



ANNUAL REPORT 2019

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Mr Mark Lee,
President of TaFF

Dear members,

2018 was a significant year for Textile and Fashion Federation (TaFF) as we appointed new leadership in the management team and embarked on several new initiatives that included the launch of The Cocoon Space and relocation of our new office to Design Orchard.

In the first year of operations under the leadership of new CEO, Ms Ho Semun, TaFF repositioned itself as the enabling platform to help TaFF members and local fashion community to equip itself with knowledge and trends in new technology that will help elevate the fashion world as well as providing event platforms to foster collaborations in new areas of partnership.

To promote greater awareness of local fashion design, TaFF organised the inaugural 'Spotlight: Singapore Story' competition in which 13 outstanding local brands were shortlisted and showcased their capsule collections inspired by their own distinctive Singapore stories at Funan Showsuite. Other platforms to promote local fashion brands included the ASEAN Summit Spouses Programme and the biannual Boutiques Edit.

As part of the efforts to groom and showcase local fashion talents, TaFF launched The Cocoon Space at Design Orchard, which features co-working and incubation space for independent designers and fashion businesses. To facilitate development of the local fashion industry, The Cocoon Space is equipped with facilities such as professional sewing equipment, a fabric library and workshop spaces. It is also a space for TaFF members to gather and to interact.

An incubation programme, The Bridge Fashion Incubator (TBFi) was also introduced to nurture entrepreneurs who are in the fashion and design industry through a structured training curriculum and mentorship programme.

Recognising technology and sustainability as key trends in the global fashion industry, TaFF had organised several events and workshops to cultivate awareness in these topics amongst its

PRESIDENT'S MESSAGE

members. These included a visit to the Hewlett Packard Graphics Solutions Business Centre in Tuas. We also partnered with Lenzing to promote the use of sustainability products.

While TaFF's primary focus remains in promoting local fashion businesses and equipping its members with new insights and trends on the evolving business environment, we are continuously on the lookout for opportunities in the region for collaboration with overseas partners or platforms to showcase local brands. With the launch of The Cocoon Space, TaFF had also worked out a twinning relationship with The Mill Fabrica based in Hong Kong where users of The Cocoon Space can enjoy the facilities in The Mill Fabrica in Hong Kong.

Moving forward, TaFF will continue to focus on equipping the members with new knowledge and resources that are pertinent to the textile and fashion businesses. At the same time, TaFF will strengthen its efforts to advocate the interests of local fashion businesses with an eye on future-readiness.

I would like to express my deepest gratitude to our patron, SMS Sim Ann for her untiring support, my fellow Exco members, partners, government agencies (Design Singapore Council, Enterprise Singapore, Singapore Tourism Board, JTC) and TaFF staffs for their contributions in the past 12 months. With your continued support and hard work, I look forward to continuing this journey with you as we drive new initiatives and deliver more exciting transformation in the future.

■ ■ Mark Lee	President Director of Crystal SL Global Pte Ltd
■ ■ Wilson Teo	Vice President, Membership & Staff Welfare (Secretary) Director of Teo Garments Corporation Pte Ltd
■ ■ Dro Tan	Vice President, International Affairs Business Development Manager/Executive Director of Matex Int Ltd
■ ■ Carolyn Kan	Vice President, Marketing & Communications CEO of The Good Life Club Pte Ltd
■ ■ Goh Ling Ling	Vice President, External Affairs Director of LINGWU Pte Ltd
■ ■ Rajul Mehta	Vice President, Special Events & Sponsorship Director of Queenmark Pte Ltd
■ ■ David Wang	Vice President, Education & Training Creative Director of David Wang
■ ■ Chiang Loo Fern	Vice President, Finance & Audit (Treasurer) Managing Director of CYC Company Pte. Ltd
■ ■ Esther Tay	Ordinary Member Creative Director of ESTA PTE LTD
■ ■ Glen Ho	Ordinary Member MD/Chief Marketing Officer of BIHQ Pte Ltd
■ ■ John Lee	Ordinary Member CEO of Lee Yin Apparel Intl P/L
■ ■ Felicia Gan	Ordinary Member Legal Officer of Ghim Li Global Pte Ltd

EXECUTIVE COMMITTEE



Ms Semun Ho,
CEO of TaFF

Dear members,

I joined TaFF in April 2018. When I came onboard, work was already cut out for me. This included TaFF's bid to be the operator of Design Orchard Incubation Space, launch Singapore Stories and organise a pop-up event at Shanghai. Obviously, we did not stop at that. The Annual report will share more details of the work that was done.

The year flew by quickly. Much had been the result of a fantastic team, a supportive Council and a wonderful community that had lent me great support and assistance.

Our finances are better as compared to the last financial year, however, we are not out of the woods. We shall continue to be prudent in our expenses and aggressive in delivering top line.

We will continue to focus on scaling and internationalising our brands. Specifically, these include three key areas that TaFF will focus on: Technology and Innovation, Sustainability and Asian Arts and Culture.

