

Singapore Fashion Council

Annual Report

FY 24/25

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.
*SUSTAINABLE, EQUITABLE, INCLUSIVE...



Singapore Stories 2024
Designed by Fomalhaut Zamel

Vision & Mission

Embracing a transformative vision, SFC aspires to become a **Vibrant Asian Hub for Responsible*** Fashion.

**Sustainable, Equitable, Inclusive...*



Contents



Executive Summary	5
President's Message	7
Executive Committee	8
CEO's Message	12
Strategic Vision	15
Secretariat	16
Business Pillars	17
SFC in Numbers	19
Singapore Stories	24
Innovation & Technology	27
Sustainability	30
Retail	34
The Cocoon Space	41
Industry Development & Internationalisation	44
Community Engagement: Building Awareness and Fostering Action	49
Special Thanks	50

Executive Summary

FY2024/25 marked a transformative year for the Singapore Fashion Council (SFC), defined by bold leadership, renewed strategic focus, and meaningful progress across sustainability, innovation, talent development, and internationalisation.

SFC advanced its mission to establish Singapore as a Vibrant Asian Hub for Responsible Fashion through a series of high-impact initiatives. Flagship events such as Be The Change Summit and Gala/ Singapore Stories convened over 650 participants and featured thought leaders and regional designers committed to sustainability, inclusivity, and circularity. The Singapore Stories 2024 event, for the first time, welcomed international designers, cementing SFC's position as a regional connector in sustainable fashion.

Innovation remained central with the expansion of The Bridge Fashion Innovator (TBFI), sharpening its focus on commercial scalability and founder readiness. Programmes like Launch Pad and Scale-Up were announced to further accelerate fashion-tech startups. Retail transformation also took a leap with the rebranding of DORS and the launch of DORSe, an AI-driven e-commerce platform that integrates inclusive design and intelligent retail.

In sustainability, SFC led thought leadership through whitepapers with NTU and PEFC and curated panels exploring decarbonisation, biodiversity, and circular transitions. The inaugural IMPACT Award and Student Challenge recognised outstanding contributions to sustainable fashion.

Talent development was deepened through scholarships, fellowships, and academic partnerships. Membership rose over 12%, with a notable 30% increase in student participation — signaling strong interest from emerging talent.

SFC's internationalisation efforts were robust, supporting local brands at trade shows like Hong Kong Centrestage and APTEXPO, as well as retail pop-ups in BrooklynMade, New York. These platforms helped extend the global reach of Singapore's fashion ecosystem.

Community engagement remained a cornerstone of our efforts, exemplified by 37 events that reached over 1,400 participants. Spanning upcycling workshops to ESG forums, these initiatives fostered awareness and action around responsible fashion, while championing inclusivity and encouraging diverse, meaningful participation.

As the industry navigates global shifts, SFC continues to champion innovation, sustainability, and inclusive growth — anchored by strategic partnerships and a vision for long-term impact. Looking ahead, the council remains steadfast in shaping a fashion ecosystem that is globally competitive, community-rooted, and future-ready.



President's Message

Words by Sharon Lim

It is with immense pride that I reflect on the Singapore Fashion Council's journey over the past year. FY24/25 has been a testament to our collective resilience, innovation, and unwavering commitment to shaping a vibrant, sustainable, and inclusive fashion ecosystem.

At the heart of our vision—to become a Vibrant Asian Hub for Responsible Fashion—lies our dedication to sustainability, inclusivity, and innovation. This year, we made significant strides on all fronts. From deepening regional and international partnerships, to amplifying industry capabilities through innovation and technology, we have laid strong foundations for long-term impact.

Our flagship event, Singapore Stories, returned with unprecedented regional participation, showcasing the creative brilliance of designers from across Asia and the Middle East. The theme Eternally Circular not only inspired collections rooted in regeneration and reuse, but also reinforced Singapore's leadership in responsible fashion. This milestone was further strengthened by the launch of the IMPACT Awards, honouring those who drive positive environmental and social transformation within the industry.

In the space of innovation, *The Bridge Fashion Innovator (TBFI)* continued to empower fashion-tech entrepreneurs, culminating in high-impact showcases that drew investors, collaborators, and stakeholders. This was complemented by our ongoing commitment to sustainability thought leadership — through whitepapers, industry roundtables, and the *Be The Change Summit*, we convened experts to address urgent issues from circularity to biodiversity.

