

taff

2021

ANNUAL REPORT





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VISION

To be the innovative
fashion hub of
Southeast Asia ▶▶



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PRESIDENT'S MESSAGE



Image credit: A Magazine

MR WILSON TEO

President
Textile and Fashion Federation

Dear TaFF community,

As our fiscal year draws to a close, I want to take the opportunity to reflect on the tumultuous year that had changed many of our lives. Despite the challenging time, we are grateful that our members and partners have continued to support the industry, and to our councillors who have been steadfast and dedicated to our cause. I would like to especially thank our patron, SMS Sim Ann for her unwavering support in our work to grow the fashion and retail industry in Singapore.

During the Covid 19 circuit breaker, we launched our Masks 4 SG initiative to do our part to help the community stay safe, healthy and avoid spreading the virus. Our TaFF team developed the mask patterns for the community to use so they could sew their own masks. Not known to many, TaFF also assisted in the rallying of businesses in the apparel industry, co-ordinated the production and delivery of close to 625,0000 masks with the help of community in the MaskForce initiative. This initiative was spearheaded and supported by SMS Sim Ann.

Despite the circuit breaker measures and the split team arrangement, TaFF secretariat had not stopped their work in supporting and providing services to the industry. As a result, two major business components were added to the Go-To-Market portfolio to bolster the market outreach for our designers, namely OneOrchard.Store (OOS) and Design Orchard Retail Showcase. The appointment of TaFF as the

new operator of Design Orchard Retail Showcase in August 2020 enables TaFF to provide seamless integration of the entire Design Orchard building from retail at the ground floor to co-working, business incubation and event spaces on level 2 and 3. This helps us create greater synergies in operations, programming, branding and marketing throughout our value chain.

At TaFF, we understand the importance of maintaining a vibrant network, so we continued establishing meaningful connections with new partners and strengthened our relationships with existing stakeholders. We also stayed engaged with fellow trade associations and business chambers as well as regional associations within our fashion and apparel industry to explore opportunities for collaborations.

Through our networking efforts the team made some great progress in driving the three key themes of TaFF through these connections. These core themes are Technology & Innovation, Sustainability, and Asian Craftsmanship.

SUSTAINABILITY

We took big strides in driving the increased focus on sustainability in the fashion and textile industry. TaFF collaborated with World Wildlife Foundation (WWF) to help promote the Plastic ACTION (PACT) business initiative that

aims to eliminate plastic pollution in nature and move towards a circular economy on plastics. This conversation jumpstarted our sustainability efforts and kicked off our path to forming a Sustainable Lifestyle Chapter (SLC) so that we may continue to raise awareness and empower local communities to pursue sustainable fashion solutions.

ASIAN CRAFTSMANSHIP

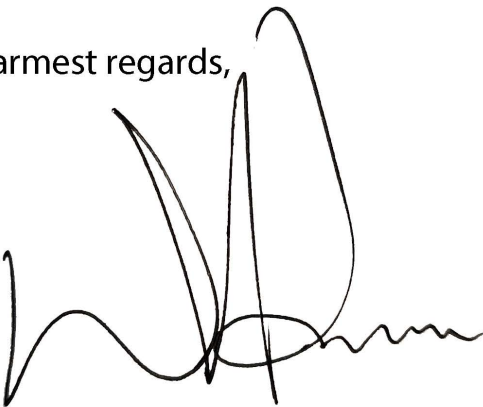
Singapore is uniquely positioned in the centre of South East Asia making our country a convergence of fascinating cultures. Partnering with Asian Civilisations Museum (ACM) has allowed us to cultivate our design talents of Asian art and craft and keeping the island's heritage alive through our flagship initiative Singapore Stories with special access for our members to the museum and its resources. We are also working alongside LASALLE College of Arts to elevate the technical of the designers.

TECHNOLOGY & INNOVATION

In this digital era, we witnessed an accelerated push towards technology adoption in our fashion and design industry. Aside launching OneOrchard.Store (OOS) as a digital sales channel, we created the Digital Resources Initiative that provides members access to digital platforms and puts the tools right at their fingertips. To assist our members in the digitizing of their business, we focused on fashion technology service providers, such as Browzwear, a 3D fashion design and development solution, SwatchOn, a B2B fabric sourcing platform with more than 200000 fabric SKUs, and enhancing our Maker's Studio with a patterning plotter and 3D printer.

We are proud to have achieved so much in the past year and glad to be able to share some of these highlights but more work lies ahead as we move forward in such interesting times. We shall continue to forge forward to establishing Singapore to be the innovative fashion hub of the region! Please stay safe. Thank you.

Warmest regards,

A handwritten signature in black ink, consisting of several large, sweeping loops and a wavy tail, positioned to the right of the text 'Warmest regards,'.

EXECUTIVE COMMITTEE

President **Wilson Teo**
Managing Director
TEO Garments Corporation Pte Ltd

Office Bearers

Vice President **John Lee**
Chief Executive Officer
Lee Yin Knitting Factory Pte Ltd

Hon Secretary **Carolyn Kan**
Chief Executive Officer
The Good Life Club Pte Ltd

Hon Treasurer **Roger Yuen**
Chief Executive
Clozette Pte Ltd

Ordinary Council Members

Member **Nelson Yap**
Chief Executive
Benjamin Barker Aust Pte Ltd

Member **Felicia Gan**
Deputy Chief Executive Officer
Ghim Li Group Pte Ltd

Member **Nicole van der Elst Desai**
Founder
VDE Consultancy

EXECUTIVE COMMITTEE

Associate Council Members

- Member **Dro Tan, PhD**
Executive Director
Matex Int Ltd
- Member **Sonja Prokopec, PhD**
LVMH Cahired Professor, Department of Marketing
ESSEC Business School
- Member **Wu YingFang**
Founder and Director
Fu Yuan International Holdings Pte Limited
- Member **Esther Huang**
Head, Digital Experience Design
National Gallery Singapore

Advisors

- Advisor **Mark Lee**
Chief Executive Officer
Sing Lun Holdings Pte Ltd
- Advisor **Chiang Loo Fern**
Managing Director
CYC Company Pte Ltd
- Honorary Legal Consul **P Balachandran**
Senior Consultant
Robert Wang & Woo LLP

CEO'S MESSAGE



MS SEMUN HO

Chief Executive Officer
Textile and Fashion Federation

Dear members,

As we look back on the past year, we can't help but reflect on how this pandemic has drastically changed our personal lives and the impact it caused to local businesses and the economy. While some had failed, I am heartened to know that there are businesses that had taken this opportunity to test and accelerate change and as a result emerged stronger than before Circuit Breaker.