In the new year, you will see more programmes such as TaFF Talks and Industry Insights which we will bring in top notch individuals who are experts, senior executives and international designers. Separately, we will organise workshops and seminars that will be useful and inspirational for you.

Now that we have The Cocoon Space, we would like to invite our members to actively use the space. Importantly, this space is built with two objectives in mind: enable us to build a community and develop platforms for the community to collaborate.

Separately, we are equipping The Makers Studio for you to do your prototyping and sampling. Spaces like Tencil Studio and The Gallery are designed for the designers to host product launches and provide a conducive environment to facilitate creative exchange.

We urge you to be part of the community, and be part of all these actions. When all of us come together, and collaborate, something magical WILL happen.

CEO

Semun Ho

Finance / HR

Huang Zhen Wei

Ang Siew Siew (till Sep 2018)

Pauline Chin (till Mar 2019)

Project

Jacinta Patrick (till Mar 2019)

Stacey Wong (till Sep 2018)

Lee Bee Hian (till Aug 2018)

Marketing

Ang Kim Soon

Joxlyn Tay

Debra Ang (till Dec 2018)

Hazel Tan (till Sep 2018)

Juliet Lim (till May 2018)

Outreach Manager

Roy Fong

The Bridge Fashion Incubator (TBFi)

Jo Soh

John Max Goh

Administrator

Sandy Aunng (till Oct 2018)

To be the
innovative fashion hub
of Southeast Asia.

VISION

To impact the industry's
outreach through
resources and network.

RESOURCE & NETWORK

The Cocoon Space

TaFF launched The Cocoon Space at Design Orchard in March 2019 with the vision to provide the local fashion industry a hub to collaborate, develop and groom local talents. The Cocoon Space symbolizes a safe developmental place of growth where the process of conceptualization to refined outcomes is allowed to take place.



Senior Minister of State and Guest-Of-Honour, Ms Sim Ann addressed the guests at the launch of The Cocoon Space.



Distinguished guests at the launch of The Cocoon Space.



Featuring a span of 10,000 sqft, fashion mavericks and local business owners may utilize the working spaces to set up their office for conducting business.



Fashion talents may use the Makers' Studio to design, prototype and create their fashion designs.



The Resource Library is an area where they can explore a plethora of resources, from fabrics to reference books.

RESOURCE & NETWORK

The Bridge Fashion Incubation - Designers Of The Future

In conjunction with the launch of The Cocoon Space, TaFF also launched an incubation program – The Bridge Fashion Incubator (TBFI), to further assist in developing local entrepreneurs who are in the fashion and design business.

The program provides a platform to train aspiring entrepreneurs through a structured training curriculum and mentorship program which will be held over a period of 30 weeks.



Programme Director, Ms Jo Soh, presenting TBFI at the official launch of The Cocoon Space

The panel of mentors includes fashion and design veterans as well as venture capitalists and notable personnel from various complementing industries. These mentors could also open doors abroad particularly in Southeast Asia for participants that are looking at expanding their business.

Partners

Partners of TaFF comprises various companies which focus on specialized expertise that could help grow local designers.

They include Lenzing, a global supplier of organic fibers used in textile industry for manufacturing; Bernina, an international manufacturer of sewing and embroidery systems which could help designers with the craft of sewing and The Mills Fabrica, a co-work space for fashion and designers in Hong Kong, allowing our local designers an access point beyond Singapore.

TaFF also works with education partners such as design schools to help nurture aspiring fashion talents of tomorrow. With the support from government agencies such as Singapore Tourism Board, Enterprise Singapore and JTC, TaFF helps local brands to further their expansion and growth plans both locally and internationally.

To promote cross-learning of best practices and deepen industry knowledge through ***capability development.***

CAPABILITY DEVELOPMENT

Hewlett Packard Visit – Incorporating Technology In Fashion

A study trip to the Hewlett Packard Graphics Solution Business Centre was organized on 1 October 2018. Local fashion businesses learnt about digital and large format printing and the application of the technology to create a more affordable and efficient printing process for businesses.



The Esquire Talk

In collaboration with Esquire, a leading men's fashion authority in Singapore, TaFF hosted a panel discussion - The Esquire Talks. It is an ongoing discussion that strives to promote conversational thinking with a specific topic chosen for the session.

Held at the TENCEL Studio, The Cocoon Space, the topic for the session in March explores the theme of collaboration between designers and the impact it has on the brand and business.



CAPABILITY DEVELOPMENT



Members attending the industry briefing of Industry Roadmap

Fashion and Apparel Industry Sector Roadmap

TaFF worked with Eden Consulting, an independent consultancy, to provide a study to address key stakeholders of the fashion sector to develop a unifying industry roadmap.

The objective of the study is to identify the key issues and challenges faced in the industry, key opportunity areas to drive the industry forward as well as develop a sector roadmap and recommend relevant solutions.