Retail also emerged as a powerful conduit for community engagement. DORS at Design Orchard not only celebrated inclusive fashion through campaigns like Every-Body Matters and Fashion For All, but also deepened its digital

transformation with the launch of DORSe, bringing our brands to a global audience.

Our efforts to strengthen industry development and internationalisation yielded tangible results. From strategic learning journeys to global trade shows and retail pop-ups in New York, we enabled Singapore-based fashion enterprises to scale their presence on the international stage. These accomplishments are a reflection of the trust and collaboration we share with our stakeholders—our members, partners, agencies, and the wider fashion community. I am especially proud of the work we have done to cultivate the next generation of fashion talent through scholarships, internships, and capability-building programmes.

As we look ahead, our mission remains clear: to continue driving transformative change with courage, creativity, and purpose. Together, we will shape a fashion industry that not only thrives — but leads with responsibility, equity, and impact.

With sincere gratitude,



Sharon Lim

President

Singapore Fashion Council

Executive Committee

Office Bearers

President

Sharon Lim

Chairwoman
Browzwear

Vice President

Felicia Gan

CEO
Ghim Li Global

Honorary Treasurer

Clarence Lee

CEO
Lee Yin Apparel Group

Honorary Secretary

Rajul Mehta

Founder
Queenmark

Ordinary Council Members

Nicole Van Der Elst Desai

Founder
VDE Consultancy

Esther Tay

Managing & Creative Director
ESTA

Dione Song

CEO
Love, Bonito

Associate Council Members

Dro Tan

Executive Director
Matex International

Esther Huang

Head of Experience Design
National Gallery Singapore

Sonja Prokopec

Associate Dean of Faculty
APAC at ESSEC Business School

Danelle Woo

Founder & Designer
Aijek

Afzal Imram

Co-Founder
State Property

Advisor

Wilson Teo

Executive Director
TEO Holdings

Mark Lee

CEO
Sing Lun Holdings

Kennie Teng

Former Director
Asian Civilisations Museum (ACM) & Peranakan Museum
Singapore

Oliver Tan

Co-Founder & CEO
ViSenze

Sustainability Steering Committee

Chair, Sustainability Steering
Committee

Nicole Van Der Elst Desai

Founder
VDE Consultancy

Sharon Lim

Chairwoman
Browzwear

Bey Soo Khiang

Vice Chairman
RGE Group

Dr. Thawatchai Maneerung

Senior Manager & Global Sustainability Lead
TÜV SÜD

Raena Lim

Co-Founder & COO
Style Theory

Marissa Jeanne Maren Baragar

President Director & Commissioner
Busana Apparel Group

Dro Tan

Executive Director
Matex International

Nathaniel Gregory

Director of Sustainability
South East Asia, Decathlon Singapore

Vicole Lang

Director, Design and Development
Love, Bonito



CEO's Message

Words by Ting-Ting, Zhang

What a difference a year makes! As we reflect on the milestones of FY2024/25, I extend my heartfelt appreciation to our members, partners, and government agencies who have walked this journey with us. Your support has been instrumental in shaping a future-focused, responsible fashion ecosystem. This year's progress reflects not only the strategic direction of the Singapore Fashion Council (SFC), but more importantly, the collective commitment, trust, and collaboration that power our shared vision of purpose-driven innovation.

Our ecosystem is strengthening. Council membership grew by over 12%, with a marked rise in student participation and emerging talent. This signals that the next generation sees value in our platform—and together, we are building pathways for professional growth, commercial success, and sustainability leadership.

The journey we are on is bold and transformative. As global challenges around climate change, equity, and supply chain transformation continue to reshape the fashion landscape, SFC has responded with agility and purpose. We scaled impactful platforms such as the Be The Change Summit, co-created industry-leading whitepapers with NTU and PEFC, and engaged more than 1,400 individuals through awareness-building initiatives grounded in sustainability.

Innovation has also taken centre stage. The Bridge Fashion Innovator (TBFI) sharpened its focus on founder readiness and commercial scalability, with alumni now contributing to Singapore's growing reputation as a launchpad for fashion-tech solutions. As we prepare to roll out new initiatives like Launch Pad and Scale-Up, our goal is clear: to accelerate homegrown innovations and bring Singapore fashion to global markets.

Retail transformation remained a key priority this year. Through the Design Orchard Retail Showcase (DORS) and the launch of DORSe, we seamlessly bridged physical and digital experiences, supporting over 80 local brands. Campaigns such as Every Body Matters and Fashion for All sparked vital conversations around inclusivity, reinforcing Singapore's position as a fashion hub that is not only creative but also culturally conscious and socially progressive.

