

SINGAPORE FASHION COUNCIL AND SHEIN ANNOUNCE STRATEGIC PARTNERSHIP FOR INCLUSIVE DESIGN COMPETITION, “EVERY BODY MATTERS”

Singapore, 1st April 2025 – The Singapore Fashion Council (SFC) is proud to announce its strategic partnership with global online fashion and lifestyle retailer, SHEIN, for the launch of an exciting new initiative aimed at promoting diversity and inclusion in fashion. The partnership presents the “**Every Body Matters**” Inclusive Design Fashion Competition, an innovative platform that seeks to empower emerging fashion designers to create collections that celebrate and reflect the diversity of the world we live in.

The competition encourages emerging fashion designers and industry professionals from around the world to challenge conventional notions of beauty and style, by creating designs that embrace every body type and ability. It aims to spotlight the importance of representation, proving that fashion doesn’t have to conform to a single shape, size, or identity - ***it fits every shape, every size, every identity.***

“We are excited to partner with SHEIN on this groundbreaking competition,” said Zhang Ting-Ting, CEO of the Singapore Fashion Council. Fashion speaks to everyone, and we believe it should embrace all people, no matter their body type, abilities, or identities. With Every Body Matters, we aim to create an inclusive space where emerging designers can showcase fashion that truly mirrors the diverse world we live in. Through Every Body Matters, we want to provide an inclusive platform that empowers emerging designers to create fashion that truly reflects and represents the diverse world around us.”

The competition will feature eight exciting components designed to provide comprehensive support, training, and visibility for emerging fashion designers, including:

1. **Runway Show** – A glamorous showcase of the finalists' collections, highlighting their designs in a vibrant celebration of diversity and inclusivity.
2. **Workshop** – Hands-on sessions to equip designers with essential tools and knowledge to advance their careers.
3. **Mentorships** – Industry leaders and fashion professionals will guide participants, offering valuable insight and personal development to enhance their craft.
4. **Field Trip and Research** – Participants will explore fashion-related spaces, gaining inspiration and insight into various design practices from different cultural and social contexts.
5. **Physical Showcase** – A chance for designers to present their work to customers and industry professionals alike.
6. **Masterclass** – Educational sessions led by experts to further educate participants on topics like sustainable fashion, inclusive design, and business strategies.
7. **Livestream** – A livestream broadcast of the various events will bring the competition and its message of inclusivity to audiences worldwide.
8. **Networking** – Finalists will also receive an access pass to SFC’s annual flagship Be the Change Summit 2025, supported by SHEIN, a Platinum Sponsor, and other partners.

“We’re excited to be part of this inspiring competition with the Singapore Fashion Council,” said Leonard Lin, SHEIN EMEA President, Global Head of Public Affairs, and General Manager, Singapore. “At SHEIN, we believe in making the beauty of fashion accessible to all. Hence, we are excited to work with like-minded partners to foster a fashion ecosystem that celebrates inclusivity and diversity. This competition aligns perfectly with our vision, and we are proud to support the next generation of designers who will create a more inclusive future for fashion.”

The **“Every Body Matters”** Inclusive Design Fashion Competition is more than just a design contest - it’s a movement to ensure that fashion reflects the richness and diversity of humanity. By providing emerging fashion designers with the opportunity to showcase their talent, gain mentorship, and expand their professional networks, this competition will catalyse positive change and empower the fashion industry to embrace inclusion in all its forms.

The competition is open to all emerging fashion designers and industry professionals who are passionate about designing for diversity and inclusion. Applications are now open, and more details can be found on the official site at <https://www.ebmsgfashioncouncil.org>.

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About Singapore Fashion Council (SFC)

Singapore Fashion Council (SFC) – formerly known as Textile and Fashion Federation (Singapore) is the official association for the textile and fashion industry in Singapore. Embracing a transformative vision, SFC aspires to become a Vibrant Asian Hub for Responsible Fashion.

With a focus on four key pillars: Sustainability, Innovation & Technology, Internationalisation and Retail, SFC works closely with diverse partners across the value chain to offer thought leadership, extensive networks, and resources – to drive impactful change throughout the ecosystem. To learn more about SFC, visit www.sgfashioncouncil.org.sg.

About SHEIN

SHEIN is a global online fashion and lifestyle retailer, offering SHEIN branded apparel and products from a global network of vendors, all at affordable prices. Headquartered in Singapore, SHEIN remains committed to making the beauty of fashion accessible to all, promoting its industry-leading, on-demand production methodology, for a smarter, future-ready industry. To learn more about SHEIN, visit www.sheingroup.com.