Singapore Fashion Council

Annual Report 2023





Vision

A thriving Singapore fashion ecosystem built on transforming aspiration into impact

Mission

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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President's Message

Dear Singapore Fashion Council Community,

The fashion landscape is constantly evolving and is influenced by a variety of factors such as cultural, economic, technological and social trends. The fashion industry has been under scrutiny for its environmental impact and labour practices, which has led to a growing demand for sustainable and ethically-made clothing. We also see the rise of virtual and augmented reality, where garments are digitally designed and can also be designed to be worn in digital spaces.
The fashion industry is constantly adapting to changing consumer demands and trends, with a growing focus on sustainability, inclusivity and digital innovation.

As we reflect on the past year, we can see how the fashion industry has undergone significant changes due to the global pandemic. Despite the challenges, Singapore Fashion Council has continued to provide support and resources to our members so that they remain resilient and adaptive in the face of uncertainty. We continued to provide business advisory services, mentorship programmes and identifying business opportunities to help our members navigate the changing landscape of the industry.



Mr Wilson Teo
President, Singapore Fashion Council

This year was especially significant for us as we rebranded Textile and Fashion Federation (TaFF) to Singapore Fashion Council (SFC). This transformation is to allow the organisation to be more inclusive and current, and more importantly relevant to our partners and stakeholders. It reflects our commitment to the growth of the greater fashion ecosystem, one that goes beyond just fashion brands and textiles.

In addition, SFC launched its inaugural Sustainability Summit in July 2022 where we hosted a conference, a shopping experience at Design Orchard Retail Showcase (DORS) and a showcase with our academic partners.

SFC ended the year with its first dialogue with Minister of State Low Yen Ling where matters such as sustainability, internationalisation and SFC flagship events were discussed.

Looking ahead, we remain committed to working closely with our partners to create new opportunities and programmes to benefit the regional fashion industry, as well as the development of sustainable and ethical practices in the industry.

I would like to take this opportunity to thank our members, partners and sponsors, The Bridge Fashion Innovator (TBFI) programme mentors, patron Senior Minister of State Sim Ann, Minister of State Low Yen Ling and our government stakeholders for their unwavering support and dedication to the Singapore Fashion Council. Together, we will continue to build a thriving Singapore fashion ecosystem built on transforming aspiration into impact.





Executive Committee

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Office Bearers

President	**Wilson Teo** Executive Director TEO Garments Corporation Pte Ltd
Vice President	**Sharon Lim** *(from 8 February 2023)* Chairwoman Browzwear
Honorary Treasurer	**John Lee** Chief Executive Officer Lee Yin Knitting Factory Pte Ltd
	Roger Yuen *(until 19 July 2022)* Chief Executive Officer Clozette Group
Honorary Secretary	**Rajul Mehta** Founder / Director Queenmark Pte Ltd
	Carolyn Kan *(until 8 February 2023)* Founder The Good Life Club

Ordinary Council Members

Felicia Gan
Chief Executive Officer
Ghim Li Group Pte Ltd

Nicole van der Elst Desai
Founder / Consultant
VDE Consultancy

Esther Tay *(from 8 February 2023)*
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
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



3 CEO's Message

Ms Semun Ho

Chief Executive Officer,
Singapore Fashion Council



Dear SFC Community,

2022 marks one of remarkable resilience and adaptability of the Singapore Fashion Industry. We are pleased to note that several brands have expanded their presence overseas - These brands have not only entered into new markets but also deepened their presence in existing markets.

Singapore Fashion Council's rebrand was a timely and strategic move that comes as a response to shifts in the industry landscape, where conversations around sustainability, digital innovations and cultural shifts have drastically changed the way consumers and brands interact. To ensure that the ecosystem we have built in Singapore remains attractive and thriving, there is a need to take a holistic approach to solutioning, learning, collaborating and innovating.

Last year, our sustainability pillar introduced the first "Be the Change" Sustainability summit, launched the Zero Waste Fashion Initiative and Sustainability Open Innovation Challenge.

Our Innovation & Technology pillar forged new The Bridge Fashion Innovator (TBFI) strategic partnerships with Deloitte Singapore as a knowledge partner, and Ngee Ann Polytechnic for identifying young innovators.

For our Asian Craftmanship pillar, we have continued to evolve our Singapore Stories and had organised our 5th Edition finale at the Asian Civilisations Museum with Kavita Thulasidas winning the competition. This edition has further cemented our longstanding partnership with Asian Civilisations Museum and LASALLE.

With the lift of Covid restrictions, The Cocoon Space and Design Orchard also saw an increase in activities. Some of the high-profile activations include adidasXGucci and PlayStation.

Our Design Orchard Retail Showcase (DORS) had a store revamp and helped provide collaboration opportunities to the industry by working with Singapore Airlines and National Arts Council, amongst many others.

All such concerted efforts also led to partnerships with corporate enterprises such as banks and hotels who tapped on our members' expertise in providing uniform designs and production.

Like all businesses, the industry is challenged to find talents. As such, SFC is working closely with tertiary institutions to provide students with opportunities to work with our members for internship and organising workshops and seminars to elevate capabilities and knowledge for the current workforce.

Meanwhile, SFC is itself challenged to find and retain talents. As such, I cannot express my gratitude enough to my team especially those who had stayed with us through ups and downs to achieve what we had done.

