

Singapore
Fashion
Council

FY 23 / 24
ANNUAL
REPORT

VISION & MISSION

A thriving Singaporean fashion ecosystem built on transforming aspiration into impact.

To actively empower every aspiration with the actionable support it deserves — through working with emerging and established partners to serve the fashion ecosystem with readily-accessible resources, meaningful networking, sustainability-focused innovations and future-forward insights.



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EXECUTIVE SUMMARY

Executive Summary

The year 2024 commenced with an exhilarating start as Ting-Ting, Zhang assumed the role of CEO of the Singapore Fashion Council (SFC) on 1st January. Ting-Ting's journey within SFC, from Director of Sustainability to CEO, underscores her commitment to fostering responsible fashion practices. With a new vision of establishing SFC as a vibrant Asian hub for responsible fashion, Ting-Ting aims to instill values of equity, sustainability, traceability, and more within the Asian fashion industry.

Reflecting on the notable achievements of 2023, the inaugural Gala showcased 31 captivating runway looks from The Singapore Stories, setting a precedent for creativity and innovation. The unveiling of the sustainability roadmap, "Be The Change," laid the foundation for pioneering a circular manufacturing and consumption process, reaffirming SFC's dedication to responsible fashion and sustainability.

SFC's partnership with The Earthshot Prize 2023 in Singapore marked a pivotal moment, with nominations from within the SFC community highlighting dedication to environmental stewardship. Notably, SFC's nominee, Xinterra, exemplifies the impact of initiatives like The Bridge Fashion Innovation (TBFi) programme, underscoring SFC's global influence in sustainability efforts.

In 2024, the introduction of 21 new brands and designers at Design Orchard reflects SFC's

commitment to diversity and innovation, with a total of 113 brands now represented. Design Orchard's array of activations, including the Sustainability Season and Say iDO to Wellness, engage customers and promote conscious awareness.

Cross-cultural collaborations with global partners and local initiatives like SG Enable and Mandai Wildlife Group further enrich SFC's impact, fostering a convergence of cultures and industries.

SFC's dedication to sustainability is evident in partnerships with RGE and Asia Pacific Rayon, resulting in the launch of a sustainable viscose apparel collection. This collaboration highlights the harmony between creativity and sustainability in fashion.

Internationally, SFC's Italy Business Mission facilitated connections within the fashion industry, paving the way for future collaborations, including the upcoming ITMA Asia + CITME event which will be held from 28 to 31 October 2025 in Singapore.

SFC's corporate membership base saw substantial growth, driven by events, programmes, and community outreach efforts, with a significant increase in student engagement.

As SFC looks to the future, it extends an invitation to all stakeholders to join in shaping a transformative path alongside SFC. With unwavering support, SFC is poised to make 2024 a year marked by profound impact and endless possibilities.



**PRESIDENT'S
MESSAGE**

Dear Singapore Fashion Council Community,

The Council and Secretariat of the Singapore Fashion Council extend profound gratitude to Semun Ho, our former Chief Executive Officer, for her unwavering dedication, visionary guidance, and tireless efforts in propelling our mission and contributing to the fashion industry in Singapore during her tenure at the helm. We express our deepest appreciation to Semun for her invaluable leadership and significant contributions to the advancement of our industry.

Ting-Ting, Zhang, the current Chief Executive Officer, assumed leadership six months into her tenure, succeeding Semun Ho. Under Ting-Ting's stewardship, the transition has been seamless, and her visionary leadership has propelled the momentum, further solidifying Singapore's position as an Asian hub of innovative, sustainable, and culturally vibrant fashion.

In the ever-evolving tapestry of the fashion landscape, we find ourselves amidst a whirlwind of cultural, economic, technological, and social influences, each thread contributing to the dynamic fabric of our industry. This past year has been a testament to the resilience and adaptability of our community as we navigated through unprecedented challenges brought forth by the global pandemic.

As we reflect on the transformative journey of the Singapore Fashion Council, marked by our strategic rebranding in October 2022, we recognise the pivotal shifts that have shaped our collective vision. These conversations around sustainability, innovation, and cultural dynamics have redefined the way brands and consumers interact, compelling us to embark on a journey of introspection and evolution.

Our commitment to championing sustainability, inclusivity, and innovation has been unwavering, serving as the guiding principles that steer our initiatives and programmes forward. The success of the second edition of the Be The Change Summit stands as a testament to our dedication to fostering dialogue and driving actionable change within the industry. With over 350 attendees and insightful discussions on sustainability, culture, technology, and talent, the summit served as a beacon of inspiration and collaboration. Furthermore, the inaugural gala night and Singapore Stories: Kebaya Re-imagined event held in October 2023 showcased the vibrant tapestry of our local fashion scene. With more than 300 style enthusiasts and tastemakers in attendance, we celebrated the contemporary interpretation of the iconic kebaya, paying homage to its timeless elegance and cultural significance. As we await the decision on its inscription onto the UNESCO Representative List of Intangible Cultural Heritage (ICH) of Humanity, we stand united in our commitment to preserving and honouring our rich heritage.

None of these achievements would have been possible without the unwavering support of our members, partners, sponsors, government stakeholders, Patron Senior Minister of State Sim Ann, and Senior Minister of State Low Yen Ling. I extend my heartfelt gratitude to each and every one of you for your dedication and commitment to Singapore Fashion Council. Together, we will continue to forge ahead, transforming aspiration into impact and building a thriving fashion ecosystem that transcends boundaries and inspires innovation.



Wilson Teo
President
Singapore Fashion Council

Office Bearers

President

Wilson Teo
Executive Director
TEO Garments Corporation Pte Ltd

Vice President

Sharon Lim
Chairwoman
Browzwear

Honourary Treasurer

John Lee
Chief Executive Officer
Lee Yin Knitting Factory Pte Ltd

Honourary Secretary

Rajul Mehta
Founder / Director
Queenmark Pte Ltd

Ordinary Council Members

Felicia Gan
Chief Executive Officer
Ghim Li Group Pte Ltd

Nicole van der Elst Desai
Founder / Consultant
VDE Consultancy

Esther Tay
Founder / Owner
ESTA Pte Ltd

Associate Council Members

Dro Tan, Ph.D
Executive Director
Matex Intl Ltd

Sonja Prokopec, Ph.D
Associate Dean of Faculty
ESSEC Business School APAC

Esther Huang
Head, Digital Ecosystem & Experience Design
National Gallery Singapore

Advisors

General

Mark Lee
Chief Executive Officer
Sing Lun Holdings Pte Ltd

Semun Ho
Industrial Transformation Advisor
Singapore Business Federation

Asian Craftsmanship

Kennie Ting
Director
Asian Civilisations Museum & Peranakan Museum

Digitalisation

Hock Yun Khoong
Partner
Tembusu Blockchain Fund

Next Gen Leaders
and General

Clarence Lee
Chief Executive Officer
Lee Yin Apparel Group



CEO'S MESSAGE

Words by Ting-Ting, Zhang

It is with immense honour and excitement that I am addressing our esteemed members and partners in our annual report as the CEO of Singapore Fashion Council (SFC). As we reflect on the remarkable milestones of 2023–24, I am deeply moved by the progress we have made in shaping Singapore's fashion narrative. From our inaugural Gala to Singapore Stories going from strength to strength, to The Bridge Fashion Innovator (TBFI) completing its 10th cohort, we have navigated the year with purpose and strengthened our knowledge base and position as a platform partner for Singapore's fashion industry.

SFC strives towards making substantial changes to the way the council functions, how it engages its core industry members, the fashion community, the aspiring taste-makers and works to accelerate the industry's sustainability, scalability and growth efforts.

Supporting Fashion Locally and Regionally

We are first and foremost a council that partners with its local industry players and we continually seek to expand that pool, locally and regionally.

Our collaborations in the local scene witnessed Mandai Wildlife Group joining hands with the council and selected brands to create capsule collections in fashion and accessories; brands like Reckless Ericka, Pearly Lustre, PhotoPhactory, junglesuit and La Tierra all created exclusive Mandai-themed products. The collaboration brought together artists and artisans who have mindfully curated a unique nature-themed ensemble as an extension of the group's premium lifestyle collection, Wildlife Sanctuary.

In our steadfast commitment to sustainability and promoting local talent, Royal Golden Eagle (RGE)/Asia Pacific Rayon (APR) and SFC launched a sustainable viscose apparel collection. Six Singapore-based designers, Caeli Eco Luxe, IKKIKIDZ, PINKSALT, Salient Label, SABRINAGOH and junglesuit, accepted the challenge to use sustainable fabric in their creations.

We continue to provide a retail showcase opportunity to upcoming brands with our annual open call. This coming year, we shall welcome 12 new brands to Design Orchard where their business mettle and product-market-fit shall be put to the test.

We are also committed to supporting the scalability of local businesses and their internationalisation efforts, ensuring they are equipped to compete on the global stage. This includes increasing access to global markets such as Brooklyn, Hong Kong and Tokyo, and positioning Singapore as a significant player in the global fashion market, which includes players in fashion-tech and sustainability-tech spheres.

Responsible Fashion Takes Centre-Stage

Our vision is to be the agenda-setting platform and accelerate sustainability in fashion. SFC takes a holistic approach in championing responsible fashion in Asia, addressing environmental and social challenges while considering cultural and behavioural aspects essential for long-term innovation, reinvigorating and evolving the retail concept, and influencing consumer behaviour.

"Be The Change" was and continues to be the flagship summit for the fashion, design and sustainability industries. It serves as a testament to our commitment to drive thought leadership, relevancy and meaningful transformation in this sector. The unveiling of the Textile Recycling Report illuminated a path towards post-consumer textile value chain, igniting our aspirations to pioneer a 'city-based circular manufacturing and consumption loop'. As we chart the course in 2024–25 our commitment remains steadfast, drumming up more support and interests from industry players.