DORS was refreshed in April 2025 and continues to shine as Singapore's leading fashion concept store at Design Orchard. With over 80 homegrown labels under one roof, DORS offers a curated selection of fashion, lifestyle, and accessory brands that exemplify the creativity and craftsmanship of Singaporean design. Driven by style, sustainability, and storytelling, DORS celebrates emerging designers, fosters meaningful collaborations, and showcases products made with purpose. Every piece tells a story—rooted in culture, defined by individuality, and designed to inspire.

We are also proud to announce the partnership with global online fashion retailer SHEIN for the launch of the Every Body Matters Inclusive Design Fashion Competition. This groundbreaking initiative invites emerging designers worldwide to reimagine fashion through the lens of diversity and inclusivity—challenging outdated norms and celebrating every shape, size, and identity.

As part of the SG60 Homegrown campaign, DORS proudly launched AmbassaDORS, an editorial series celebrating 60 years of diplomatic friendship and creative exchange between Singapore and the world. Through films, stories, and interviews, foreign ambassadors in Singapore reflect on the nation's creative evolution and its role in shaping global design dialogue.

From architecture and fashion to product design and art, AmbassaDORS captures the power of design as a bridge between cultures—highlighting how Singapore's creative economy honours its heritage while opening doors to international collaboration.

In parallel, our internationalisation strategy continued to unlock new frontiers. From spotlighting Singapore talent in New York to leading trade pavilions at APTExPO and Hong Kong Centrestage, we created platforms that amplified brand visibility and enabled market access—thanks to strong partnerships with Enterprise Singapore, Workforce Singapore, and others.

In July 2024, we proudly collaborated with ASN Media to launch Fashion Futures, a documentary-style series exploring key themes in fashion, including circularity, innovation, and sustainability. Featuring insights from industry leaders and profiles of companies like Oritain, Browzwear, Kathmandu, and H&M, the series explored four core themes:

- Cultivate: The rise of sustainable materials and raw inputs.
- Create: Design-led circularity, artisanship, and digital transformation.
- Use: Alternative business models that promote conscious consumption.
- Rescue: Innovations that bring the industry closer to a closed-loop future.

The series debuted at Design Orchard in November 2024 and received an overwhelming response. We are thrilled to announce that Fashion Futures will return for a second season, delving even deeper into the industry's most pressing issues. At a time when the global apparel sector is undergoing rapid change, we reaffirm our commitment to sustainability, innovation, and talent development—core pillars that will define the future of fashion in Southeast Asia.

To our government agency partners: thank you for your unwavering support in advancing innovation, workforce readiness, and sustainable industry policies. Your contributions have helped align our sectoral transformation with national priorities.

To our corporate members and industry partners: your leadership, adaptability, and willingness to challenge the status quo are shaping a more resilient industry.

To our educators, mentors, and advocates: your guidance continues to shape the next generation of creative leaders.

As we look to the future, our mission remains unwavering: to foster an ecosystem that is globally competitive, deeply rooted in local communities, and fundamentally responsible. We stand at a defining moment for the fashion industry—one that calls for bold vision and collective action. With your continued partnership, I am confident that we will not only navigate what lies ahead, but lead the conversation, shape the narrative, and drive lasting impact—together.

With sincere thanks and forward momentum,



Zhang Ting-Ting

Chief Executive Officer

Singapore Fashion Council

"THE FUTURE OF FASHION IS
BEING WRITTEN AND **SFC IS**
READY TO LEAD THE
CONVERSATION, SHAPE THE
NARRATIVE, AND DRIVE
LASTING IMPACT—**TOGETHER.**"

Strategic Vision

Global Forces

Shifting Regulatory Landscapes in Fashion

Fashion regulations are tightening across the EU, US, and Asia. The EU leads with strict rules on circularity, green claims, and due diligence. The US targets forced labor and greenwashing. Asia is progressing through trade-driven compliance and sustainability policies. Global brands must now adapt to stay compliant and competitive.

Tech Disruptions

AI and tech are rapidly transforming the fashion industry across the entire value chain—from design and production to marketing, retail, and sustainability. In e-commerce, AI is reshaping how businesses operate and how consumers shop, driving hyper-personalised recommendations, automating customer service, streamlining inventory management, and more. As AI continues to evolve, it will unlock even greater efficiency, innovation, and sustainability across the industry.

