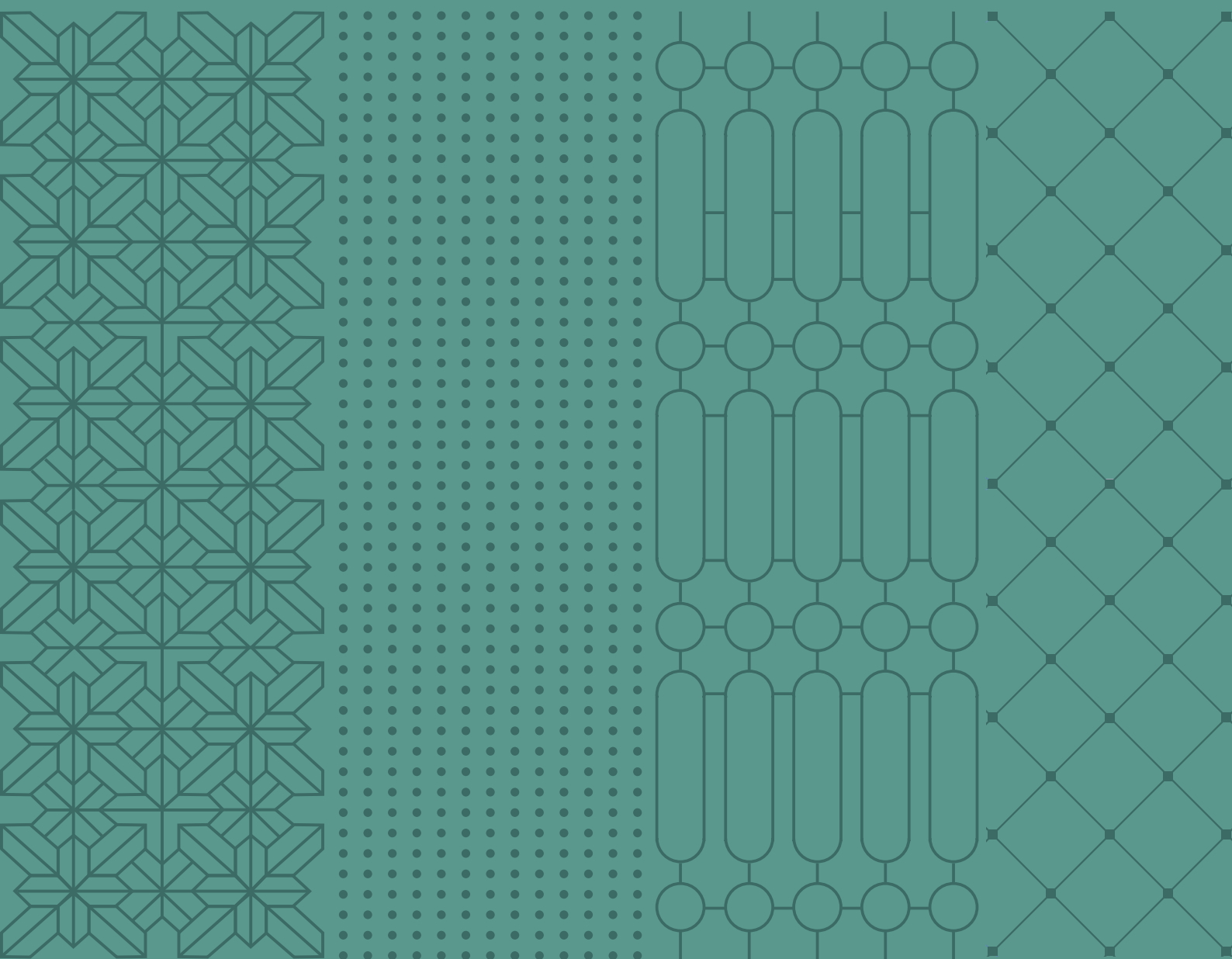


# Annual Report 2020



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# VISION

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To be the  
Fashion Innovative Hub  
of Southeast Asia.