At the start of 2020, we had planned a plethora of activities and events to support the development of the industry, but they were either pivoted onto a digital platform or postponed. Despite the challenges, I am proud that the team had soldiered on and took some bold steps to serve the community and members.

NETWORK AND RESOURCES

At the start of the pandemic, our first concern was the safety of our community and hence, TaFF created the Masks 4 SG initiative. For the initiative, the team developed two mask patterns on our website for the public to freely download and use. We also included instructions on how to assemble the mask, a comprehensive guide that covers recommended materials, and care and usage tips.

TaFF continued to expand its Fashion Resource List, specifically focusing on Digital Resources to encourage our members to embrace technology during Circuit Breaker. Some of these resources included Shopify, Hoolah, WeChat Network, Centric Software, and more.

This past year we focused on strengthening existing relationship as well as forming new alliances with local organisations. We

continued to build a network of wonderful specialist mentors, consultants, and experts in all aspects of the fashion value chain to collaborate in our initiatives and programmes.

CAPABILITY DEVELOPMENT

Shortly after the Dorscon Orange announcement, we started seeing the world taking steps moving to a digital realm. The Bridge Fashion Incubator (TBFI) swiftly transitioned to be an online programme in 2020 for cohort 2 and 3.

The year also ended with TBFI changing its Program Director, Ms Jo Soh and Residential Mentor, Ms Debra Langley to Mr Benoit Valin and Ms Cristina Ventura respectively. I want to say a personal thanks to both Jo and Debra who had started the programme and had developed it to where it is today.

In spite of the global crisis, we graduated 2 cohorts under the TBFI programme and had organised more than 20 events.

GO-TO-MARKET INITIATIVES (GTM)

GTM opportunities are crucial for our industry and that is why we invested our time in launching our ecommerce platform, OneOrchard.Store (OOS), and continued to organise our annual sales event, the Red Letter Sale, at Design Orchard.

In July last year, TaFF was also appointed as the new operator of Design Orchard Retail Showcase (DORS). Since taking over the operations in August, TaFF has doubled the number of brands at Design Orchard and implemented exciting activities to introduce them to the public.

In addition, TaFF managed to organize our second TaFF Trunks: Men's Edition and our annual flagship event, Singapore Stories. Singapore Stories was in its 3rd Edition last year and despite the many challenges, the team had not only changed its format but had brought it to a new level.

TaFF has made progress despite the spread of the pandemic and this is possible largely due to the efforts of our partners and stakeholders who have banded together with us to accomplish a greater good. I would like to thank our council members for their guidance, the government agencies who supported our efforts and our members for sticking with us. Last but not least, I am thankful and proud to have a wonderful team. In a year filled with challenges it is a testament of their professionalism, their resilience and commitment to TaFF.

As I am writing this message, notice on the rise of COVID cases streamed into my phone, reminding us that we cannot let our guards down. Please continue to stay safe and stay healthy. Wishing you all the best.

Sincerely,

Semun Ho

SECRETARIAT

MANAGEMENT

Semun Ho
Chief Executive Officer

CUSTOMER SERVICE

Pauline Kwan
Manager, Facilities and Customer Service

Noormido Rashid
Supervisor, The Makers Studio

Eddie Wan *(until Sept 2020)*
Executive

Partheban G K *(from Oct 2020)*
Executive

Rio Paraguaya *(from Mar 2021)*
Executive

FINANCE

Huang Zhen Wei
Executive

Chi Yuan
Executive

MARKETING

Peng Aw
Director, Marketing and Events

Wong Jiayi
Assistant Manager

OUTREACH

Jasmine Puah
Assistant Manager

PARTNERSHIPS

Jeanne Lee
Assistant Director

RESOURCES

Leonard Augustine Choo
Director

Afiq Juana
Executive

SECRETARIAT

THE BRIDGE FASHION INCUBATOR

Jo Soh (*until Dec 2020*)
Programme Director

Benoit Valin (*from Jan 2021*)
Senior Programme Director

Grace Nandar
Programme Manager

Pei Jun Chow
Executive, Management Support

DESIGN ORCHARD RETAIL (*from Aug 2020*)

Julynn Tay
General Manager

Lai Kah Fai
Retail Manager

Venice Cheng
Graphic Designer, Senior Executive

Siddique Hai
Visual Merchandiser

Mohamed Nadzril Bin Rosland
Senior Executive, Buyer

Nicole Benjamin
Senior Executive, Accounts

Syairah Watt (*until November 2020*)
Executive, Marketing

Francesca Mak (*from Mar 2021*)
Senior Executive, Marketing



NETWORK & RESOURCE

This year, the Resources department concentrated on establishing key partnerships with businesses who can help our members and industry move towards digital transformation in an increasingly online world. The department continued in the four main branches, as before, with key movements in each.

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

NOTABLE OFFERINGS

Some notable partnerships and special TaFF member resource offerings included the following:

Omnilytics X TaFF (Digital Resources)

In partnership with Omnilytics, eligible TaFF members could sign up for a full \$5000 IMDA Digital Resilience Bonus grant to access the Omnilytics digital analytics platform. Early-birds even received a \$500 cash-back when signing up in the first two months.

The unique offer was exclusive to only TaFF members. Omnilytics and TaFF also worked together to embark on a series of webinars that provided educational content to our members.

SwatchOn X TaFF (Fashion Resource List/ Resource Wall)

In partnership with SwatchOn, eligible TaFF members can sign up for a free VIP account with this business-only wholesale and retail international fabric online store, giving them automatic access to over 100,000 fabrics shipping to 52 countries. In addition, this special agreement also gives members the following unique benefits:

- No MOQ required for fabrics in stock
- 100 free swatch bundles annually
- Dedicated fabric sourcing manager
- Free shipping for the first fabric order
- 200 USD fabric coupon for the first fabric order

SwatchOn also worked with TaFF's marketing department to curate 10 personalized SwatchBoxes for selected TaFF member brands.



TaFF member Jyoti Singh, Founder of JoKilda, flipping through fabric swatches from her SwatchBox.