Rise in Global South in consumption in the fashion industry

The fashion industry is undergoing a significant shift with the rise of the Global South in both production and consumption. As consumer demand and purchasing power grow, the region is increasingly becoming a key market for fashion products.

Tariffs

Tariffs are having a significant and growing impact on the fashion industry, especially as global trade tensions shift and countries reassess supply chain dependencies.

Three Year Plan

Circularity

Through sectoral strategies, comprehensive toolkits, and multi-stakeholder partnerships that deliver scalable impact, our collaborative innovation approach anchors Singapore as the regional catalyst and ecosystem architect for sustainable fashion transformation.

Professional Development

Through professional development, curated resources, and focused seminars, we address enterprise challenges, provide actionable global insights, and create pathways for international market entry. By scaling proven initiatives and forging strategic partnerships, SFC strengthens its role as a trusted driver of enterprise growth and regional expansion.

Innovation and Technology

Focused on scaling Fashion-Tech, Sus-Tech, Supply-Chain, and Retail-Tech startups, this initiative unites accelerator rigor with fashion industry expertise. It fosters cutting-edge innovation while bridging promising ventures to amplifiers and investment-ready pathways.

Vibrancy

Catalysing value creation through community, TCS is committed to cultivating a vibrant, interconnected ecosystem where collaboration and innovation are fundamental drivers of progress. Through curated events, workshops, networking, and outreach to schools and institutions to create pathways for students and showcase emerging talent, we'll empower members to share knowledge, form meaningful partnerships, and unlock opportunities—driving sustained value creation and growth anchored in creativity, inclusivity, and shared success.

Retail Expansion

DORS' 3-year strategy is designed to strengthen our market presence, diversify our reach, and uplift the value we bring to both customers and brand partners. Through targeted audience segmentation, international retail expansion, and a sharper merchandise strategy, DORS will continue to evolve into a dynamic retail platform that connects culture, design, and commerce.

Achieving our goals

Textile Circularity Consortium (TCC)

Building the foundations for a future-ready circular textile system through data, technology, and industry collaboration. TCC focus on Reuse, Recycle, and Next-Gen Materials to scale solutions across Asia's \$374B textile economy.

Enterprise Seminar Series

A series focused on building enterprise capabilities through masterclasses from subject matter experts, identifying gaps, and testing the market in targeted knowledge areas.

TBFI

Accelerating next gen solutions, TBFI will serve as the catalyst for innovation in the fashion industry, empowering emerging entrepreneurs in building sustainable and technology-driven businesses.

Infrastructure Enhancement

Our infrastructure strategy—Enchant, Enterprise, and Entertain—positions TCS as the fashion industry's nexus. Through co-working spaces and curated experiences, we foster B2B and B2B2C engagement, driving connection, advocacy, and community growth.

DORS

DORS aims to drive growth through targeted outreach to locals, tourists, and expats with tailored campaigns and curated experiences. Strategic international pop-ups will build global brand presence, while merchandise planning and sales training enhance performance. Strong cross-team alignment and agile execution ensure operational excellence and sustainable, customer-driven growth.

Secretariat

Management

Zhang Ting-Ting
Chief Executive Officer

Innovation and Technology

Benjamin Tan
Senior Director

Sustainability

Huey Chyi, Tan
Director

Internationalisation
Industry Development

Leonard A.Choo
Director

Marketing, Partnerships &
Engagement

Jesline Wong
Director

DORS

Lily Hamid
Commercial Director

Finance

Qinlin Zheng
Director

Human Resource

Niharika Chaturvedi
Director

INNOVATION & TECHNOLOGY



The fashion industry has always been built on a foundation of creativity and artistic expression; and is now in an era where technology has reshaped industry practices and changed the way consumers experience brands. Singapore Fashion Council works to highlight relevant technological innovations to help industry players learn how these innovations play a part in the future of their businesses, be it by shaping breakthrough solutions or by enabling execution at speed and scale.

RETAIL DORS

DORS at Design Orchard is a vibrant retail destination in the heart of Orchard Road that showcases over 80 of Singapore's finest designers. Curating a dynamic selection of fashion, beauty, and lifestyle brands, DORS celebrates creativity and craftsmanship while supporting local entrepreneurs. With an inspiring and immersive retail experience, every visit becomes a journey of discovery—where innovation thrives, artistry flourishes, and local design talent takes centre stage.

