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TaFF Launches *Be the Change* - Sustainability Season, and its first Fashion Sustainability Summit

The inaugural sustainability season aims to fashion a sustainable roadmap for a greener tomorrow

Singapore, 6 July 2022 – Textile and Fashion Federation (TaFF) presents *Be The Change*, a season-long initiative comprising a fashion sustainability summit, activations and workshops with partners to unite different communities for a greener future. This initiative has the support of Enterprise Singapore (EnterpriseSG), the government agency championing enterprise development.

Running from July 6 to August 18, *Be The Change* aims to spark a movement by providing consumers, businesses and communities with the knowledge and tools to reduce their environmental footprint.

The initiative will kick off with an inaugural *Fashion Sustainability Summit* on July 6 to promote change within enterprises. Singapore’s Minister for Sustainability and the Environment Grace Fu will be the guest-of-honour. With the need for collective action, two other components, *Shop The Change* and *Fashion The Change*, will also empower consumers and communities respectively to make sustainable choices.

Mr Wilson Teo, President of TaFF, said: “There’s clear momentum for sustainability in and beyond the fashion industry. We must embrace it, as an industry, in our businesses and as responsible consumers.”

1. ENABLE THE CHANGE – FASHION SUSTAINABILITY SUMMIT

The inaugural *Enable The Change Fashion Sustainability Summit* will debut at the Hilton Singapore Orchard on July 6, with a line-up of speeches and panel discussions for businesses to learn how they can work towards protecting the environment.

TaFF, the summit’s organiser, will also unveil the first sustainability sector report focused on Singapore’s environmental impact. The report is part of a detailed study commissioned by TaFF, and conducted by global consulting firm PwC Singapore. It uncovers issues specific to the region, and the levers of change for a more eco-friendly industry.

In line with TaFF’s goal of “Fashioning a sustainable roadmap for a greener tomorrow”, which is also the summit’s theme, it will also launch a series of initiatives, to facilitate public-private partnership discussions, raise sector-level capability, provide a toolkit for enterprises to identify sustainability gaps and prioritise actions, and develop a consumer portal at www.bethechange.fashion. In particular, TaFF will partner EnterpriseSG on its Sustainability Open Innovation Call 2022, expected to launch in October, which includes a thematic focus on fashion. This provides an open platform for the fashion industry

players to crowdsource new and innovative solutions that can help them incorporate sustainability into their business.

TaFF will also identify green financing use cases and solutions with industry players including financial institutions and fintech firm Hashstacs Pte Ltd (STACS). This initiative will help enterprises differentiate themselves in their green practices through green credentials that are based on globally recognised industry standards. This initiative via STACS's ESGpedia, which powers the ESG Registry of the Monetary Authority of Singapore's (MAS) Project Greenprint, will help enterprises differentiate themselves in their green practices through green credentials that are based on globally recognised industry standards, as well as greater access to ESG capital.

TaFF will also play a role to upskill the industry, by equipping companies with knowledge in sustainability, with more announcements later this year.

In 2021, Singapore produced 182,000 tonnes of textile waste, 38 percent more than in 2020, and recycled just four percent of the waste¹.

The summit gathers industry leaders, businesses and the Singapore government to lead the charge for change. Minister Fu will give the keynote opening address. Mr Erik Solheim, Advisor to the APRIL Group, Former Minister of Environment and International Development, Norway, and Former Executive Director of the United Nations Environment Programme, will deliver the keynote speech virtually.

The other speakers and moderators include Ms Joyce Tsoi, Director of Collective Action Programs at the Asia Pacific Sustainable Apparel Coalition, Mr David Python, Co-Founder and Chief Executive Officer of CARIUMA, and Ms Susannah Jaffer, Founder of Zerrin. There are also speakers: Mr Jeffery Tan, Group General Counsel Chief Sustainability Officer Director, Legal & Corporate Affairs and Company Secretary, Jardine Cycle & Carriage and Mr Ernie Koh, Executive Director (Marketing), Koda Ltd

They will share their insights in two panel discussions, on the topics of "Transforming intent into results: How fashion can reduce its environmental impact", and "Can Southeast Asia lead the charge in fashion innovation and disruption". Four companies, La Tierra, GINLEE Studio, STACS and Epson Singapore, will also have booths at the hotel to showcase their sustainability solutions.

