

SINGAPORE FASHION COUNCIL AND ASN MEDIA LAUNCH SEASON TWO OF 'FASHION FUTURES'

Singapore, 15 April 2025 – The Singapore Fashion Council (SFC) is proud to announce the launch of Season Two of the acclaimed *Fashion Futures* series, in collaboration with ASN Media. Building on the success of its inaugural season, the new series will delve deeper into the evolving landscape of the fashion industry, with a special focus on sustainability, innovation, and the future of fashion across Southeast Asia.

This season continues to highlight the creativity, diversity, and challenges of the fashion ecosystem, with fresh insights into sustainable consumption, technological advancements, and the ever-changing retail environment. Through a documentary-style content series, viewers will gain access to industry leaders, emerging trends, and best practices that are shaping the future of fashion across Southeast Asia.

Key Themes for Season Two:

- **Materials & Textile Innovation** – A look at groundbreaking advancements in sustainable materials and textile technologies that are driving responsible fashion practices.
- **Circular Economy & Sustainability** – Highlighting efforts to reduce waste, promote recycling, and integrate circular business models into the fashion industry.
- **Digitalisation** – Exploring the impact of digital tools and technologies on retail experiences, improving transparency, and enhancing industry efficiency.
- **Talent & Skills** – Showcasing initiatives that are helping the fashion workforce adapt to the rapidly evolving industry landscape.

The official premiere of Season Two will take place on **25 September 2025**, during the SFC *Be the Change Summit*. Attendees will have the opportunity to view an exclusive preview of the series, featuring the latest innovations and insights driving the fashion industry forward.

Ting-Ting Zhang, CEO of the Singapore Fashion Council, stated:

“Season Two of *Fashion Futures* represents a crucial step in our ongoing commitment to driving positive change in the fashion industry. Given all the major upheavals the apparel industry has witnessed in just 2025 alone, it is easy to leave responsible fashion by the wayside. We continue to drive towards the intersection of sustainability, innovation, and talent development to inspire the next generation of industry leaders

and pave the way for a more responsible and dynamic fashion ecosystem in Southeast Asia."

Jonathan Love, Director of ASN Media, added:

"We are thrilled to bring back *Fashion Futures* for its second season, diving into the most pressing topics in the industry. By spotlighting best practices, innovations, and industry pioneers, we hope to inspire meaningful change and collaboration across the fashion sector."

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 four key pillars: Sustainability, Innovation & Technology, Internationalisation and Retail, 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. To learn more about SFC, visit www.sgfashioncouncil.org.sg



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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

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