

taff

FY

2022



VISION

“

To be the
innovative
fashion hub
of South East Asia.

”

CONTENT

05

President's
Message

07

TaFF Council/
Advisors

10

CEO's
Message

12

TaFF Team

14

Sustainability

17

Singapore Stories

20

The Cocoon Space

24

Resources

27

Capability
Development

29

Go-To-Market

33

Membership
& Community

35

Special Thanks

**PRESIDENT'S
MESSAGE**

1



MR WILSON TEO
President, Textile and Fashion Federation

Dear TaFF Community

Moving into the second year of this unprecedented global pandemic, TaFF has focused on helping our industry remain resilient and dynamic in the face of multiple challenges. The collective energy of our community has been important, as it is only by working together that we are able to forge ahead and to progress into the post-pandemic future.

Sustainability has risen to the forefront as the pressing issue of our times, and the fashion industry's responsibilities to the world have become even keener. TaFF has moved quickly to help our community meet this industry-level challenge. A steering committee comprising diverse ecosystem stakeholders was formed in order to give focus on and acceleration to the fashion sustainability programme – our unified three-year action plan for the industry.

TaFF has also made significant strides and exciting progress on our innovative fronts. With The Bridge Fashion Incubator, TaFF partnered with Vogue to introduce the TaFF x Vogue Innovation Prize, inviting past and present incubatees to demonstrate their innovative solutions and participate in an exciting two-day boot camp with international mentors. We have worked with key cultural and educational stakeholders to push the boundaries of our design landscape, by holding the Singapore Stories design competition once again.

We embarked on several collaborations for the Design Orchard Retail Showcase (DORS), including an incredibly well-received series of exclusive capsule collections with We Bare Bears that brought young families and new audiences into the store, and into contact with more local brands. We are proud to say that this year DORS has housed a diverse and brilliant range of over 100 local brands.

Alongside these exciting developments, TaFF has continued to fortify the underlying support systems for our member base, including providing resources, events, roundtables, network connections, and knowledge-sharing. These foundational activities are integral to creating an environment that allows as many businesses as possible to develop and thrive.

In the coming year, we will be continuing to focus on solving key issues for the industry, including ramping up our Job Portal to channel talents into our workforce, rolling out our Sustainability agendas, and reaching back out to the world with international business missions. We look forward to working even more closely with our fellow local and regional trade associations and chambers of commerce, embassies, and cultural institutions, to further elevate the fashion industry in our region.

As we close the year, I would like to extend my sincere gratitude to those who have been instrumental in making our work possible: our patron SMS Sim Ann, our government partners, my council, the TaFF secretariat, our members, and all individuals who have volunteered their time and energies to achieving our goals.

TaFF is proud to have been able to weather the storm with you, and we are even more excited to further grow alongside our community, looking towards sunnier skies in the year ahead.

Thank you.

Warmest regards,

A handwritten signature in black ink, appearing to be 'Wilson Teo', written in a cursive style.

**TAFF COUNCIL/
ADVISORS**



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

OFFICE BEARERS

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

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

Honorary Treasurer **Roger Yuen**
Chief Executive Officer
Clozette Pte Ltd

ORDINARY COUNCIL

Nelson Yap
Founder & Chief Executive Officer
Benjamin Barker Pte Ltd

Felicia Gan
Chief Executive Officer
Ghim Li Group Pte Ltd

Nicole van der Elst Desai
Founder / Consultant
VDE Consultancy

ASSOCIATE COUNCIL MEMBERS

Dro Tan, PhD

Executive Director
Matex Intl Ltd

Sonja Prokopec, PhD

LVMH Chaired Professor, Department of Marketing
ESSEC Business School

Wu Ying Fang

Founder and Director
Fu Yuan Intl Holdings Pte Ltd

Esther Huang

Head, Digital Ecosystem & Experience Design
National Gallery Singapore

ADVISORS

Mark Lee

Chief Executive Officer
Sing Lun Holdings Pte Ltd

Loo Fern Chiang

Managing Director
CYC Company Pte Ltd

Honorary Legal Counsel

P Balachandran

Honorary Digitalisation Officer

Hock Yun Khoong

**CEO'S
MESSAGE**

3



MS SEMUN HO
Chief Executive Officer, Textile and Fashion Federation

Dear TaFF Members

As another year of the global pandemic draws to a close, we are hopeful of an end in sight to the challenges and difficulties faced thus far by our industry.