Looking ahead, there are still challenges to be faced, but I am confident the Singapore fashion industry will continue to grow and thrive. We will continue to support and nurture our designers, businesses and industry.

I would like to express my gratitude to our members for their involvement with the community, to our partners and government stakeholders for their unwavering support, to the Council for their tireless efforts in advancing the interests of the Singapore fashion industry.

Thank you.





Secretariat

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Key Management Executives

Management	**Semun Ho** Chief Executive Officer
Innovation and Technology	**Dr Charles Ling, Ph.D** Senior Director
Sustainability	**Carolyn Poon** (until 17 Feb 2023) Director
Human Resources	**Soon Kim, Lee** Director
Industry Development	**Leonard Augustine Choo** Director
Strategic Partnerships & Community Engagement	**Daphne Kau** Director
Design Orchard	**Julynn Tay** General Manager
Strategic Programmes	**Kendra Lee** Assistant Director
Facilities and Customer Service	**Pauline Kwan** Senior Manager
Marketing	**Puay Lin, Ang** Senior Manager
	Hui Min, Ong Manager
Support	**Su Juan, Lim** Manager
Finance	**Zhen Wei, Huang** Accountant



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Rebranding

Rebranding

On 26 October 2022, Singapore Fashion Council (SFC) unveiled its new rebrand and strategic positioning to better support the aspirations of its members and the wider fashion industry. As part of this, SFC signed ten Memorandums of Understanding with partners that established collaborations across our three strategic pillars, and shared an updated brand statement:

SFC serves as the catalyst driving the industry's continuous growth, with a focus on three key areas: Asian Craftsmanship, Innovation & Technology and Sustainability.

With a mission to empower and inspire all brands across the fashion ecosystem, SFC works closely with diverse partners to offer readily-accessible resources, meaningful networks, sustainability-focused innovations and future-forward insights — unlocking new opportunities for impact.



New SFC logo


Full secretariat photo on 26 Oct 2022 Rebranding Press Conference


MOS Low, Semun Ho (CEO) and Asian Craftsmanship MOU Partners


MOS Low, Semun Ho (CEO) and Innnovation & Technology MOU Partners


MOS Low, Semun Ho (CEO) and Sustainability MOU Partners



MOS Low with Semun Ho (CEO), Wilson Teo (President) and all MOU Partners

MOU Partners

Asian Craftsmanship
Asian Civilisations Museum • LASALLE College of the Arts

Innovation & Technology
Deloitte Singapore • StarHub • Ngee Ann Polytechnic

Sustainability
B Lab Singapore • DBS • HSBC • STACS • Temasek Polytechnic



Business Pillars

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Asian Craftsmanship

Singapore Fashion Council works with international associations and agencies to celebrate, promote, and elevate Asian craftspeople and ecosystems on the global fashion stage. Harnessing the power and knowledge of generations of skilled expertise, our programmes foster the continued sophistication, development, and longevity of Asian material heritage and histories.

An overview of our initiatives in this area can be found in Section 7.



Innovation & Technology

The fashion industry has always been built on a foundation of creativity and artistic expression; and is now in an era where technology has reshaped industry practices and changed the way consumers experience brands. Singapore Fashion Council (SFC) works to highlight relevant technological innovations to help the industry players learn how these innovations play a part in the future of their businesses, be it by shaping breakthrough solutions or by enabling execution at speed and scale.

An overview of our initiatives in this area can be found in Section 8.



Sustainability

With the fashion industry being one of the largest polluters in the world, there is urgency to implement solutions to begin mitigation of environmental impacts. To achieve this, SFC continuously adds to and collaborates with our network of sustainability-focused companies, organisations from across the fashion value chain, government agencies, consumers and communities.

An overview of our initiatives in this area can be found in Section 9.


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Asian
Craftsmanship

Singapore Stories 2022

In 2022, Singapore Fashion Council ran the fifth edition of Singapore Stories as an annual national design competition, aiming to galvanize the fashion industry by bringing together communities while creating excitement through one flagship event.

Singapore Stories provides designers the opportunity to consult with a panel of renowned experts, and showcase their work on internationally acclaimed platforms.

The 2022 judging panel consisted of Semun Ho, CEO of SFC, Circe Henestrosa (Head of the School of Fashion, LASALLE College of The Arts), Kennie Ting (Director, Asian Civilisations Museum & Peranakan Museum), Pakkee Tan (Executive Editor, Tatler Singapore, up till 2022).

In its efforts to capture regional attention and position Singapore as an innovative fashion hub for South East Asia, SFC paid key attention to generating content for the digital landscape. For the second consecutive year, the collaboration between Tatler Singapore and SFC resulted in a mini-series which documented each designer's journey from the semi-finals to the finale runway presentation. This content, published on both SFC and Tatler YouTube channels and Instagram pages received the highest traction we have seen since the launch of the annual competition.



SMS Sim Ann, Wilson Teo (President), Semun Ho (CEO) and 5 finalists from Singapore Stories 2022



Guests of the cocktail reception after the runway show





2 of 6 looks from Kavita Thulasidas, the winner of Singapore Stories 2022

Based on the theme Fashion United, the five finalists created a 6-look capsule collection to celebrate diverse, culturally rich and immersive Asian fashion and promote cross-cultural artistry. They were also encouraged to utilise cultural precincts and merchants to create looks from dead stock and drive sustainability and engage with museums, regional fashion councils, and associations to further bolster intercultural synergies.