2. SHOP THE CHANGE – FASHION SUSTAINABILITY RETAIL ACTIVATION

From July 6 to August 18, consumers will be able to *Shop The Change* at a retail activation at the Design Orchard Retail Showcase. This presents a range of local sustainable fashion and lifestyle brands.

The participating brands include ChopValue, Dirty Manners, Commenhers, Nyananyana Eco, Chokmah, August Society, Protesta, As Intended, Nost, Little Match Girl and Powder Shampoo.

¹ <https://www.nea.gov.sg/our-services/waste-management/waste-statistics-and-overall-recycling>



TaFF is also presenting Singapore Airlines' The Upcycling Project, where brands have created products using recycled aircraft parts. The local brands include Supermama, Ipse Ipsa Ipsum and Photo Phactory.

Mr Yeoh Phee Teik, Singapore Airlines' Senior Vice President of Customer Experience, said: "Through our partnership with TaFF, a wide range of innovative products will be showcased at Design Orchard Singapore. We are excited to launch the Designed by Singapore Airlines collection, featuring limited edition aviation tags made from retired aircraft fuselage, and bags made from life vests."

3. FASHION THE CHANGE

With change requiring collective action, *Fashion The Change* zeroes in on consumers' relationship with their clothes. It spans two initiatives targeted at communities: a Youth-Led Exhibition and Programme, and a Take Back campaign for the public.

For the Youth-Led Exhibition and Programme on July 6 at The Cocoon Space, which is above the Design Orchard Retail Showcase, TaFF is showcasing a collection of student projects from Temasek Polytechnic, the Yale-National University of Singapore, LASALLE College of the Arts, Raffles College of Higher Education and International School Singapore, as well as the National Youth Council Youth Corps Singapore and Fashion Parade. Upcycling collections from collaborations between educational institutes and companies such as Singapore Airlines and Cold Wear will also be on display.

The exhibition showcases creations that use recovered and repurposed materials, and demonstrates the core principles of 'reduce, reuse and repurpose' in tackling textile waste.

The Take Back campaign, on July 29, seeks to close the fashion loop by encouraging consumers to reuse and donate clothes. People can drop off spare and little-used apparel at Design Orchard. Appropriate items will be donated to a charity, that supports women in achieving economic independence, including by outfitting them in professional attire. To ensure zero-waste, any apparel that is unsuitable to be donated to Dress for Success, will be collected and used for research on innovation in textile recycling technology. This is a pilot project by RGE and the Nanyang Technological University; the lessons learnt from this pilot will be valuable to textile recycling efforts in Singapore.

For more information, please refer to the Annexe.

-ENDS-

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About Textile and Fashion Federation (TaFF)

Textile and Fashion Federation (TaFF) is the official association for the textile and fashion industry in Singapore and plays an active role in the development of the industry. Working closely with the fashion and lifestyle community and government agencies, TaFF promotes Singapore as an innovative fashion hub in South East Asia with a focus in three key areas: Technology & Innovation, Sustainability and Asian Craftsmanship. TaFF champions programmes that build capabilities, expand Singapore's fashion and textile businesses internationally, and promote environmentally friendly business practices.

About Design Orchard Retail Showcase (DORS)

Operated by TaFF Singapore, Design Orchard Retail Showcase features a selection of Singapore's emerging and established homegrown designers, and cultivates them to grow internationally. Design Orchard Retail Showcase is a multi-agency project spearheaded by Enterprise Singapore, JTC and Singapore Tourism Board to develop new and emerging home-grown talents in the fashion and lifestyle sectors. Located at the junction of Cairnhill and Orchard Road, Design Orchard Retail Showcase brings together the largest variety of local brands, offering them wider reach and collaboration opportunities, while further nurturing and profiling home-grown design talent.