Sustainability has always been a pillar of the association, and this year, we took strides forward in establishing the Fashion Sustainability Programme, which brings together a key strategic partner, subject matter experts, relevant government agencies and members of our community. We are proud to have begun taking the first steps forward in championing this critical, and existential, cause.

Technology has been key in helping us maintain networks in an increasingly fragmented world. Virtual events such as our Techlink, TaFF x Serai Manufacturer Matchmaking, and E-Commerce Day, helped connect our members and facilitate access to industry players in the global fashion value chain. Digital and technological solutions such as Trendstop, Business of Fashion, and Browzwear University gave members access to internationally relevant fashion business tools and information. Technology underpins our key initiative The Bridge Fashion Incubator and was the driving force in this year's national fashion design competition Singapore Stories. As the world moves towards novel intersections between the digital world and fashion (the metaverse, NFTs), TaFF is constantly working to be at the frontier of these exciting developments.

We stood shoulder-to-shoulder with members in trying to address key pain points born in the wake of the pandemic. TaFF has also faced turnover issues and not been able to find talents fast enough. Nonetheless, we invested our energies into establishing a comprehensive job portal platform providing a one-stop channel to address the needs of the industry. As business attrition rippled across the retail market in addition to travel bans that curtailed tourist inflow, we ramped up our collaborations, initiatives and activities at Design Orchard Retail Showcase to bring greater number of shoppers to our brands.

Bright moments in the year included: the crowning of Singapore Stories 2021 winner, Jon Max Goh, and the debut of last year's winner Carol Chen in Paris during Fashion Week in March 2022; the support of new strategic partners in our sustainability and capability development efforts; and the overwhelming demand for work and event spaces at our pride on Orchard Road: The Cocoon Space. In the best interests of the association, TaFF set up a wholly owned investment holding company to be the trustee of TaFF's assets.

We hope that these and all the work that our team has done will ultimately benefit our community and network of businesses, despite the ever-shifting pandemic situation.

I would like to express my thanks to the partners, stakeholders, and government agencies we have been fortunate enough to work with, whose overwhelming support makes our work possible. I would also like to thank the members of our council for their guidance and advice, and lastly to the TaFF team, who have been tirelessly dedicated to the work that we all do.

Thank you to everyone, and keep safe.

Sincerely,

Semun Ho

TAFF TEAM



SECRETARIAT

Management	Semun Ho Chief Executive Officer
Customer Service & Facilities	Pauline Kwan Manager
Finance	Huang Zhen Wei Accountant
Human Resources	Elsie Goh <i>(from 22 Sep 2021)</i> Head
Marketing	Perng Aw <i>(until 27 Aug 2021)</i> Director, Marketing and Events
Outreach & Resources	Leonard Augustine Choo Director
Sustainability	Carolyn Poon <i>(from 3 Aug 2021)</i> Director
The Bridge Fashion Innovator	Benoit Valin <i>(until 11 Jan 2022)</i> Senior Director Charles Ling <i>(from 2 Jan 2022)</i> Senior Director
Design Orchard Retail Showcase	Julynn Tay General Manager

SUSTAINABILITY

5

Getting to know sustainable textiles - choosing the right fabric.

As a key pillar, Sustainability is integral to TaFF's outlook and initiatives. This year, TaFF made some significant progress in its mission to promote environmentally friendly business practices through the launch of its fashion sustainability programme, which charts a three-year action plan for the industry. The suite of programmes to be rolled out will enable the sector to develop a competitive edge in pivoting toward an industry goal of zero fashion waste.

