Orchard cart, a DORS line, a built pop-up with construction (S$5,000–30,000)
5. Own the floor — a permanent store (S$50,000+)

Each rung is a proof you buy, in cash and in data, for the next. The rule that keeps the ladder disciplined: each rung pays for the next. Booth profits fund the cart; cart data justifies the pop-up. Skipping rungs is a bet, and bets belong at the casino, not the bench.

PART ONE · THE MAP AND THE MATHS

Chapter 1 · The Front-Line Map

The JDMIS marketing course (MK100, Place) draws the framework: your front line — where purchases are transacted and customers meet the merchandise — can be physical or virtual, permanent or transient. That 2×2 still holds. What has changed is the Singapore furniture inside it.

	Physical	Virtual
Permanent	Retail shop · mall kiosk · department-store concession · home studio by appointment	Own website (Shopify) · marketplace shop (Shopee, Etsy) · WhatsApp catalogue
Transient	Markets and fairs · festive bazaars · pushcarts and roadshows · built pop-up stores	Live selling · drops and launches · TikTok LIVE flash sales

MK100's warnings have aged well and are worth re-reading before any booking:

- False economy of cheap space. Low rent usually means low traffic, which means either low sales or heavy marketing costs — or both.
- False economy of cheap setup. Skimping on display and fit-out produces a shoddy front line, low conversion and poor retention.
- The illusion of traffic. Walk-by is not walk-in; walk-in is not buyer. Convert by design, not by hope.
- Intermediaries take more than money. Through any indirect channel you lose some control of communication, display priority and the customer relationship itself.

The Six-Criterion Scoring Grid

Score every venue 1–5 on each criterion. The grid's job is to force your gut to argue with your spreadsheet:

#	Criterion	The question	Typical spread
1	Entry cost	Cash needed before the first sale (fee, deposit, fit-out, minimum stock)	S$50/day → S$100k+ fit-out
2	Take rate	Share of each sale that leaves the business, all fees in	~3% → 50%
3	Frequency & permanence	How often the venue exists; whether you can hold it continuously	Daily → one-off tender

#	Criterion	The question	Typical spread
4	Consistency	Same crowd, same sales, run after run — or a lottery	Weather- and organiser-dependent
5	Brand impact & trust	Does the venue vouch for you — halo, neutral, or drag	DORS edit ↔ chaotic bazaar
6	Realistic ASP	Average transaction this venue can actually close	S$25 → S$2,000+

Four secondary criteria complete the whitepaper version of the grid: audience fit (who walks there versus who buys your price point), control (display, pricing, data ownership, staffing), effort and logistics (set-up, pack-down, stock transport, security) and lead time & admin (booking horizon, approvals, licences, insurance). Chapters that follow apply the grid venue by venue.

Chapter 2 · What the Data Says

Where buyers already buy

Kantar's 2019 consumer study (n = 1,202 Singapore jewellery buyers, commissioned for ESG, SJA and SPA) remains the most useful public map of demand. Share of buyers who purchased from each channel in the preceding three years:

Channel	Share	Notes
Local brand chain stores	67%	Young adults and high-income buyers under-index
International brand chains	51%	Perceived as "higher standards" by older buyers
Pawnshop chains	24%	63% of pawn buyers' last purchase was second-hand fine jewellery
Online / e-commerce	24%	Already a quarter of buyers pre-pandemic
Local non-chain stores	18%	The indie boutique lane
Jewellery events / pop-up stores	13%	Over-indexes with "Status Seekers"

A reading note before the findings: these are multi-response reach figures. Each buyer named every channel they had used (the average buyer used two), so the column is not meant to sum to 100% — 67% for local chains means two of three buyers bought there at least once, not that local chains took 67% of spend. Read the table as reach; spend share is a different, unpublished number.

Three findings matter more than the headline shares. First, buyers average two store types each — omnichannel behaviour is not a strategy, it is the default condition. Second, the in-store experience is the single strongest influence on purchase (50% of buyers), ahead of price-checking (45%) and friends and family (45%); brand websites and non-ad social content carry real weight. What moved after 2019: on the fine-jewellery lane, international brands have overtaken the local chains as tourism and luxury retail recovered — record 2025 receipts, luxury prime rents rising, department floors contracting — while the bespoke and independent lane widened: multi-label retail (the DORS relaunch), designer fairs and weekly maker markets all multiplied. Kantar's table is the pre-shift baseline; the growth since has flowed to both ends — global houses and independent makers — while the middle compresses. This shift is market observation from 2025–26 indicators, not a measured channel share; no newer public study exists.

A note on vintage: this remains the most recent public channel-share study for Singapore jewellery — newer public data covers categories and e-commerce broadly, not this split — so read the shares as directional against the 2026 context that follows. Third, the 13% who buy at jewellery events and pop-ups skew to Kantar's Status Seekers segment — buyers who want rare and unique pieces and will pay a premium for them. A curated pop-up can carry fine price points; a chaotic one cannot. The crowd is not the variable — the curation is.

What changed between that study and tonight

- The category led retail. Watches and jewellery was repeatedly Singapore's best-performing retail category across 2025, with peak months near +29% year-on-year (SingStat via The Business Times) against overall retail growth of roughly 1.5–4.8%. The jewellery, watches and accessories market ran at about S$5.4 billion in 2024 (Research & Markets). Much of that growth is price-led: gold at these levels inflates receipts without inflating units.
- Metal prices reset the shelf. Gold traded around US$4,270–4,325/oz in mid-September 2026 (Trading Economics, Kitco), roughly double its 2023 level, after a January 2026 run above US$5,400 (World Gold Council). Entry-level fine gold has stiffened; silver, gold-plated and fashion lines absorb the demand spillover. Price your ladder accordingly.
- Tourism recovered to records. 2025 brought 16.9 million visitors and a record S$32.8 billion in tourism receipts; STB forecasts 17–18 million arrivals for 2026 (later trimmed toward 17 million on regional travel risk). Shopping remains a top receipt category, with Mainland China, Indonesia and India the largest markets — footfall that Orchard Road, Chinatown and attraction venues feel first.
- Rents are rising gently, not violently. Islandwide prime retail rents grew about 2.4–2.5% in 2025; CBRE's Orchard-area prime rent stood at S$23.60 psf/month in Q4 2025 with a +1–2% forecast for 2026; islandwide prime vacancy sat near 7.2% mid-2026. Heartland tells a firmer story: CapitaLand Integrated Commercial Trust reported +7.2% suburban rent reversions for FY2025 — the volume ground is getting pricier faster than the bright lights.
- Online stopped being cheap. Marketplace take rates repriced hard through 2025–26 (Chapter 4), and Qoo10's collapse (Chapter 7) demonstrated the tail risk of platform dependence.