TaFF member and TBF1 alumni Jalene Seah, Founder of Kinquo, opening her SwatchBox from SwatchOn.

Browzwear University (Resource Programs)

In partnership with Browzwear, the resource department is offering free access to Browzwear University – an independent modular-learning platform that allows candidates to effectively learn and practice 3D rendering and digital pattern making with Browzwear's VStitcher, Render Engines V-Ray Local and Tech Pack.

All levels of eligible TaFF members can sign up for the program. TaFF will run 3 cohorts per year, with 15 seats per cohort. Additionally, upon completion of Browzwear University Program: Series 101, TaFF Members (Ordinary) and Professional Members are eligible for a preferential rate on annual cloud licenses through Browzwear's e-commerce platform.



WGSN Insights, Business of Fashion, Masterclass (Digital Resources)

The resource department continued giving preferential access to these digital resources:

- WGSN Insights: complimentary access to this platform for Ordinary Members
- Business of Fashion: 40% off retail price per subscription for all members
- Masterclass (NEW in 2020): 50% off retail price per subscription for all members

PROGRAM AND EVENTS

The resource department also worked with the events team to develop programs and events that augmented or accompanied resource offerings to the member base. Some of these events included:

E-commerce Day (5 May 2020)

E-commerce Day brought together service partners and companies from across the e-commerce fashion value chain such as e-commerce platforms, logistics providers, social media marketing agencies and even payment platforms for members to adopt as they move their businesses online during the circuit breaker period.



WGSN Insights: An Introduction, Tips and Tricks (5 June 2020)

This webinar gave TaFF Members (Ordinary) an introduction to the WGSN Insights platform, giving attendees tips and tricks on how to use this powerful informational platform to their advantage when planning their sustainability efforts, shaping communications, retail strategies and marketing initiatives for different consumer segments.

137

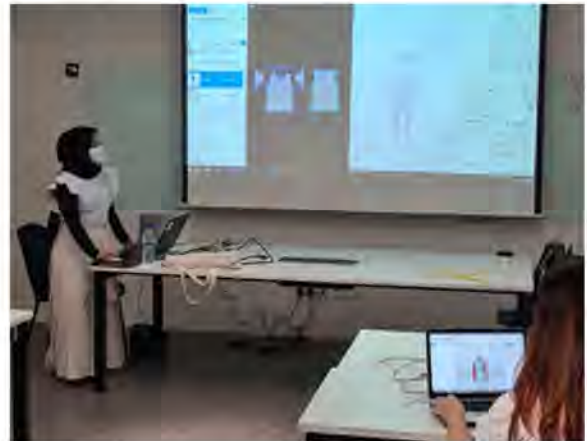
Total resources in Fashion Resource List to date

67

New resources added to The Fashion Resource List in 2020

Omnilytics X TaFF: How Fashion Brands Can Prepare for 2021 (23 November 2020)

During this 45-minute webinar, Members learned retail strategies and data-backed solutions to guide product development, merchandising, and support marketing efforts to overcome fashion's biggest challenges.



Browzwear University Induction Day

Browzwear University Induction Day (13 January 2020)

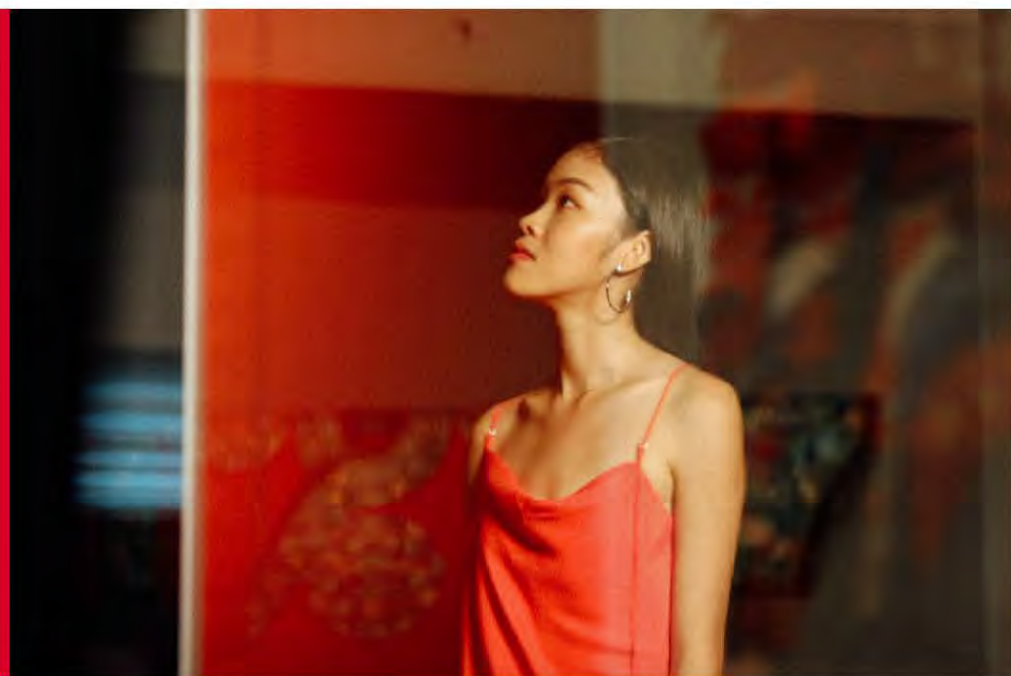
Browzwear University Induction Day gave participants of the Resource Program a head start on their 3D Journey. Conducted by Browzwear Trainers, participants familiarized themselves with the learning platform, Vstitcher software and created their first 3D Garment on Vstitcher.

Omnilytics X TaFF: Price to Sell - How to Use Data to Create Competitive Pricing Strategies (27 January 2021)

This 60-minute webinar taught attendees how to determine the best performing price range for their products. Attendees learned about competitor pricing benchmarking and how to leverage the data from Omnilytics to develop their pricing strategy.



Matt Lovett, Director of Retail at Omnilytics, running the Omnilytics X TaFF: Price to Sell - How to Use Data to Create Competitive Pricing Strategies webinar session for TaFF members.



SUSTAINABILITY

In 2020, before the onslaught of the global COVID-19 pandemic, TaFF had already begun to chart a course for a greater focus in sustainability for our industry.

Besides including this theme across various departments and initiatives, TaFF also began to spearhead conversations and events centered particularly around the subject of sustainability.

