

Our Story

Built on the cornerstones of quality and style, SUEN has been creating and curating exceptional fine jewellery for a decade. A name synonymous with highly personalised and bespoke services, we lace memorable moments in an intimate way by guiding you to that perfect jewel that tells your story.

Discovering Hidden Gems

Leveraging from our years of expertise, the SUEN team continually seeks out high quality gems that meet the most stringent standards. This journey of meticulous sourcing and



From Gem to Jewellery

It is said that perfection is the child of time. Every piece of jewellery created at our Atelier invites a celebration of beauty. Our highly skilled artisans transform precious gems into the finest jewellery destined to be timeless heirloom pieces; a well-deserved tribute to our master artisans skilled in traditional techniques combined with state-of-the-art technology.

World-Class Collections

Immerse in a world of internationally renowned jewellery brands at SUEN; experience the multi-faceted display of jewellery from brand partners that have been carefully selected to meet and exceed your expectations.



Beyond Fine Jewellery

From the fine art of jewellery to living, let SUEN invite you to a domain of luxuriant lifestyle and experiences. Offering you bespoke gifts, an opulent range of premium home fragrance – Agraria San Francisco, collaborations with National Geographic Expeditions, YTL Hotels and more, our team will curate experiences for you with the goal to create valuable moments that you can cherish with your loved ones in more ways than one.

Our History

2010 ●

SUEN Jewellers was founded by Lee Sze Suen who simultaneously established SUEN Atelier in the same year.

○ 2011

Following the opening of SUEN, the brand established strategic partnerships with Italian fine jewellery brand, FOPE and HODEL Switzerland.

2012 ●

SUEN partnered with prestigious fine jewellery brands PALMIERO and GIORGIO VISCONTI.

○ 2013

SUEN attains the European standard ISO certification for Design, Manufacturing and Retail. This prestigious certification of our processes has been renewed annually to date.

2014 ●

e-SUEN, SUEN's diffusion jewellery line was launched.

○ 2015

SUEN partnered with Italian fine jewellery brand MARIANI.

2018 ●

SUEN ventured into the premier lifestyle arena offering bespoke gifting, luxury travels and more.

○ 2019

SUEN signed an exclusive partnership with FOPE to establish the first-ever FOPE shop in shop in Malaysia.

2020 ●

SUEN celebrates a glittering decade by launching a new and refreshed look and its Diamond Rewards Program.

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