Guests watching the Singapore Stories Finale Runway

The finale event of Singapore Stories 2022 welcomed 135 attendeess in total and culminated in a night of splendour and fabulousness at the Asian Civilisations Museum. The evening marked the first in-person runway presentation since the COVID-19 pandemic and kicked off with an opening address by Senior Minister of State Sim Ann.

The runway presentation showcased 30 looks designed by the 5 finalists of the competition:



Kavita Thulasidas
StyleMart



Jamela Law
Baëlf Design



Claudia Poh
Werable



Hu Ruixian
Studio HHFZ



Felicia Pang
Feel Archives

The collections were modelled by previous title holders and finalists of Miss Universe Singapore.

The winner of Singapore Stories 2022, Kavita Thulasidas was awarded the Singapore Fashion Award 2022 for her capsule collection, Heritage Reinterpreted and Beyond.



Event Partners

Presenting Sponsor

Title Sponsor

Co-Sponsors

Competition Partner

Co-Sponsors

Fabric Sponsor

Luxury Media Partner

Digital Media Partner

Supporting Partner

With Support from



Innovation & Technology

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The Bridge Fashion Innovator

The Bridge Fashion Innovator (TBFI), launched in 2019, is a business incubation programme that identifies and grooms early-stage start-ups in the Fashion and Lifestyle sector. Participants go through a structured 8-week bootcamp to refine and validate their products, services or solutions; as well as business and commercialisation strategies through knowledge transfer from industry mentors and a series of design thinking workshops.

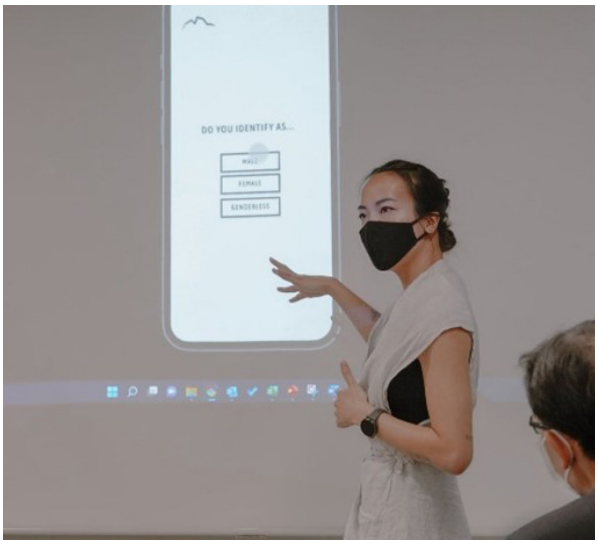
The programme underwent a refresh in 2022, from a 16-week bootcamp of lectures and knowledge transfer, to an 8-week programme with an emphasis on design thinking. This design thinking centric approach to the programme allows incubatees to deep dive into their business and better understand the key factors and customer focused requirements driving their business. In addition, Singapore Fashion Council has partnered with Deloitte to provide incubatees with the insight and guidance needed for market expansion through regionalization and globalization.

Singapore Fashion Council's Innovation & Technology pillar partnered with Ngee Ann Polytechnic in order to groom the budding young fashion entrepreneurs of Singapore, with the signing of a Memorandum of Understanding. This partnership allows young talents access to the greater fashion community.

The incubatees went through 3 core modules, namely: Business Planning and Lean Canvas, Product Management, and Markets, as well as curated elective modules based on the cohort's profile. Each incubatee company was also matched with a Subject Matter Expert mentor providing valuable relevant insights during the one-to-one design thinking sessions facilitated by a Design Thinking Coach.



From Cohort 7, Amrita of Telaship pitching her solution



From Cohort 6, Kim, founder of Club Agenda presenting her app wireframe



Cohort 7 from left to right - Danni, Larry and ZiDong (RBeLights), Cai Qian and Xiangyun (Timeless Tales), Amrita (Telaship), Jatin and Patrick (Xinterra)



Joyce (Right) pitching her showcase to guests attending the showcase

Cohort 6

Incubatees

Pentron Global
LOOQAL
Club Agenda (Winner of the Best Showcase)
My Label



Senior Director Dr. Charles Ling presenting the cash prize to Kim for winning the Cohort 6 Graduation Showcase



LOOQAL showcase booth

Cohort 7

Incubatees

Timeless Tales
RBe Lights
SILOOET
Xinterra (Winner of Best Showcase)
Telaship

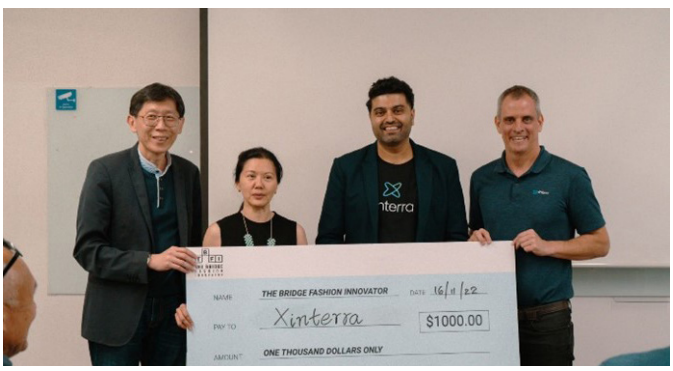
We would like to spotlight that Xinterra kindly donated their cash prize to SG Enable's Enabling Village. The amount will help to catalyse new programmes at Enabling Village, an inclusive space in Singapore, where fashion social enterprises are given a platform to engage meaningfully with people with disabilities.