Our participation in The Earthshot Prize (TEP) in 2023, hosted in Singapore, marked a pivotal moment for our community, as we seized the opportunity to showcase eco-designers on the Green Carpet. It paved the road for a deeper working relationship with TEP and we nominated trailblazers dedicated to environmental stewardship and responsible fashion for TEP 2024. Notably, two of the nominees were graduates of SFC's TBFI programme, Xinterra and Nextevo, underscoring how sustainability and innovation are twin engines of growth when ignited simultaneously.

Explore New Ground

Exploring the intersection between fashion, technology & innovation, craft, and sustainability through TBFI and panel discussions such as "Sustainably Speaking", we are paving the way for new solutions and processes that enhance the fashion industry's future. We continue to work on capability development and capacity building, by the continuous promotion of companies and innovators and ensuring the right solutions are supported and tested by willing corporate partners. We support emerging designers and talent by providing them with opportunities to showcase their work and connect with industry leaders. Only by building networks and alliances can we enhance collective capabilities and resource-sharing.

Journey Ahead

As we look to the future, SFC is committed to navigating new horizons with bold vision and unwavering dedication. We will continue to foster innovation, champion sustainability, and drive growth within the fashion ecosystem. Our focus will be on expanding our global reach, enhancing local capabilities, and solidifying Singapore's position as a key player in the Asian fashion landscape. Together, we will establish Singapore as a Vibrant Asian Hub for Responsible Fashion, setting new standards for environmental and social stewardship in the region.



Ting-Ting, Zhang
Chief Executive Officer
Singapore Fashion Council



SECRETARIAT

Key Management Executives

Management

Ting-Ting, Zhang
Chief Executive Officer

Semun Ho (*until 31 December 2023*)
Chief Executive Officer

Innovation and Technology

Charles Ling, Ph.D
Senior Director

Sustainability

Tan Huey Chyi
Director

Ting-Ting, Zhang (*until 31 December 2023*)
Director

Human Resources

Lucia Ng
Director

Lee Soon Kim (*until 16 February 2024*)
Director

Industry Development

Leonard Augustine Choo
Director

Marketing and Events

Jesline Wong
Director

Design Orchard

Julynn Tay
General Manager

Strategic Programmes

Kendra Lee
Assistant Director

Partnership and Engagement

Irene Tan (*until 29 March 2024*)
Senior Manager

Facilities and Customer Service

Irene Tan (*until 29 March 2024*)
Senior Manager

Pauline Kwan (*until 3 November 2023*)
Senior Manager

Support

Lim Su Juan
Manager

Finance

Huang Zhen Wei
Manager

A Thank You To Our Team

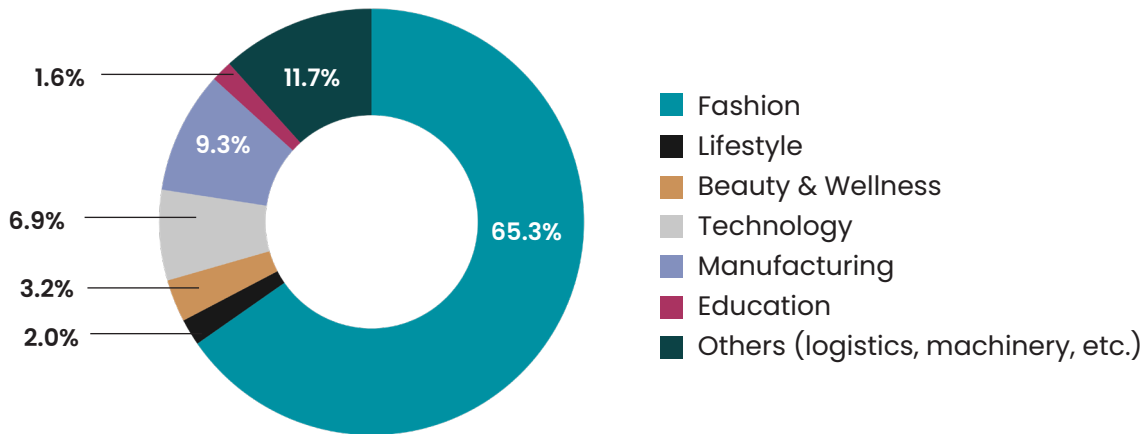
Adriana Binte Yusman, Amanda Low Jia Xin, Ang Puay Lin, Anwar Farihin Tan, Ashley Yong (Yang Jia Xin), Aye Ei Moe Nyein "Prim", Carbajal Elyza Jan Mendoza, Chan Janice, Chan Preet Bhasin, Chan Shui Yan, Cheong Sue Lyn, Kylie, Chng Hwee Siang "Diana", Chrix Ng Choon Kiang, Chua Cheng, Chuang Hsing-Ying, Chwa Geok Chin, Daphne Kau Pao Yun, De Guzman Chari Bulaon, De Jesus Kristal Novesteras, Desiree Tan Hui Si, Elicia Chong Yee Ling, Elizabeth Joy Edward, Fang Hanyun "Han", Freya Keertikar, Gagandeep Singh Sidhu "Gan", Germaine Heng Jing Ying, Gerrard Lim Junle, Hayati Bte Hashim, Ho Se Mun, Hoe Mae Yune "Mae", Huang Zhenwei, Intan Maisarah Binte Mohamad Ali, Irene Tan Yi Xuan, Izzad Farid Bin Mohammad Isrin, Jeevanesan Kadiresan "Jeeva", Jolene Ng, Joshua Low Kwan Kit, Joycelyn Soo Wei Ling, Julynn Tay Chu Ling, Kannan Arthy Preethika, Katherine Bacsal Mendez, Khoo Kelly, Kwan Wei Yang Jerrell, Lee Soon Kim, Lee Wan-Ling, Kendra, Leonard Augustine Choo, Li Tze Yin Chelsea, Lily Hazlinda Binte Abdul Hamid, Lim Ee Kin Edmund, Lim En Le, Lim Shu Hao Griffith, Lim Su Juan, Ling Poon Teck, Liu Liwei, Loh Li Lin, Loh Wen Rui Joel, Low Lay Khim "Josephine", Mahalaxmi Narayanan, Maisarah Binte Muhammad

Hafidz Yeo, Marcelino Sugiarto, Mayanka Olena Karunagaran, Mohamad Ubaidillah Bin Zamri "Aidill", Mohamed Nadzril Bin Rosland "Nadz", Mohammad Fadzreen Shah Bin Abdul Rahim "Fadz", Muhammad Hudzaifah Bin Mohd Redwan, Muhammad Siddique Bin Abdul Hai "Sidd", Muhammad Yi En Bin Muhammad Iqbal, Neng Ee En, Ng Jing Si, Ng Koon Pong Lucia, Ng Ling Fang, Noorasmidah Binte Mohamed Rashid "Mido", Tira Latif, Nuttaya Kasemweerasophon, Ong Hui Min, Ong Rui Si Regina, Pauline Ashlynn Kwan, Phang Jing Yuan, Phoebe Cheng Wenfei, Phoon Jing Hao, Rachael Chan Wai Yan, Raigo Law Haizhi, Rubashi Brahma, Ryan Oh Kuang Yi, Satheeshbabu Pratheesha, Senlicia Misaki Mei, Shannon Tan, Shirleen Tay Ka Min, Shovita Asit Kumar Pradhan, Sin Jun Feng, Clarence, Sofia Nurhuda Binte Mohd Rashaid, Sophie Ang Le Ning, Tan Huey Chyi, Tan Sin Yee Gwyneth, Tan Wei Liang "Kaylan", Tan Yen Tjun, Tan Yi Fang, Stacy, Tang Poh Cheng, Tay Wei Liang, Thu Htike, Ting-Ting, Zhang, Vanessa Amelia Sankaran, Wee Wen Qian Rianne, Wong Mui Ngee "Jesline", Wu Xiaohan, Yeo Kai Xin, Yip Kai Leng, Yong Xin Ying Celine, Zamaltdinova Renata, Zashazerina Bibi Shah "Rina",

SFC IN NUMBERS

SFC MEMBERS

Membership breakdown by industry type

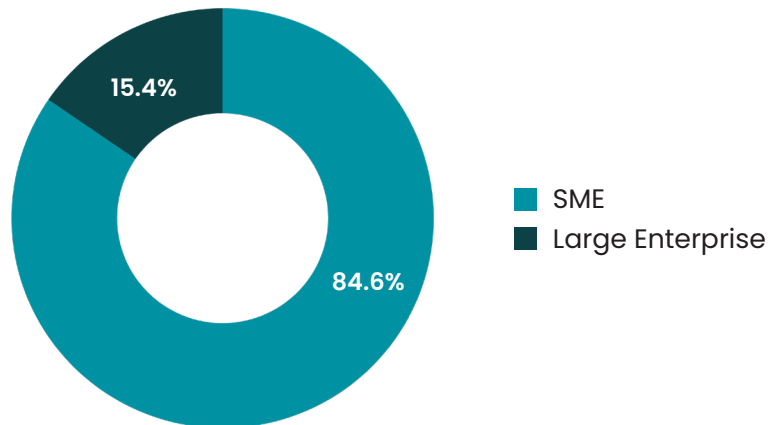


The membership breakdown reveals a diverse composition reflective of various industries and sectors. Fashion emerges as the predominant category, comprising 65.3% of the membership base. This substantial representation underscores SFC’s significance within the fashion industry, attracting designers, retailers, and other stakeholders keen on networking, collaboration, and industry insights. The fashion sector’s dominance suggests a strong alignment with SFC’s objectives, possibly focusing on fostering innovation, market trends, and sustainable practices within the fashion landscape.