Follow [@taff.sg](#) and [@shopdesignorchard](#) on Instagram for the latest updates

ANNEXE

1. ENABLE THE CHANGE – FASHION SUSTAINABILITY SUMMIT

Summit Programme

- 1.00 - 2.00pm: Registration and Networking | Sustainability Solutions Showcase
- 2.00 - 2.05pm: Welcome Address by TaFF President, Mr Wilson Teo
- 2.05 - 2.25pm: Keynote Opening by Guest-of-Honour, Minister Grace Fu
- 2.25 - 2.45pm: Keynote Speech by Mr Erik Solheim (virtual)
- 2.45 - 3.15pm: Unveiling of Sector Report
- 3.15 - 4.00pm: Panel discussion - Transforming intent into results: How can fashion reduce its environmental impact?
- 4.00 - 4.30pm: Tea Break
- 4.30 - 5.15pm: Panel discussion - Can Southeast Asia lead the charge in fashion innovation & disruption?
- 5.15 - 5.30pm: Closing
- 6.00 - 7.30pm: Post Summit Cocktail: Post event cocktail & unveiling of the Shop the Change retail activation @ Design Orchard (250 Orchard Road)

Speakers and moderators

- . Gin Lee – Co-designer and Co-founder, GINLEE Studio
- . David Python – Co-founder and CEO, CARIUMA
- . Joyce Tsoi - Director of Collective Action Programs, APAC Sustainable Apparel Coalition
- . Lucita Jasmin - Director of Sustainability & External Affairs, APRIL Group
- . Susannah Jaffer - Founder, Zerrin
- . Fang Eu-Lin - Sustainability and Climate Change Leader, Asia Pac Centre for Sustainability Excellence Lead PwC Singapore
- . Graham Ross - Co-Founder, BlockTexx
- . Jeffery Tan – Group General Counsel Chief Sustainability Officer Director, Legal & Corporate Affairs and Company Secretary, Jardine Cycle & Carriage
- . Ernie Koh – Presidential Advisor Singapore Furniture Industries Council Executive Director (Marketing), Koda Ltd
- . Dimitri Le Bert – Strategy & Deals Managing Director, PwC Singapore
- . Cynthia Yap – Sustainability & Climate Change Senior Manager, PwC Singapore
- . Diana Ser – Moderator, Presenter and Host

2. SHOP THE CHANGE – FASHION SUSTAINABILITY RETAIL ACTIVATION

Brands participating in the retail activation at the Design Orchard Retail Showcase

- As Intended
- August Society
- Ayesha
- Chokma
- Commenhers
- ChopValue
- Dirty Manners
- Konacoco
- Little Match Girl
- Nost
- Nyananyana Eco
- Protesta
- Re:erth
- Re-store
- Simply R&J
- The Powder Shampoo

Brands participating in Singapore Airlines' The Upcycling Project

- Reckless Ericka
- Ying the Label
- Photo Phactory
- Supermama

To find out more, visit designorchard.sg/makefashionsustainable

3. FASHION THE CHANGE – EXHIBITION LIST

Category	Group/Institution	Exhibition
Institutes of Higher Learning/Schools	Raffles Design Institute	Upcycling garments Posters
	International School of Singapore	Pictures from its sustainable fashion workshop
	Temasek Polytechnic	Upcycled garments
Youth Volunteer Groups	Fashion Parade	Workshops, community education, social media campaign
	Youth Corps Singapore	Workshops, community education
Individual Student Volunteers	Lasalle College of the Arts	Chinese hand painting inspired garments, fashion as a piece of artwork
		Zero-waste patterns, textile experiments
		Vintage textile upcycled garments
		Patchwork, upcycled garments
	Yale-NUS Fashion Society	Modular garments that offer different interpretations
		Zero-waste-pattern cutting garments
		Upcycling old garments
		Upcycling denim
Corporate Collaborations	Coldwear x Lasalle	Upcycled winter Jackets
	Singapore Airlines (SIA) x Schools	Outcomes from SIA's Upcycling Projects
	Temasek Polytechnic x SIA	Upcycling garments