Chapter 3 · The Money Maths

Take-rate table — what S$100 of sales nets, by channel

Channel	Platform/venue take	You keep	Status
Own site, PayNow settlement	≈ 1% (site cost amortised)	≈ S$99	Verified
Own site, credit card	~3–5% gateway, by method	≈ S$95–96	Verified
Own site, Shopify Basic + gateway	3.2% + S$0.50 + S$39/mo	≈ S$95 (less rent)	Verified
Carousell chat deal	2.5%, capped S$30	≈ S$97.50	Verified
Shopee, standard seller	7.63% + 3.27%	≈ S$89	Verified
Etsy (on S$60 incl. shipping)	≈ 11.5% all-in	≈ S$89 equivalent	Verified
Lazada, all-in model	≈ 8% + 3% payment	≈ S$89	Verified
TikTok Shop, platform only (from 1 Sep 2026)	9.81% + transaction fee	≈ S$88	Verified
TikTok Shop + affiliate (15%) + ads	up to 25–30%	S$70–75	Reported
Pop-up / fair booth (fee amortised)	S$500–3,000 per run over sales	≈ S$75–85, cash on the day	Verified
Consignment, 30% store	30%	S$70, in 30–90 days	Typical
Consignment, 40% store	40%	S$60, in 30–90 days	Typical
Department store concession	35–55%	S$45–65	Typical
Wholesale outright	~50%	S$50, on delivery	Typical

Read the table twice. Once for size — the spread from S$100 to S$45 is the whole game — and once for timing: consignment keeps more per piece than wholesale but pays months later. Cash-hungry months decide between them, not arithmetic alone.

Worked breakevens

ASP, where it is used below, is average selling price — the value of one typical transaction.

The curated-fair weekend. Booth S$800–900; transport and display amortisation S$100; your wage for two days S$250. Cost S$1,200; gross margin 65%. Sales needed: S$1,200 ÷ 0.65 = S$1,846. At an ASP of S$75 that is 25 pieces, or 13 per day; at S$45 it is 41 pieces. ASP decides which venues are physically available to you — before you book anything, count what comparable stalls sell per hour.

The heartland bazaar week. Stall S$950; part-time staff S$700; wrap, float and shrinkage S$150. Cost S$1,800; margin 60%. Needed: S$3,000 for the week ≈ S$430/day — about seven pieces a day at S$60, or five at S$85. Festive weeks carry it; ordinary weeks rarely do.

The cart month. Rent S$3,500 (heartland); one staff member S$2,800 all-in; supplies, shrinkage and insurance S$400. Cost S$6,700; margin 62%. Needed: S$10,800 a month ≈ S$360 a day — four pieces a day at S$90. Weekday lunches, Friday evenings and weekends must carry the quiet Tuesday afternoons.

The built pop-up. S$40,000 of construction across a three-week Orchard run is S$1,900 per day of fit-out before rent, stock and staff. The counter alone will rarely pay for it; press, wholesale leads, list growth and the fixtures' second and third lives must. Build modular.

The SIJE week. Expo economics do not retail-breakeven: call it S$8–15k all-in (booth POA plus build) — at a 60% margin and S$500 ASP that is 27–50 pieces over four days from a counter. The case must be wholesale: two or three stockist relationships, Enterprise Singapore 50–70% support through the Singapore Pavilion, and trade leads. Retail is the bonus, not the plan.

The marketplace listing. A S$59 pair of earrings on Shopee: fees ≈ S$6.45 before campaigns, ads and shipping subsidies — and programme participation is close to mandatory for visibility. Treat a serious marketplace presence as a ~20% cost channel once you are actually visible, and make sure your floor price already assumed it. (The Atelier Pricer at jdmis.edu.sg/pricer has a Scenarios tab that weighs exactly this monthly stack.)

PART TWO · SELLING ONLINE

Chapter 4 · Marketplaces: Shopee & Lazada

Marketplaces are the mall food courts of the internet: enormous guaranteed footfall, rent extracted at every touchpoint, and a crowd that came for everything and nothing in particular.

What they give you. The largest ready jewellery audiences in Singapore — strangers browsing with wallets open. A campaign calendar that does your marketing for you (payday sales, 9.9, 10.10, 11.11, 12.12, CNY). Trust badges that matter: Kantar flagged the Mall-badge effect back in 2019, and Shopee's own education pages still lead with it. And a genuinely useful on-ramp: new Shopee sellers pay 0% base commission for the first 120 days — a free test window for a new line.

What they take (September 2026).

Fee	Shopee	Lazada
Commission (standard)	7.63% (raised from 5.45% in March 2025)	~8% "all-in" model (July 2025)
Transaction/payment	3.27%	3% (from May 2025)
Programme service fees	up to 3.27% each for coins-cashback and free-shipping	campaign-dependent
Mall / premium tiers	up to ~14–17%	LazMall by invitation
Fee changes, 18 months	multiple upward	three restructurings in 2025 alone

Both platforms restructured fees repeatedly through 2025 — Lazada three times — so verify current rates in Seller Center before building a margin plan, and assume the next change is upward.