In addition to fashion, other sectors contribute to SFC’s membership, albeit to varying degrees.

Manufacturing occupies a notable 9.3%, highlighting the presence of companies engaged in production across diverse industries such as automotive, electronics, and consumer goods. The technology sector, at 6.9%, underscores SFC’s appeal to tech-oriented businesses involved in software development, IT services, and hardware manufacturing. Meanwhile, the “others” category, encompassing logistics, machinery, and related fields, constitutes 11.7%, indicating a broad spectrum of industries finding value in SFC’s offerings. Although lifestyle, beauty & wellness, and education represent smaller percentages, their inclusion adds depth to SFC’s membership, catering to niche interests and knowledge exchange.

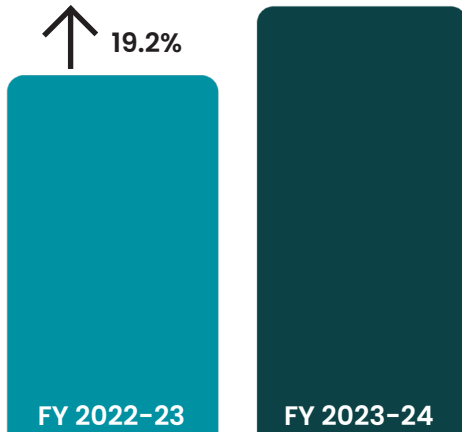
Membership breakdown by revenue size



The term SME refers to “small and medium-sized enterprise” with an annual turnover of under \$100 million, as defined by the Ministry of Trade and Industry of Singapore, while a large enterprise has an annual turnover of \$100 million or more.

The membership breakdown shows that a majority are SMEs, constituting 84.6% of the total membership base, with large enterprises making up 15.4% of the membership.

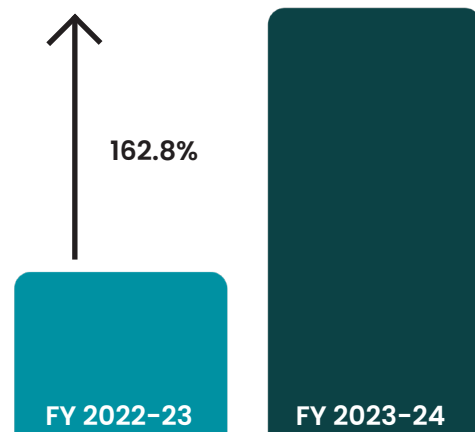
Corporate membership growth



The corporate membership base grew by 19.2% from FY 2022-23 to FY 2023-24. Such growth could stem from various factors, including SFC events and programmes, social media and word of mouth.

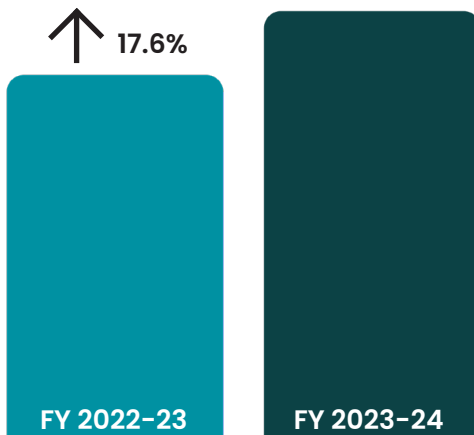
The highest conversion factor was from Design Orchard, accounting for 33.3% of all new memberships. The second highest factor was from the SFC website, accounting for 31.9% of all new memberships.

Student membership growth



The student membership base grew by 162.8% from FY 2022-23 to FY 2023-24, showing a substantial increase in student engagement. Several factors may have contributed to this growth such as extensive community outreach and engagement through various programme initiatives such as, Learning by Design, Talent Outreach Programme, Career Advisory Talks and Immersive Learning Journeys and workshops.

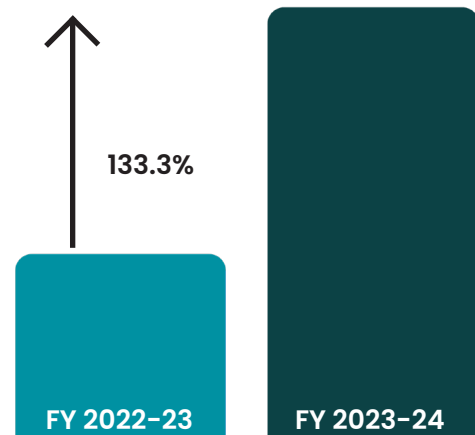
Local membership growth



The growth of local members rose by 17.6% from FY 2022-23 to FY 2023-24, signifying an increase in domestic representation within the membership base. Several factors may have contributed to this growth such as Design Orchard activations, SFC sustainability events, SFC industry development programmes.

The large conversion from Design Orchard could possibly be due to an increase in local brands partnerships with Design Orchard which leads to enhanced visibility and awareness among the local community.

Foreign membership growth



The growth of foreign members of 133% from FY 2022-23 to FY 2023-24 signifies a significant increase in international representation within the membership base. This expansion could be attributed to several factors such as increased global outreach efforts, enhanced networking opportunities and word-of-mouth.

Some of the global outreach efforts include SFC's Keqiao trip in 2023, Italy Business Mission and AFF Networking 2023.



BUSINESS PILLARS



Asian Craftsmanship

Singapore Fashion Council (SFC) proudly collaborates with esteemed international associations, agencies, and industry partners to champion, celebrate, and elevate the rich tapestry of Asian craftsmanship and ecosystems on the global fashion stage. With a deep commitment to preserving and promoting the legacy of generations of skilled artisans, our programmes serve as beacons of innovation, sophistication, and cultural exchange.

Through strategic partnerships and initiatives, we harness the collective power and knowledge of our diverse network to amplify the voices and talents of Asian craftspeople, ensuring their invaluable contributions are recognised and celebrated worldwide. Our collaborative efforts not only showcase the unparalleled artistry and ingenuity inherent in Asian material heritage but also propel the continuous evolution and sustainability of our shared fashion narratives.



Innovation & Technology

The fashion industry, rooted in creativity and artistic expression, has entered an era where technological advancements are reshaping industry paradigms and transforming the consumer-brand dynamic. Recognising this pivotal juncture, SFC is dedicated to illuminating the intersection of innovation and fashion, empowering industry players to embrace and leverage emerging technologies for sustainable growth and competitive advantage.

As stewards of progress and champions of innovation, SFC remains committed to bridging the gap between tradition and technology, empowering industry players to embrace change and thrive in an increasingly dynamic and interconnected marketplace. Together, we chart a course towards a future where creativity, technology, and sustainability converge to redefine the essence of fashion and shape a more inclusive and vibrant industry landscape.



Sustainability

Amid growing awareness of the fashion industry's significant environmental footprint, urgent action is imperative to mitigate its adverse effects on our planet. Recognising this pressing need, SFC remains steadfast in its commitment to driving sustainable practices across the fashion value chain.

As one of the largest contributors to global pollution, the fashion industry stands at a critical juncture, necessitating collaborative efforts to implement innovative solutions and enact meaningful change. At SFC, we are unwavering in our dedication to fostering a culture of sustainability, forging partnerships with like-minded companies, organisations, government agencies, consumers, and communities to catalyse transformative action.

By harnessing the collective expertise and resources of our diverse network, we catalyse innovation and drive systemic change, paving the way for a more sustainable and resilient fashion industry. Together, we envision a future where environmental conservation and social equity are integral to every facet of fashion, creating a more harmonious relationship between industry and the society.



Singapore
Fashion
Council

GAI

Heritage Collection

**ASIAN
CRAFTSMANSHIP**

SINGAPORE STORIES 2023

For the first time since its inception, Singapore Stories came in the form of a gala, giving guests the opportunity to not only attend a fashion show, but to mingle with foreign dignitaries, business leaders, community and passionate advocates from Singapore's fashion industry, and enjoy a delightful eight-course dinner.

For its sixth edition, we invited 31 local designers to celebrate the theme "Kebaya Re-imagined". In a twofold objective, the theme not only sought to establish Singapore as a forward-thinking, multicultural fashion centre in Southeast Asia, while honouring the harmony of our diverse and culturally vibrant Asian fashion. In synthesis, it also accentuated Singapore's identity as a nation that warmly embraces change, technology and innovation.

The timing of this event was significant, coinciding with the reopening of the Peranakan Museum and the National Heritage Board's multinational effort to nominate "Kebaya: Knowledge, Skills, Traditions and Practices" for inclusion on the UNESCO Representative List of Intangible Cultural Heritage of Humanity. This recognition highlights the cultural importance of the kebaya and its traditions.

Based on the theme, the 31 designers were taken to exclusive tours to the Heritage Conservation Centre, Asian Civilisations Museum and the collection of Peter Lee to learn, engage and be inspired by the rich history of the kebaya. The showcase of Singapore Stories 2023 during the Singapore Fashion Council gala welcomed 300 attendees at Pan Pacific Singapore. The runway presentation showcased 31 unique looks with a diverse cast of local and international models.

To celebrate the dedication and artistry of the designers, guests at the gala had the chance to vote for their favourite looks, with the top five looks earning the designers Special Recognition Awards. All the designers were given the opportunity to display their Singapore Stories 2023 looks at the Design Orchard Retail Showcase, with the best five looks brandished on mannequins.



SFC's former CEO, Semun Ho, with some of SFC Council Members.

Back row

L to R: John Lee, Dr. Dro Tan, Dr. Sonja Prokopec, Leonard Choo and Julynn Tay.

Front row

L to R: Clarence Lee, Esther Huang, Semun Ho and Esther Tay.



Patron of SFC, Senior Minister of State, Sim Ann, with the designers of Singapore Stories 2023.