TAFF X WWF ROUNDTABLE

One of the very first initiatives that kicked off the programme was the Joint Roundtable with WWF on reusable e-commerce packaging, held virtually on 17 November 2021. The roundtable saw 26 attendees and included panellists: Stefanie Beitien (Head of Market Transformation, WWF-Singapore), Nicole van der Elst Desai (Chairperson, TaFF Sustainability Steering Committee), Dr Yvonne Lin (Materials Expert, WWF-Singapore), and Pritha Saraf (Project Manager, DHL Consulting).

TAFF SUSTAINABILITY PLEDGE

In November 2021, TaFF also initiated the Sustainability Pledge, which garnered 59 corporate and more than 400 individual pledges in two weeks. They collectively pledged to incorporate eco-friendly practices in their business activities and daily lives, to be more aware of fashion sustainability issues and be part of the solution.





From L-R: Mr Tey Wei Lin, President of RGE Pte Ltd; Mr Wilson Teo, President of TaFF, Executive Director of TEOHoldings; Mr Png Cheong Boon, CEO of Enterprise Singapore; Mr Bey Soo Khiang, Vice-Chairman of RGE Pte Ltd; Minister of State Low Yen Ling, Ministry of Trade & Industry; Senior Minister of State Sim Ann, Ministry of National Development, Ministry of Foreign Affairs; Ms Nicole van der Elst Desai, Founder of VDE Consultancy, Ms Semun Ho, CEO of TaFF, Ms Boutaina Faruq, Director of Q Collection Pte Ltd; and Ms Carolyn Poon, Director of Sustainability, TaFF

FASHION SUSTAINABILITY PROGRAMME

TaFF formally launched the fashion sustainability programme on 30 November 2021, signing a strategic partnership with Royal Golden Eagle (RGE), which was witnessed by Minister of Trade and Industry Low Yen Ling, and attended by Senior Minister of State Sim Ann, TaFF council, sustainability steering committee, and various stakeholders and companies.

TaFF's fashion sustainability programme is anchored on three pillars:

- Developing a sustainability playbook that pivots our sector towards zero fashion waste.
- Rolling out initiatives to help build capabilities for businesses and their talents.
- Innovation and collaboration via a sandbox approach for businesses and organisations to collaborate and learn together on industry-related problem statements.

The programme brings together different stakeholders of the fashion value chain for a more holistic ecosystem perspective – from fibres to water solutions to manufacturing to technology to brands.

This industry-wide collaboration spearheaded by TaFF is intended to bring about concrete and visible change in fashion sustainability in the region.



Exhibitors showcasing solutions at Fashion Sustainability Programme



Royal Golden Eagle (RGE) Group strategic partnership with TaFF

**SINGAPORE
STORIES**



“Fashion and Technology: A New Era”

Singapore Stories 2021 built on the successes of the previous year’s competition, culminating in a nail-biting finale screening at The Cocoon Space, attended by Senior Minister of State Ms Sim Ann as the guest-of-honour. **Jon Max Goh** was crowned the winner of the competition, amidst a diversity of collections from the five esteemed finalists. The two runners up were **Nikasha Khemka** and **Yan Ng**.

The theme **“Fashion and Technology: A New Era”** encouraged designers to express their creativity in a collection that leveraged innovation, technology and sustainability.

Singapore Stories shines a spotlight on Singapore-based designers, elevating and challenging them, while encouraging larger communities, regional and international, to celebrate and support them as the next wave of fashion talents.

Singapore Stories 2021 was supported by Sing Lun, MTM Labo, Lee Yin Group, Coldwear, TEO Garments, OETEO, Asian Civilisations Museum, Browzwear, Clozette, Fashion Division Asia.Europe, LASALLE College of the Arts, Swatchon and Tatler Asia.