RBeLights and Timeless Tales pitching their showcase to Judges and Guests



Donation of prize money to SG Enable's Enabling Village by Cohort 7 Incubatee, Xinterra



CEO Semun Ho and Senior Director Dr. Charles Ling of Singapore Fashion Council presenting the cash prize to Xinterra for winning the Cohort 7 Graduation Showcase



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Sustainability

Be The Change Sustainability Season

In achieving the Fashion Sustainability Programme's goal of 'Fashioning a Sustainable Roadmap for a Greener Tomorrow', we launched our inaugural Be The Change Sustainability Season from July to August 2022. The three key activations were: 1) Enable The Change Summit; 2) Shop The Change pop-up, and; 3) Fashion The Change youth exhibition

These events facilitated public-private partnership discussions and raised sector-level capabilities. We also provided a toolkit for enterprises and developed a consumer portal – bethechange.fashion



Centre aisle set up in Design Orchard Retail Showcase for Shop The Change Pop-up

Shop The Change Pop-Up

The Shop The Change retail activation was held from 6 July-18 August at the Design Orchard Retail Showcase, and presented a curated range of local sustainable fashion and lifestyle brands who supports sustainability. The pop-up also featured the Singapore Airlines' The Upcycling Project, which showcased upcycled products created using recycled aircraft parts.

Together with ChopValue, Dress For Success and RGE-NTU SusTex, SFC piloted a Zero Waste Take-Back campaign alongside with Shop The Change. The Take-Back campaign aims to encourage consumers and brands owners to donate unwanted clothing to charity and recycling efforts.

Enable The Change Summit

On July 6, we hosted Enable The Change Summit at the Hilton Singapore Orchard which was a tri-sector gathering of thought leaders.

Featured speakers included:

- Minister Grace Fu, Minister for Sustainability and the Environment
- Mr Erik Solkheim, Advisor to the APRIL Group, Former Minister of Environment and International Development Norway, and Former Executive Director of the United Nations Environment Programme

During the summit, we also unveiled the first Fashion Sustainability sector report. The report is the result of the first study by SFC, conducted by PwC.

The inaugural summit cemented SFC's commitment towards a zero-waste fashion industry.



Panel speakers at Singapore Fashion Council's fashion sustainability summit 2022, Enable the Change



Youth exhibition at SFC's Fashion The Change 2022, featuring upcycled garments by youths

Fashion The Change Exhibition

Fashion The Change was our first youth-led, sustainability themed exhibition, which kickstarted on 6 July. The one-day exhibition showcased contributions by students and youth groups to Singapore's burgeoning sustainable fashion space. Featuring their works, ideas, and initiatives, the exhibition brings together a multitude of solutions that showcase the intersection of fashion, community, media, innovation and sustainability.

Zero Fashion Waste Initiative

Since the start of SFC's Fashion Sustainability Programme, SFC has launched the 5R framework for textile circularity as part of its Zero Fashion Waste Initiative – Reduce, Reuse, Repurpose, Recovery and Resource. Zero Fashion Waste Initiative aims to understand and catalyse the growth of textile circularity in Singapore while building public awareness on healthy consumption habits for fashion.

In 2022 and 2023, SFC will look into the next phase of this initiative with the aim of catalyzing textile value chains and ecosystems in textile circularity.

Textile Recycling Machine

As part of SFC's plans to create an ecosystem of partners from various areas of the fashion value chain to promote circularity, we partnered with SG Recycle, Cloop and Lifeline Clothing, to introduce educational messaging on their textile recycling machines and implement a smart textile recycling machine at Design Orchard to collect textile waste at source.

SFC also collaborated with H&M to encourage consumers to bring their own bags when shopping. The bag charge collected is then contributed to SFC's Zero Fashion Waste Initiative.



SG Recycle's textile bin with SFC's 7 Responsible Consumption Habits information at Design Orchard's rear entrance

Consumer education portal

As part of the Be the Change Summit, we launched a consumer education portal - bethechange.fashion - to provide consumers and the public with knowledge on the journey of circular fashion and how each individual can get involved to be a responsible consumer of garments.



Consumer Education portal

Community Outreach

Partnering with the Ministry of Sustainability and the Environment (MSE), we rolled out two initiatives under Climate Action Week 2022: an upcycling workshop and an educational webinar for the community.

Youths are also vital agents of change and focus in our community engagement. Through these various series of fashion sustainability talks and workshops, we aim to foster and nurture students to drive a sustainable, zero-waste future. As part of our engagements and outreach, we support youths in their sustainability works by providing expertise and skillsets.

We constantly work with government bodies, industry partners, and schools to educate the community youths on sustainable fashion and responsible consumption habits.