TaFF provide such sessions so as to better equip local designers and brands to build on their business expansion plans.

CAPABILITY DEVELOPMENT

To promote awareness of
local fashion brands by
***providing them go-to-
market opportunities.***

GO-TO-MARKET

Boutiques Fair

TaFF organized 2 runs of Boutiques Edit in November 2018 and March 2019 at the Boutiques Fair. The Boutiques Edit creates a platform for our members as well as other independent designers to showcase and retail their collection, interact with customers and gain valuable feedback on their work.



Focused on pulling together and featuring Singapore-based fashion, lifestyle and food-related brands with a strong artisanal and design content, the event has become an acclaimed shopping event bi-annually.

Singapore Stories 2018

Organized by TaFF and supported by Design Singapore Council and Enterprise Singapore, Spotlight: Singapore Stories is an event aimed to raise awareness of works of locally-based designers and to encourage Singaporeans to buy and wear local labels.

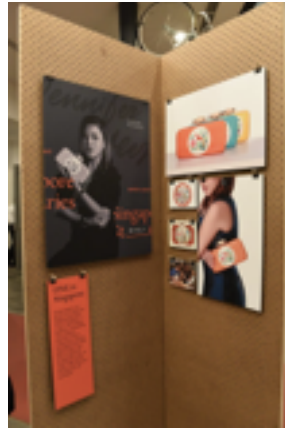
Launched officially in 2018, more than 30 local brands submitted their designs, of which 13 local brands were shortlisted to showcase their capsule collections at Funan Showsuite on 29 July 2018 for the inaugural launch of the Singapore Stories capsule.

The shortlisted brands include Eden + Elie, Weekend Sundries, Darsala, ONE.61, The Shirt Bar, Alcheme, K.BLU, Ying The Label x Aaron Gan, One Day We Forayed, CYC, OETEO, MARTHAwho, IVONIVI.



The 13 designers shared their inspiration for the Singapore Stories Capsule Collection alongside models who walked the runway dressed in the Capsule Collection.

GO-TO-MARKET



The “behind-the-scenes” area with the inspirations, drawings and mood boards of designers was exhibited on the first level of Funan Showsuite.



Over 160 guests, including designers, buyers, government agencies, and manufacturers attended the event.



Ms Sim Ann graced the event as the Guest of Honour. In the picture, with Mr Mark Lee, President of TAFF and Mrs Vivian Balakrishnan.



The finished pieces were showcased on level two where guests were able to not just touch and feel, but also purchase the merchandise online via the weblink provided.

GO-TO-MARKET

ASEAN Summit Spouse Programme

TaFF organized two showcases of local fashion labels during the 32nd and 33rd ASEAN Summit Spouse event. This special event was dedicated for spouses of Heads of State and government attending the ASEAN Summit 2018. A mini fashion showcase comprising of local fashion brands were set up for the guests.



The event was attended by the spouses of international dignitaries and hosted by Mrs. Lee Hsien Loong, Ms Sim Ann and Mrs Vivian Balakrishnan.



This prestigious event provided local platforms a platform to showcase their collections, and raise international and regional profile of homegrown labels.

GO-TO-MARKET

Pop-Up At Shanghai

Partnering with Enterprise Singapore and Singapore Tourism Board, TaFF brought Singapore designers to participate in a pop up retail at Raffles City in Shanghai in July 2018. The fashion showcase provided the local brands with an opportunity to showcase their collections on an international platform.

Brands who participated in the showcase include Queenmark, Love Bonito, Another Sole and The Shirt Bar.



GO-TO-MARKET

What's In Store

TaFF has planned an exciting year ahead where we will continue to build on our efforts to promote local brands and allow them a platform for showcase.

TaFF Talks

A series of ongoing conversation and discussion with industry thought leaders.

Industry Insights

A sharing session from complementing industry partners to share knowledge on how local business can grow and expand.

Innovfest

TaFF is participating in Innovfest in June where TaFF will host a fashion tech panel with key industry leaders. This is hosted together with National University of Singapore.

Great Singapore Sale: Experience Singapore

In collaboration with Singapore Retailers Association, TaFF will be working with various brands for a Fashion Scramble showcase at TENCEL Studio, The Cocoon Space in June.

Singapore Stories 2019

This year marks Singapore Bicentennial where we celebrate the 200th anniversary of Raffles' arrival in Singapore in 1819. The second edition of Singapore Stories will focus on Singapore's Bicentennial and challenges our home-grown creatives to develop fashion designs that reflects the rich heritage of the country. Singapore Stories 2019 will take place in July.

TaFF would like to express special thanks to:

Patron

Ms Sim Ann

*Senior Minister of State, Ministry of Culture, Community and Youth &
Ministry of Trade and Industry*

Honorary Presidents

Cheng Wai Keung, Patrick Lee, Edward Ang, Chris Koh, Benny Pua

Partners

Lenzing, Bernina, The Mills Fabrica

 **ACKNOWLEDGEMENT**

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