SUSTAINABILITY



Singapore Fashion Council's Fashion Sustainability Programme aims to position Singapore as the regional capital for innovative solutions in the sustainability space. With the fashion industry being one of the largest polluters in the world, there is urgency to implement solutions to begin mitigation of environmental impacts. To achieve this, SFC continuously adds to and collaborates with our network of sustainability-focused companies, organisations, government agencies, consumers and communities from across the entire fashion value chain.

THE COCOON SPACE ()

The Cocoon Space is a fashion-focused co-working hub designed to support local brands and businesses. Located at a landmark location, it offers a dynamic environment where creativity, collaboration, and industry connections thrive—empowering homegrown companies to grow and scale.

INTERNATIONALISATION | INDUSTRY DEVELOPMENT



Industry Development and Internationalisation pillars work hand in hand to nurture local capabilities while expanding Singapore's fashion presence on the global stage. Through targeted programmes and strategic initiatives, we support the growth and professionalisation of fashion enterprises—strengthening their foundations and preparing them for international success. From capability-building and market insights to overseas trade missions and global partnerships, our efforts aim to strengthen the global competitiveness of Singapore's fashion sector, showcasing local enterprises on the world stage.

Business Pillars



SFC In Numbers



2024
Year

51

■ Activations
(including external)

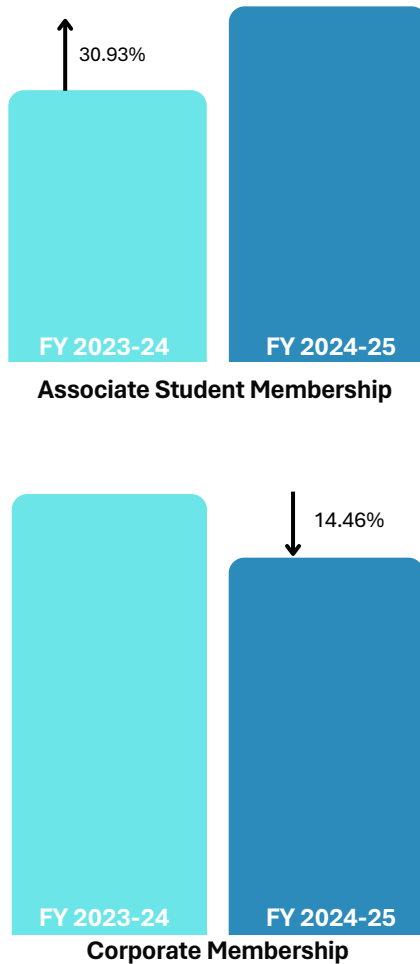
33

■ Events
(Events/ Workshops/
Roundtables)

3803

Footfall

Membership by category



From 2023 to 2024, the Singapore Fashion Council's membership grew by approximately 12.2%, reflecting a strong upward trend in engagement and participation. This growth underscores the increasing interest in the council's initiatives and resources, demonstrating their relevance and impact within the fashion industry and its stakeholders.

Associate Student Membership

The Associate Student Members category saw a 30.93% increase, reflecting a growing interest among students in the council's initiatives. This rise highlights the demand for industry support, mentorship, and career-building opportunities. It also aligns with the council's ongoing efforts to enhance accessibility to education, networking, and professional development within the fashion sector.

Corporate Membership

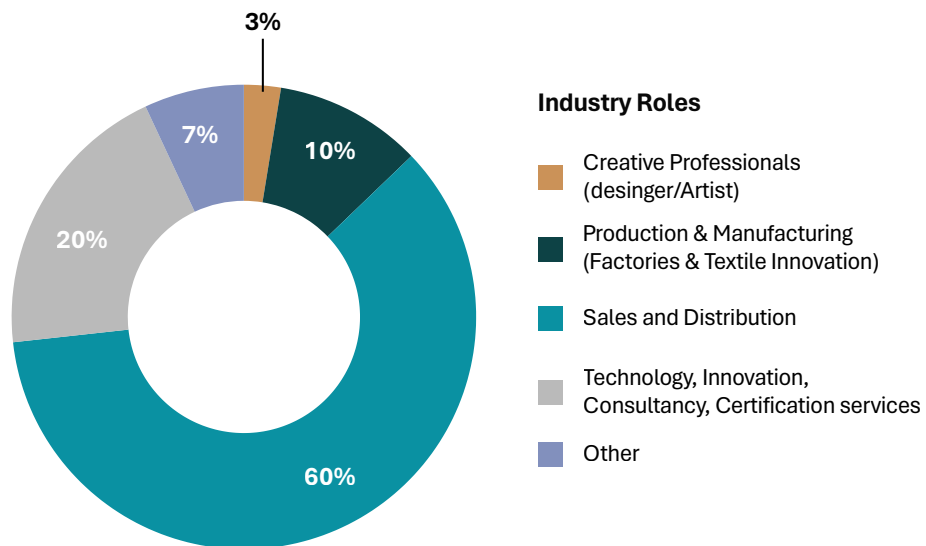
The corporate membership category experienced a 14.46% decline, reflecting broader industry challenges as some companies closed or restructured during this period. Economic conditions have influenced corporate participation, leading some organisations to adjust their operations and memberships. Despite this, SFC remains committed to supporting corporate members and will continue to explore opportunities to engage and add value to this sector in the coming year.