Community engagement at Ang Mo Kio Town Council to promote fashion sustainability with SG Recycle



Conducted assembly talks with Woodgrove Primary School and Anderson Primary school to nurture students to be better stewards for a sustainable fashion future



Kickstarted SFC's first Sustainable Circular Fashion Immersion to equip youth leaders from Institutes of Higher Learning with first-hand experiences of the circular economy and global awareness

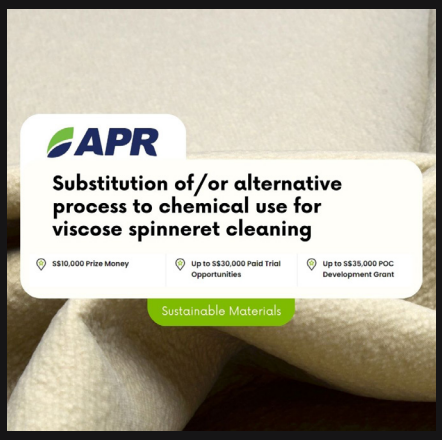


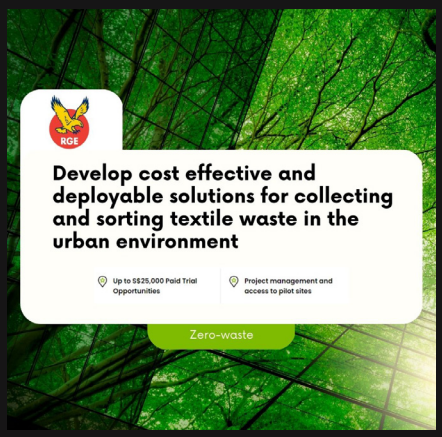
SFC outreach and Sustainability showcase at NTU – Jan, Feb , March 2023

To further support youth engagements and development, we also had our pilot run of the Sustainable Circular Economy Immersion in collaboration with the National Youth Council, Asia Pacific Rayon, and Jakarta Fashion Hub. The trip aimed to equip youths with knowledge of the circular economy of sustainable fashion and foster a cross-cultural understanding of collaborations between Singapore and Indonesia.

Sustainability Partnerships







Sustainability Innovation – Partnership with Enterprise Singapore's Sustainability Open Innovation Challenge (SOIC) 2022

Enterprise Singapore's SOIC is an open platform that enables industry players to crowdsource new and innovative solutions that can help them incorporate sustainability into their businesses.

For the 2022 Open Innovation Call, SFC has partnered with EnterpriseSG to include a thematic focus on fashion. For the inaugural launch, three fashion industry organisations participated to crowdsource innovative solutions: Teo Garments, Asia Pacific Rayon, and RGE-NTU Sustainable Textile Research Center.



Left to Right: Caroline (B Lab), Peter Lam (Temasek Poly), Kelvin Tan (HSBC), Wilson Teo (President), Yulanda (DBS), Benjamin (STACS)

Towards ESG Journey – Partnerships with DBS, HSBC and STACS on Green Financing, and B-Lab Singapore

On 28 October 2022, as part of the SFC rebranding press conference, we signed MOUs with four sustainability partners: B Lab Singapore, DBS, HSBC and STACS. These partnerships showcase our commitment and support for companies that are looking into end-to-end solutions and innovative business models that can mitigate the environmental impact of fashion.

Through partnerships with HSBC, DBS and STACS, SFC is bringing together a larger ecosystem of international and regional partners to build capacity and standards through green financing.



MOS Low, Semun Ho (CEO) and Wilson Teo (President) with all MOU Partners



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Go-To-Market

Design Orchard Retail Showcase



New window display at Design Orchard Retail Showcase



Modular panels for different spacial arrangements



New centre aisle display at Design Orchard Retail Showcase

2022 Highlight

Store Refresh

Making the pandemic into an opportunity, SFC decided to refresh the store in the first quarters of 2022, with the objective of enhancing the shoppers' journey by providing an enjoyable shopping experience.

Completed and relaunched in June 2022, the retail space has been redesigned to support flexibility in usage and accommodate different activations and events in-store.

Where possible, existing furniture and fittings were repurposed or reused.

The reopening of Design Orchard Retail Showcase (DORS) coincided with the reopening of Singapore's borders, and opened to much fanfare.

Themed Activations

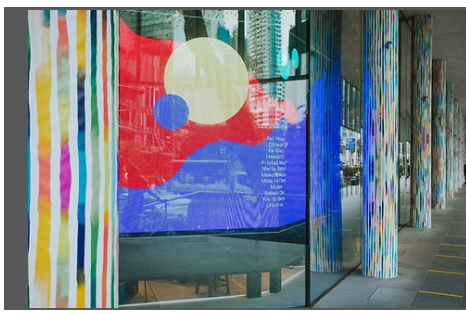
February-March 2022: The Non Season*

As part of Art Around the City, Design Orchard was transformed with art taking over the building, in-store and store windows.
Titled 'The Non Season', the theme was inspired by the distinct reality for Singapore fashion – that the seasonal fashion calendar is largely irrelevant to Singapore's fashion scene. A multi-disciplinary activation, the theme featured art exhibitions, workshops, panel discussions, live performances and heritage tours.

**The Non Season was not included in AY 2021-2022 Annual Report.*



New centre aisle display for The Non Season



Window display for The Non Season

June 2022: Live Love Local

Launched in conjunction with the store refresh, this theme had 19 brands participating with exclusive items that were launched only in DORS. Featured as well were our Singapore Stories 2021 participants, and a fashion show featuring 30 looks from brands in DORS.