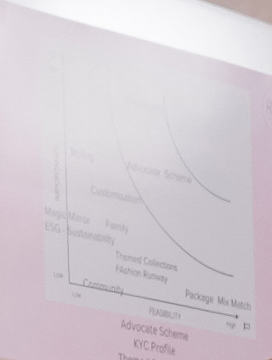
INNOVATION & TECHNOLOGY



Y10+C: How might we continue to create a timeless fashion collection and experience for customers to desire so that we can create a community that empowers women to become the best they can be?

ROS

- 1. Insights
 - a. There are two types of office wear.
 - b. Office wear should be created in a way that is both functional and fashionable.
 - c. Office wear should be created in a way that is both functional and fashionable.
- 2. Product Range
 - a. May be an option to create premium instead of moving down the price range.
- 3. Distribution
 - a. Consider using an app to offer advice and support events.
- 4. Shop App
 - a. Consider using an app according to user needs, a central wear site and a digital content area.
- 5. Marketing & PR
 - a. Social content for the fashion wear advice including accessories and that refers to the content.



1. A lot of sorts due to factor about her job shape change. Looking as she cannot sleep, she asking her to attend a staff preparation event.

2. She looked at her wardrobe and has nothing to wear! Aahhh!

3. She consulted her friend who is always looking good!

4. She looked at her phone for help and found a shopping app.

5. In the shop, she saw many women who are happy and have great shopping review with excellent customer service and an app that they look good!

6. Luckily, her sister advised her to check out ROS App, to solve her dress issue. She downloaded the app and was prompted with questions, eg. her fashion taste, her style, her body size, her color fit, and many more, especially things to budget! The best thing is this ROS digital fashion advisor is so friendly and invited her to go over to the shop if she has time. If not, she can get communicate online. She is so happy with the 2 options.

7. At the shopfront there's a fashion screen showing various women on the latest trends looking happy being styled and happy. And the screen also shows the fashion advisor who both on the app and in the shop.

8. With that, she made a buying to go to the outfit and the fashion advisor also a personally daily style maps.

9. There is a...

10. She is in the shop and she showed her scheduled app via app.

THE BRIDGE FASHION INNOVATOR

The Bridge Fashion Innovator, launched in 2019, is a business incubation programme that supports start-ups and companies in the fashion and lifestyle industry. Participants undergo an eight-week bootcamp consisting of knowledge transfer workshops and one to one design thinking consultation workshops. This enables them to refine and validate their products, services or solutions; as well as business and commercialisation strategies.



Cohort 8 showcase winner Delvify, with their mentor, Esther Haitink, SFC's former CEO, Semun Ho, and SFC's Senior Director of Innovation & Technology, Dr. Charles Ling.

In order to better support the participants, the Innovation and Technology team brought in Deloitte for expansion through regionalization and globalization, as well as PwC for technology. Subject matter expert mentors were assigned to each participant based on their specific problem statements during design thinking consultations. This complements knowledge transfer workshops and provides insights into participants' business strategies and go-to-market plans.



Group photo of Cohort 8 TBFI incubatees, alumni, mentors, and SFC's Innovation & Technology team.

Back row

L to R: Andrew Faulkner, Esther Haitink, Zhanna Belskaya, Michael Schindler, Dr. Charles Ling, Kim Tham, Jatin Kumar and other guests.

Front row

L to R: Geraldine Ong, Anwar Tan, Lim Cai Qian, Yannie Yong, Semun Ho, Toh Wei Soong and Amrita Haralalka.



Founder of Incorrect Studio, Elijah Sng, showcasing his solution to guests.



Cohort 9 showcase winner Elijah Sng, founder of Incorrect Studio.

L to R: Dr. Charles Ling, Semun Ho, Elijah Sng, Zhanna Belskaya and Anwar Tan.



Cohort 9 incubatee, Benevolent, pitching their solution to judges and guests.



The programme extended outreach to Institutes of Higher Learning (IHL), broadening the scope of typically incubated companies. It nurtured the next generation of entrepreneurs by incubating student entrepreneurs from Ngee Ann Polytechnic since 2022 and Institute of Technical Education (ITE) since 2023. In September 2023, an entire cohort consisted of IHL-based companies.

2023 saw the incubation of two cohorts with a total of 9 companies:

Cohort 8 took place from March to May 2023, with five companies incubating. The companies incubated were Summer Wine, Lines by TrineT, Rose of Sharon, ONZ, and Delvify. This was the first time that a long running company such as Rose of Sharon, being in business since 1997, had participated in the programme. Delvify emerged the winner at the cohort's graduation showcase.

Cohort 9 took place from September to November 2023, with four companies. The cohort consisted of young entrepreneurs from Institutions of Higher Learning, and the first ITE incubatee. The companies were Artistico Life, Benevolent, Flaunta, and Incorrect Studio, with Incorrect Studio emerging the winner at the graduation showcase.

SUSTAINABILITY



SUSTAINABILITY INITIATIVES

Be The Change Summit

The inaugural Be the Change Summit, organised by Singapore Fashion Council on 1 August 2023, was designed to offer a comprehensive exploration of key trends, innovations, and sustainability in the fashion industry within the Asian region. The summit aimed to shed light on how this culturally vibrant region is managing the demand for fast fashion while emphasising craftsmanship and addressing the resultant impacts on jobs and careers.

Bringing together a diverse group of local and international industry experts, thought leaders, and practitioners, the one-day summit delved into the challenges and opportunities confronting Asia's burgeoning fashion sector. The summit's agenda encompassed four panel sessions, each focusing on distinct topics related to innovation, technology, sustainability, and the intricate balance between traditional craftsmanship and the fast-paced fashion industry.

Following up with SFC's 2022 sector report on the fashion landscape, the 2023 sector report, focusing on textile recycling, was also launched during the Be the Change Summit.

Circularity is Fashion Forward

Circularity is Fashion Forward: Introduction to Circular Business Strategies, officially kickstarted on 1 December 2023, aims to provide participants with a comprehensive understanding of Circular Business Design, including practical knowledge and skills to implement circularity in the fashion industry effectively in the SEA context. Participants were taught practical strategies, tools, and resources to embark on their sustainability journey, fostering innovation, and resilience, and supporting continued growth post-course.



Senior Minister of State Low Yen Ling, SFC President, Wilson Teo, SFC's former CEO, Semun Ho, and SFC Council Member, Esther Tay, visiting an exhibition booth.



Exhibition showcase by Lifeline Clothing, U4B.



Fashion the Change Exhibition & Shop the Change @ Design Orchard

SFC worked alongside Design Orchard to launch the Fashion the Change Exhibition, a youths' sustainable fashion exhibition, and Shop the Change, a curated collection of sustainable, local brands.

SFC featured thirteen youth designers, from Temasek Polytechnic, Raffles College of Higher Education, LASALLE, NUS, and NTU, to showcase their visions of sustainable fashion.



Guided tour of students' sustainable fashion pieces at Design Orchard.

Shop the Change also offered a curated selection of twenty-one local brands who have made headways on their sustainability journey, to encourage responsible consumption for shoppers. In conjunction with Go Green Singapore 2023 (formerly Climate Action Week), SFC hosted SPS Baey Yam Keng at Design Orchard to view the exhibition and support youths in their sustainability journey.



Hands-on experience at Design Orchard with SPS Baey Yam Keng, SFC's former CEO, Semun Ho, and founder of La Tierra, Lulu Suresh.

Student Challenge Award

The inaugural SFC Student Challenge Award was dedicated to fostering and endorsing student talents in the realms of fashion innovation and sustainability. Winners were announced at our Be the Change Summit, with the grand prize winner from Nanyang Polytechnic walking away with S\$3,000, 1st Runner-up from LASALLE College of the Arts with S\$1,500 and 2nd Runner-up from SUTD with S\$800.

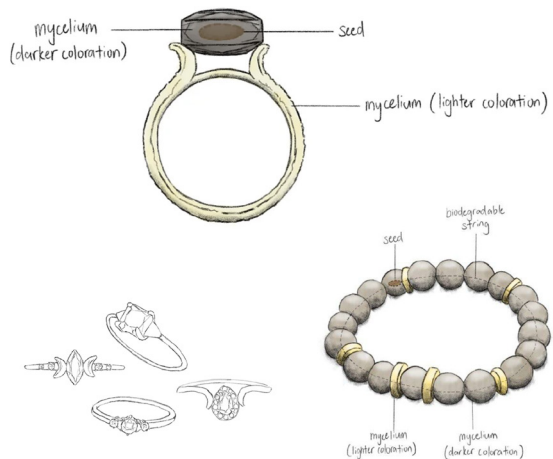
The award aims to provide a platform for young talents to showcase their innovative creations, specifically emphasising sustainability in the fashion industry (including packaging, apparel, and jewellery).



Lim Su Hui's winning solution for sustainable apparel.



Tong Eekee's winning solution for sustainable packaging.



M Ayesha Shifana and Ng Hui Ching, Vernice's winning solution for sustainable jewellery.

ZERO FASHION WASTE INITIATIVES

Textile Recycling Study

To better understand the textile recycling scene, SFC also commissioned KPMG to carry out a comprehensive report on textile recycling and opportunities in Singapore. The report laid out the trends and challenges for players across the fashion value chain. It also provided recommendations for fashion ecosystem players and cross-sector collaboration opportunities to facilitate textile recycling in Singapore.



Community Outreach

Community outreach plays a crucial role in SFC as it fosters a sense of connection and engagement with the public. SFC regularly collaborates with government bodies, industry partners, and educational institutions to promote sustainable fashion and responsible consumption habits. Through a diverse array of fashion sustainability talks and initiatives, SFC's objective is to cultivate and empower both youths and the community to lead the way toward a sustainable, zero-waste future.