Membership

Distribution by Industry Roles

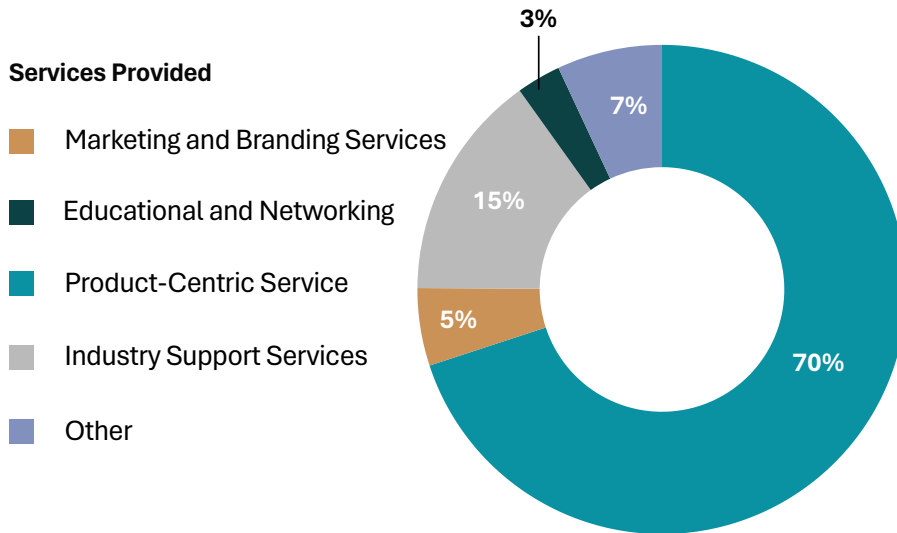
SFC's membership reflects a diverse mix of industry roles across various sectors. Sales and distribution form the largest segment, accounting for 60% of members, highlighting the strong presence of designers, retailers, and distribution professionals within our community. Their participation underscores the importance of collaboration and industry growth in the fashion and retail landscape.

Technology, innovation, consultancy, and certification services make up 20% of the membership, emphasizing the role of cutting-edge solutions and expert services in navigating an evolving fashion industry. Production and marketing make up 10%, underlining the critical role of creating impactful campaigns and high-quality productions in shaping the fashion ecosystem. The remaining 10% includes members from other sectors, reflecting the council's broad and inclusive reach in fostering a dynamic fashion ecosystem.



Membership

Distribution by Services Provided



The Singapore Fashion Council's membership encompasses a wide range of services that support the fashion industry. Product-centric services form the largest segment at 70%, reflecting the vital role of manufacturers and retailers in design, production, and distribution.

Marketing and branding services account for 5%, highlighting their importance in enhancing brand visibility and competitiveness in the market. These services help fashion businesses reach a wider audience and strengthen their market presence.

Industry support services, including logistics and supply chain operations, make up 15% of the membership, ensuring the seamless movement of products and resources within the sector.

The remaining 10% consists of education and networking services as well as other services that contribute to the council's diverse ecosystem, providing members with access to a broad range of resources and support.



Singapore Stories



Advancing Innovation and Sustainability in Fashion

On 5 October 2024 at the Ritz-Carlton Millenia, Singapore Fashion Council's annual Singapore Stories brought together industry leaders, designers, and sustainability advocates to celebrate innovation and responsible practices in fashion. As the seventh edition of Singapore Stories, a flagship initiative by SFC, the event provided a platform for designers to present their work and exchange ideas on sustainable fashion.