Audience of runway show during Relaunch



Look from Carol Chen, participant of Singapore Stories 2021



Models from the runway show during Relaunch



Outfits from the runway during Live Love Local pop-up

July 2022: Shop The Change

The theme Shop The Change was introduced for 2022's sustainability season, and included The Upcycling Project from Singapre Airlines who embarked on a collaboration with local brands to reimagine retired aircraft parts to be sold in-store.



Julynn Tay (General Manager, Design Orchard) with brands for Shop The Change pop-up



Re-store, one of the sustainable brands during Shop The Change pop-up



Centre aisle display during Shop The Change pop-up



Banner and centre aisle arrangement during I DO - Promise of a Lifetime

October 2022: I DO – Promise of a Lifetime

Our local cultural wedding showcase that featured an extensive line-up of activities and specially curated exhibitions, in a celebration of our country's rich cultural diversity. Every week, we celebrated a different heritage, beginning from Western to Malay, to Indian, Chinese and ended off with Peranakan.



Window display featuring Chinese Wedding outfits



Indian Wedding brands

November 2022 - January 2023: A Christmas Extravaganza

For Christmas 2022, Design Orchard introduced a carousel of unique and interesting gifting ideas during the most merry time of the year. During the season of giving, SFC also gave back to the community by letting customers adopt a wish on our Christmas tree to make a child's dream come true.



Storefront and LED display for Christmas Extravaganza



Audiences during the unveiling of window display



Product display infront of cashier



Window display design

Partnerships

Grand Prix Season Singapore (GPSS) – Racing in Style

23 September to 4 October 2022

During the Grand Prix Season Singapore 2022, DORS captured the excitement and celebrates FORMULA 1 through our Racing in Style collection. This exclusive line features a wide array of themed products spanning across lifestyle, fashion apparel, and accessories —
all designed by our very own homegrown brands.



GPSS Pop-up set up at the content area in DORS



One of our local brands - ESTA's products on sale during GPSS

Design Orchard x #FLUSHABLEFASHION

Jian Yang, Asia's biggest Barbie doll collector, and a passionate flushable fashion maker, created an exclusive collection for DORS. All the items he used for their dresses were items or products from the store. This collaboration was part of the GPSS theme activations at DORS.



Jian Yang, Asia's biggest Barbie doll collector

Children's Wishing Well



Top: Children participating in activities planned with DORS team

Bottom: Group photo of the DORS team and children from Children's Wishing Well



It was a delightful partnership with Children's Wishing Well to make 30 kids' wishes come true last Christmas. The DORS team delivered gifts that were received from all of our wish adopters that participated in the "A Giving Tree" giveback campaign in store.

The team planned a Christmas party with games as well as a keychain making workshop with Joanna from Protesta coming on board as the guest instructor. Goodie bags were also given to all of our little guests and the meaningful partnership brought much joy to our team in the season of giving.

29Rooms

In the first quarter of 2023, SFC participated as a community partner for 29Rooms: Lost and Found, an interactive exhibition that ran from Feb to March 2023 at Gardens by the Bay.

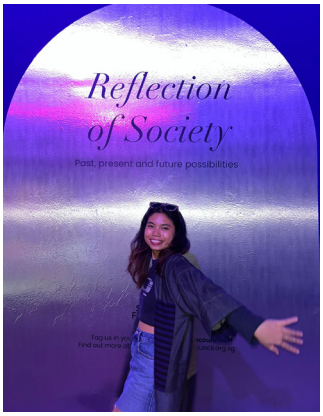
Sneak Preview Pop-up at DORS - 20 to 31 Jan 2023

Before the official launch at Gardens by the Bay, 29Rooms took over the VIP and Content spaces at Design Orchard with eye-catching installations and giveaways, to raise awareness of their upcoming experience.

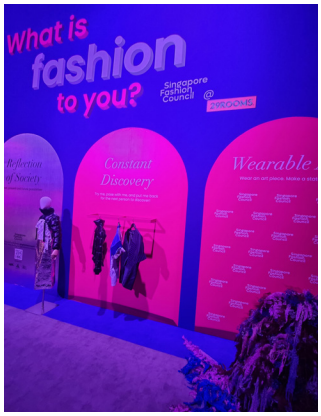
At the exhibition itself, SFC contributed to the experience by way of an installation and merchandise curation.



Sneak Preview Pop-up at Design Orchard



Reflection of Society - A part of the What is Fashion to you? Installation



"What is fashion to you" Installation

"What is fashion to you?" Installation

We encouraged guests to ponder a poignant question about the role fashion plays in the lives. The wall consisting of four-part installation, with four 'answers' to the question:

- Wearing my Feelings – Digital AR wearables reflecting different moods, supported by MIRL
- Reflection of Society – A giant 'mirror' that wonders if fashion mirrors society
- Constant Discovery – Encouraging guests to try on avant garde garments, supported by Joannalsm
- Wearable Art – Letting guests 'wear' a sculpture, supported by Floral Story



Merchandise Room at 29Rooms

Merchandise Room

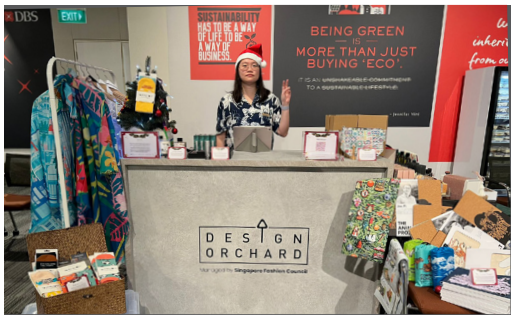
For guests to bring home memories, and to provide a platform to showcase our local brands, the Design Orchard Retail team curated a selection of nine brands to display and retail their products at the venue.