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# President's Message



**Mr Mark Lee**  
President of Textile  
and Fashion Feder-  
ation

Dear members,

The end of 2019-2020 has proven to be an unprecedented, uncertain, and difficult time for our community and our industry. We hope that you and you loved ones are keeping safe and well, and our hearts go out to anyone directly affected by the pandemic. The global challenges COVID-19 have permeated every aspect of our lives, but has also proven more than ever that the collective strength of trade associations is important in protecting individual businesses.

Nonetheless, in this year, TaFF continued to make great strides toward realizing our vision to be a strategic partner in the global business of fashion - connecting key international players with regional networks to create an ecosystem of valuable industry connections. Our vision is supported by an ambitious strategic plan that aligns initiatives in 3 critical domains: Network and Resources, Capability Development and Go-To-Market opportunities.

We also concentrated on making contributions to improving the organization. We committed to adapt and evolve so that TaFF could better serve our members and the current industry. As such, one major milestone this year was the changing of the constitution to embrace a broader community and ecosystem.

One of our key Capability Development milestones this year was the launch of The Bridge Fashion Incubator (TBFI). With this flagship program that helps accelerate forward-thinking fashion, beauty brands and related technology start-ups, we positioned TaFF as a key touchpoint for all such invigorating companies in the region. TBFI, together with the deluge of programs, initiatives, seminars, webinars, talks, social events, pop-ups, retail opportunities that have been spearheaded by the team this year, have taken TaFF into its next phase of growth as an organization.

On top of the launch of our incubator programme, we are continuously developing new initiatives to further develop our knowledge building sessions, go-to-market opportunities and continually reviewing and improving our day-to-day activities to ensure the rigor and relevance of our members in the industry. These advances have been recognized

# President's Message



**Mr Mark Lee**  
President of Textile  
and Fashion Feder-  
ation

and made possible by the members, corporations, and friends who have stepped up to support TaFF. Together we are working to ensure that TaFF increasingly makes an impact in the next wave of design talents by helping them unlock their creative potential and develop their capacity to courageously lead change.

Though we have made some monumental strides to improving our organizational structure this past year, it has also been one of the most challenging times we have had in history. COVID-19 has spread globally in recent weeks and our concern is the health and safety of our members, their employees and customers - our community. The coronavirus has not only negatively impacted the retail and fashion industry but it has been detrimental to the general economic environment. To help with alleviating some of the difficulties that our members are facing during this stressful time, our constant communication with government allows us to provide the necessary guidance to our businesses who can take advantage of new government initiatives and relief schemes, and to ensure their voice expressing the challenges they are currently facing are articulated to the government.

Lastly, I would like to express my deepest gratitude for the experience, opportunities and friendships I have gained during my time as the President of TaFF. As I prepare to step down as president, I want to personally recognize and thank Enterprise Singapore (ESG), Singapore Tourism Board (STB), JTC Corporation (JTC), DesignSingapore Council, my fellow executive board members, and secretariat for the part you have played in the accomplishments and ongoing progress that makes this organization what it is today. I would like to especially thank SMS Sim Ann for her unwavering support in our mission. I would also like to thank all of you for trusting me with the responsibility of serving in the most purposeful and rewarding position I had the pleasure of being, to promote greater awareness of local fashion design.

In solidarity,

A handwritten signature in black ink, appearing to read 'Mark Lee'. The signature is fluid and cursive, with a large loop at the end.

**Mark Lee**  
President

# Executive Committee

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

# CEO's Message



**Ms Semun Ho**  
CEO of Textile and  
Fashion Federation

Dear members,

This year, our team has worked tirelessly to push TaFF into the next phase of its development both as an organisation and as a community. Focusing on building a credible, resourceful association, we have striven to create value through a deluge of activity aligned with our strategic plan to develop the industry in Network and Resources, Capability Development and Go-To-Market opportunities.

## Network

As we began to broaden our scope and reach, we formed new strategic partnerships, alliances and friendships with organisations both local and abroad. These have included Asian Civilisations Museum, the National Gallery, National Library Board, Singapore Tourism Board, IFA Paris, The Mills Fabrica in Hong Kong, Lenzing, Cotton USA, Fashion Division, AFTEX, Asia Fashion Federation, and regional trade associations, as well as ambassadorial bodies such as the Swiss, Austrian, and Philippine embassies. We also have a network of wonderful specialist mentors, consultants, and experts in all aspects of the fashion value chain now integrated into our community. Building this interconnected network helps us forge an ecosystem for our industry, and strengthen our community.