Singapore Stories Winner, Jon Max Goh



Singapore Stories Winning Collection by Jon Max Goh



Nika, by Nikasha Khema (Singapore Stories Runner-up)



Lily & Lou, by Yan Ng (Singapore Stories Runner-up)

“We are glad that Singapore Stories continues to provide local designers with a platform to re-examine their personal Singapore narrative. The access our designers have to our material history, through our collaboration with Asian Civilisation Museum, enriches their visual vocabulary of our culture and heritage, encouraging greater exploration of the Singapore dress.”

Semun Ho,
CEO of Textile and Fashion Federation



Aoei.Studio, by Angeline Oei (Singapore Stories Finalist)



YNG3, by Nantana Boonchuayseng (Singapore Stories Finalist)

**THE
COCOON
SPACE**





The Cave (Level 2)

The Cocoon Space: A vibrant & versatile space in Design Orchard.

A CO-WORKING & EVENT SPACE

For the past 3 years, TaFF has been organising programmes aimed at community building, networking and fostering collaboration among designers and brands at the Cocoon Space. In 2021, **The Cocoon Space** hosted **40 unique events** and welcomed over **4700 guests**.

Events included multi-sensory, interactive and experiential collaborations such as the **IWC Big Pilot Exhibition** (Sep 2021) and **Zenyum Smile Gym** (Dec 2021 to Jan 2022).



IWC Big Pilot Exhibition (Sep 2021)

A meeting point for the community to connect.

The two-level space is incredibly versatile considering its ability to be expanded, converting from a compartmentalised office space to a more spacious area that can accommodate a wide variety of event types.

The space can also be easily dressed up to cater to the desired atmosphere and complement any brand identity and image.

The Cocoon Space has hosted events ranging from F&B pop-ups with *Thoughts Bake* and *Just Produce* to Fashion and Beauty-related events such as the *Melange Festive Pop-up* and the *MTM Skincare Pop-up* to *Ngee Ann Polytechnic's* Continuing Education & Training (CET) classes.



Melange Festive Pop-up (Oct 2021)
Level 2 Incubation Rooms



Level 2 Reception



MTM Skincare Pop-up Event (Mar 2021)
Level 2 The Cave



Level 2 The Cocoon Space



THE MAKERS STUDIO

The Makers Studio, equipped with professional and industrial-grade facilities, is used by winners such as Justin Chua, BAZAAR NewGen Fashion Award 2021 Winner and Claudia Poh, Founder of Werable and TaFF Innovation Prize Winner 2021. TaFF also provides a fellowship programme to select graduands of Lasalle College of the Arts which gives them professional membership and complimentary use of the Markers Studio for a full year.

RESOURCES



TAFF moving towards digital transformation in an increasingly online world.

This year, the Design Resource department continued establishing key partnerships with businesses in order to enable TaFF members to move toward digital transformation in an increasingly online world.

FASHION RESOURCE LIST

The Fashion Resource List grew to more than 160 listings, expanding into 16 categories across the fashion value chain. To provide members greater accessibility to the solutions and services, TaFF has brokered on behalf of the community to provide Star Listing packages for solutions and services such as Ninjavan, Partipost, Hoolah and Fashion Group Solutions.

To assist members on their sustainability journey, TaFF also focused on sustainable packaging solutions such as compostable, bio-degradable water-soluble polybags, garment bags and FSC certified paper packaging.

DIGITAL RESOURCES

The department continued giving preferential access to digital resources, such as 40% off the retail price for Business of Fashion Professional, and complimentary trial access to Trendstop Insights.

TaFF also engaged Trendstop, a leading fashion & lifestyle trend innovation agency, as the new trend forecasting partner. Through holistic thinking and its network of global experts, Trendstop combines future consumer insights, brand positioning and values, seasonal product direction, communications and experience.

OUR RESOURCE PROGRAMMES

BROWZWEAR UNIVERSITY

TaFF continued 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.