Together with H&M and Swedish Chamber of

NLB Swap & Share Series

One of the key community initiatives was National Library Board's Swap and Share Series, where SFC was involved as a panel speaker and sharing - The Tortoise and the Wear: The Race for Sustainable Fashion in Singapore and Thrifting 101: Curating a Conscious Closet. This series aimed to share and engage with the wide-spread community on sustainable fashion. Together with NLB Swap and Share Series, SFC hopes to build awareness around conscious purchasing and cultivating eco-habits.

Commerce Singapore, SFC hosted a circular fashion workshop at Bukit Batok where residents learnt to upcycle textile wastes into coasters, laundry care and swapping by Fashion Pulpit.

SFC has also kickstarted its very own bio-fashion programme, with Catholic Junior College. The workshop, Let's Get Bio-Based, explored innovative solutions in the context of fashion whereby participants learned about circular materials and bio-fashion.



SFC CEO Ting-Ting, Zhang speaking at NLB panel session, Thrifting 101: Curating a Conscious Closet.

L to R: Hon Liang Lun, Ting-Ting, Zhang and Christabella Lim

SUSTAINABILITY PARTNERSHIP

The Earthshot Prize 2023

SFC had the privilege of partnering with The Earthshot Prize 2023 in Singapore in various initiatives. The Earthshot Prize (TEP) is a prestigious global environmental award and platform for impact, committed to finding and growing solutions that will help repair our planet within this decade. Their five Earthshot themes, Protect and Restore Nature, Clean Our Air, Revive our Oceans, Build a Waste-Free World, and Fix Our Climate, tackle a wide scope of global issues.

During TEP Awards' Green Carpet event, SFC showcased the creative work of five fashion and two jewellery designers, contributing five unique fashion exhibitions corresponding to the Earthshots. The event drew an audience of 1200 guests, including HRH Prince William, foreign dignitaries, TEP finalists, youth leaders, and guests from around the world.



SFC's then CEO, Semun Ho, had the distinct honour of being invited as a panelist at Earthshot+, where she shared insights alongside representatives from Deloitte, and Earthshot finalists Circ and Colorifix. The panel brought together 250 distinguished guests from various sectors, including business, philanthropy, impact investors, venture philanthropists, venture capitalists, policy makers, and disruptor CEOs.

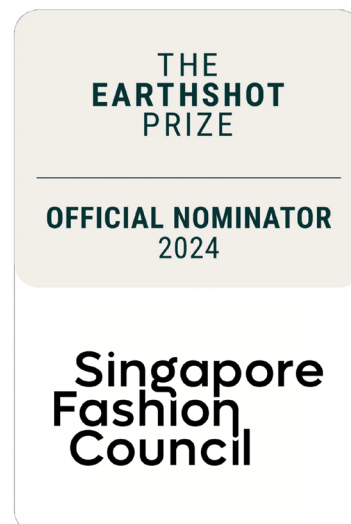
SFC also hosted an experiential workshop on zero-waste designing for TEP Youth Leaders from diverse backgrounds, fostering awareness of fashion sustainability. Participants were challenged to express TEP themes through fashion exploration, utilising off-cuts and upcycled materials.



L to R: Christiane Sophie Meur, Aurelia Carissa, Wilson Teo, Clara Simanjuntak, Ayesha Kohli, and Anseina Eliza

Official Nominator of The Earthshot Prize 2024

Following a successful collaboration with The Earthshot Prize 2023, SFC was appointed as one of the Official Nominators for 2024. After conducting an open call in November, and through a review with SFC's selection panel, SFC nominated four promising solutions spanning various categories.



DESIGN ORCHARD RETAIL SHOWCASE

DESIGN
ORCHARD

DESIGN ORCHARD



THEMED ACTIVATIONS



5 Jan – 7 Feb: The Blessings of SPRING

Design Orchard Retail Showcase, transformed for Lunar New Year, offered an array of festive essentials, from elegant attire to delectable treats.



8 Feb – 10 Mar: LOVE (It's Always a Lovely Day)

From couple tea blending to love letter writing, this theme emphasises our commitment to celebrating love and strengthening bonds.



17 Mar – 26 Apr: Young & Free

The theme prompted visitors to rethink the notion of youth and freedom. A total of 18 young and innovative brands took centre stage in our showcase.



27 Apr – 31 May: BLOOM

This activation celebrated the profound values of individuality and diversity, fostering an environment where patrons could embrace their unique seasons of life with confidence.



1 Jun – 2 Jul: Say iDo to Wellness

A celebration of wellness, there was a showcase of a curated collection of wellness products and experiences which left our customers feeling revitalised.



3 Jul – 10 Aug: Shop the Change

This activation was part of Singapore Fashion Council's Sustainability Season in support of Go Green SG – and this year, we zero in on the pursuit of sustainability.



11 Aug – 26 Sep: Better by Local Design

Better by Local Design was a collection of homegrown brands and experiences at Design Orchard that challenge norms and ignite imagination.



27 Sep – 9 Nov: Made with Passion

Made With Passion (MWP) celebrates lifestyle brands that make up the rich tapestry of Singapore.



10 Nov – 3 Jan: Christmas Candyland

Design Orchard celebrated the Christmas with a window unveiling and customers experienced the magic of Candyland at Design Orchard!



4 Jan – 28 Feb: Orchard of Abundance

From curated chic fashion to artisanal treats, customers were treated to the spirit of prosperity and tradition with a touch of contemporary design.

FULL YEAR ACTIVATIONS



- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December
- No. of pop ups
- No. of activations

Our
2023
In
Numbers

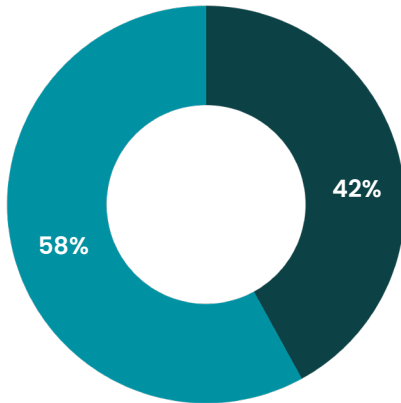
63
Pop Ups

215
Activations

4
Brand
Get-Togethers

CONSUMER SURVEY REPORT

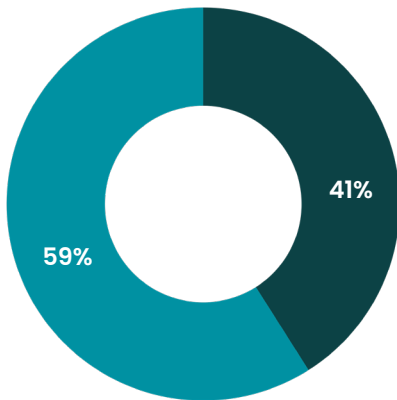
Awareness of Design Orchard



■ Aware (2022: 47%)
 ■ Not aware (2022: 53%)

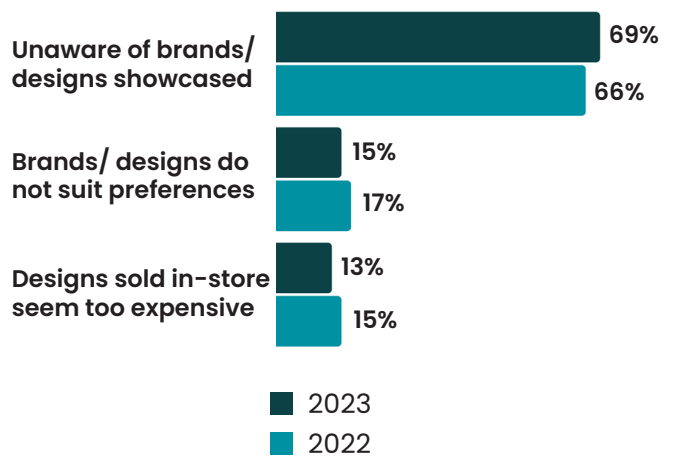
SFC commissions an external agency to conduct an awareness survey twice a year. This aims to better understand the public better, as well as the customer demographic of Design Orchard, so as to better cater to their needs and wants.

Amongst those aware, percentage that have shopped at Design Orchard

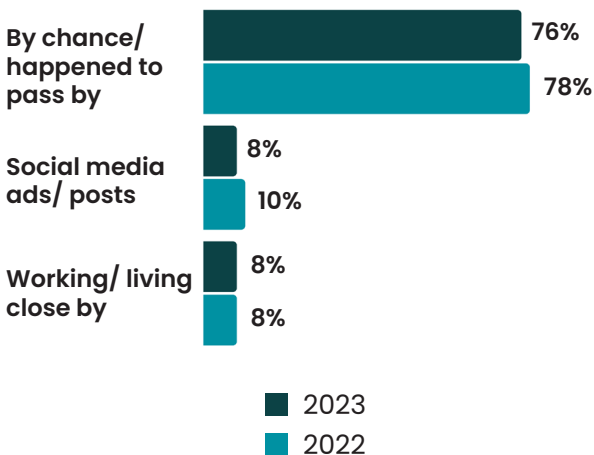


■ Yes (2022: 33%)
 ■ No (2022: 67%)

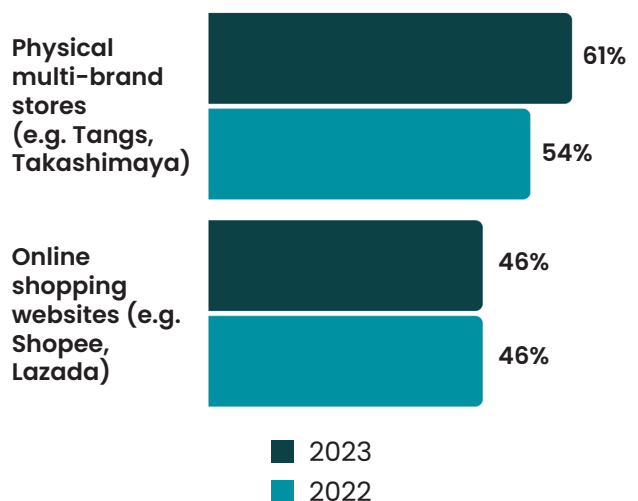
Top reasons for not shopping at Design Orchard