## Resources

Our resource development effort has been manifest, divided into the Fashion Resource List, Digital Resources, Resource Programs, and The Resource Wall. This collection of touchpoints is an important part of helping our current industry gain access to global fashion and business resources. The Fashion Resource List, launched in December, curates a directory of easy-to-navigate resources for our members, and can provide some special packages and rates in order to give smaller companies a much-needed boost. Under Digital Resources, we helped members gain access to globally relevant, key digital platforms such as Omnilytics, WGSN, and Business of Fashion. In addition to seminars, one Resource Program underway before being thwarted by COVID-19 was a valuable cotton sourcing trip to Thailand. We are hoping to continue building on these strong foundations in the year ahead.

## Go-To-Market

Prior to the onset of the global pandemic, we had been ramping up our Go-to-Market activities and initiatives, with the awareness of its crucial important to our community. Boutique Edits was as successful



# CEO's Message



**Ms Semun Ho**  
CEO of Textile and  
Fashion Federation

as ever prior to the March postponement. In addition, just before the onset of DORSCON Orange, we organized our first TaFF Trunks – a well-received first-of-its kind trunkshow that showcased a special collective of brands to media, key influencers, and the public. We were also organising international pop-up and retail events, all of which had been promising. With the unprecedented change in global consumption, the team is now pivoting to develop approaches that address the changing needs of an evolving retail environment. We hope to find new and innovative ways to support, highlight, and help our members

## Capability Development

One of our key milestones this year was the launch of The Bridge Fashion Incubator (TBFI). As South-East Asia's first fashion and fashion-tech Incubator that bridges the gap between fashion, technology and sustainability, this TaFF flagship programme takes forward-thinking fashion, beauty brands and related technology start-ups, and gets them market-ready in 16 weeks. The first cohort graduated in March 2020, and the second is currently underway, with a third cohort expected to graduate by the end of the 2020 calendar year. In addition to TBFI, we also launched several talk and panel series, such as TaFF Talks, and Industry Insights, which provide opportunities to hear and learn from experts, consultants, and success stories. Now, as the world moves into the digital realm, we have begun transitioning into webinars and online panels – further increasing accessibility to knowledge and information for our members and community.

Finally, I would like to extend my heartfelt thanks to the community for trusting us with serving you. Despite the rocky end to the year due to the global pandemic, the team and I feel that we have begun the foundation of a new and dynamic trajectory for our community, and we will weather this storm together.

In solidarity,

**Semun Ho**  
CEO

# Secretariat

**CEO** Ho Semun

---

**Customer Service** Pauline Kwan  
Jasmine Puah  
Eddie Wan  
Nooramido Rashid

**Management Executive** Pailin Wee

**Design Resource** Leonard Augustine Choo

**Finance** Huang Zhen Wei  
Chi Yuan

**Marketing** Perng Aw  
Ang Kim Soon  
(until Nov 2019)  
Wong Jiayi

**Outreach** Roy Fong

**Partnerships & Support** Jeanne Lee

**The Bridge Fashion Incubator  
(TBFi)** Jo Soh  
Jonathan Maximilius Goh  
(until Aug 2019)  
Grace Nandar

# RESOURCE & NETWORK

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To impact the industry's  
outreach through  
resources and network

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# The Cocoon Space

March 2020 marked the first year anniversary of The Cocoon Space and since its launch, the space had hosted 109 events, catering to 5,188 guests at the venue.

Aimed to be a vibrant creative space for and with creatives and design professionals, the space had hosted multiple events supporting the local fashion and design industry, pushing the frontiers of collaborations. The space had also supported other events that explores the themes of Technology & Innovation, Sustainability and Asian Craftsmanship.



SMS Sim Ann (center) poses with designers Li Ying and Thomas Wee at the launch of YingxThomas Wee Capsule collection.

