

# UltraLuxe

JEWELUXE | SINGAPORE WATCH FAIR | THE ADVOCACY

## SINGAPORE WATCH FAIR



**Luxury of Niche**  
for Passions & Talents

Singapore's only and definitive watch fair since 2017. Previously known as JeweLuxe. Supported by the Singapore Tourism Board

**18<sup>to</sup>  
22**

**October 2023**

Tent@Ngee Ann City,  
Orchard Road



**The Inaugural  
Ultraluxe Jewellery and  
Watch Festival Sees an  
Exceptional  
Turnout in  
Singapore**

Prestige Thailand

<https://www.prestigeonline.com/th/people-events/events/the-inaugural-ultraluxe-jewellery-and-watch-festival-sees-an-exceptional-turnout-in-singapore/>



**The iteration of the watch department in JeweLuxe takes on its own unique identity and format for the first time ever.**

**It aims to become the distinct and respected hub for watchmaking in Asia**

- Ali Nael & Nelson Lee (Founders)

# PAST



# VIDEO





**One-of-a-kind  
Redefined  
Showcase  
Dedicated to  
Horology &  
Watchmaking**

# INVITING NOTABLE MEDIA

MES

LIFE

LOG IN S\$50

## Duo who want to make Singapore a watchmaking hub



Mr Ali Naei and Mr Nelson Lee are the founders of the Singapore Watch Fair. (T PHOTO: LIM YAGHUI)



Create publicity in Singapore and regionally via invitation and hosting of notable influencers, press, print, online and social media; as well as direct marketing outreach and collateral distribution reaching out to high net worth customers

**yahoo!finance**

**Robb Report**  
AUSTRALIA & NEW ZEALAND  
THE MANUAL OF MODERN LUXURY

**PRESTIGE**

LUXUO

**Tatler**

**BAZAAR**  
Singapore  
SINGAPORE



# Global Publicity That Drives Buzz & Traffic

# KEY OPINION LEADERS FOR<sup>®</sup> TALKING TIME PANEL



World respect horology leaders and thought leaders in society converge over 5 days to discuss key industry topics and the future.

Past speakers includes:

**Alexandre Bigler**

Head of Asia-Pacific for Watches - Christie's

**Ali Nael**

2ToneVintage



**Arnaud Nicolas**

CEO of L'ÉPÉE 1839

**Andrea Furlan**

Furlan Marri

**Bernard Cheong**

Collector

**BubbaSteph**

Collector



**Carson Chan**

Fondation de la Haute Horlogerie

**Sumei Shum**

Collector

**Iceman284912**

Collector



# CULTURE CLUB OF COLLECTORS



Collector



2019 Ali Nael

A fraternity to recognize and give credos to iconic SINGAPORE collectors' and their passion last showcase done in 2019 with Singapore Resident & Vintage Patek Collector Ali Nael.



**Curated  
Showcase  
Purposefully  
Crafted  
To Engage,  
Entertain &  
Enlighten**

# VIP PRIVATE EVENTS



Immersive dining experience that reflects the storytelling of the brand and its campaign (Available upon request only)



**Consumer  
Engagements  
to Promote  
Brands &  
Advance  
Horological  
Appreciation**

# THE OPPORTUNITIES

**1** Watch imports in Singapore is at an all time high at 1,613 mil. chf (+72.5% vs 2020) and could potentially reach 2000 mil. chf in the near future, taking over Hong Kong\*

**2** Centre of attention is now in Asia and this could be in Singapore as this region holds highest real business opportunities with defined retail structure and accessibility to consumers

**3** Growing interest to invest in high level watches as preferred asset class

**4** Singapore remains a safe and strategic location in Asia

**5** The only watch fair in Singapore and S.E.A

# B2C

## VISITORS PROFILE

### ECONOMIC STATUS

- 10% Ultra High Net Worth
- 40% High Net Worth
- 10% Crypto Rich
- 30% Affluent
- 10% Not the above