TAFF X SERAI MANUFACTURER MATCHMAKING

TaFF also worked with manufacturer-sourcing platform Serai in a series of **bespoke business matching events** for companies to identify possible manufacturers who offer small MOQs across a wide range of product categories: apparel, home & decor and footwear & accessories. The first session in October 2021 focused on apparel, and the second in January 2022 looked at Home & Lifestyle.

E-COMMERCE DAY

The second annual 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. With a greater focus on growth and customer acquisition, TaFF brought on Social Media Management services such as Partipost, BNPL solutions such as Hoolah and last-mile logistic solution Ninja Logistics Pte Ltd.

TAFF JOB PORTAL

In response to industry demand for increased manpower and talent, TaFF developed the Job Portal, a job marketplace tailored for the fashion industry. Launched in January 2021, the portal is a **one-stop hiring solution**, saving teams 70% recruitment team per hire. Through the portal, companies can post jobs, get candidate recommendations and headhunt promising candidates. Candidates on the portal are also recommended jobs aligned with their skill set and capabilities. The TaFF Job Portal is a nexus of job opportunities and talents.

**CAPABILITY
DEVELOPMENT**

9



Claudia Poh, Founder of Werable and Vogue Singapore x TaFF Innovation Prize Winner. (Photo taken at TBFi Cohort #04 Demo Day)

Vogue Singapore X TaFF Innovation Prize 2021 Info Session for Applicants with Bettina von Schlippe (Publisher of Vogue Singapore).

TBFi Cohort #04 Demo Day winner of best pitch - Orion Dai, Product Lead at Revery.ai with Semun Ho.

The Bridge Fashion Incubator: bridging the gap between Fashion, Technology and Sustainability.

In 2021, **The Bridge Fashion Incubator (TBFi)** continued as a 16-week long flagship business-mentoring programme carried out in hybrid settings. TaFF incubated two TBFi cohorts.

The eight brands in Cohort #4 were Eden + Elie, Feedelon, Kmana, Modern Capsule, Revery.AI, Sage & Ylang, SHE Period and Werable.

The eight brands in Cohort #5 were Ayesha, Finix Wear, Healfiber, Kasee, KonaCoco, Rau Remedy, Singapore Mana and Talking Toes.

Through TBFi customised consultations and access to a network of mentors and subject matter experts, each brand founder received **guidance to achieve their objectives and finetune their business.** Through TBFi's resident mentor, Cristina Ventura, TAFF set up The War Room joint mentorship with Harvard Business School Alumni allowing the incubatees to broaden their network and pitch to potential stakeholders.

VOGUE SINGAPORE X TAFF INNOVATION PRIZE

In partnership with **Vogue Singapore**, TaFF invited TBFi alumni from Cohort #1 to Cohort #4 to demonstrate their innovative solutions for the industry's needs on a global platform. The ten shortlisted brands participated in an exciting two-day boot camp with international mentors from FarFetch and Vogue. **Werable** won the Innovation Prize of \$15000.

TECHLINK

TaFF also launched its international technological business-matching event, **Techlink**, which enabled start-ups from Singapore and Israel to showcase their solutions to potential enterprises. The virtual event saw over 40 international attendees and numerous matches.



Harvard Business School (HBS) Alumni X TBFi War Room
Top Row from left: Grace Nandar, Chow Pei Jun and Cristina Ventura (TBFi Resident Mentor). Bottom row from left: Janayna Osada and Soon Loo (Director of Sheng Ye Capital).



TBFi Cohort #04 Demo Day. From left: by Bettina von Schlippe, Cristina Ventura, Dione Song (CEO of Love, Bonito), Samuel Chong (Investment Manager, TNB Aura), Semun Ho, Nelson Yap (Founder & CEO of Benjamin Barker Group), Kent Teo (Founder & CEO of Invade) and Benoit Valin.