Some of the sustainability talks we have done included a TaFF Talks session with Vice President of Social Consciousness at Eileen Fisher, Amy Hall, and the following events below:



TaFF X WWF: Reducing Plastics in Fashion (16 June 2020)

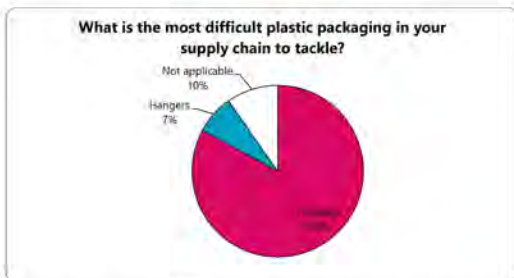
This virtual roundtable was organized by TaFF and World Wide Fund for Nature (WWF), and was an industry-level discussion on how we can do better in managing the use of plastics in fashion.

The session began with a presentation of the latest information in the plastic crisis by WWF, touching on alternative materials an regulatory and consumer trends complemented with a sharing session by H&M on its plastic initiatives.

Over 90 participants online then broke out into smaller discussion groups to lay out the challenges and possible solutions to addressing harmful plastic use in the industry's entire value chain. The session resulted in a report by WWF on the findings from the roundtable, which was then sent out to participants.



Appendix: Pre-survey results (out of 39 respondents. Respondents could provide multiple answers.)



World Wild Fund for Nature (WWF) report from Reducing Plastics in Fashion Virtual Roundtable discussion with TaFF.

BINGO with Green Is The New Black (29 May 2020)

We partnered with Green Is The New Black (GITNB), a lifestyle media platform, to bring awareness to the growing topic of sustainability.

GITNB helps individuals to live more consciously and connect them to responsible brands by amplifying their sustainability initiatives. They also run Asia's first Conscious Festivals in both Singapore and Hong Kong, having gathered more than 10,000 people.

Hosted by Stephanie Dickson, CEO & Founder of Green Is The New Black, she shared how we can all be sustainable everyday by taking conscious steps daily shown through an engaging BINGO game.



Stephanie Dickson, CEO and Founder of Green Is The New Black sharing about The Virtual Conscious Festival to the attendees of the webinar.

TaFF X Fashion Group Solutions: Sustainable Solutions and How to Make a Real Difference (23 June 2020)

We partnered with Fashion Resource List partner, Fashion Group Solutions, to educate our members how they can make their collections more sustainable by tackling a segment in the production chain.

Experts Jacqui Gray, Sourcing Director, and Douwe Schurer, QA Manager, at Fashion Group Solutions delved into the detailed 'what, where, why, and how's' of making sustainable business choices, pursuing green behaviour, and understanding the costs and certifications of these choices.

Selected attendees had the unique opportunity to receive a complimentary one-on-one micro-consulting session with Jacqui and Douwe, who provided them with personalized insight on their sustainability goals and how to achieve them.



Jacqui Gray and Douwe Schurer from Fashion Group Solutions shared their presentation on the negative impact that the apparel industry has on the environment.



THE COCOON SPACE

90%

occupancy rate for dedicated and private suites

70%

occupancy rate for The Makers Studio

Rates are taken as of Feb 2021.

2020 was a year of partnerships which resulted in several key initiatives for The Cocoon Space (TCS).

This was also the first year Red Letter Sale was hosted at The Cocoon Space, utilizing the two levels. TaFF Trunks: Men's Edition also returned for the second time at TENCEL Studio incorporating an "Adventure" themed setup.

With COVID-19 impacting events, The Cocoon Space also encountered requests to utilize the space for digital livestreaming sessions. Two livestreaming sessions were held at The Cave, one for eGSS 2020, in partnership with Singapore Retailers' Association and another with Orchard Road Business Association for Black Friday.

ACTIVITIES

2020 saw several key initiatives and partnerships...

The Cocoon Space has been fortunate to have the support of industry partners such as Design Business Chamber Singapore, Singapore Retailers Association (SRA), Orchard Road Business Association (ORBA), Singapore Tourism Board (STB) and many others who have held networking events, AGMs, talks and presentations at the space.

SRA held the launch of The Great Singapore Sale (GSS) at The Cocoon Space since 2019. In 2020, they held a live eGSS streaming session at The Cave. The Cocoon Space was also delighted to host ORBA's virtual Black Friday at The Cave for three days in November following eGSS.



Keith Png and Kate Pang shared deals and steals from local designers from OneOrchard. Store livestreamed on GoSpree at The Cave in The Cocoon Space.

The team also focused on partnering with academies and institutions to provide different courses to their community of student and members at The Cocoon Space. They used space as a satellite classroom and office to run their many programmes.



Vendors setting up for the Red Letter Sale over the weekend



Shoppers enjoying the selection of brands and discounts at the Red Letter Sale.



Vendors setting up for the Red Letter Sale weekend at the Tencel Studio, level 3 of The Cocoon Space



CAPABILITY DEVELOPMENT

Building on two of TaFF's key capability development series - Industry Insights and TaFF Talks, the focus of the sessions were helping our members navigate through the COVID-19 pandemic and topics were relevant to the current business landscape.

Due to the circuit breaker, TaFF digitized the sessions and organized over 20 Industry Insights and TaFF Talks webinars for the year.

The webinars ranged from insightful sharing sessions to course-like formats which aimed to provide individuals and companies with knowledge on current business practices and how to better equip themselves with the right tools for advancement. Each session focused on a single topic relevant to businesses today.

INDUSTRY INSIGHTS

A full listing of Industry Insights webinars organized at the start of Circuit Breaker are listed below.

APRIL

- TaFF X SocietyA Emerging Designer Spotlight: SeanSheila and GIN LEE
- SMECentre: Resilience & Solidarity Budget 2020 for Businesses
- TaFF Member Online Networking Session
- TaFF X Verity Consulting: Growing Your Business Internationally in Times of Crisis

MAY

- TaFF Design Resource: E-Commerce Day
- Navigating Direct-to-Consumer Approaches in a Crisis
- TaFF X National Design Centre: Harness the Power of Data and Empathy to Guide Your Brand Messaging During a Crisis
- What is PDPA, DPO, DPMP, DPIA and how does it affect your business?
- Digital Marketing Insights & Digital Market Strategies for the "New Normal"
- Creative Marketing and Content Production
- TaFF X GITNB: Why Little Green Steps Still Matter + Sustainability Bingo!