Where they work. Repeat SKUs at impulse price points: studs, chains, stackables, S$20–90. Fashion jewellery thrives; fine jewellery drowns unless the brand already exists elsewhere. Above roughly S$150–200, use marketplaces as an advertising surface that feeds your WhatsApp funnel, not as your counter.

Where they hurt. Identical-listing price wars — your photography is the only differentiation (the AIeCommerce session's image sets exist for exactly this). Programme costs stack invisibly: a "standard" seller on Shopee who joins cashback and free-shipping to stay visible can run 13–15% before ads. And the fee direction of travel converts last year's margin plan into this year's loss.

Chapter 5 · TikTok Shop & Live Selling

TikTok Shop is the growth channel of 2024–26 in Singapore — "discovery commerce", in the platform's own language, with content, LIVE streams and affiliate creators selling on commission. TikTok has been publicly deepening its commitment to Singapore sellers, and

the channel's mechanics suit jewellery unusually well: sparkle is video-native, and jewellery is demonstrable — on the hand, in the ear, moving under light.

The new economics. On 17 August 2026, TikTok Shop Singapore announced a Platform Commission Fee adjustment for all categories effective 1 September 2026: a default 9.81% for standard sellers (7.085% for BXP-partner sellers) — roughly double the previous ~4.9%. Add the transaction fee, then the real cost centre: affiliate commissions, typically 10–20%, plus samples you seed to creators and the ads that warm the algorithm. Agencies working the channel describe all-in costs of 25–30% for brands that run it seriously.

How to run it like a venue, not a lottery. A fixed weekly slot (two or three evenings); a script arc per stream (opening piece, story piece, flash bundle, closer); five to ten micro-affiliates seeded with samples on a clear commission; your five-clip set (AIeCommerce session) as pre-roll between lives. Live selling is the night market that never packs down — treat staffing, restock and rest with the same discipline.

Where it strains. Returns from impulsive buying; the trust barrier for fine jewellery (show certificates, hallmarks and dealer registration — the SG Regulation session's toolkit); and a margin stack that only works at volume. Run the Chapter 3 maths with the full 25–30% before committing stock.

Chapter 6 · Niche Doors: Carousell, Etsy & the Far Shores

Carousell is the estate channel. Free basic listings; a 2.5% service fee on chat transactions (capped at S$30); 4.5% on Buy-button deals. It is where preloved pieces, old gold, prototypes and one-offs clear, to value hunters and collectors who price accordingly. It is a liquidity tool, not a brand tool — and if you trade in used precious items as a business, the second-hand dealer rules from the SG Regulation session apply before this scales.

Etsy is the export booth. US$0.20 per listing; 6.5% transaction fee on the whole order including shipping; Singapore sellers' payment processing at 4.4% + S$0.35. Worked example: a S$50 piece with S$10 shipping costs about S$6.89 in fees — roughly 11.5% — before Offsite Ads (12–15%, mandatory above US$10k/year). What Etsy sells is provenance: US and EU gift buyers who search "Singapore maker" and pay for it. What it demands is tracked shipping, a returns culture you cannot argue with, and FX discipline.

Zalora and curated fashion marketplaces work on invitation at 20–30% commission with quarterly buying reviews — wholesale by another name, relevant only once a fashion-jewellery line has SKU depth.

Xiaohongshu (RED) and Lemon8 matter for the Chinese-speaking audience and the tourist recovery tailwind; seller economics in Singapore remain case-by-case. Enter through content first, shop second.

Chapter 7 · The Own-Site Asset & the Qoo10 Lesson

Shopify economics, plainly. Basic plan S$39/month (a Starter tier at S$7 exists for link-in-bio selling); third-party gateway fees of roughly 3–5% depending on method (CJS

has paid up to 5% on some payment options), since Shopify Payments is not available in Singapore; PayNow QR settlement close to free. No commission. Full customer data. SEO that compounds. And no built-in footfall whatsoever — every visitor is one you earned, bought or borrowed from the feed.

The own site is not a channel; it is the asset the other channels feed. Which makes the WhatsApp layer the most valuable square metre in your business, rented from no one:

- Every physical venue's real KPI is the QR code that joins your WhatsApp list, not the till alone. Give a reason (restock alerts, a next-order credit) and measure capture rate per run.
- WhatsApp Business catalogues, broadcast lists and labels are free; appointments closed with renders (the Presenting Design session) convert at multiples of cold traffic.
- PayNow keeps settlement cost near zero; Stripe at ~3.4% + S$0.50 covers cards when needed.

The Qoo10 lesson. Qoo10 was once a top-three marketplace here. In July 2024 its Korean units TMON and WeMakePrice defaulted on merchant payments. On 23 September 2024 the Monetary Authority of Singapore directed Qoo10 Pte Ltd to suspend its payment services; police investigated unpaid seller funds. On 11 November 2024 the High Court wound the company up — one claimant alone was owed S$954,115, and most sellers recovered little.

Three standing rules come out of that filing. Diversify: no single platform above ~30% of revenue; two marketplaces plus your own list is a minimum. Withdraw fast: sweep marketplace balances to your bank weekly — money resting on a platform is an unsecured loan to a stranger. Own the list: followers, WhatsApp contacts and email are the only customers that survive a platform's death.

Decision Compass 1 — Which online door first?