Events

OVERVIEW

TaFF's successful **international talk series TaFF Talks** continued this year virtually featuring several illustrious guests, including Joe Zee (the Global Artistic Director for Tatler Asia) and Andrew Gn (Paris-based Singapore fashion designer, House of Andrew Gn). TaFF also ran an **Industry Insights on circularity** in collaboration with key stakeholders in the field of **sustainability**.

TAFF TALKS WITH JOE ZEE (8 JULY 2021)

As an internationally acclaimed style expert, host, TV producer and fashion industry veteran, **Joe Zee** candidly shared his journey in the fashion and editorial landscape, giving viewers the inside scoops on the inner workings of the industry on an international level.

TAFF TALKS WITH ANDREW GN (7 OCTOBER 2021)

Held in partnership with the Asian Civilisations Museum, **Andrew Gn** shared his experience growing up in Singapore, and how his career has taken flight through the years. Speaking of his journey in Paris, Gn shared his challenges and his greatest achievements. Viewers were also treated to an exclusive preview of his latest collection for FW22.

INDUSTRY INSIGHTS: GETTING CLOSER TO CIRCULARITY IN FASHION: INNOVATION DRIVING SUSTAINABILITY (21 SEPTEMBER 2021)

TaFF brought together industry experts from the Hong Kong Research Institute of Textiles and Apparel (HKRITA), Worldwide Fund for Nature Singapore (WWF Singapore) and VDE Consultancy for this edition of the Industry Insights series. **Edwin Keh** (CEO of HKRITA) presented innovations that will continue to drive circularity in the fashion and textiles industry, as well as several significant breakthroughs in the development of practical recycling technologies.

The event culminated in a mini-panel discussion where Keh was joined by sustainability experts **Stefenie Beitiën** (Head of Market Transformation at WWF Singapore), and **Nicole van der Elst Desai** (VDE Consultancy), discussing the feasibility and implementation of approaches to achieve circularity in the fashion and textiles industry.

**GO-TO
MARKET**

10

Design Orchard Retail Showcase (DORS)

COLLABORATION: WE BARE BEARS

For the 2021 holiday season, TaFF collaborated with **Warner Bros. Consumer Products** to introduce an exclusive **We Bare Bears capsule collection** featuring themed apparel, accessories and lifestyle products created by six Singapore-based designers. The initiative was supported by Singapore Tourism Board and included a range of fashion, activewear, accessories and lifestyle items from Joannalsm, La Tierra, Pearly Lustre, Photo Phactory, Rooki Beauty, and Yumi Active.

With a mission to **support Singapore-based brands, unite local talent and foster creativity through collaboration**, TaFF has partnered with industry specialists and international brands to and launch thematic capsule collections exclusively at DORS.

To augment the holiday theme, DORS was adorned with seasonal decorations inspired by We Bare Bears, and life-sized 3D models of the well-loved bears were placed at levels 1 & 2 for photo opportunities. Even the windows of the retail showcase were transformed to reveal **a captivating We Bare Bears Christmas**.



Yumi Active X We Bare Bears



Joannalsm X We Bare Bears



Photo Phactory X We Bare Bears



Rooki Beauty X We Bare Bears



Pearly Lustre X We Bare Bears



La Tierra X We Bare Bears



Museum of Ice Cream at Design Orchard

COLLABORATION: MUSEUM OF ICE CREAM (MOIC)

From 30 April to 27 May 2021, Design Orchard was completely transformed into a pink Californian beach wonderland in collaboration with the largest and first international Museum of Ice Cream.

Limited edition MOIC-themed products were created and displayed within the retail store, flaunting homegrown brands such as Kydra Activewear, The Ice Cream & Cookie Co, Artisan of Sense, and Brewlander.

The space was decked out in ice cream carts serving locally-inspired flavours such as Lychee Bandung, Malty Boba, and Taro Milk Tea, all unique to MOIC Singapore.

EVENT: A DORS REUNION

To celebrate new beginnings and in the spirit of festivities, DORS organised an event to usher in the New Year with our extensive line-up of local brands, special collaborations and themed activities.

