



Singapore Fashion Council Launches TBFI Launch Pad — Asia's First Fashion-Focused Ideathon

Empowering Innovation for Social Good

Singapore, 24 July 2025 — In a bold step to redefine fashion as a driver of positive change, the Singapore Fashion Council (SFC) proudly announces the launch of The Bridge Fashion Innovator (TBFI) – Launch Pad, Asia's first fashion-focused ideathon. This pioneering initiative empowers a new wave of changemakers to reimagine the future of fashion through the lens of technology, creativity, and sustainability.

More than just an event, **TBFI Launch Pad** is a platform for **inclusive innovation** - open to aspiring founders, designers, technologists, and social entrepreneurs from all backgrounds. No prior fashion experience is required; what matters is a passion for driving purposeful, measurable solutions to the industry's most urgent challenges — from climate impact to ethical production and circular design. *"As the fashion industry faces increasing pressure to evolve, TBFI Launch Pad invites fresh voices and bold ideas to the table,"* said Benjamin Tan, Senior Director, Innovation & Technology of Singapore Fashion Council. *"By bridging fashion with technology and sustainability, we are building a resilient, future-ready ecosystem that puts social good at the forefront."*

The ideathon will bring together multidisciplinary talents in a dynamic, collaborative space — providing mentorship, industry exposure, and opportunities to pitch real-world solutions to leading fashion and innovation stakeholders.

This initiative reinforces SFC's mission to shape Singapore into a global hub for forward-thinking fashion and signals a powerful shift: **fashion is not just about what we wear — it's about how we shape the world.** Participants will ideate around three urgent themes that reflect the most pressing challenges facing the fashion industry and our world today: **Nature & Wildlife Conservation, Sport & Wellness, and Social Impact with a focus on Access to Water.** Each theme offers a unique lens through which participants can develop innovative ideas that drive real-world change.

To support participants on their innovation journey, the ideathon will feature a curated series of masterclasses covering key topics such as the fashion value chain, design thinking, and effective pitching. These sessions are designed to provide participants with practical, industry-relevant skills, empowering them to refine their ideas and articulate

their vision with clarity and confidence. Throughout the programme, participants will also have the opportunity to present their concepts to the public, gaining valuable exposure, real-time feedback, and the chance to test their ideas in a dynamic, real-world context. Semi-finalists will be paired with dedicated mentors from both the fashion industry and non-profit sector, ensuring a dual lens of commercial viability and social or environmental impact. This interdisciplinary guidance helps teams shape well-rounded solutions that are not only market-ready but also aligned with broader goals of sustainability and equity. The programme will culminate in a high-stakes **final pitch event**, held on **25 September 2025** during the **Singapore Fashion Council's flagship Be The Change Summit** — a leading platform spotlighting the future of responsible fashion.

Winners will stand a chance to win **a share of the S\$10,000 cash prize pool, proudly sponsored by RGE and APR (Asia Pacific Rayon)**, and secure **internship placements** with leading industry partners — offering valuable hands-on experience and opportunities for further growth. In addition, **select teams** will be offered **venture building support** from strategic partners **Wavemaker Impact Team** and **Louken Group**, helping them refine their concepts and scale their impact beyond the ideathon.

“Fashion is one of the most influential industries in the world — with the power to shape culture, drive innovation, and lead change. The future is bright when we place our trust in young people. They are the cradle of our society, and when equipped with the right tools and purpose, they can transform fashion into a force for social and environmental good. TBFI Launch Pad is a call to action for this new generation to reimagine what fashion can be — not just for style, but for meaningful impact,” said Zhang Ting Ting, CEO of the Singapore Fashion Council.

This initiative is proudly supported by **The Earthshot Prize Innovation Challenge** and the **H&M Foundation**, reflecting their dedication to driving innovation toward a more sustainable and inclusive fashion future.

About Singapore Fashion Council

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.

More information can be found at sgfashioncouncil.org.sg

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About Be the Change Summit

Be The Change Summit stands as a pinnacle of thought leadership in Singapore's fashion industry, where innovation, culture, and sustainability converge to shape the future of fashion. This year's theme, "Fashion Futures," will explore critical topics such as innovation and impact investment, workforce 4.0 emerging regulations and designing for inclusivity, featuring insightful panel discussions with leaders from fashion and adjacent industries.

This exclusive summit unites industry leaders to discuss circular fashion, funding, emerging regulations, and workforce evolution.

Key Visuals & Links:

 [TBFI Launch Pad Key Visual](#)

 [Be the Change Summit Website](#)

 [TBFI Website](#)