### AGE PROFILE

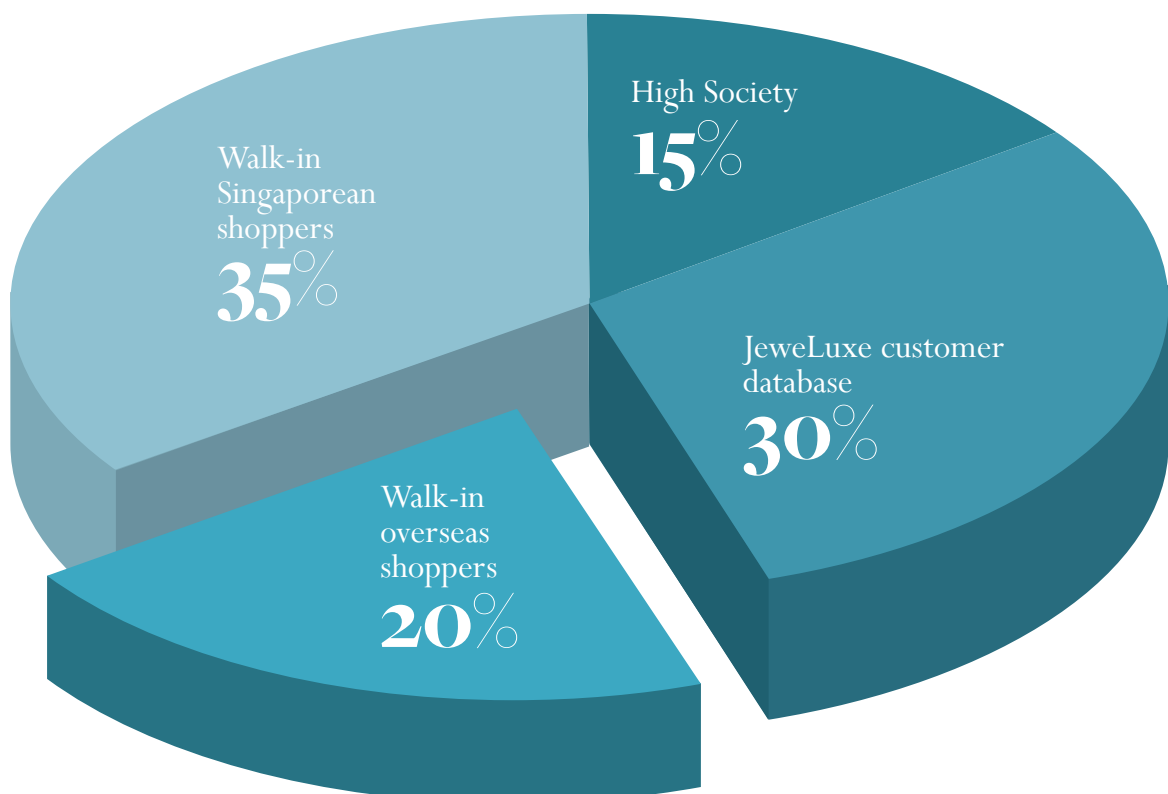
- 15% Above 60
- 55% 40–60
- 20% 30–40
- 10% Below 30

### VISITORS

- 51% Singaporeans
- 49% Overseas

### TOP 10 EVENT TOURISM

- Targeting
- China
- Indonesia
- Malaysia
- Australia
- India
- America
- Canada
- Philippines
- Thailand
- Vietnam



# B2B

## VISITORS PROFILE

### TYPE OF BUSINESS

70% Watchmakers & Auction houses

30% Retailers, Lifestyle companies like alcohol, beauty, tech, F&B and fashion

### PEOPLE WHO COME

Business owner, C-suite, Marketing & Sales Director

### DEMOGRAPHIC

20% Singaporeans

80% Overseas

### OVERSEAS COUNTRIES

Switzerland

Middle East

Spain

Hungary

China

Thailand

Malaysia

Indonesia

Philippines

### SUPPORTING BRANDS

Fondation de la Haute Horlogerie

Malca-Amit

UBS

UOB

DBS

Prudential

Chubb

Macallan

Roku Gin

Fomopay

# KEY OBSERVATIONS

**The need for large gathering is a big “want”**  
**Immigration of world rich with new perspectives**

**Increasing number of family offices and clients desire to be engaged in more meaningful ways**

**Post covid aspiration for a more purposeful life**

**Renewed appreciation for tradition and culture**

**Trend of “watches” as preferred asset class amongst the rich**



# OUR 3-YEAR ROAD MAP

**2022**

- Launch of Sensory Space
- Culture Club showing iconic Singapore collectors
- Watch panels
- Off-site immersive lunch/dinners

**2023**

- Sensory Space
- Culture Club showing iconic Singapore collectors
- Watch panels
- On-site immersive lunch/dinners
- Launch of Interactive Space
- 1 satellite event

**2024**

- Sensory Space
- Culture Club showing iconic Singapore collectors
- On-site immersive lunch/dinners
- Watch panels
- Launch of interactive space
- Launch of Hackathon
- 1 satellite event