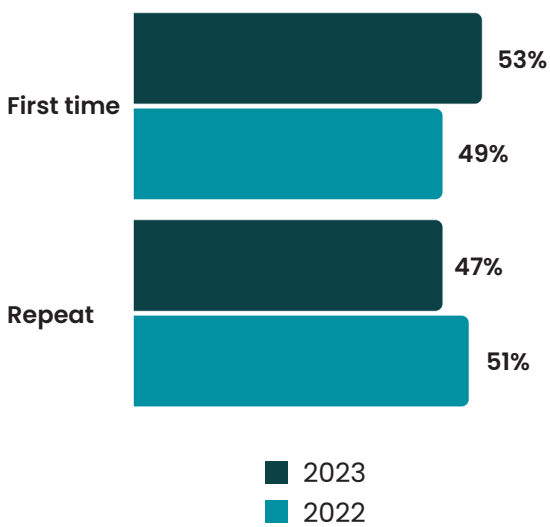
Top sources of information



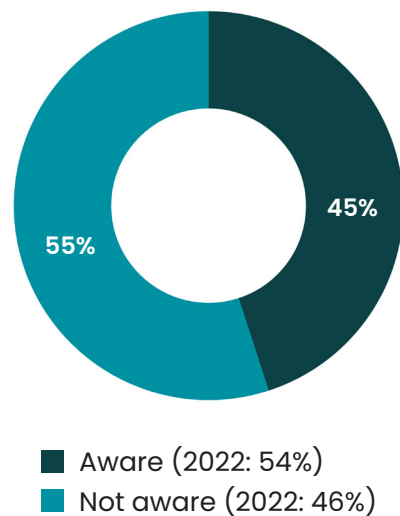
Top channels to shop for local brands and designers



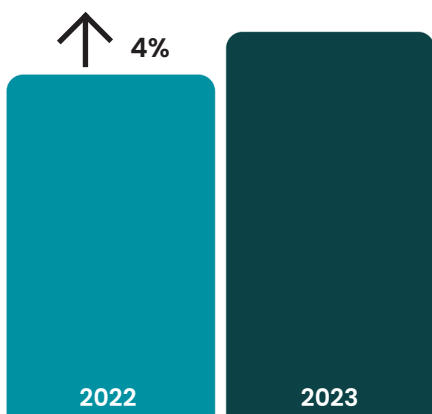
First-time visitor



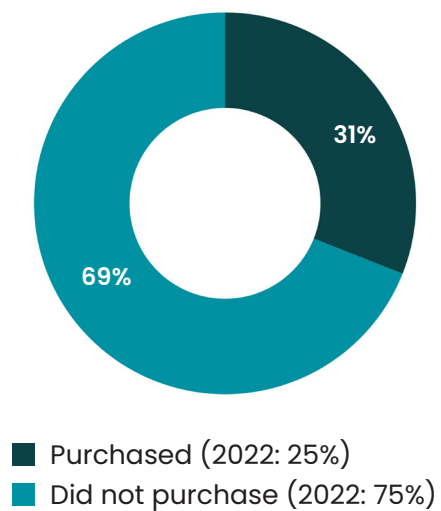
Awareness of Design Orchard prior to visit



Likelihood to recommend



Percentage who purchased

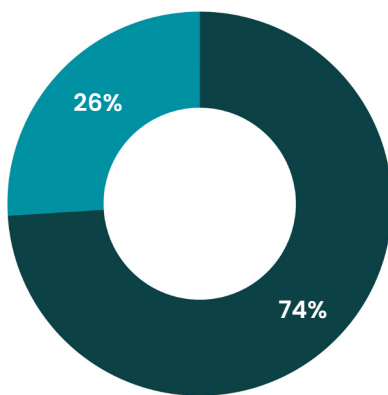


This consumer survey report aims to understand the demographic of visitors of Design Orchard, understand if Design Orchard has influenced visitors' overall awareness on local designers and brands as well as assess visitor satisfaction level and overall experience at Design Orchard.

There was an increase in first-time visitors from 49% in 2022 to 53% in 2023. 90% of visitors surveyed also indicated they would likely recommend their friends to visit Design Orchard which is an increase from 86% in 2022. The percentage of people who made a purchase also increased from 25% in 2022 to 31% in 2023.

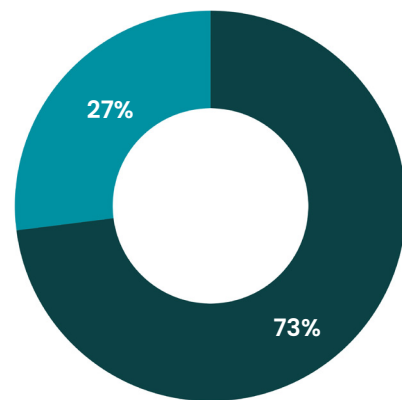
PARTICIPANT DEMOGRAPHIC

Age of survey participants



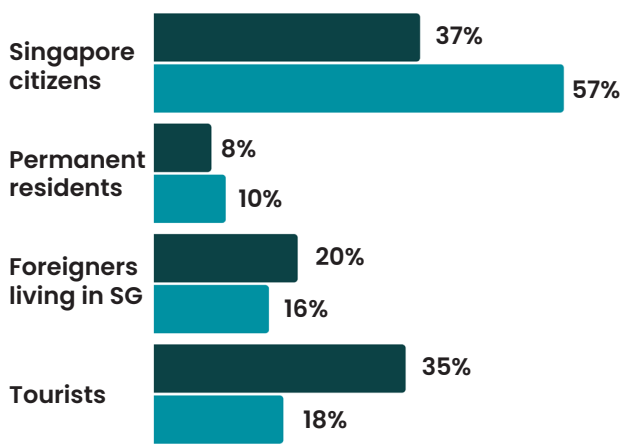
■ Age 18 - 49 (2022: 77%)
 ■ Other age range (2022: 23%)

Gender of survey participants



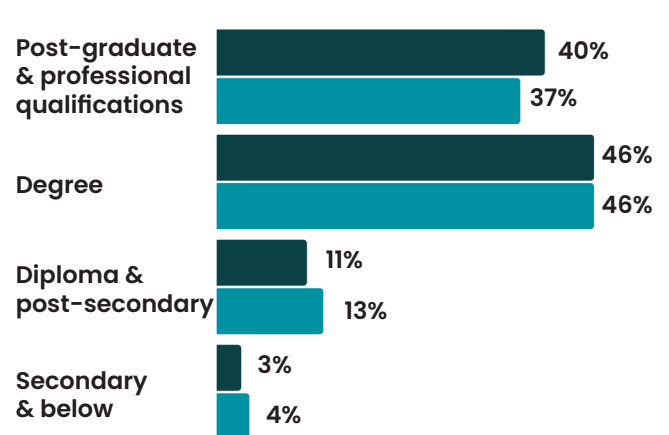
■ Female (2022: 68%)
 ■ Male (2022: 32%)

Citizenship status



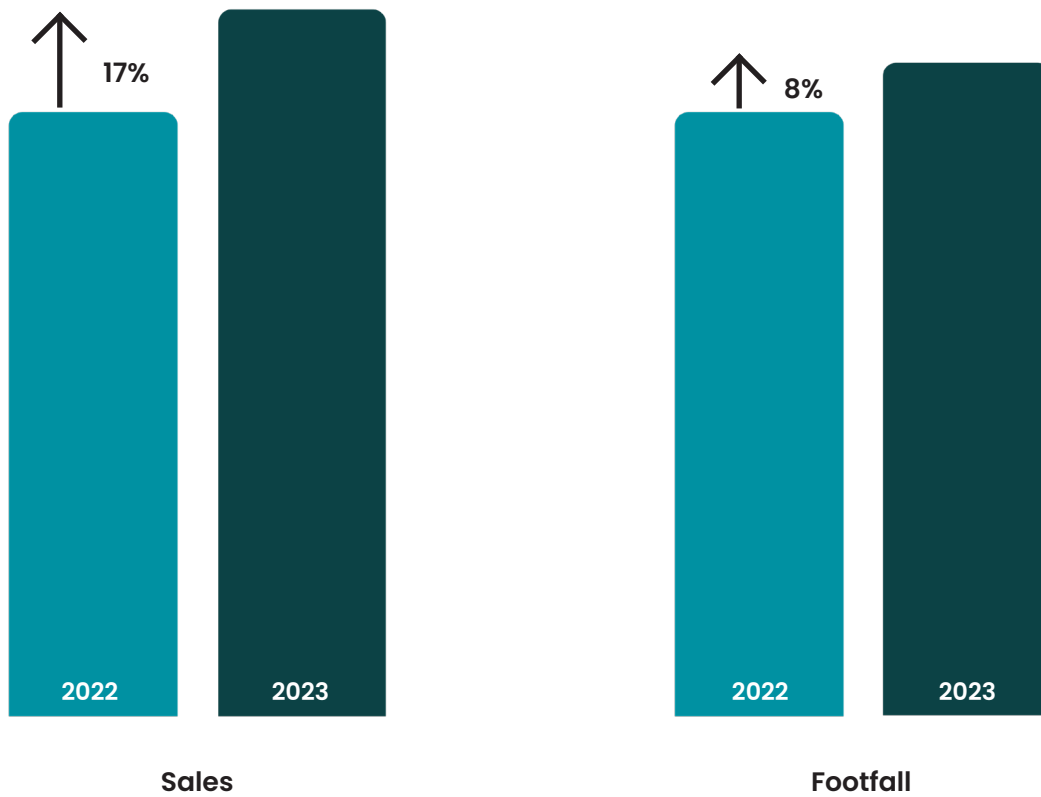
■ 2023
 ■ 2022

Highest qualification attended



■ 2023
 ■ 2022

2023 PERFORMANCE

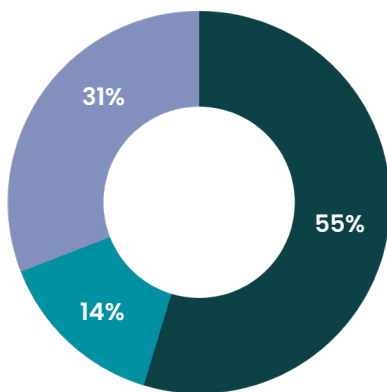


Overall sales increased by 17% in 2023 with a Year-on-Year increase most of the months, with the exception of July as there was the exclusive sales of SIA luggage tags from the upcycled project in 2022. A dip in sales was also observed during Christmas period as outbound departures increased by 31%

(from Singstat) in November and December 2023 as compared to the same period in 2022. There was a leap in sales in April and May 2023 compared to the same period in 2022, when the store was closed for a refresh. Total footfall has also increased by 8% and this has contributed to the increase in sales.

