

Members enjoying an intimate viewing session at the Boucheron boutique

An Afternoon of Elegance: Discovering Boucheron's Lierre de Paris

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On 14 October 2026, SMA hosted Discover Lierre de Paris: An Exclusive Champagne and Wine Experience with Boucheron, in partnership with CIMB Preferred Banking and Maison Boucheron. The exclusive event welcomed SMA Members across three intimate sessions comprising ten attendees each at the Boucheron boutique in The Shoppes at Marina Bay Sands.

The afternoon offered Members a unique opportunity to step into the world of Boucheron, the renowned French jewellery maison founded in 1858. Through an introduction to the Maison's rich heritage, Members discovered the inspiration behind its creations and the exceptional craftsmanship that has defined the brand for generations.

A key highlight was the presentation of Lierre de Paris, a collection inspired by ivy, a symbol of freedom, resilience and bold creativity. Drawing inspiration from the natural world, the collection reflects Boucheron's distinctive approach to jewellery design, transforming the beauty and character of nature into exquisite creations. Members had the opportunity to view selected pieces up close and appreciate the artistry and intricate details behind the designs.

Complementing the jewellery showcase was a curated champagne and wine tasting, accompanied by canapes and beverages. The relaxed and elegant boutique setting provided a welcoming atmosphere for participants to exchange views and build new connections with fellow SMA Members, and engage with Boucheron and CIMB Preferred Banking representatives. The programme also included a sharing by CIMB Preferred Banking, offering attendees an opportunity to learn more about its banking services and wealth management offerings.

Beyond the appreciation of fine jewellery, champagne and wine, the event reflected SMA's continued commitment to providing Members with exclusive lifestyle experiences and meaningful networking opportunities. The collaboration with CIMB Preferred Banking and Maison Boucheron also highlights the value of partnerships in bringing distinctive experiences to the medical community.

Through initiatives such as this, SMA continues to enrich the membership experience by connecting Members with premium brands, unique experiences and opportunities to build lasting relationships beyond their professional practice. ◆



A close-up of Boucheron's exquisite jewellery on display