◆ START

> *What does one piece realistically sell for?*
>
> *Under S$60 → Volume play: TikTok Shop + Shopee with the campaign calendar; live weekly; affiliates at 10–15%.*
>
> *S$60–200 → Hybrid: marketplace for reach + Instagram content closing into WhatsApp; Etsy if the line ships well internationally.*
>
> *Above S$200 → Own stage: Shopify + appointments + consignment (Part Five); marketplaces as advertising only.*
>
> *Whatever the door: capture every buyer to WhatsApp, sweep payouts weekly, and re-read the fee tables quarterly — this year proved they move.*

PART THREE · MARKETS & FAIRS

Chapter 8 · The Market and Fair Ladder, Priced

Rung	Cost to be there	Cadence	Crowd & realistic ASP	Status
Market pop-ups (Makers' Market, Crafters, T-Cartel)	S$50–100 / day	Weekly, malls around Singapore	Commuters, browsers · S$20–60	Verified
Somewhere @ Bugis Street (Fleawhere)	≈ S$80–100 / booth	Weekends, Level 2 market	Youth, pre-loved hunters · S$15–60	Reported
Designer fairs (Public Garden, AACF, Design Assembly)	S$1–3k / event	Multi-edition / yr, Suntec & CHIJMES	Curated indie fashion · S$30–150	Verified/Reported
Mall festive bazaar stall	S$800–1,100 / stall / week	Seasonal (CNY, Raya, Deepavali, Christmas)	Heartland families · S$20–200	Verified (2025 rates)
ARTBOX (Invade)	S$1,500 (2×2, ~6 days) – S$3,000 standard	Annual festival (April, Expo)	Mass night-market traffic · S$15–80	Verified/Reported
Boutique Fairs (F1 Pit Building)	Raw space, POA — 300 of ~1,000 applicants	Twice yearly (May & Nov)	Premium design + trade buyers · S$80–500	Verified
SIJE (Sands Expo)	POA; ESG 50–70% support possible	Annual (Jul)	Trade + public, fine jewellery · S$500+	Apply
Geylang Serai bazaar	via appointed operator	~5 weeks, Ramadan	Festive Raya gifting · S$20–150	Reported

MAAD — the long-running Red Dot Design Museum Friday market — has closed and is off the board. In the slides this table splits into two families: the market family (pop-ups, Bugis Street, festive bazaars, Geylang Serai — repeating, priced per day) and the fair family (designer fairs, ARTBOX, Boutique Fairs, SIJE — event-scale, priced per run). Read the ladder bottom-up if you are new, top-down if you are established. The operators to follow (and set alerts for): Invade (invade.co/spaces — ARTBOX, Makers' Market, Eatbox, Fleawhere), Crafters Singapore (crafterssingapore.com/event), T-Cartel (tcartel.sg), Public Garden (public-garden.com), the Facebook group "Pop-up Markets Services and Booth Sharing Singapore", and the mall bazaar operators (T Cartel, POPPIN).

Chapter 9 · Markets, Curated Fairs & the Premium Rung

The weekly circuit. Three operators now cover the low end almost continuously. Makers' Market (Invade) runs weekly tables, A-frames and pushcarts — PLQ Plaza from about S$100/day, the PLQ Mall pushcart from about S$407/week, Dhoby Ghaut from about S$250/week — under its handmade-in-Singapore rule with category caps (at most three jewellery-accessory booths per event; apply at makersmarket.sg and treat rejection as a prompt to strengthen the brand sheet). Crafters Singapore is the most transparent entry point: a published calendar of smaller-mall events with dates, audience and rates stated — the Mid-Autumn edition at CIMB Plaza ran S$528 for five days including table, chair and signage — and its permitted categories (handmade, recycled, upcycled) suit studio work (crafterssingapore.com/event). T-Cartel books mall-office-hospital bazaars from S$140 for three days and Pop-In mini-stores from S$350 a month plus 15% GTO on three-month minimums (Anchorpoint; City Square at S$420), plus event-scale one-offs like The Marketplace Collective at MBS (12–13 December 2026, S$600 for two days).

The designer-fair tier. Public Garden is the standard second rung: a curated consumer trade show, free entry, convention-hall weekends, several Singapore editions a year (an April / September / December pattern) plus Bangkok. Applications run through the brand form; curation judges the brand, not the booth; no reply within 15 days means not accepted, and cost is shared only with accepted brands — budget S$1–3k per event. The framing that lands is a story, not a stall: a collective of independent Singapore jewellery designers; handmade and professionally crafted; original, small-scale production; natural gemstones and recycled metals where used.

Asia Art & Craft Fair is the maker mega-fair: jewellery explicitly included beside ceramics, illustration and textiles; the 2026 Suntec debut drew 400–500 makers; the next fair runs 26–28 March 2027 in Suntec Halls 403–404. It is curated but wide-open — local or overseas, emerging or established, no registered business required — with 2026 pricing at S$500 for a standard booth and S$1,100 premium (international exhibitors about S$50–100 less). Design Assembly is the local-indie counterpoint: curated CHIJMES weekends for Singapore independent brands across fashion, jewellery, accessories and home — the 2026 Summer Market held 45+ designers, and the Christmas Market returns 2–3 December 2026 with single spaces at S$940 (2m × 1.5m), doubles at S$1,880 and half/stage tables at S$470 (@designassembly.sg).

The premium rung. Boutique Fairs is the clearest premium independent-design opportunity: a curated, ticketed fair at the F1 Pit Building twice yearly (May and November) plus a Bangkok edition, drawing 35,000+ visitors alongside trade organisations and international retail buyers. Jewellery, fashion accessories, gifts, design and art are welcomed categories; the November Gifting Edition (20–22 November 2026) selected 300 vendors from roughly 1,000 applicants. Space is raw — you build and staff the booth, with costs shared with accepted applicants — and the curation bar is explicit: original design, a brand story with responsible practice, professional imagery, a merchandising vision, a niche, and launches that debut at the fair (boutiquefairs.com.sg/pages/apply). Island Atelier plays the same note smaller: a curated two-day April shopping experience at W Singapore, Sentosa

Cove, at about S$995 for two days. SIJE — the trade step — closes the ladder and is treated in Chapter 10.

ARTBOX and the mega-fairs are rented lightning. Invade's festival ran 3–5 and 10–12 April 2026 at Expo Hall 3 (S$5 entry); booths run about S$1,500 for a 2×2 across six days to S$3,000 for a standard two-weekend stand, with early-bird discounts near 15% and a 2027 call already open. The traffic is food-led, young and enormous; the spending band is impulse. Jewellery wins on display drama and price clarity — lit towers, bold price cards, try-on mirrors — and loses on storytelling depth, because nobody hears you over the fried Oreos. Use ARTBOX for a launch moment, a list-capture campaign, or moving deep inventory at accessible prices; use the same money for two curated fairs if your ASP is S$150+.