During the event, we featured men's and women's oriental-inspired capsule collections, created by eight talented fashion designers and textile specialists: Lai Chan, Kanzi, Nyanya, Max Tan, Onlewo, Sylvia Teh, Thomas Wee and Binary Style.

A DORS Reunion Collection





*Curated collections
inspired by Asia's
rich & diverse
cultural heritage,
aesthetic & craft.*

**COLLABORATION:
THE MUSEUM COLLECTION**

The **Museum Collection** is a first-of-its-kind collaborative retail initiative by TaFF and the **Asian Civilisations Museum (ACM)** that invited local designers to develop curated collections inspired by Asia's rich and diverse cultural heritage, aesthetic and craft.

To develop the first iteration of the Museum Collection, designers received behind-the-scenes peeks at the precious masterpieces housed at the ACM, exclusive tours of the Heritage Conservation Centre, and access to both curator and industry experts.

The collection featured **distinctive and elegant jewellery pieces** created in collaboration with some of Singapore's most inspiring jewellery brands; Boheme SG, BP de Silva Jewellers, Marilyn Tan Jewellery, Pearly Lustre, and State Property. The exquisite jewellery gives shoppers an opportunity to own modern designs that draw direct inspiration from our material heritage.



**MEMBERSHIP
& COMMUNITY**

11

Our vibrant community & network of benefits.

The membership department this year focused on **engaging existing and new members**, reintegrating them into our vibrant community and network of benefits. Alongside engagement efforts such as the Member Consultations project, Members' Circulars, and more frequent communications, TaFF also introduced two new series of events just for members: Industry Roundtables, and the Lunch & Learn series.

Total Members 242
New Members 39

MEMBER CONSULTATIONS

TaFF initiated an annual **Member Consultation project** that intends to provide at least 30-minutes of one-on-one consultation with each member of the association, providing a personal onboarding experience for new members, as well as helping existing members be aware of the perks, benefits, facilities and resources available to them.

This initiative aims to foster, building and maintaining relationships with the members, and better understanding their goals and business plans. It also builds bridges between members for collaboration opportunities and partnerships.

MEMBER'S CIRCULAR

In an effort to communicate more directly with members, TaFF introduced the TaFF Member's Circular, which arrives in members' email inboxes the second week of every month. 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 the community.

INDUSTRY ROUNDTABLE SERIES

Industry Roundtables are a series of dialogue forums that give TaFF members **a chance to have their voices heard**. Led by a member of the TaFF council and geared around a specific theme or focus, each session is part learning, part dialogue – giving members the space to impact how the association determines its policies and shapes our industry.

The speakers and topics were:

- **Sep 2021**
Wilson Teo – Production, Sourcing & Supply Chain Strategies
- **Oct 2021**
Roger Yeo – The Essentials of Fundraising
- **Nov 2021**
Sonja Prokopec – Engaging Consumers in a Meaningful Manner
- **Dec 2021**
Carolyn Kan – Building Bridges: Creating Powerful Collaborations for your brand
- **Jan 2022**
Nelson Yap – Successfully Grow your Business Locally, Expanding Overseas and Navigating through the Challenges.
- **Feb 2022**
Esther Huang – Designing Customer Experiences, an Art & Cultural Lens
- **Mar 2022**
Dro Tan – Differentiate = Innovate

**SPECIAL
THANKS**

12

*TaFF would like to
express special thanks to:*

PATRON

Ms Sim Ann

Senior Minister of State, Ministry of Foreign Affairs &
Ministry of National Development

PARTNERS



Enterprise Singapore
(ESG)



Singapore Tourism
Board (STB)



JTC Corporation
(JTC)



Royal Golden Eagle
(RGE)



Asian Civilisations Museum



LASALLE
College of the Arts

Textile and Fashion Federation (Singapore)
250 Orchard Road
#02-01 Design Orchard, The Cocoon Space
Singapore 238905

For enquiries, please email us at marketing@taff.org.sg