Pop-ups

Pop-up at DBS

6 to 8 December 2022

In collaboration with DBS, we held pop-ups across their various offices from 6 to 8 December, bringing to their employees a curation of local brands with gifting items that were relevant for the upcoming festive season.



Marina Bay Financial Centre, 6 December



Toh Guan, 7 December



Changi Business Park, 8 December



Apparels and accessories from local brand Nyananyna Eco at the pop-up

Second Market by Sunsettled

16 to 18 December 2022

An event run by students from Republic Polytechnic, Second Market by Sunsettled was a pop-up held at the Somserset Youth Park from 16 to 18 December. SFC participated to showcase local brands that were relevant for the upcoming festive season, and which also had a sustainability story that aligned with the theme of the pop-up.



Overview of the pop-up



11

The Cocoon Space



The Cocoon Space

Our vibrant and versatile space on Levels 2 and 3 of Design Orchard celebrated its fourth year of operations in 2022.

The versatility of the spaces was pushed to its limits in 2022, converting from compartmentalised office spaces to spacious areas for a variety of event types that included multi-sensory, interactive and experiential pop-ups.

Key Highlights



ASICS Art in Motion
29 April to 1 May 2022

A showcase of ASICS latest collection designed by Southeast Asian artists - Kenji Chai from Thailand, tobyato from Singapore and Irin Ariyatanaporn from Thailand.

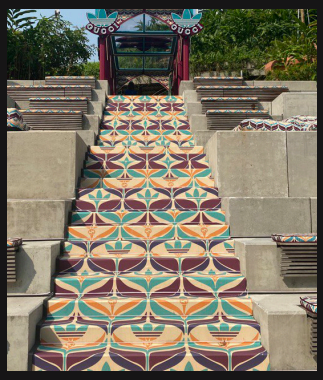




New Balance Grey Day
12 to 15 May 2022

A pop-up store to promote New Balance's heritage and iconic grey colourways.





Gucci x Adidas
6 to 27 June 2022

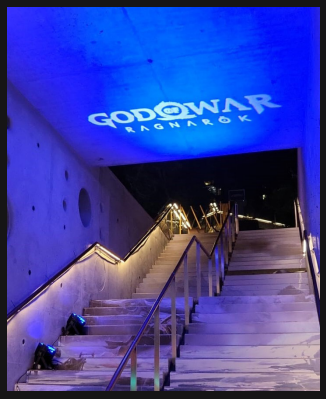
The global launch of a new collaboration between two iconic fashion brands.

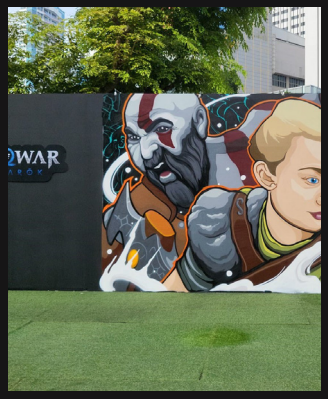




IWC Top Gun Exhibition
22 to 30 October 2022

A series of interactive and experiential activities and showcase for the global launch of the Top Gun watches.





God of War Pop-Up by Playstation
9 to 13 November 2022

The global launch of the God of War Ragnarok game and themed merchandise.





Boxing Day with Jackson Wang
26 December 2022

A one-day only event with Chinese superstar Jackson Wang that featured photo taking opportunities and an intimate Q&A session.



12

Membership & Community

Membership Events



Key visual for the open call

OCBC uniform design
January 2023

SFC had the opportunity to work with corporate member, OCBC, to revamp its staff uniform. Giving its uniform a makeover with a design that incorporates inclusivity and diversity.

The winning design will be worn by thousands of the organisation's employees in countries such as Singapore, Hong Kong, Macau, Malaysia, and Indonesia. The uniforms are for front-line staff (bank tellers and service ambassadors) at OCBC branches.

SFC member designers submitted their proposals for OCBC's evaluation and the selected designer will be working on the design development and production. OCBC customers will be able to see local branch staff decked out in their new uniforms end June 2023.

Mandai Wildlife Group Product Design
February 2023

Mandai Wildlife Group (MWG) jointly collaborates with SFC and member brands to design and produce an extended range of merchandise collection. MWG's collection, which includes apparels, accessories, lifestyle products, will feature motifs of the animals from the Singapore Zoo and also incorporate sustainable and eco-friendly materials.

The collaboration attracted a good number of members and the selected brands will not only launch their products at MWG's gift shops but also, the collection will be launched exclusively at Design Orchard Retail Showcase in October 2023.



Key visual for the open call



Group photo with students and teachers of Monash and NTU

SFC x Monash x NTU study exchange
February 2023

In Feb 2023, SFC organised a study tour / exchange for students from renowned partner university NTU and Monash University Australia. The exchange allowed students to go beyond the classroom, share learning experiences, better understand different cultures, and gain new friends.