The Geylang Serai bazaar is the festive extreme: roughly 500 stalls for five weeks (14 February – 21 March in 2026), tenders historically producing S$18,000 headlines, and — new since 2026 — an award process that the ministry stressed was not simply highest-bid. Retail stalls sit far below the prime F&B numbers. For vendors the route is simpler than the tender headlines suggest: the People's Association appoints the operator, and individual stall applications open through that operator — watch for the call. For Raya-appropriate lines (gold-toned, modest crystal, bridal-adjacent) it is the single largest concentrated festive audience in the country; for everything else it is an expensive education.

Chapter 10 · The Festive Calendar

Jewellery sells to the Singapore calendar more than to the fashion calendar. Book against it — bazaars, carts and department corners commit two to three months ahead, and tendered events earlier.

Book by	Window	Occasion & play
November 2026	6 Feb 2027	CNY — zodiac launches, gold gifting; Chinatown and mall bazaars, cart slots; Crafters' CNY editions at DUO (1–5 Feb), South Beach (1–4 Feb) and Chai Chee
November–December 2026	14 Feb 2027	Valentine's — rides CNY traffic; live-selling gifting sprees
December 2026–January 2027	March 2027	Ramadan / Raya — Geylang Serai via the appointed operator; heartland festive carts
February 2027	May 2027	Mother's Day gift edits — department corners, marketplace campaigns
April 2027	July 2027	SIJE — trade buyers (see below)

Book by	Window	Occasion & play
July 2027	Nov 2027	Deepavali — gold and gems peak; Little India and heartland stalls
August 2027	Nov–Dec 2027	Christmas, corporate gifting, 11.11/12.12 — mall pop-ups, weekend Christmas fairs, live finals

SIJE — the Singapore International Jewellery Expo — ran 9–12 July 2026 at Sands Expo (Marina Bay Sands): 460+ brands from 26 countries, roughly 22,500 trade and consumer visitors, a hybrid B2B-to-B2C format. The 2026 show leaned hard toward high jewellery and luxury; a small independent needs a deliberate presentation to stand out among international houses — go with wholesale targets, or visit first as a buyer. Next: 8–11 July 2027, Sands Expo, Halls A–C; 2027 exhibitor fees were unpublished at research time, and ACRA-registered companies can apply for Enterprise Singapore 50–70% support through the Singapore Pavilion booth (sije.com.sg). It is the local fixture when wholesale becomes your question — and wholesale is a session of its own (the Sourcing whitepaper covers fair-going and the JDMIS×HKTDC delegation). Note for plan-makers: the September global flagship, Jewellery & Gem WORLD, is in Hong Kong (16–20 September 2026); Singapore hosted pandemic-era editions only.

Deepavali 2026 falls on 8 November — three weeks after this session. Too late to book anything new; exactly enough time for a marketplace and live-selling play.

The Christmas cluster deserves its own diary line: The Christmas Atelier (12–14 Nov, MBS; ~S$2,600 for three days), Christmas Together (26–29 Nov, MBS; artisan tables from S$950 for four days — CJS holds space here for 2026), Boutique Fairs' Gifting Edition (20–22 Nov, F1 Pit Building), Design Assembly's Christmas Market (2–3 Dec, CHIJMES, S$470–1,880) and T-Cartel's Marketplace Collective (12–13 Dec, MBS, S$600 for two days). The November MBS fairs close applications around August–October; the December events stay open longer. Diarise the 2027 calls in July.

Chapter 11 · Booth Economics & the Market Kit

The Chapter 3 breakevens apply to every line in the fair ladder; the kit below decides whether you hit them.

Display and security. Eye-level, lit, lockable — jewellery dies below waist height and in shadow. A mirror converts: try-on closes at multiples of looking. One hero piece per tray, the rest boxed (theft is opportunistic, even here); a locked case for anything above roughly S$150.

Money and capture. PayNow QR and a card reader beside a small float; hourly sales log; and the QR-to-WhatsApp capture with a genuine reason to join. The wrap station doubles as the last brand impression — stage it like the unboxing ritual from the Branding session, because for the customer it is one.

Stock and staffing. Three times expected sales per design (the Sourcing session's MOQ logic cuts the other way at a fair: a sell-out is a stock-out). And the legality checkpoint from SG Regulation: who is allowed to work your stall matters before rostering well-meaning friends on passes.

Decision Compass 2 — Which table this quarter?

◆ START

What can you spend to learn, per run?

Under S$200 → Test tables: a market pop-up day, a community fair. Buy learning; profit is a bonus.

S$200–1,200 → Brand sheet and photography ready? Yes → apply Public Garden, Makers' Market, Crafters. Not yet → build them first (Branding, AIeCommerce sessions).

S$1,000+ and a season → Festive play: mall bazaar week, or ARTBOX if the line is impulse-priced; tender Geylang Serai for Raya-appropriate lines.

ASP above S$300? Skip fairs — the money performs better in Part Five's consignment lane.

PART FOUR · POP-UPS & CARTS

Chapter 12 · The Cart Spectrum & the Heartland

Short-term physical space in Singapore spans two orders of magnitude, and the difference is mostly audience, not square metres.

