

SINGAPORE FASHION COUNCIL AND ASN MEDIA PARTNER TO CREATE NEW CONTENT SERIES 'FASHION FUTURES'

The Singapore Fashion Council (SFC) is excited to announce its collaboration with ASN Media, a global content creation and engagement company, to launch an innovative online documentary-style content series titled 'Fashion Futures'.

This captivating series will highlight the creativity, diversity, and challenges of the fashion industry while addressing key themes related to circularity and sustainability.

The series will showcase interviews with industry leaders, in-depth reports, and sponsored editorial profiles of organisations achieving success and driving forward circularity and innovation across key themes. The themes to be explored in 'Fashion Futures' include:

- **Cultivate:** This episode explores the seeds of circularity, looking at the generation of new materials, sustainable farming, and raw materials that feed into the circular ecosystem.
- **Create:** This episode highlights how circularity is designed through product development, be it artisanship, digital solutions in the supply chain, zero-waste concepts, and social responsibilities.
- **Use:** This episode examines alternative business models in retail and how consumption, regulated by policies/standards or social responsibility, contributes to circularity.
- **Rescue:** This episode examines the End of Life of products as well as the processes and technologies that are working to bring the value chain towards a closed loop model.

The official launch of the series will take place on November 15th at the Lights Up ceremony at Design Orchard, Singapore.

SFC Chief Executive Ting-Ting Zhang expressed enthusiasm, stating, "People are curious about what goes on at Singapore Fashion Council. We do quite a fair bit, from raising consumer awareness via outreach to industry development to advocating for a more sustainable and equitable industry, region-wide - and always with our vision statement as our North Star.

This partnership with ASN allows us to tell these stories and shed light on the key issues that we advocate, and champion the innovations that come from collaborations within the industry.”

Director of ASN Media Jonathan Love added, “Fashion is a vital industry in any country. We look forward to showcasing the best of the industry in Southeast Asia, provoking conversations on key issues, and promoting best practices, learning, and collaboration.”

If you are interested in learning more about the series, or featuring your work or organisation, please contact Jonathan Love (details below).

About the Singapore Fashion Council (SFC):

Singapore Fashion Council (SFC) – formerly known as Textile and Fashion Federation (Singapore) is the official association for the textile and fashion industry in Singapore. Embracing a transformative vision, SFC aspires to become a **Vibrant Asian Hub for Responsible Fashion**.

With a focus on three key pillars: **Sustainability, Innovation & Technology and Asian Craftsmanship**, SFC works closely with diverse partners across the value chain to offer thought leadership, extensive networks, and resources – to drive impactful change throughout the ecosystem.

More information can be found at sgfashioncouncil.org.sg



[Singapore Fashion Council](https://www.linkedin.com/company/singapore-fashion-council)



[Singapore Fashion Council \(@sgfashioncouncil\)](https://www.instagram.com/sgfashioncouncil)



[Design Orchard \(@shopdesignorchard\)](https://www.instagram.com/shopdesignorchard)



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About ASN Media:

ASN Media is a global content creation and engagement company committed to creating positive change by connecting people with inspirational content and ideas. Through ASN Industry Stories, they empower associations to amplify their impact, reach and voice.

Leveraging digital marketing, documentary expertise, and cutting-edge technologies, ASN Media creates compelling video content that influences industry leaders, sparks meaningful discussions, and cultivates positive transformation.

More information can be found at asn.media

MEDIA CONTACTS:

Jesline Wong

Singapore Fashion Council

Director, Marketing

Email: jeslinewong@sgfashioncouncil.org.sg

Jonathan Love

ASN Media

Director

T: +64 (0)3 9005 8083

Email: jlove@asn.media