JUNE

- WGSN Insight: An Introduction, Tips and Tricks
- TaFF Member HASIKO Wellness Networking Session
- TaFF X SGTech - Providing Liquidity for SMEs in The Isolation Economy
- TaFF X SocietyA Emerging Designer Spotlight: Jonathan Liang and Max Tan
- Sustainable Solutions and How to Make a Real Difference
- TaFF X Verity Consulting: How to Lead and Think Innovatively
- TaFF X Atome: Looking Ahead - How to Market Your Brand Now During Phase 2

JULY

- TaFF Buyer Series: Conversation with Dave Binns
- TaFF X Ngee Ann Polytechnic: Taster Webinar on Design Thinking

TAFF TALKS

As part of our goal to bring inspirational and compelling discussions to the community, TaFF Talks was designed to spark conversation. The series brings national and international thought-leaders and opinion-makers into direct contact with Singapore's fashion and design community, driving knowledge-exchange,

network-engagement, and frank insights.

This past year TaFF organized and held three online TaFF Talk sessions for the community.

Dialogue with TaFF President: Present and Future

In this first 2020 edition of TaFF Talks, Mark Lee (TaFF's outgoing president) and our newly-elected president, Wilson Teo, spoke with Vogue Singapore's Publisher Bettina von Schlippe, to discuss where TaFF has been, where it is now, and where it is going, in the context of our dynamic, evolving industry.



From top to bottom: Mark Lee, Wilson Teo and Bettina von Schlippe

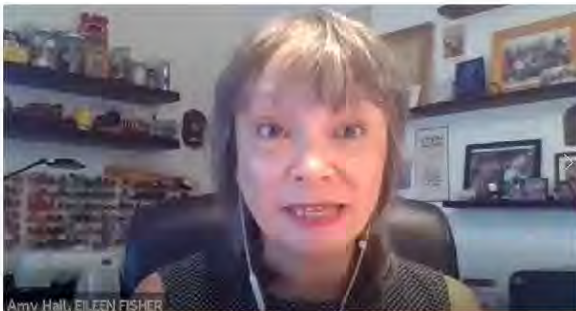
TaFF Talks Presents Conscious Fashion, Pioneering a Competitive Edge

In this session of TaFF Talks, moderator Ruby Veridiano, a writer, fashion journalist who focuses on diversity & inclusion in the fashion industry, sat down to chat with Amy Hall, Vice President of Social Consciousness at Eileen Fisher, an American sustainable apparel label focusing on encouraging circularity in fashion through their 'nothing goes to waste' philosophy. They create garments meant to last a long time, along with a

conscious effort to protect social and environmental rights.

Amy Hall shared about her journey, how she navigates what it takes to build a culture of social consciousness with one of the world's most recognizable brands, and the future of ethical fashion.

In her role, Amy Hall has been at the leading edge of human, environmental and economic sustainability. Her 23 years at the company have seen her advocate for a more ethical and eco-friendly fashion value chain that reflects the values Eileen Fisher stands for: responsible business practices, sustainable products and supporting women in being full participants in society.



From top to bottom: Vice President of Social Consciousness at Eileen Fisher, Amy Hall, and fashion journalist, Ruby Veridiano.

TaFF Talks: Powered By Challenges, Rising from Change

On March 1, 2021, TaFF celebrated International Women's Day for the second consecutive year. The team brought together a panel of inspiring women of change from different walks of life to share about their passion in celebration of International Women's Day.

The event kicked off with a happiness session conducted by Shireena Shroff Manchharam, creator of Getting to Happy TM, who shared how gratitude improves our mental well-being which ended with a intimate group activity.



Left to right: Panellists Nicole van der Elst Desai, Rebecca Eu, Sabrina Tan and moderator Aziza Sheerin

As the evening continued, we heard insightful stories from our invited guest speakers, Sabrina Tan (Founder and CEO of Skin Inc), Rebecca Eu (Founder of Mei's Own), Aziza Sheerin (Regional Director at General Assembly Asia) and Nicole van der Elst Desai (Founder at VDE Consultancy and TaFF Council Member), on what sparked them to start the lifelong mission that they have embarked on. They will also share the challenges they had to face and overcome and the powerful experiences they encountered on this journey.



Shireena Mancharam sharing about "Getting to Happy" during the International Women's Day event via Zoom.



TBFI Cohort #03 Demo Day winner – Daniel Charbonnet, Founder & CEO of All Citizens, pitching his business to Demo Day attendees.

THE BRIDGE FASHION INCUBATOR

*Supported by Enterprise Singapore,
TBFI mentored a total of 17 brands
over its 2nd and 3rd cohorts in 2020.*

Launched in August 2019, The Bridge Fashion Incubator (TBFI) is an incubation programme designed for companies in fashion, beauty, lifestyle, sustainability and related-tech. The flagship business mentoring programme is 16 weeks long.

In 2020, two cohorts graduated from the programme. The nine brands in cohort 2 were Binary Style, HANEEZA, EVRYWEAR, LOOMS, OliveAnkara, republiqe, SANS FAFF, Shop Bettr and Tropick. The eight brands in cohort 3 were All Citizens, Bambar Baini, Goya The Label, Incub., Kayloo Prints, KINQUO, M A Y U and NOST.

With a combination of customised consultations for each brand, access to a network of experts and investors, educational webinars on the latest knowledge in the industry such as sustainable materials in fashion, and e-commerce strategies during a pandemic, the TBFI team guided the brand owners to help them achieve various objectives, from launching Kickstarter campaigns to creating business strategy roadmaps to fund-raising.

The Circuit Breaker had converted all TBFI activities from physical events to an online programme. The 2nd and 3rd cohorts' programmes were delivered almost entirely online. Due to a slight ease in safety regulations, the 3rd cohort's Demo Day was conducted in-person, on 1 December 2020, at The Cocoon Space.

The 3rd cohort was the last cohort under the charge of Programme Director, Jo Soh, and Resident Mentor, Debra Langley. Langley's successor, Cristina Ventura, will helm the programme starting cohort 4, together with Programme Manager, Grace Nandar. We also welcomed our new Senior Director, Benoit Valin, to spearhead the programme in January.