Format	Cost	Permanence	Consistency	Status
Prime atrium pushcart (Scotts Square, T Cartel)	S$230–280/day + GST, self-manned	Daily–weekly	High — Orchard office and tourist flow	Verified
Mall festive bazaar stall	S$800–1,100 / week	1–5 weeks, seasonal	High inside festival windows	Verified
Heartland cart / kiosk (150–200 sqft)	≈ S$40 psf → S$6,000–8,000/month	3-month renewable terms	Medium — lunch and weekend peaks	Typical
Orchard kiosk / booth	S$3,000–13,200/month , some + ~1% GTO	1–6 month terms	High footfall, t ourist-depend ent	Verified (listings)
Atrium roadshow (Takashimaya Square B2 etc.)	via third-party organiser, event-length	3–10 days	Event-driven spikes	Apply
Built pop-up store (ION-class construction)	rent + S$20k–100k+ fit-out	2–6 weeks	Launch-scale, one shot	Typical

The heartland chapter. CapitaLand's portfolio (Bedok, Tampines, AMK Hub, Hougang, Compass One and siblings) plus Frasers, Lendlease and Far East equivalents hold the volume ground — family shoppers, lunch crowds, weekend peaks, price points from S$20 to S$200. Access is through mall leasing offices (CapitaLand runs a leasing portal for kiosks and pushcarts) or through cart-and-bazaar operators who aggregate small brands into ready stalls. Suburban rents rose faster than Orchard in 2025 (+7.2% reversions at CICT) — the value window is narrowing, not widening.

A heartland cart is the cheapest way to run a permanent-feeling counter without a lease: three-month renewables let you follow the festive calendar and exit a dead location inside a season. The Chapter 3 cart maths — roughly four pieces a day at S$90 all-in — is the gate.

Chapter 13 · Orchard & the Built Pop-Up

Orchard Road rents shine, and charges for it. Kiosks and booths run S$3,000–13,200 a month, prime basement listings quote a base plus ~1% of gross turnover, and Scotts Square's atrium carts run S$230–280 a day self-manned. ION Orchard prices promotional and pop-up space by negotiation through its leasing team — there is no public rate card; asking

rents for in-line units across the mall range roughly S$11–90 psf depending on size and floor. Tourist spend plus the eTRS refund machinery (SG Regulation session) make this the fine-jewellery lane.

The built pop-up — the session description's "construction at ION" tier — is a different animal from a cart. Two-to-six-week runs in an in-line unit or atrium; drawings, landlord approvals, SCDF compliance and mall design guidelines; S$20,000–100,000+ of construction. The discipline that separates a launch from an expense:

1. Justify it with launch economics — press, wholesale leads, list growth — because the counter alone rarely repays the fit-out.
2. Amortise the build — modular, reusable fixtures designed for the next three venues, not one.
3. Capture ferociously — every visitor a WhatsApp contact or an email; a QR at eye level with a reason to scan.
4. Negotiate GTO — when footfall is your bet, a base-plus-turnover structure shares quiet days with the landlord.

Chapter 14 · How Space Is Actually Booked

Route	What you get	Lead time & terms
Mall leasing office (e.g. CapitaLand portal)	Carts, kiosks, atrium space across a portfolio	Weeks–months; deposits; GTO options
Cart & bazaar operators (T Cartel, POPPIN)	Ready stalls in busy malls, sometimes staffed	Days–weeks; per-day or per-week
Event organisers (Invade; roadshow houses like TLM at Takashimaya Square)	Fairs, roadshows, festival slots	Application cycles; seasonal
Space marketplaces (Storefront SG)	Short-term shelves to whole stores; Orchard listings from ~S$20–50/day	Flexible; platform fees
Youth and institutional space (*SCAPE boxes)	Low-rent shelving, unstaffed	Monthly; theft risk, no storytelling
Street pop-ups (ORBA / STB framework)	Orchard Road pedestrian-mall pop-up space	~30-day approvals; merchandising ≤ 30% of area, 70% experiential

Takashimaya deserves its own note because graduates ask about it constantly: there is no public consignment application. The working routes are the store's own local-brand corners (run with fashion-sector partners — the TaFF/Singapore Fashion Council precedent), third-party roadshows at Takashimaya Square B2 (apply to the organiser, not the store), pop-up aggregators, or a merchandising enquiry through customer service.

Paper to have ready before any of it: UEN, PSPM dealer registration if precious metals or stones are involved, product liability cover, the brand sheet, photography. Malls commonly require public liability insurance for pop-ups — budget it into the stack. And before signing,

ask: footfall counts by day-part; fixture approval terms; exclusivity (any other jeweller?); sales-reporting obligations on GTO leases; reinstatement liability.

Decision Compass 3 — Cart, kiosk or construction?

◆ START

What is the job of this space?

Learn, or earn cash → Festive bazaar or heartland cart (S$800–8,000; one week to three months; follow the calendar).

Halo plus sales → Orchard cart or atrium roadshow (S$3–13k/month; tourists and eTRS; negotiate GTO).

Launch moment → Built pop-up — only with press, wholesale and list upside planned in, and modular fixtures.

Gate every choice with breakeven: full cost stack ÷ (margin × ASP) = pieces per day. If that number exceeds what the footfall can plausibly buy, the venue is wrong at any price.

PART FIVE · CONSIGNMENT & MULTI-BRAND

Chapter 15 · Consignment Mechanics

Consignment is margin traded for cash and control. The mechanics, plainly:

- The deal: sale-or-return. Your stock, their floor, their till. Store share 30–50% is the working range; department-store concessions run 35–55% (the Pricing session's cost-of-selling band).
- The clock: payouts typically 30–90 days after month-end. Markdown pressure often arrives in month three. Stock counts matter — shrinkage disputes are real; document condition, insure the stock, and keep signed consignment sheets.
- The trade against wholesale: on a S$2,000 piece at a 40% store share you receive S$1,200 later; wholesale outright pays S$1,000 on delivery and ends your risk. More per piece, later, with risk — or less, now, clean. Cash-hungry months decide.

Working discipline: two consignment accounts is one too few and five is too many — each holds stock you cannot sell elsewhere. Track sell-through monthly; pull dead stock at sixty days; rotate one fresh line into each shelf per season to keep the counter interesting without diluting.