Earlier this year, the space also welcomed local specialty coffee chain - Alchemist, which started operating at TENCEL™ Studio.

With the vision of nurturing local lifestyle brands and offering a vibrant ecosystem for the creative industry in The Cocoon Space, the presence of Alchemist serves to enhance the experience of Design Orchard; where one can work, shop, eat and drink.



Top: A Piña-Seda embroidery workshop held at The Makers Studio as part of the Hibla ng Lahing Filipino Travelling Exhibition.

Bottom: A demonstration of the extraction of fibres from pineapple plant.



Photo credit: Alchemist



A Leica photography exhibition held at TENCEL™ Studio.



Leica transformed The Cocoon Space into an open Playground where guests can attend workshops.



Models posed at the launch of Great Singapore Sale 2019 in partnership with Singapore Retailers Association.



Guests interacting with Sophie Hanson, the world's most human-like robot at Female Entrepreneur's Day.



A panel discussion on 'Behind the Glamour: Real Life of Female Entrepreneurs' at Female Entrepreneur's Day.

# Design Resource

This year, TaFF worked to increase accessibility and lower barriers to entry to global fashion resources, for member enterprises in the local and regional fashion industry.

The department divided its efforts into four main branches:

- The Fashion Resource List
- Digital Resources
- Resource Programs
- The Resource Wall

## The Fashion Resource List

The Fashion Resource List is a directory that comprises a curated list of businesses, producers, vendors, and experts from across the spectrum of the fashion value-chain, who are interested in working with local designers from Singapore and the greater Southeast Asian region.

TaFF used its position as a trade association to collectively partner with listed companies to provide opportunities, programs, and collective discounts and special prices. These companies were listed as Star Listings on the Fashion Resource List.

Star Listing agreements are aimed at increasing resource accessibility to growing brands, and giving established brands a wider playing field and competitive edge to scale internationally.

## Digital Resources

The Digital Resources initiative gave members access to cutting-edge

informative digital platforms – putting the tools of the trade right at their fingertips.

At no additional cost, members gained access to global fashion analytics and insight, competitor analysis, fashion data science, and fashion trend-forecasting online portals.

Members could also buy into a group subscription for Business of Fashion.



Photo credit: Bryden Apparel  
Bryden Apparel, a resource on the Fashion Resource List, is one-stop solution for brands who are looking to source and produce garments.



Photo credit: Omnilytics Co.  
A data analysis platform, Omnilytics is one of TaFF's digital resources.

## Resource Wall

This year, TaFF registered as a community library with National Library Board, allowing the association to borrow up to 300 books from the library@orchard. These books on fashion, art, design, and crafts, were housed at the Resource Wall in The Cocoon Space for the use of all TaFF Members.

TaFF also launched a special section of the resource wall dedicated to key partner and patron Lenzing. The section highlighted TENCEL™ and LENZING™ ECOVERO™ branded fabrics and eco-friendly fibre information.

The Resource Wall was also equipped with fabric compactors that house fabric hangers from all around the world – including fabrics from the Philippines, Mongolia, Indonesia, Italy, and France.



*Photo credit: Carvico*  
Carvico is one of the fabric manufacturers who are displayed on our Resource Wall and who is a Star Lister.

## Resource Programs

Resource Programs are initiatives that give members personal, direct access to educational and business resources.

TaFF provided seminars and masterclasses that help members better understand and utilize fashion resource tools (for example, guided introductions to digital software). For example, this year TaFF held an introductory workshop to WGSN.

Members were also invited to embark on sourcing trips to Manila Fame 2019, and the TaFF x Cotton USA x TGMA Bespoke Sourcing Trip.

Manila Fame 2019 was a decorative product sourcing trip in partnership with the Philippine Trade & Investment Center of the Philippine Embassy. Participants visited and sourced for products at the tradeshow, held in Manila.

Members who joined on the Manila Fame 2019 sourcing trip include handbag designer, Ling Wu, and furniture company, Commune.

The TaFF x Cotton USA x TGMA Bespoke Sourcing Trip received much interest and applications from members, but had to be postponed due to Thai quarantine regulations in light of the COVID-19 outbreak.