The Gala event welcomed 283 attendees, including representatives from embassies, government agencies, and key stakeholders in the fashion industry. Guest-of-Honour Ms. Indranee Thurai Rajah, Minister in the Prime Minister's Office, Second Minister for Finance, and Second Minister for National Development, delivered an address on the importance of sustainability and collaboration in shaping the future of fashion.

For the first time, Singapore Stories featured designers from across Asia and the Middle East, reinforcing Singapore's position as a regional hub for responsible fashion. Fashion councils from China, Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Saudi Arabia, and Thailand nominated twelve designers to present mini-capsule collections. Each designer created three looks inspired by the theme Eternally Circular, which focused on regeneration, reuse, and resource optimisation in fashion.

The showcase featured 36 designs that explored different approaches to circularity in fashion. Each collection reflected the designers' interpretations of sustainable principles, incorporating innovative materials and techniques. The runway presentation at the Gala introduced these collections to industry professionals and key stakeholders.

Designer Anseina Eliza (ANS.EIN) won the First Prize of the Singapore Stories 2024 Audience Choice Awards with her creation – a strapless gown crafted from intricately interlocking batik pieces, complemented by a striking floral cape made from repurposed grocery bags - a perfect fusion of tradition and sustainability.



Second Prize: Designer Fomalhaut Zamel



First Prize: Designer Anseina Eliza



Third Prize: Designer Sabrina Goh

The evening also saw the presentation of the inaugural IMPACT (Inspiring Movement for Positive and Conscious Transformation) Award, which recognises contributions to sustainability in the fashion industry. Both Dorsu and Zalora received the award for their efforts in driving long-term environmental and social progress.



Innovation & Technology





Supporting Innovation in Fashion-Tech

The Bridge Fashion Innovator (TBFI) is an incubator programme dedicated to advancing fashion, technology, and sustainability in Asia. Supported by Enterprise Singapore, the eight-week programme identifies and develops promising fashion, beauty, and technology companies, helping them refine their products, services, and commercialisation strategies. TBFI equips participants with the tools, mentorship, and network access needed to enhance market and investor readiness.



This year, TBFI introduced a refreshed panel of mentors who guided participants through masterclasses designed to strengthen business acumen, leadership skills, and market strategies. Over two weeks, participants engaged in sessions covering key topics such as purposeful leadership, creative problem-solving, branding, business planning, and investor engagement. Following these sessions, participants were matched with mentors for private consultations to address specific challenges and refine their business models.

The programme culminated in the Final Pitch, an exclusive event that brought together SFC members, TBFI alumni, impact investors, and startup ecosystem developers. Startups had the opportunity to showcase their solutions, gain industry exposure, and connect with key stakeholders. Held for the first time at OCBC Wisma Atria on 21 January 2025, the event provided a dynamic platform for networking and collaboration, fostering new opportunities in retail and entrepreneurship.

Following Cohort 11, TBFI will expand its initiatives to further drive innovation in fashion sustainability and technology through a suite of programmes. It will continue to be a catalyst for innovation in the fashion industry, supporting the next generation of entrepreneurs in building sustainable and technology-driven businesses

- TBFI Launch Pad will support young innovators in developing and refining their ideas.
- TBFI Scale-Up will accelerate the growth of startups at a more advanced stage.

THE BRIDGE FASHION INNOVATOR (TBFI) IS ASIA'S PIONEERING INCUBATOR FOR FASHION, TECHNOLOGY, AND SUSTAINABILITY. AS PART OF OUR INNOVATION & TECHNOLOGY PILLAR, WE NURTURE BOLD IDEAS AND ACCELERATE PURPOSE-DRIVEN VENTURES FROM SEED TO SCALE.



Sustainability

Advancing Sustainability Thought Leadership Through Collaboration

At the heart of our thought leadership efforts were our industry papers and roundtables that brought together key experts and stakeholders to share insights and identify opportunities for further growth. Highlights included the Sustainability Industry Roundtable, and a pivotal whitepaper with NTU Nanyang Business School on decarbonising textiles. Additionally, our partnership with the Programme for the Endorsement of Forest Certification (PEFC) led to a joint publication focused on the critical importance of sustainable fabrics and materials. These contributions reflect our dedication to shaping and informing global conversations on responsible fashion.

The Sustainably Speaking series continued to engage industry professionals through discussions on Circular Transitions and Biodiversity, equipping participants with the knowledge and tools needed to adopt more sustainable practices.

Wrapping up Sustainably Speaking with a panel on biodiversity in fashion and a screening of *Frontier Sumatra*, featuring RER's conservation work.