Chapter 16 · CJS & DORS — The Institutional Route

CJS — the Creative Jewellery Studio

For a JDMIS graduate, the first call is internal. The Creative Jewellery Studio is a designer co-operative supported by JDMIS and operated by its graduates — structured as an entrepreneurship incubator for alumni building businesses from scratch. What it carries for you:

- A showroom at DORS at Design Orchard, run as a proper retail environment with logistics and an online and social presence (creativejewellerystudio.com)
- A registered precious-stones-and-metals dealer behind the counter (registration 53089168M) — the entire regulatory layer from the SG Regulation session, already done
- A price architecture from S$50 to S$20,000 — living proof that a co-operative counter can carry fine jewellery, not just gift trinkets
- A placement record that includes SIJE, Takashimaya, Isetan and more — the co-operative appears where fine buyers walk

The strategic reading: CJS lets you learn commercial retail on someone else's infrastructure while you keep making. Watch how the floor moves pieces, which price cards earn a second look, how the co-operative's curation frames your work — then carry those lessons to your own venues.

DORS — Design Orchard

DORS (the Design Orchard Retail Showcase) at 250 Orchard Road is the graduation venue: a government-supported, multi-agency retail presence for Singapore design, carrying 80+ local labels across fashion, bags, jewellery, beauty and home, open daily, with an online store shipping free above S$120.

Its history explains its terms. Opened in 2019 and initially operated by Naiise (which exited in 2020), the showcase has been run since August 2020 by the fashion sector body then known as TaFF, today the Singapore Fashion Council. After a spring 2025 refresh (briefly operating from Joo Chiat while the Orchard floor was rebuilt), it relaunched with a tighter concept — and its "2027 Class" open call is live. Commercial splits are negotiated per brand and not published; the application route is dors.com.sg/pages/be-part-of-DORS.

What DORS sells you is the thing money cannot buy at a cart: institutional curation on Orchard Road. Buyers — local design shoppers and tourists alike — come because the edit is trusted. You pay in margin and shared control, exactly as a department store charges, but at friendlier terms and with a mission that includes growing you. The application assets are the same everywhere in this Part: a coherent brand, a wholesale-ready collection with stock depth, and photography that survives beside eighty labels.

Chapter 17 · Department Stores, Multi-Label & Preloved

Department stores: halo on a shrinking floor. Takashimaya remains the anchor that matters — local-designer corners with sector-body partners, roadshows via organisers at Takashimaya Square. Isetan is down to one store (Scotts) after Tampines closed in November 2025 and NEX in April 2026; Robinsons has been gone since 2021. Tangs, Metro and OG hold niches — OG's heartland, Chinese-speaking loyalists are a quiet fit for gold and jade lines. Terms: no rent, 35–55% of turnover, merchandising approval, usually your own staff, purchase-order administration and long payment cycles. Best fit is gifting price points (S$100–2,000) and tourist traffic. Treat a department corner as a ladder rung — halo and gifting volume — not a growth strategy; the floor keeps contracting.

Multi-label boutiques. Independent lifestyle stores across Katong, Joo Chiat, Haji Lane and beyond stock five to twenty local brands at 40–50% consignment (Typical). Small volumes, high story-fit. A shelf in five good boutiques approximates one department corner at a fraction of the administration — and any shelf can be pulled in sixty days.

Institutional and tourist retail. Museum shops, attraction stores and hotel boutiques buy for the souvenir-and-gift visitor at wholesale or around 40% — an SG-made positioning play at S$30–150 price points, well matched to the tourism recovery.

Preloved and estate counters. Active players include ALLU and Sell Your Jewellery Singapore, at 20–50% commission (Typical). Different buyer psychology — value hunters and collectors — and a compliance layer: valuation documentation, condition grading, and the second-hand dealer rules from SG Regulation. Use them to clear old gold, estate pieces and trade-ins; keep your primary brand out of them.

Decision Compass 4 — Whose floor should carry you?

◆ **JDMIS GRADUATE, EARLY**

> *→ CJS first. Registration, showroom, logistics, audience — handled. Learn on their floor.*
>
> *Coherent collection, fine (S$200+) → Apply DORS; add boutique shelves. Curation halo carries price.*
>
> *Coherent collection, fashion (S$60–300) → Multi-label boutiques plus the Part Three fairs. Volume and story beat halo here.*
>
> *Gifting-ready, S$100–2,000 → Department corners and roadshows — via organisers first; expect 35–55% and long cycles.*

PART SIX · PERMANENT & STRATEGY

Chapter 18 · Going Permanent

The last rung is a lease. You have earned it when repeat customers outnumber the slots a booth can serve, when appointment volume books out, when six-plus months of venue data name your best neighbourhood and day-parts, when online order values could carry rent, and when the cash for six months of burn plus fit-out does not bet the bench.

The bill (2026):

Item	Figure	Status
Orchard-area prime (CBRE)	S$23.60 psf/month, Q4 2025; 2026 forecast +1–2%	Verified
Top Orchard ground floors	~S$30–35 psf/month	Reported (brokerages)
Heartland mall inline	~S$10–20 psf/month	Typical
Shophouse districts (Katong, Tiong Bahru, Haji Lane)	~S$8–20 psf/month	Typical
One full-time retail staff, all-in	S$2,600–3,800/month	Typical
Fit-out	S$30,000–150,000+	Typical

Lease literacy. Three-year terms are standard; two to three months' deposit; reinstatement liability at exit; malls may quote base-plus-GTO structures with sales reporting. Rents are forecast to rise gently in 2026 — gentle, not cheap. And a permanent address switches on the full SG Regulation checklist: signage licences, COMPASS for played music, SCDF submission for the fit-out, PSPM obligations at scale, and staffing rules for anyone on a pass.

Location is a brand decision before it is a rent decision. Orchard buys tourists and the eTRS lane; a shophouse in Katong or Tiong Bahru buys story and regulars; Chinatown's gold belt buys heritage positioning for gold and jade; a heartland mall buys volume. Choose the one your price already lives in — the venue ladder told you where that is.