*Photo credit: Manila Fame*  
One of the exhibition at Manila Fame.

# Network

## Key Partners

TaFF worked on establishing a network of partners that encourages cross-disciplinary learning and increased exposure to international markets.

The partnerships formed with ecosystem players allowed TaFF members to gain access to the industry and further develop their brand and business.

Key partners include Lenzing Group, BERNINA Singapore; government agencies such as Enterprise Singapore, Singapore Tourism Board and SkillsFuture SG; educational institutions such as Nanyang Polytechnic, Ngee Ann Poly, National University of Singapore and Textile and Fashion Training Centre; and other non-profit associations such as CRIB, Design Singapore, Singapore Business Federation, Singapore Retailers Association, SGTech and National Library Board.



*Lenzing working with designers on fabrics selection for Singapore Stories 2019. Lenzing is the official fabric sponsor for the event.*



*TaFF partnered with CRIB to host an International Women's Day sharing session with 4 successful female entrepreneurs.*

*(From L-R) Speaker Widelia Liu (Whole9Yards); Moderator Tjin Lee; Speaker Dr Fock Ee-Ling (The Missing Piece); Speaker Danelle Woo (Aijek) and Speaker Natalie (Style Theory)*



*Nanyang Polytechnic students participating in a Make-a-thon at The Makers Studio, where students are invited to redesign protective gear worn by growers in the field. The workshop was hosted by TaFF's Director of Design Resource Development, Leonard Choo.*



# CAPABILITY DEVELOPMENT

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

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# Capability Development

## TaFF Talks

TaFF Talks was initiated as a series of intimate conversations with leading experts in the fields of fashion, design, and technology. Conversations focused on news, issues, and insights pertaining to the themes of Innovation, Technology, Sustainability, and Asian Craftsmanship.

Guests this year included renowned designers Guo Pei and Beatrix Ong, nanotechnology Professor Juan Hinstroza, global marketing leader Nirvik Singh and global design leader Tim Kobe.

TaFF Talks offered a global perspective, and gave personal and direct access to industry superstars both local and international – it is a series that allowed the fashion and design communities to hear from people who have seen and done it all.



Luxury Shoes and Accessories designer Beatrix Ong shares her career journey from the Creative Director of Jimmy Choo to launching her own brand. Here, she poses with SMS Sim Ann, CEO of TaFF, Ho Semun and TaFF Design Resources Director, Leonard Choo.



Design Leader and Founder of Experience Design Studio Eight Inc. Tim Kobe sharing on the Return on Experience as the new Return on Investment.



Internationally acclaimed fashion designer and couturier, Guo Pei shares about her journey in fashion and how she navigated the European world of Haute Couture.

## Industry Insights

Industry Insights is a series of intimate panel discussions with experts and industry leaders who are reshaping the way businesses think about the fashion and retail ecosystem.

Aimed to provide individuals and companies with knowledge on the current practices and better equip themselves with the right tools for advancement, each panel discussion focused on a single topic relevant to businesses today.



Experts from hoolah, Google, 360&5 and founder of FA8 Co. joins Debra Langley in an insightful panel discussing how brands can enhance their DTC experience.



Global advertising guru and entrepreneur, Calvin Soh shares insights on how one can build their brand at speed, becoming iquick success stories.



The inaugural Industry Insights that introduces Omnilytics, a data analytics company that allows brands to gain insights and make better decisions.

## The Bridge Fashion Incubator (TBFI)

The Bridge Fashion Incubator (TBFI), an initiative of TaFF, is South-East Asia's first Fashion and Fashion-Tech Incubator that bridges the gap between Fashion, Technology and Sustainability.

Supported by Enterprise Singapore, the incubator programme identifies and grooms early stage Fashion, Beauty and related Tech brands to refine and validate their products, services and/or solutions, and commercialization strategies.

This year, TaFF welcomed the inaugural cohort of 12 businesses and saw them through the 30-week long programme to their graduation.