TBFI ACTIVITIES



TBFI Cohort #02 Orientation (Top Row, left to right: Pam Wigglesworth, Grace Nandar, Debra Langley, Jo Soh and Ifeoma Ubby. 2nd row, left to right: Semun Ho, Brandy Dallas, Leonard Choo, Monica Millington and Bibi Haneza Binte Said Akbar. 3rd row, left to right: Joseph Lo, Devisanthi Tunas, Nasyitah Tan, Peter Thewlis and Madina Kalyayeva. 4th row, left to right: Wilson Teo, Marcus Goh, Olga Sych, Mazen Kurdy and Dennis Poh. Last row, left to right: Nicole van der Elst Desai, Chu Wong, Winston A. Mulyadi, Vanessa Ho and Bettina von Schlippe). The 16-week programme was carried out online due to Circuit Breaker.



(From L-R): Daniel Charbonnet, All Citizens; Grace Nandar, TBFI Programme Manager; Jex Sim, Incub.; Karla McDougall, Bambar Bani; Soon Kiat, Incub.; Jalene Seah, KINQUO; Kristin Loo, Kayloo Designs; Sabrina Wee, GOYA The Label; Jo Soh, Former TBFI Programme Director; Chow Pei Jun, TBFI Programme Assistant; Tessa Choo, NOST.



TBFI Cohort #03 Incubatees Pop-Up at DORS featuring NOST (left) and KINQUO (right).



Right: TBFI Cohort #01 incubatees Pop-Up at DORS featuring Binary Style (left), GINLEE Studio (middle) and Bhuman (right).



TBFI Webinar with guest speaker Marci Zaroff, CEO and founder of MetaWear and a key figure in developing the Global Organic Textile Standard (GOTS) and Fair Trade Textile Certification with Fair Trade USA.



TBFI Webinar: Innovation as a Practice with Donald Farmer. The guest speaker is a patent holder, author and principal at TreeHive Strategy.



Finalist, Adelyn Putri's capsule collection submission for Singapore Stories 2020, shot at Asian Civilisations Museum.

SINGAPORE STORIES

Partners & Sponsors:

Asian Civilisations Museum
 Fashion Division Asia Europe
 Coldwear
 Lenzing
 Lee yin
 MTM Skincaare
 Oeteo
 Society A
 Sing Lun
 Teo Garments

Supported By:

Enterprise Singapore
 Singapore Tourism Board

Organized by TaFF as part of its mission to promote, support, and develop the local fashion industry, Singapore Stories is a fashion design competition that invites designers to explore what it means to create a Singapore-inspired capsule collection in fashion apparel.

Finalists get the opportunity to consult with renowned experts, and stand a chance to collaborate with internationally acclaimed platforms and companies. The contestants were paired with business and design mentors who provided constructive feedback and meaningful guidance throughout the process.

For 2020's theme, designers were invited to examine the timeline of Singapore fashion - celebrating the past and interpreting the future.

The winner of Singapore Stories was Carol Chen, Founder of Carol Chen.

Since the start of 2020, TaFF saw 9 semi-finalists compete in the running to be named the winner of Singapore Stories and receive the Singapore Fashion Awards for 2020.

By July 2020, 5 promising designers were shortlisted to continue onto the finals where their capsule collection was showcased in the digital fashion show finale for all to see. These contestants have not only experienced the vigor of being in an 8-month fashion journey but also endured the challenges of competing in a pandemic where all their businesses were affected, and their daily lives greatly impacted.



Mette Hartman from Martha Who, presenting her capsule collection to the judges, at Asian Civilisations Museum.



Nida Tahir Shaheryar from Nida Shay, presenting her capsule collection to one of the judges, Kennie Ting at Asian Civilisations Museum.



Models in CYC's Singapore Stories 2020 capsule collection.

On October 29th at 8:00PM SGT, TaFF released the Singapore Stories 2020 Digital Fashion Show and announced the winner of the competition in a premiere event. Guests of the premiere event included all the contestants, their families, stakeholders and partners to partake in this celebratory moment.



SMS Sim Ann congratulating the finalists of Singapore Stories during the premiere event. From L-R: SMS Sim Ann, Adelyn Putri (Nude Femme), Mette Hartman (Martha Who), Carol Chen (Carol Chen), Nida Tahir Shaheryar (Nida Shay) and Cara Chiang (CYC).

TaFF was excited to crown Carol Chen, founder of Carol Chen, the winner of Singapore Stories 2020! Being the winner, she walked home with the grand prize which included the prestigious Singapore Fashion Award trophy but also a runway debut at Paris Fashion Week with Fashion Division Asia Europe, have her designs exhibited at the Asian Civilisations Museum under the #SGFashionNow initiative, and retail opportunities with Design Orchard Retail Showcase, OneOrchard.Store and Asian fashion-focused retailer, Society A.



Carol Chen's winning collection "Neoterica" was inspired by modern Singapore.



GO-TO-MARKET INITIATIVES

2020 was an unprecedented year with COVID-19 impacting Go-To-Market initiatives. As a response, TaFF looked towards digital solutions to help amplify our members' presence online to substitute some of the physical events that were cancelled due to the pandemic. To help businesses gain online exposure and sales through the introduction their product offerings and experiences online, TaFF launched its own ecommerce platform, OneOrchard.Store (OOS), to assist in this effort.

ONEORCHARD.STORE

TaFF launched an e-commerce marketplace OneOrchard.Store (OOS) which not only aggregated locally-based brands on a platform that helped market and raise awareness, but also provided an alternative platform for brands to retail and reach a wider audience.

Launched on 19 June, the platform started off with 25 brands and have grown to more than 50 brands to-date.



OOS also played the role of a launchpad in a collaboration with Harper's BAZAAR Singapore, launching a capsule collection designed by NewGen past winners – Silvia The and Rena Kok. Titled A New Slate, OOS was the official e-commerce platform that showcased and retailed the collection.



TaFF partnership with Harper's BAZAAR Singapore to showcase and retail the NewGen capsule collection - A New Slate, exclusively on OneOrchard.Store and Design Orchard.



NewGen past winners, Silvia Teh and Rena Kok with Kenneth Goh, Editor-in-chief of Harper's Bazaar Singapore



OneOrchard.Store participated in eGSS 2020, in partnership with Singapore Retailers Association and Association of Singapore Attractions to create engaging shoppable content to promote Singapore brands and attractions for our local shoppers to discover.

