

FOR IMMEDIATE RELEASE

LUMINE SINGAPORE debuts Tokyo's cult-favourite “Wearable Dessert” brand gelato pique this September

From 1 September (Tue) to 30 September (Fri) 2026, the Tokyo label behind Japan’s popular loungewear arrives at LUMINE SINGAPORE. Complimentary ice cream by Creamier will be offered on the opening weekend, while stocks last.



SINGAPORE, 25 August 2026 (Tuesday) — Singaporeans no longer need to fly to Tokyo to shop one of Japan's most sought-after loungewear brands. From 1st September to 30th September 2026, cult favourite gelato pique will make its first appearance in Singapore with an exclusive month-long pop-up at LUMINE SINGAPORE. As one of Japan’s largest premium retailers, LUMINE is bringing the hottest items from the viral Japanese brand to their global flagship store at Raffles City Shopping Centre.

gelato pique’s offers something for the whole family; their collection includes womenswear, menswear, babies and childrenswear to couple outfits and bedding, even cat and dog ranges. The brand is renowned for its “*fuwa fuwa*” and “*moko moko*” fabrics, which translates to having a fluffy, ultra-soft texture akin to a scoop of gelato. They are a staple on Japanese and Korean social media, where unboxing and try-on videos of their highly raved items have garnered thousands of shares and views on TikTok and other social media platforms.

To celebrate the launch, homegrown favourite Creamier will be giving out complimentary ice cream on launch weekend. Shoppers can also have fun exploring multiple Instagram-worthy photo spots styled in the brand’s recognisable “*kawaii*” aesthetic.

Wearable Dessert for Adults

gelato pique’s room wear is a “wearable dessert” that bring comfort and satisfaction to your everyday life with its meltingly soft texture and adorable designs. The concept comes from

Tokyo's Mash Style Lab, the company behind popular brands such as SNIDEL and FRAY I.D, longstanding brands of LUMINE SINGAPORE's collection.

Their range of fluffy fabrics, inspired by desserts, have been made to deliver an exceptional softness against the skin. Visitors will be able to explore, touch and feel the entire range at the pop-up and see why gelato pique has become such a viral sensation, beginning the boom of fluffy clothing items in Japan.



The dessert-inspired 'GELATO' fabric is synonymous with the brand, made to be reminiscent of a fluffy cake-sponge.

gelato pique's unique loungewear has also made it a popular gift for teens and adults alike. Their baby and maternity collections are especially popular, with its baby ponchos being a well-loved baby gift in Japan. These ponchos feature an adorably playful design and are made with the brand's beloved soft materials, with the Singaporean pop-up featuring its summer-inspired 'Ice Bear' motif.



The Gradient Border Poncho is an especially popular item for babies in the summer collection.

gelato pique is also a store well known for their brand collaborations, often drawing crowds in Japan and Korea with their character and IP collaboration items which reliably sell out.

What to Expect In-Store

The 84-piece edit has been curated specially for Singapore and our climate, including top selling items from the brand's summer collection.



This includes the **Sea Animal Jacquard Pullover (SGD 85)** made from the lightweight yet fluffy 'SMOOTHIE' material.



The **Yukata for Dogs (SGD 55)** is an adorable cooling little piece for your favourite furry friend.

There will be more items to be discovered at the pop-up, including other stylish garments that have become popular everyday streetwear in Tokyo.

A Platform for Japanese Brands

As one of Japan's leading premier retailers with over 17 shopping centers and retail experiences in the country, LUMINE is well-known for its artisanal curation of some of the market's most sought-after fashion labels and artists. Beyond a retail destination, LUMINE SINGAPORE has become the platform for up-and-coming Japanese brands looking to expand beyond their home market with LUMINE SINGAPORE being their first and only global flagship store.

Through their intentional curation approach and dynamic pop-up brand experiences, LUMINE SINGAPORE gives many of these specialty brands an opportunity to enter and test

the Southeast Asia market ahead of any permanent local presence. LUMINE SINGAPORE remains committed to bringing the best of Japanese fashion, lifestyle and culture to Singapore and beyond.

“We are beyond excited to bring this cult favourite brand from Japan to Singapore. LUMINE has always been about more than retail – it’s about sharing the creativity, culture and craftsmanship beyond Japan’s most exciting brands. LUMINE SINGAPORE is an extension of that vision. Beyond being a destination to shop for Japanese brands, it’s a platform for cross-cultural exchange. We hope to continue inspiring new discoveries in a fun and immersive way, bringing a taste of Japan’s contemporary creativity, lifestyle and fashion to a global audience.”

— Aiko Ito, Sales Operation Director of LUMINE SINGAPORE

Event Details

Pop-up Name	gelato pique POP-UP in LUMINE SINGAPORE
Campaign Period	1 September 2026 (Tuesday) – 30 September 2026 (Wednesday)
Location	LUMINE SINGAPORE, Raffles City Shopping Centre, #01-01, 252 North Bridge Road, Singapore 179103
Opening Hours	10:00am – 10:00pm daily
Range	84 items across women’s, men’s, kids, baby, home and cat and dog products SGD 30 – SGD 170
Highlights	Singaporean Debut of gelato pique Free ice cream by Creamier, 5 – 6 September Free photo spots styled with gelato pique pieces
Social Media	@lumine.sg @gelatopique_official

About gelato pique (ジェラートピケ)

gelato pique is a Japanese loungewear brand launched in autumn 2008 by Mash Style Lab in Tokyo, built on the concept of “wearable desserts.” The brand develops its own knit fabrics — named GELATO, SMOOTHIE, SOUFFLE, POWDER and BABY MOCO among others — and is known for jacquard character motifs, pastel colour palettes and a range that spans women’s, men’s, kids, baby, bedding and cat and dog products. gelato pique operates stores across Japan, Mainland China, Hong Kong, Taiwan, South Korea, Thailand and the United States.

[Website](#) | [Instagram](#)

About LUMINE SINGAPORE

LUMINE SINGAPORE is the first and only global flagship of LUMINE Co., Ltd., Japan’s premier fashion and lifestyle retail group, which operates 17 shopping centres and facilities across Japan, such as their flagship LUMINE malls and the NEWoMan complexes. Opened

in August 2024 at Raffles City Shopping Centre, the 7,000 sq ft store is home to a curated selection of Japan's leading fashion brands alongside a dynamic pop-up programme dedicated to introducing Singapore to the finest regional crafts and industries from across Japan.

[Website](#) | [Instagram](#)

High resolution images can be found in the following link [\[HERE\]](#).

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