With the focus on sustainability, the 60 students were given a tour of Design Orchard Retail Showcase and through discussion groups, they gained insights on sustainable local brands and business sustainability in the Singapore fashion industry, drawing upon the ideas and innovations, that could develop capabilities that may be able to be applied in other environments and organisational contexts.



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Capability Development



Key Visual of Trend Webinar Session 1

Trendstop Webinars

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.

Won Lee Talk

September 2022

Singapore Fashion Council continued driving its international talk series, with Visions of the Future: Creativity in the Age of Virtual Reality, featuring Won Lee (ex-CEO of Gentle Monster), who shared his creative approach to positioning one of the leading eyewear brands in the world. He also presented his futuristic, genderless eyewear brand, X8 Eyewear to a fully packed audience made up of SFC members, working professionals and students.



Key visual for Won Lee talk



SFC Team with Won Lee



Participants of the Won Lee talk



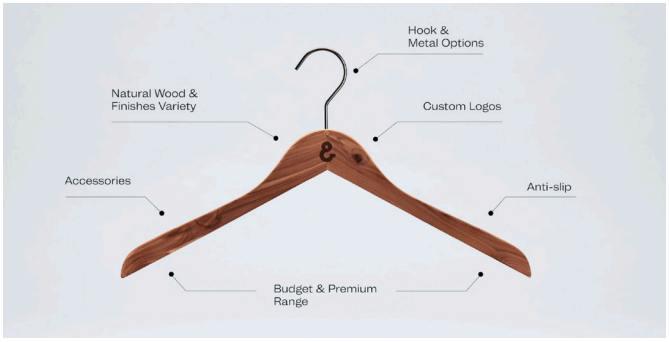
14

Resources

Fashion Resource List

An initiative of Singapore Fashion Council to provide members access to a curated list of businesses, producers, vendors, designers, and experts from across the spectrum of the fashion value-chain.

Arch & Hook



Recyclable hanger from Arch & Hook

evoloption.



Sustainable Packaging from Evoloption

GROZ-BECKERT® GROUNDED PACKAGING ORGANIC COTTON COLOURS Natural thinking HOMMTEX® shippit

Fabric & packaging partners

In 2022, the List has grown from 160 listings to over 190, with key inclusions such as Hommtex, Shippit and Groz-Beckert which span the sourcing and production, logistics and, machinery and equipment categories.

To encourage SFC members to adopt sustainable solutions to current business practices , SFC placed a greater focus on the inclusion of sustainable fabric suppliers such as Organic Cotton Colours , Evoloption (biodegradable and compostable packaging solutions) , and Arch & Hook (sustainable wooden hangers supplier).

Digital Resources

Business of Fashion & Trendstop





Preferential access continued for SFC members for two key resources:

Business of Fashion Professional, an agenda-setting intelligence, analysis and advice digital platform for the global fashion community. SFC members receive 30% off the professional subscription rate.

Trendstop, a leading fashion and lifestyle trend innovation agency, and SFC's new trend forecasting partner. SFC members receive complimentary 3-month access

Resource Wall

Fabric & Sustainable Packaging Library @ The Cocoon Space

Since its launch in 2020, the Resource Wall has expanded to comprise of a fabric library featuring a collection of over 400 fabric and textile swatches from all around the world.

SFC continues to take a conscious step towards sourcing within the Southeast Asian region through its inclusion of Asian textiles such as:

- Abel, a woven fabric produced in the Ilocos region in northern Philippines
- Silk from Cambodia
- Over 50 swatches from Asia Pacific Rayon, one of the largest viscose-rayon producers in Asia.

In encouraging all its members to take a more sustainable approach to fashion, a special section of the resource wall is also dedicated to TENCEL and LENZING ECOVERO branded fabrics and eco-friendly fibre information. Within the compactors, sustainable packaging is also displayed. These include biodegradable and compositable packaging from TIPA Corp and GROUNDED Packaging. The range of products within this section range from garment protection to final brand packaging.

The Resource Wall also houses the library@The Cocoon Space- a space that shelves books on fashion, art, design and crafts as well as local editions of publications like Vogue Singapore, Harper's BAZAAR Singapore and ExpatLiving.







Top to Bottom: The Resource Wall an Library @ The Cocoon Space





Paper Mailer from Grounded Packaging



Top & Bottom: Compostable packaging from Arch & Hook

E-Commerce Day

1 March 2023

For one-day only, Singapore Fashion Council brought together 14 speakers from different facets of e-commerce to share about key topics and trends affecting the industry. The speakers provided insights on community building and content creation, tapping on data analytics for optimising supply chain, importance of cybersecurity and exploring live commerce as an alternative sales channel. The event concluded with 1-1 clinic sessions with selected vendors.

The event featured speakers from

ANS.EIN a wearable art · CentricSoftware · HitPay · JonDavidson we go the distance · LIVECOMMERCE ENTERTAINMENT · LOOQAL · NIMISSKI · ninjavan · Singapore-Sino Consulting Group · Stone Forest IT · Vestiaire Collective · ZALORA · ZOZO



Attendees of E Commerce Day



E-Commerce Day Eventbrite banner



Speakers of Session 1 (from left to right) - Anseina (Ans.ein), Baptiste Le Gal (Vestiaire Collective), Joyce Teh (LOOQAL)



1-to-1 Clinic Session between partners and attendees



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Special Thanks

Special Thanks

Patron

Ms Sim Ann
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