Chapter 19 · The Portfolio, the Clock & Three Budgets

A portfolio, not a shop. Plot every channel on two axes — cost to be there and control over brand and customer:

	High control	Shared control
Lower cash cost	Own site · WhatsApp · home-studio appointments — the base; cheapest, slowest, entirely yours	Consignment · CJS · DORS · department corners — their floors vouch for you; margin and data are the price

	High control	Shared control
Rented cost	Fairs · carts · built pop-ups — your counter in rented footfall; fast feedback, festival spikes	Marketplaces · affiliates — rented algorithm, badge trust, rising take rates; reach without loyalty

Strong portfolios occupy all four quadrants on purpose, each channel with an assigned role: one tests (fairs), one feeds (marketplace or affiliate), one builds (own site and list), one certifies (DORS or a department halo). If two channels do the same job, cut one.

Three launch budgets, one ladder:

- S$500 — the first quarter. Four market pop-up days (S$50–100 each) plus community fairs; Instagram plus a WhatsApp catalogue; one marketplace listing set inside the 120-day free window. Goal: one hundred buyer contacts and tested prices.
- S$5,000 — the validation half-year. Two curated fairs plus one heartland bazaar week; a Shopee shop run properly with first affiliate tests; the CJS or multi-label conversation started. Goal: a repeat rate and one channel at breakeven or better.
- S$50,000 — the brand year. An Orchard cart quarter or a built pop-up on modular fixtures; a DORS line and a department roadshow via an organiser; the own site and list as the reporting base. Goal: halo, wholesale leads, and a list in the thousands.

The same rule at every budget: the rung pays for the next. Fifty thousand dollars spent before five thousand dollars of learning is a donation to the landlord.

Chapter 20 · The Master Tree & the Archetype Playbook

◆ ### THE VENUE DECISION, ONE PAGE

> *Can a stranger buy from you today without meeting you?*
>
> *No → Rungs 1–2: a market table and the list. Booth, Instagram/WhatsApp, one marketplace listing. Sell twenty-five pieces before renting anything.*
>
> *Yes → Does your ASP clear S$150 with margin after a 40% take?*
>
> *— Yes → Consignment ladder: CJS → DORS/boutiques → department corners; pop-ups for spikes.*
>
> *— Not yet → Volume ladder: fairs → festive carts → live selling; raise ASP with proof, then revisit.*
>
> *Then re-score the grid each quarter. Fees move, footfall moves, your ASP moves. The map is alive; redraw it.*

The Archetype Playbook

🎓 The New Graduate. This quarter: CJS conversation; a market pop-up table; WhatsApp catalogue; brand sheet drafted. Skip: carts, leases, department dreams. Reading: Parts Two and Three.

🏠 The Home-Studio Maker. This quarter: one curated fair; a marketplace shop with the image set; appointment slots closed with renders. Watch: home-business rules (SG Regulation) and the second-hand dealer question if you trade in preloved. Reading: Parts Two and Three.

📈 The Scaling Designer. This quarter: score the six-criterion grid on every current channel; kill the weakest; add the missing quadrant — usually the certifying one (DORS application) or the building one (own site done properly). Reading: Parts Four through Six.

🛍️ The Established Retailer. This quarter: re-run take-rate maths at 2026 fees; check marketplace exposure against the 30% concentration rule; review GTO leases against actuals; calendar the 2027 booking windows now. Reading: Chapters 3, 4, 5, 18, 19.

References & Further Reading

Fees and rates (September 2026): Shopee Seller Education (seller.shopee.sg); Lazada Seller Center Help; TikTok Shop Seller Center Singapore (Platform Commission Fee update, 17 Aug 2026); Etsy Fees & Payments Policy and Payment Processing Fees (SG); Carousell Service Fee Policy (Singapore); Shopify plan pricing (SGD). Cube Asia Take-Rate Tracker for regional comparisons.

Venues and operators: invade.co/spaces and artbox.sg; makersmarket.sg; crafterssingapore.com/event; public-garden.com/join-as-a-brand; tcartel.sg; thestorefront.com (Singapore); scape.sg; asiaartandcraftfair.squarespace.com; designassembly.sg (@designassembly.sg); boutiquefairs.com.sg; islandatelier.sg; dors.com.sg; creativejewellerystudio.com; sije.com.sg; jgw.exhibitions.jewellerynet.com; Takashimaya and Ngee Ann City contact channels.

Market data: Kantar Consulting, Unlocking Growth in Jewellery and Pawnbroking (Phases 1–3, for ESG/SJA/SPA, 2019) — channel shares, drivers, segmentation; SingStat Monthly Retail Sales Index releases (2025–26); STB tourism receipts and arrivals releases (2025–26); CBRE Singapore Figures and URA statistics commentary (Q3 2025–Q2 2026); CICT Annual Report 2025; Research and Markets, Jewelry, Watches & Accessories Retail in Singapore; World Gold Council and Trading Economics/Kitco gold price data (September 2026); MAS media release on Qoo10 payment-services suspension (23 Sep 2024); The Straits Times and Business Times reporting on the Qoo10 winding-up (11 Nov 2024) and Isetan store closures (2025–26); CNA on the Geylang Serai bazaar tender (2026).

Series cross-references: SG Regulation & Trust (dealer registration, eTRS, home-business rules, second-hand dealing); Pricing (floor formula, cost of selling, the Atelier Pricer at jdmis.edu.sg/pricer); Branding (brand sheet, touchpoints, unboxing); Selling Jewellery With AI (image sets, clips, listing copy); Sourcing Stones & Metals (stock depth, trade fairs, the JDMIS×HKTDC delegation); Presenting Design (render-assisted appointment selling).

A Final Word from the Atelier

Every venue is a claim about your brand, made in rent, commission and the company you keep. A S$50 market day claims you are testing. A Scotts Square cart claims you belong on Orchard Road. A place in the DORS edit claims a curator agreed. A lease claims you are certain — so earn the certainty rung by rung, with arithmetic ahead of romance, and let each stage pay for the one above it.

Sell where your price lives. The stage will keep changing — this year proved that twice over — but a maker who knows their numbers walks onto any of them.

— Alex Zupancich · JDMIS Atelier Sessions · September 2026