# Direct Selling Events to Appreciate & Shop Timepieces

# SPONSORSHIP OVERVIEW

	Platinum (\$250,000)	Gold (\$80,000)	Silver (\$30,000)	Bronze (\$10,000)	Add-ons
Naming credit and official title	Presenter	Main	Partner	Supporting Partner	
1 X Dinner event for 30 pax with (20 invited guest from SWF relevant database)	•				\$ 30,000
Presenter of Panel comes with MC credit, TV screen exposure	2	1			\$8,000
Red carpet events (up to 200 pax) exclusive invitations with front row seats access, and comes with MC Credit, TV screen exposure, water bottle wrap, and guests engagement	80	40	20	10	\$10,000
Brand b2b/b2c introduction solo brand event	2 event	1 event			\$8,000
Logo feature on Ngee Ann City Flagpole	•	•	•		
Logo feature on atrium banner in Ngee Ann City (Top floor to floor reception)	•	•			
Logo feature on Photowall at main entrance	•	•	•	•	
Logo feature on Ngee Ann City lift poster	•	•	•	•	
Logo feature on Singapore Watch Fair website	•	•	•	•	
Logo feature on Straits Times advertisement & magazines over 6 countries	•	•	•		
Logo feature on online advertisement in Tatler, Prestige and/or Robb Report – Singapore, Malaysia, Vietnam, Australia, Philippines, Thailand and Indonesia	•	•	•		
Logo on passes	300				
Logo on lanyard	300				
edm blast (To SWF community pre or post conference, via a dedicated branded email campaign to the entire SWF database)	3	2	1	1	
Social media post	5	3	2	1	
Logo feature on main cashier	•				
Logo feature on water bottle (Up to 3 brands) - 10K circulation	•				\$ 15,000
Logo feature on DJ Booth (Exclusive)	•				\$ 25,000

# SPONSORSHIP TIER

## Platinum

(The Ultimate top-tier experience)

- **Exclusive naming rights “Presenter” Title**
- **1 X Exclusive Dinner event for 30 pax with (20 invited guest from SWF database)**  
Exclusive branding across the dinner venue, providing delightful gastronomic experiences to all attendees. Includes banners and table placements. Additionally, your brand will be featured on the agenda and receive a shout out on stage with your logo on stage screen.
- **2 X Presenting brand feature for Watch Panel (host up to 50 pax)**  
SWF will host an exclusive invite-only VIP cocktail reception for high-profile individuals. As the presenter, you will have the branding rights, including company logo on the invitation, and the opportunity for a brief introduction to all in attendance.
- **2 X brand b2b/b2c introduction solo brand event for 30 pax each event**
- **1 X Red Carpet hosting for 80 VIPs (Front row seats)**
- **Exclusive pass feature**
- **Brand feature at Concierge space with option for bespoke customer engagement**
- **3 X Email blast (2,000 HNWI's)**
- **5 X Social Media post**
- **Exclusive feature on water bottle (10K circulation)**

and more (refer to entitlements overview, customized offerings available)

**~~\$\$~~250,000**  
**(Worth ~~\$~~400,000)**

# SPONSORSHIP TIER

## Gold

- “Main” title
- 1 X Presenting brand feature for Watch Panel (host up to 50 pax)  
SWF Will host an exclusive invite-only VIP cocktail reception for speakers and selected high-profile individuals. As the exclusive sponsor, you will have the branding rights, including company logo on the invitation, and the opportunity for a brief introduction to all in attendance.
- 1 X brand B2B/B2C Solo Brand Introduction Event hosting 30 pax each
- Red Carpet Event hosting 40 VIPs on front row seats
- 2 X EDM blast (2,000 HNWI's)
- 3 X social media post  
and more (refer to entitlements overview, customized offerings available)

Optional add-ons like dinner event, red carpet, water bottle feature available including customized offerings

**\$80,000**  
**(Worth \$150,000)**

## Silver

- “Partner” title
- Red Carpet Event hosting 20 VIPs on front row seats
- 1 X EDM blast (2,000 HNWI's)
- 2 X social media post
- Logo feature on photo-wall at main entrance
- Logo feature on Ngee Ann City lift poster  
and more (refer to entitlements overview, customized offerings available)

Optional add-ons like dinner event, red carpet, water bottle feature available including customized offerings

**\$30,000**  
**(Worth \$60,000)**

## Bronze

- “Supporting Partner” title
- Red Carpet Event hosting 10 VIPs on front row seats
- 1 X edm blast (2,000 HNWI's)
- 1 X social media post
- Logo feature on photo-wall at main entrance
- Logo feature on Ngee Ann City lift poster  
and more (refer to entitlements overview, customized offerings available)

Optional add-ons like dinner event, red carpet, water bottle feature available including customized offerings

**\$10,000**  
**(Worth 20,000)**



THANK  
YOU