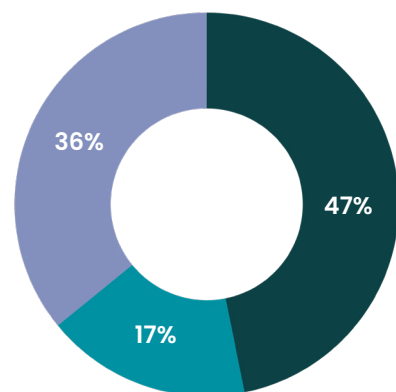
iDO CUSTOMER DEMOGRAPHICS

Gender



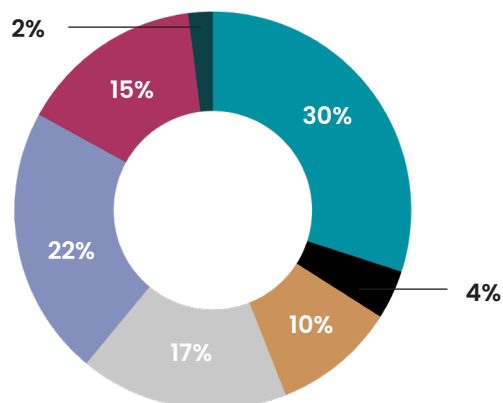
- Female
- Male
- Unknown

Residency



- Singaporean
- Non-Singaporean
- Unknown

Age



- Unknown
- 61 and above
- 51 - 60
- 41 - 50
- 31 - 40
- 21 - 30
- 20 and below

BRANDS-TO-DATE

113

A

AKINN
Alexandra Alberta
Anaïs An
ANDY SULAIMAN X
PROJET 1826
aNERDgallery
Anmako
Anna Rainn
ANS.EIN
Artisan of Sense
AS'FALL
As Intended
August Berg
August Society
AYESHA

B

BabeCave Batik
Band of Sisters
Barebodies
Baréskin Singapore
Bells & Birds
Binary Style
Black by Blue Brave
Bohème SG
Boss & Olly
BYKURAHOME

C

Caeli Eco luxe
ChopValue
Chrisaphe
COCOONESE
CONCEPT: 20559

D

Dirty Manners
Duxton

E

EDEN + ELIE
Emvy

F

Fawn Labs
Finix Wear
Flair by Tori
Forbidden Hill
Foundation Jewellers
Freshly Pressed Socks

G

GINLEE Studio
Gnome & Bow

H

Hoki's Closet
Humble Bow

I

IKKIKIDZ
Illiana Arazola

J

Jewel Box
Joannalms
JOMO Studio

K

Kanzi
Kelly Ser Atelier
Kopou

L

LADesign
Lara & Ela
La Tierra
LILEE Perfume
Ling Wu
Lontessa
LOVEFREYA

M

Marilyn Tan
Jewellery
Martha Who
Mildly Pink
Mouses & Birds
Mrs Deco
Mylin Design & Co.

N

Nayyab
NEO ONCOURSE
NIMISSKI
Nyana Nyana Eco

O

OliveAnkara
Organico
Oyasumi Scents

P

Pearly Lustre
Photo Phactory
PINKSALT
Protesta

Q

Queenmark
Quintessential

R

Reckless Ericka
RE:ERTH
Re-store
Rocket Eyewear
r y e

S

SABRINAGOH
Scent Journey
Silvia Teh
Singapore Memories
Singlapa
SOAMI
Soul Good Project
SparrowGreen
Studio Gypsied
SANS FAFF
Summery The Label
SOTP
Salient Label
Studs + Stones
Strait Lights

T

Talking Toes
Temple Candles
The Animal Project
The Antecedent Store
The Cheongsam Shoppe
The Elly Store
The LAB Fragrances
The Powder Shampoo
Thomas Wee
Totally TALA
Tumadi Batik
Tuttle

W

Werable
Wet Tee Shirt

Y

You Living
Yumi Active

PARTNERSHIPS

Mandai Wildlife Group partners with SFC

Singapore Fashion Council joined hands with Mandai Wildlife Group to create capsule fashion and lifestyle accessories, together with five local brands that express their passion for nature through design. The collaboration presented a unique opportunity for local brands and designers to nurture creativity and propel their growth as SFC empowers local brands to access new markets, enhance visibility and build essential connections within and beyond the fashion industry.



Design Orchard General Manager, Julynn Tay, with brand owners at the opening of the sustainable collection.

L to R: Wilson Tan and Caroline Cao (Pearly Lustre), Afton Chen (Reckless Ericka), Daisy Tan (Mandai Wildlife Group), Julynn Tay (SFC), Valley Arora (Photo Phactory), Lulu Suresh (La Tierra), Andrea Fiquet-Szederkenyi and Catherine Cheung (junglesuit).



RGE/APR partners with SFC and local designers

Making sustainability fashionable is the name of the game in the collaboration between Royal Golden Eagle (RGE), Asia Pacific Rayon (APR), and Singapore Fashion Council when Singapore-based designers accepted the challenge to use sustainable fabrics in their creations. The recently launched collections, unveiled at Design Orchard on 8 January, beautifully showcased the versatility of viscose. Each piece embodies a perfect blend of comfort, style and eco-consciousness, proving that creativity and sustainability can indeed go hand-in-hand.

Every design in this collection tells a story — one that resonates with mindful living and the preservation of our planet. Six outstanding homegrown labels have harmonised their creativity with a shared vision, crafting an exclusive collection that embodies elegance while advocating for a more sustainable future. With RGE's support, each designer has woven sustainability into their creations, giving consumers an opportunity to wear their values with pride.



Presentation on sustainable collection for APR open call, by co-founder of junglesuit, Catherine Cheung.

THE COCOON SPACE



EVENT HIGHLIGHTS



Johnnie Walker: Walk Beyond Pop-Up

The Johnnie Walker activation in April 2023 brought attendees on a sensory journey at Design Orchard, right in the heart of Orchard Road. The event featured a pop-up bar in The Terrace where customers could experience Johnnie Walker Black Label in highballs or cocktails against a backdrop of live music performances held at The Stage.



Supergoop! SPF Pop-up Party

The Supergoop event in August 2023 was divided into experiential stations, commencing from the breezy rooftop adorned with the brand's distinctive vibrant yellow accents to the merchandise stations in The Terrace. The event highlighted a Korean bagel cafe, B for Bagels, and the local acai brand, The Acai Affair, to enhance the customers' experience under the sun.



Buttonsscarves: Takes over Singapore!

The Singapore Tourism Board established a connection with the Indonesian Modest Fashion brand, Buttonsscarves, fostering a collaboration with the Singapore Fashion Council. The exhibition held in January 2024 at The Stage, had Buttonsscarves closely collaborate with the Design Orchard Retail Showcase team to retail their merchandise at the store.



MEMBERSHIP & COMMUNITY

Singtel Uniform Open Call

Singapore Fashion Council collaborated with SingTel to conduct an open call to engage with Singapore designers to design and create a range of sustainable uniforms for SingTel's new flagship store at 313 Somerset. The project resulted in local design house, Nyana Nyana Eco designing uniforms by converting fabrics from the Comcentre retail store to create batik-inspired uniforms for the retail staff. The uniforms are handwoven and printed with natural dye ink, reducing the use of machines and natural resources to produce them.

Italy Business Mission

The Italian fashion sector comprises of about 61,400 companies, with a turnover of 92.5 billion euros and providing employment to 545,000 workers. In 2021, the export percentage of their turnover was around 73% [source: Confindustria Moda based on data from ISTAT, Movimprese, international surveys (year 2021)]

Singapore Fashion Council organised a business mission for Singapore companies to Milan and Florence from 11 to 16 June 2023. Working in collaboration with the Italian Chamber of Commerce in Singapore (ICCS) and the Embassy of Italy, the trip enabled Singapore companies to meet with Italian businesses and trade associations in the fashion industry to foster better knowledge of the market and landscape, and create business connections and future opportunities.



SFC delegation leaders with Italy Business Mission delegate group.

Trend Webinars 2023

An extension to the services provided to SFC members, SFC worked with Trendstop to conduct a series of webinars. These sessions featured experts from the platform sharing information on trans-seasonal trends, future consumer outlooks and changes in the global market.