The 12 brands include Adrian Furstenburg, Collaro, Clothesbar, FA8 & Co. GINLEE, King of Redonda, Miokoo, Mycotech, Oo La Lab, Spring Maternity, Tallis, The Ranee of Sarawak.



*The graduation of inaugural cohort with the TBFI team.*

*(From L-R): Ho Semun, CEO of TaFF; Grace Nandar, TBFI Programme Manager; Terry Jacobson, Oo La Lab; Ethan Lim and Travis Ng, Collaro; Gin Lee and Tamir Niv, GINLEE; Lily Gilbert, Tallis; Debra Langley, TBFI Resident Mentor; Joey Kwa, Spring Maternity; Jo Soh, TBFI Programme Director; Adi Reza Nugroho, Mycotech; Rosemarie Wong, The Ranee of Sarawak; Claire Jenesy, King of Redonda; Yeeli, FA8 & Co.*

The programme kick-started with an orientation day and welcome speeches made by the incubatees and the team.

During the incubator programme, the incubatees were exposed to a multitude of workshops that equipped them with the necessary tools to bring them closer to market and investor readiness; as well as gain access to a network of industry professional, leading experts and investors.



*CEO of TaFF, Ho Semun, addressing and welcoming the inaugural cohort of TBFI incubatees.*



TBFI Mentor and Founder of Binomial Consulting (a boutique strategy firm), Tay Kae Fong presenting to incubatees.



LVMH Chaired Professor and Associate Academic Director of ESSEC Business School, Dr Sonja Prokopec shares the concept of luxury brand management.



TBFI incubatee, Adrian Furstenburg at the EY Reset Workshop.



EY Consultant, David Matthews sharing with TBFI incubatees about Digital Commerce Strategy with focus on value chain and ecosystem mapping.



TBFI Incubatees, Tamir Niv, Gin Lee and Georgie Lee of GINLEE, pitching their brand to mentors and investors at Demo Day.

## Omnilytics Fashion Academy Sessions

A series of workshops that demonstrated the functions of Omnilytics and how it can help businesses make informed decisions.



Omnilytics workshop on Product and Price Positioning Analysis with TBF1 incubatees



Guest viewing a 3D printed prototype.

## Perfecting Your Pitch

Co-hosted with CRIB, the workshop allowed brands to build their pitching skills and get hands-on experience with selected mentors.



Michael Blakely (Managing Partner of Cocoon Capital) sharing pitching tips.

## Other Events

### Data Protection For The Retail and Fashion Trade

With the support from Singapore Retailers Association (SRA) and Enterprise Singapore, the session addressed data 'hacks', data breaches and how companies can avoid that.

### Innovating The Fashion Industry Through 3D Printing

In partnership with NAMIC and eye2eye, designers learnt how they can incorporate 3D printing into their fashion and jewellery designs from speakers Sylvia Heisel and Marta Cherednik.



Guests at the event.

# GO-TO-MARKET

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

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In line with TaFF's mission to provide platforms for locally-based brands to showcase and retail, TaFF continued efforts to bring Go-To-Market (GTM) opportunities to the brands.

This year, TaFF partnered with Keepers to organize Keepers Red Letter Sale, a retail platform for brands to clear their stocks. Additionally, TaFF launched the first of their own pop-up series – TaFF Trunks, and the inaugural edition was dedicated to menswear.

## Singapore Stories 2019

Featuring 7 home-grown brands, Singapore Stories 2019 highlighted the heritage of Singapore through the capsule collections designed specially by the brands for the event.

Inspired by the year's National Day theme – Bicentennial Singapore, the designers looked back at the historical moments of Singapore's past for inspirations. The results were designs that signified Singapore's heritage and the collection was produced using sustainable fabrics, courtesy of Lenzing Singapore.

The capsule collection was also showcased at Level 1, Design Orchard for a month through August.



*Minister Sim Ann addressing the guests.*



*A model in CYC walking down the runway.*





Models strutting down the runway for the finale walk.



Brands showcase at Level 2 The Cocoon Space for guests to take an up-close look.