RED LETTER SALE

For the second year running, TaFF organised the Red Letter Sale and this year, the event was held at The Cocoon Space.

Eighteen brands ranging from fashion, accessories to lifestyle products pop-up from 8-10 January across L2 & L3, with promotions up to 90% off. Safe Management Measures were also observed with shoppers and vendors alike during the event and shoppers were encouraged to pre-register to attend the event.



Shoppers browsing at Incubation Room, L2 The Cocoon Space during Red Letter Sale.



TaFF introduced a luxury section featuring established brands such as Thomas Wee and Lai Chan. A new Fine Jewelry showcase was also set up, featuring Carrie K. and State Property.

DESIGN ORCHARD

TaFF took over the operations of Design Orchard Retail Showcase (DORS) since 1 August 2020 in the midst of the pandemic offering local brands wider reach and collaboration opportunities, while further nurturing and profiling home-grown design talent.

Category ranges from Fashion Apparels (women and men), Accessories to Beauty & Wellness, Lifestyle and Home.

The new appointment allows TaFF to provide a holistic approach in developing the industry where the organization now manages both the retail showcase, the co-working and incubation spaces, creating greater synergies in operations, programming, branding and marketing.



TaFF's vision of DORS is to create a must visit shopping destination in Singapore that fosters memorable experiences and enduring takeaways for visitors.

1. AWESOME STORE WINDOWS

TaFF refreshes the windows every 6 weeks to create an event for all the attend and appreciate. To kick off the change, TaFF make an event of unveiling the changed windows and merchandise.

The objective is to create drama and visual impact for DORS. Since taking over, TaFF has increased 2 windows to 4 windows and had made 5 changes.



Singapore Stories window display. This was the first window that TaFF designed and for the first time all 5 windows were used in the creation of this visually striking display of the finalists' looks.



Shoppers admiring the Christmas window display, themed Dream A Little Dream, that is brightly lit in the heart of Orchard Road.



Chinese New Year windows with colorful floral designs specially created by the in-house visual merchandising team. Designs were also used for the store red packets for the occasion.



International Women's Day window in collaboration with DesignSingapore Executive Director, Mark Wee.

2. NEW CONCEPT LAYOUT

A new layout that keeps customers in the heart of the shopping experience is created to allow them to navigate around the store easier. A dedicated pop-up space in the centre aisle has also been created to feature New or Exclusive collections and allow other brands who are not retailing at DORS year-round the opportunity to showcase products that is in line with the store's monthly theme.

A notable change is the launch of the new Designer Area where it has a dedicated private fitting room for customers to enjoy personal styling sessions for an enhanced shopping experience. Six established brands were invited to retail their products in the Designer Area which helped to uplift the position of DORS and also cater to a wider customer base. The additional exposure also provided awareness to the new and emerging brands retailing at the store.



Men's Trunk Show pop-up in the centre aisle of Design Orchard for the month of February.



Centre aisle featuring *Made With Passion* and Chinese New Year pop-up brands.

3. BRANDS CURATION

i. Open Call

An open call was conducted in August 2020 to explore new brands joining the showcase. 100 brands submitted their interest in the open call and 25 brands were selected to retail at DORS on 11 January 2021.

Together with the established and star brands, a total of 43 brands were added to DORS bringing the total to 99 brands permanently retailing in-store.

ii. Exclusivity

At the same time, exclusive collaborations were introduced in January where Singapore Music Guru, Dick Lee collaborated with Pimabs, a local bespoke menswear brand to create a collection of beautiful Chinese New Year themed men's shirts that is only available at DORS. Yang Derong who was Singapore's National Day Parade Art Director and also costume designer for local productions created *Sayang Sayang*, a local lifestyle concept brand to encourage appreciation of Singapore's multicultural heritage through products that are used daily. His



Leslie Chia, Founder of PIMABS and Dick Lee, Artist, browsing the exclusive collaboration collection.

debut collection was also launched exclusively at Design Orchard.

4. DYNAMIC FRONTLINE TEAM

To ensure the successful implementation of the plan, TaFF brought in Ms Tina Tan-Leo as a Consultant and Lead Curator who has helped open the team's eyes to a lot more possibilities that the store can do as well as bring along her network of potential collaborators.

Since joining DORS, Ms Tina Tan-Leo has conducted weekly training for the frontline team on sales etiquette, grooming, customer service and more to ensure superior service is provided to customers. To elevate product knowledge, brands were also invited to provide product training to the staff. The store management team, comprised of senior staff members, supervisors and the store manager, will continuously train the team on product knowledge and conduct regular role plays to better equip them with skills to succeed.



Design Orchard retail team posing in front of the "Dream A Little Dream" Christmas in-store popup.

5. NEW POS SYSTEM AND CRM PROGRAMME

A new POS system that offers CRM was implemented quickly to provide better customer service and clearer understanding of DORS shoppers and customer base. With the new system, a customer loyalty programme called iDO was also introduced.

As technology being a key focus at TaFF, much time and effort was spent re-organizing and streamlining current infrastructure including upgrading Wifi, firewall etc. and other technological needs.



Introducing the new loyalty rewards programme to shoppers of Design Orchard.

6. IN-STORE EVENTS AND WORKSHOPS

To keep shoppers engaged through interesting content, activities and workshops are held regularly in-store.

These events range from learning the story and history of a brand to being crafty in customization workshops, to meeting the designers for styling sessions and getting fashion tips from stylists and fashion enthusiasts.

Part of TaFF's goal is to provide seamless integration of the entire Design Orchard building



ANS.EIN and Hadasity styling workshop with customers.



Left: Scarf printing workshop with Baliza. Right: SOAMI jewellery customization workshop.



Baliza and Binary Style collaboration, exclusive launched at Design Orchard.



Singapore Stories pop-up featuring semi-finalists and finalists looks

from the retail shop to the co-working, incubation and event spaces on level 2 and 3. In 2020, there were a number of Design Orchard shopping events and pop-ups that were extended to The Cocoon Space and Tencil Studio which created greater synergies in operations, programming, branding and marketing throughout.

Design Orchard private shopping event with Singapore Stories sponsor, MTM Skincare, held at The Cave on level 2 of the building.





MEMBERSHIP & COMMUNITY

50

New members

213

Total members

The membership team continued to engage the community and had begun working on internal improvements: creating new efficiencies in administrative systems, and working with other departments to create clear benefits for TaFF members in all our initiatives and programs.