The itinerary included meeting and networking with members of fashion communities in Milan and Florence. Some of the highlights included visiting the ITMA international trade fair (a quadrennial event) to be in the know of the latest technology and innovation for textile machinery, visiting Pitti Uomo (a leading menswear trade show) that showcases the best of menswear brands, visiting factories such as Bisentino and Nova Fides to gain insight on their sustainable manufacturing processes and engaging with Giovanna Ferragamo to experience the history, heritage and workings of a major global brand.

The objective of the Business Mission was to match Singapore fashion businesses with suppliers, investors, and market opportunities. Alongside with this was the opportunity to learn best practices and give our companies a better understanding of Italy's fashion ecosystem.



Senior Minister of State, Sim Ann, SFC President, Wilson Teo, SFC's former CEO, Semun Ho, SFC Assistant Director for Strategic Programmes, Kendra Lee, with delegates of Italy Business Mission.

Thailand Bespoke Sourcing Trip

SFC worked with Cotton USA and the Thai Garment Manufacturer's Association to bring five Singapore brands to Bangkok for a bespoke sourcing experience tailored specifically to their needs.

Connecting with over 15 different apparel manufacturers in the heart of Thailand's capital, the business owners and sourcing professionals were put into direct contact with manufacturers who would be best able to meet their production requests and values.

The three-day sourcing programme was jam-packed with visits to factories and showrooms, and networking opportunities for all participants, who left positive testimonials for the organisers.

"A big thank you to SFC, Cotton USA and Thailand Garment Association for organising this great bespoke sourcing trip customised to our business needs! I had always wanted to find an alternative supply of fabrics and garment factories outside of China but had no contacts to the garment industry in Thailand. It was a very productive trip and I also learnt more about the sustainability practices of cotton from the USA which I am viewing favourably for use in our active collections!" – Yumi Active

"I really appreciated the effort put into organising bespoke itineraries for everyone and matching us with appropriate vendors. When done well, this allows us to maximise our trips and find the most suitable vendor to work with. Thank you for providing us with pre-vetted options as it is much easier than us sourcing on our own. The whole trip was very well-organised and the care that went into planning really shows, juggling us buyers with vendors, making everything relatively smooth sailing. Prior to the trip, I rarely thought of Thailand as a source for garment products. However, the link up with TGMA made sourcing in Thailand so much more approachable." – OETEO

"As a small start-up local label, one of our priorities is to form long-term partnerships with manufacturers that are trustworthy, reliable, and able to work within our lower production quantities while maintaining high standards of quality. It was extremely helpful to my business to be able to meet the representatives of each of the factories to discuss the practical details of materials and costings, as well as to get a sense of their manufacturing processes and how they treat their people during the factory walkabout." – Mouses & Birds



SFC Director of Industry Development, Leonard Choo, with President of Thai Garment Manufacturers Association (TGMA), Yotsaton Kijkusol, delegates of SFC sourcing trip and members of TGMA.

AFF Networking 2023

SFC represented the Singapore fashion industry at the Asia Fashion Federation Networking in Tokyo 2023. Hosted by the Japan Fashion Association, SFC joined the China Fashion Association, Korea Fashion Industry Association, and Thai Garment Manufacturers Association, in a series of delegation presentations, industry updates and networking sessions.

SFC was also connected with Bunka Fashion College and Sugino Fashion College for a tour of the schools' premises, and an overview of the systems and advanced education given to students of these renowned institutions.

SFC is proud to announce that in 2025, Singapore will be the proud host to the Asia Fashion Federation Networking programme.



SFC Director of Industry Development, Leonard Choo, with representatives from China Fashion Association, Korea Fashion Industry Association, Thai Garment Manufacturers Association and Japan Fashion Association.

Keqiao Trip 2023

Singapore Fashion Council was invited by China National Textile and Apparel Council (CNTAC) to attend the 6th Belt and Road Textile Conference (BRTC 2023), held on 3rd November 2023 in Keqiao, Shaoxing, Zhejiang Province of China.

2023 marked the 10th anniversary of the Belt and Road Initiative and over the past 10 years, China's textile industry has witnessed a deep integration into the global textile industry chain under the framework of the Belt and Road Initiative, yielding fruitful results for the industry's foreign trade and outbound investments. BRTC 2023's theme was on "Weaving the Shared New Future" in the textile and

garment industry, summarising the successful experience on international cooperation of the industry for the past 10 years, and to explore new growth points from the perspectives of international trade, investment and market. BRTC 2023 witnessed the MOU signing between CNTAC and ASEAN Federation of Textile Industries (AFTEX) to establish understanding and co-operation to promote and expand an effective and mutually beneficial cooperation in the development of both organisations. AFTEX is a group of textile and garment associations of 10 ASEAN member countries, which Singapore Fashion Council is part of.



Representatives from AFTEX and CNTAC.



SFC Assistant Director for Strategic Programmes, Kendra Lee, with CNTAC and AFTEX committee members.

Jobs-Skills Integrator for Retail Industry

In October 2023, SFC joined forces with the Singapore National Employers Federation (SNEF) under the auspices of Workforce Singapore (WSG) to embark on the three-year Jobs Skills Integrator for Retail (JSIT-R) initiative. Alongside other trade associations NTUC, Singapore Furniture Industries Council (SFIC), and Singapore Retailers Association (SRA), SFC will work with partners to upskill, transform, and redesign jobs to create a future-ready workforce for the fashion industry in Singapore.

Upskilling Workshop: Strategies for Brand Storytelling – Creating Impact through Content

This workshop, taught by Condé Nast Creative Director, Phillip Cheng, provided a foundational overview on the global landscape of branded content, best practices, and case study critiques. 36 workshop participants from large and small brands alike delved into the landscape and strategies for branded content and marketing through the lens of creative storytelling. Business owners and marketing leaders were upskilled with tools to apply to their own content creation, with the intention of increasing audience reach and strengthening their own brand narratives.

Insider Focus: Career Learning with H&M

SFC worked with global fashion powerhouse H&M to create an experiential and educational learning journey programme for jobseekers to learn more about the organisation, structure, and career opportunities in the fashion industry. Uncovering a diverse range of fresh roles, the programme allowed participants to engage with a panel of industry experts, get direct advisory on career development, and network with key decision makers to explore job opportunities and openings.



Sharing session by Phillip Cheng.





Representatives from Love, Bonito, Lidl, Zalora, H&M and Meijer Sourcing



Representatives from Alsco Uniforms, Ghim Li Global and others.



SFC Council Member, Clarence Lee, during an industry discussion.



Representatives from WSG in a discussion with SFC President, Wilson Teo and SFC CEO, Ting-Ting, Zhang, .

Fashion Industry Manpower and Jobs Transformation Roundtable

SFC ran the Fashion Industry Manpower and Jobs Transformation Roundtable for companies in the fashion industry that have sourcing, product development, design and supply chain offices in Singapore, and/or which hire over 50 employees locally.

The session gave these enterprises latest updates on WSG's Jobs Transformation Map (JTM), job redesign, as well as overview of latest industry good human capital practices such as the Progressive Wage Model.

A discursive roundtable then allowed companies to share insights and feedback on their enterprise manpower pain-points, as well as current and future industry skills gaps that will require training and development.

Attended by top leaders of 12 fashion multinational corporations in Singapore, the programme allowed some major players in Singapore's fashion landscape to come together to identify and pinpoint current industry manpower gaps and possible solutions for the future of Singapore's fashion workforce.

The outcome of the roundtable entails the workforce to remain agile and responsive to shifting skill demands underscored by the need for proactive workforce management strategies. There is also the need for continuous adaptation to technological changes and the inherent skills gap accompanying the establishment of new verticals with the evolving nature of skill requirements in response to technological advancements. There is also a growing importance of sustainability knowledge across various roles, driven by customer expectations and regulatory considerations, shedding light on the expanding role of sustainability in shaping diverse domains from sourcing to design. Through the roundtable, training course development across verticals were identified to upskill and reskill manpower in the industry.

Summer Internship Programme 2023

SFC's annual multi-disciplinary Summer Internship Programme gave eight interns from NUS and NTU the opportunity to develop their skills across a broad range of activities, and gain valuable insights into an industry-level fashion association and its local and global initiatives, programmes, and resources. As part of the programme, interns worked in their specific departments for 75-80% of their time, and for the remainder, had the opportunity to work with and learn from mentors in all of SFC's functional departments. Each week, the interns learned from seminars run by various departments, or discussed their own career progress in colloquium sessions. The interns also had the opportunity to work together on SFC's flagship events, the Be the Change Summit and the inaugural SFC Gala.



SFC Director of Industry Development, Leonard Choo, and SFC Manager of Support, Lim Su with 2023's batch of summer interns.



Talent Outreach Programme

The Talent Outreach Programme (TOP) is a programme that was rolled out to various institutes of higher learning, such as LASALLE, NAFA, Raffles College of Higher Education, and Temasek Polytechnic. Offering key insights into the industry's functions and its needs, the programme featured an overview of the fashion industry, including global supply chains, international retail markets and opportunities for employment and development in the industry.

As the fashion industry in Singapore gains traction because of shifting global market forces, this programme provided students with the platform to learn first-hand and the opportunity to direct questions to leading industry experts. Experts from companies such as Lidl, VF Corporation, and Love, Bonito joined in the sessions to discuss their company profile, key skills they are looking for as well as highlight any mentorship or fellowship programmes they are running.



SFC Director of Industry Development, Leonard Choo, at Temasek Polytechnic for a Talent Outreach Programme.



SFC Director of Industry Development, Leonard Choo, doing a career advisory talk with students from Crescent Girls School.

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Singapore Fashion Council

The Cocoon Space, Design Orchard
250 Orchard Road #02-01
Singapore 238905



sgfashioncouncil.org.sg



marketing@sgfashioncouncil.org.sg



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[@sgfashioncouncil](https://www.instagram.com/sgfashioncouncil)