Minister Sim Ann poses with the models and 7 participating brands. (From L-R): Caylandrea and Kyra Chang (CAYRA), Kanchan Gaitonde (Kanyeka), Joanne Quek (Joan Guo), Lenzing Rep, Minister Sim Ann, Semun (CEO of TaFF), Cara Chiang (CYC), Esther Tay (ESTA), Kristin Loo (Kayloo), Michelle Chan (Weekend Sundries)

## Boutiques Edit: Gifting Edition (November 2019)

Organized in partnership with Boutiques Fair Singapore, Boutiques Edit featured 46 brands in November's Boutiques Edit. With 7 new brands on board for the first time, this edition of Boutiques was TaFF's largest yet.

Held from 15 to 17 Nov, the event hosted more than 30,000 shoppers over the weekend.



Andrea Chong (Influencer) poses with Our Second Nature team



Christabel Chua (Influencer) with Shinji Yamasaki (Founder and CEO of RE:ERTH)



Guests at Boutiques Edit posing for a picture

(From L-R): Alan Yeo (Director of Retail & Design, Enterprise Singapore), Ho Semun (CEO of TAFF), Thomas Wee (Designer, Thomas Wee), SMS Sim Ann, Ambassador Karin Fichtinger-Grohe (Austrian Embassy Singapore), Charlotte Cain (Founder, Boutiques Fair Singapore), Katharina Ueltschi (Director, BERNINA Singapore)



Shoppers at Boutiques Edit

## Red Letter Sale 2020

The Red Letter Sale is an annual Singapore designer sale event featuring multiple locally-based brands ranging from fashion to accessories.

Held at National Design Centre Level 2, the event was co-organised by Keepers and TaFF and featured 26 designers.

TaFF will continue to be the driver of this go-to-market initiative moving forward.



Designer Jyoti Singh poses with shoppers, Paige Parker, Perng Aw (TaFF marketing & events director) and Carol Chen.



Influencers Tjin Lee (left) and Carol Chen (right) posing in a dress from Jo Kilda.

## TaFF Trunks: Men's Edition

TaFF Trunks is a unique, unprecedented trunk show event that allows shoppers to experience and discover local brands in a personal, interactive environment.

The inaugural TaFF Trunks was held on 7-9 February and featured a curated collective of locally-based men's labels.

The weekend event consisted of a VIP Preview Night on February 7th where over 100 guests attended, including influencers, celebrities, media and fashion enthusiasts. A concurrent program of talks and panels engaged fashion communities and highlighted the burgeoning interest in menswear locally on February 8th and 9th.

The event received press coverage and industry attention, including a three-page spread in the Business Times.

A new go-to-market initiative, TaFF Trunks will be conducted 2-4 times a year.



Guest trying on a jacket with Kerbside & Co.



DJ spinning on Preview Night.



Guests posing for a selfie.



Perng Aw handed out prizes to the winner of the lucky draw.



Guest looking through fabrics with Master Chung from Meiko Tailor.



Leonard Choo, Joshua Woo and Danil Palma



SPS Baey Yam Keng posing with Adele and her mother from Meiko Tailor.



Emcee, Leonard Choo addressing the guests at the VIP Preview Night.

# COMMUNITY

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To engage with members  
and foster a community of  
creatives and design talent

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# Membership

TaFF supports the local fashion eco-system that enables both established and new talent to sustainably grow.

The membership programme allows locally-based businesses and manufacturers access to professional network, resources, industry insights and capability development workshops to develop or grow their businesses. It also offers them Go-To-Market opportunities to showcase and retail their products and increase brand awareness.

## Member Focus Group

The members focus group was one of the activities conducted by the association to seek and identify the needs, concerns and future plans of our members.

TaFF conducted 2 sessions of focus group with a total of 17 members that attended on 5 and 19 December 2019. In addition, 7 non-members, who were industry professionals, were invited to attend a session on 12 December 2019.

During the session, the group learnt about the association's vision and its direction in development of the industry. TaFF also shared the initiatives put in place for 2020 that allows members to engage with.



*Gema Santandar, Founder of Baliza*



*Simone Irani, Founder of Simone Irani Resort Wear*

# Acknowledgement

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

## Partners

BERNINA Singapore, Lenzing Group and The Mills Fabrica

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