This year, TaFF also introduced a new tier to the membership program - Professional Members, for individuals supporting the fashion ecosystem to join the community.

NEW INITIATIVES

Members' Circular (NEW, 2021)

In an effort to communicate more effectively with members, TaFF Member's Circular was introduced.

The circular is a monthly bulletin that contains important information for members: on new government grants and schemes, TaFF go-to-market opportunities, new initiatives and special offers for TaFF members, ongoing member benefits, as well as highlights from our community. Sent once a month, members' can expect to receive it in their email inboxes the second week of every month from members@taff.org.sg.



Community event with our jewelry members at the Asian Civilisations Museum (ACM).

Member Subscription/Life-Cycle Alignment

As part of an effort to create administrative efficiency, all member subscriptions/life-cycles have been aligned to begin or renew on the same day each year (1 May – Labour Day).

This aligned system of billing and administration helps members gain full awareness of their membership and renewal status, as well as aligning the launch of future new benefits for each membership cycle.

Some key dates to note each year are:

- Early-February: Advance notice for renewal is disseminated
- 1 March: Invoices for renewal are disseminated
- 31 March: Final deadline for invoices
- 30 April: Previous annual life-cycle end
- 1 May: Annual subscription life-cycle begin
- End-June – TaFF Annual General Meeting

Community Events

Apart from the numerous events, the membership department has begun (with safe-distancing measures in mind) planning for community-network events for different segments of the member base.

One such event was:

TaFF X ACM Jewellery Gallery Tour and Industry Roundtable (February 24, 2021)

This special TaFF community event was hosted at the

Asian Civilisations Museum (ACM) with Naomi Wang (Curator for Southeast Asia and the Mary & Philbert Chin gallery on Island Southeast Asian jewellery), and featured a tour of the jewellery gallery at ACM, as well as an industry roundtable conversation with Naomi and members of the TaFF team.

COMMUNITY OUTREACH

MASKS 4 SG

In April 2020, amid the onset of COVID-19 pandemic in Singapore, TaFF launched the Masks 4 SG initiative to provide the public to produce reusable masks for the community.

The initiative was created to provide DIY homemade fabric masks for people not at high-risk, or working at the frontline of the battle against COVID-19. This was to help ensure that the supplies of medical masks were reserved for the ones who need them the most.

TaFF developed and tested mask patterns for those whom wished to sew their own masks in the safety of their homes. Two mask patterns were provided to the public and made available to download on TaFF's website—a simple pleated face mask and a customisable fitted one. In addition to instructions on how to assemble the mask, the comprehensive guide also covers required equipment, recommended materials, and care and usage tips.



Fitted face mask pattern, instructions (created by TaFF) and materials

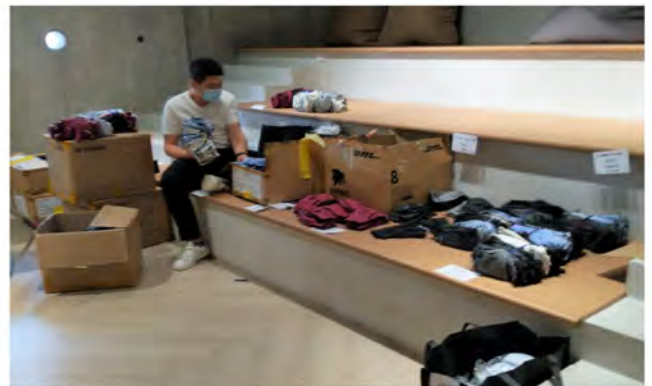


Pleated face mask created and designed by TaFF



Fitted face mask created and designed by TaFF

TaFF also assisted in the rallying of businesses in the fashion industry, which included members Bodynits, CYC, Esta and Teo Garments, as part of the MaskForce programme. TaFF co-ordinated the production and delivery of close to 625,000 masks for the Migrant Workers Centre. This community-led initiative was spearheaded and supported by our patron Senior Minister of State for Culture, Community and Youth Sim Ann.



TaFF team member, Eddie Wan, sorting through the delivered reusable masks for Mask Force programme at The Cocoon Space during Circuit Breaker.



Singapore Stories launch event at Design Orchard. From left to right: Perng Aw, Semun Ho, Senior Minister of State Sim Ann, Wilson Teo, Leonard A. Choo and Joanne Lin Teo.

SPECIAL THANKS

TaFF would like to express our deepest gratitude for the support we have received from members, partners, stakeholders, sponsors and government bodies who have been committed to helping us champion our mission in building a more vibrant fashion ecosystem in Singapore.

Amid all these challenges, there have been outstanding amount of encouragement from the community.

We would like to take this moment to specially thank our patron, Senior Minister of State Sim Ann, for her dedication to our cause and unwavering support in our programmes. We are grateful for her always championing our initiatives and graciously providing guidance.

We look forward to working even closer with our partners and stakeholders this year as we continue working to position Singapore as an innovative fashion hub.



Senior Minister of State Sim Ann congratulating the Singapore Stories finalists on their achievements and successfully completing the 8 month competition journey. From left to right: SMS Sim Ann, Adelyn Putri, Mette Hartmann, Carol Chen, Nida Tahir Shaheryar and Cara Chiang.



Minister visit to Design Orchard to introduce the local brands in the retail showcase. From left to right: Tina Tan Leo, Senior Minister of State Sim Ann and Minister of State Low Yen Ling.



Senior Minister of State Sim Ann learning meeting Common Suits founder, Javin They, at the TaFF Trunks: Men's Edition in February



MP Alvin Tan attending the TaFF Trunks: Men's Edition and sharing his plans for Somerset. From left to right: Semun Ho, Wilson Teo, Leonard A. Choo, Perng Aw, Nicole van der Elst Desai and MP Alvin Tan.



BOLDR Supply Pte Ltd founder, Leon Leong, sharing about his watches to Ambassador of Switzerland, Fabrice Filliez at TaFF Trunks: Men's Edition.

ABOUT TAFF



TaFF is a non-profit trade association that aims to bring together leaders from across multiple sectors to bolster the fashion industry both in Singapore as well as internationally.

TaFF actively works to develop the entire industry to position Singapore as an innovative fashion hub in Southeast Asia, centered in Technology & Innovation, Sustainability and Asian Craftsmanship.

For more information visit www.taff.org.sg or write to marketing@taff.org.sg

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