Sustainability Industry Roundtable 2024

SFC convened 33 stakeholders across brands, retailers, manufacturers, solution providers, nonprofits, and government at our annual Sustainability Industry Roundtable. Through interactive mapping, gallery walks, and collaborative exercises, participants explored four key topics: Standards, Environment, Communications, and Social impact. The session sparked dialogue on fashion's role in the climate crisis and upcoming regulatory shifts, while enabling value chain mapping, capability-building, and alliance formation. Insights gathered shaped collective action plans and reaffirmed the need for shared responsibility across the ecosystem to enable a more resilient, sustainable fashion future.

Sustainable Fashion Value Chains Workshop

As a follow-up to SFC's roundtable, this workshop—co-hosted with EuroCham Singapore and Temasek Trust's Centre for Impact Investing and Practices—brought together over 30 SMEs and MNCs to address roadblocks to sustainable transformation. Participants identified systemic bottlenecks, exchanged best practices, and co-developed actionable roadmaps tailored to the fashion value chain. Discussions focused on resource allocation, stakeholder alignment, and capability gaps. Outcomes from the workshop will directly inform SFC's upcoming sustainability sectoral plan and shape future programming to accelerate collective progress across Singapore's fashion industry.



Be the Change Summit: Driving Industry Change

Our annual flagship event, Be The Change Summit continued to serve as the platform for meaningful discussions and industry transformation. On 15 August 2024, Guest-of-Honour, Senior Minister of State Dr Amy Khor, Ministry of Sustainability and Environment graced the event. The summit convened thought leaders to engage in high-level discussions across four pivotal themes: Next-gen Manufacturing, Transforming Circularity, Conscious Consumption, and Social Fashion. By exploring these critical topics, we continue to guide the industry toward more sustainable, ethical, and impactful practices. With 4 panels, 20 speakers, and 9 award recipients, there was much to deliberate and celebrate at Be the Change Summit 2024.



Empowering the Next Generation Through Partnerships and Recognition

in 2024, SFC doubled efforts on talent development and capability-building partnerships. By collaborating with institutions like the National Volunteer and Philanthropy Centre (NVPC) and Temasek Polytechnic, we developed courses such as the Specialist Diploma in Sustainable Fashion and circularity-focused training programmes to build knowledge and skill sets around responsible fashion practices.



Efforts to recognise and celebrate the pioneers of sustainable fashion also gained momentum with the Inaugural Impact Award. This award celebrated the outstanding contributions of projects like Zalora's Logistics Expansion with Green Initiatives and ethical fashion brands like Dorsu, which repurposes pre-consumer deadstock fabric. Further efforts to inspire future industry leaders were reflected in the Student Challenge Award, which encouraged young designers to develop innovative solutions for a more sustainable fashion industry.

As an official nominator for global accolades such as The Earthshot Prize and the Global Change Awards, efforts remain focused on connecting local and regional initiatives with international recognition, fostering solutions that align with global sustainability goals.





Retail

WWW.DORS.COM



DORS at Design Orchard

In 2024, DORS continued to drive innovation in inclusivity, creative storytelling, and digital transformation, reinforcing its position as a leader in community-driven retail.

Championing Inclusivity with "Every-Body Matters"

The Every-Body Matters campaign reaffirmed DORS' commitment to inclusive fashion, celebrating self-expression and representation. Featuring individuals from diverse backgrounds, including Paralympic swimmer Toh Wei Soong, the campaign resonated strongly with audiences, highlighting the importance of accessibility and empowerment in fashion. Its authentic storytelling and cultural impact received widespread recognition across media and the fashion industry.



Singapore's First Inclusive Fashion Show: "Fashion For All"

The Fashion For All initiative marked a significant milestone for Singapore's fashion industry as the first inclusive fashion show in the country. Curated in collaboration with Pink Fest and fashion veteran Daniel Boey, the event brought accessibility in fashion to the forefront. Featured in publications such as Elle and SG Magazine, the initiative redefined traditional runway experiences, ensuring fashion is accessible to individuals of all ages, abilities, genders, and backgrounds.

With a focus on continuous innovation and community engagement, DORS is shaping the future of retail in Singapore and beyond.

Our Year In Numbers | Full Year Activations



2024

Year

■ Pop ups
■ Activations

226,278

Footfall

9

Marketing Campaigns

137

Pop Ups

5

Brand Get-Togethers

198

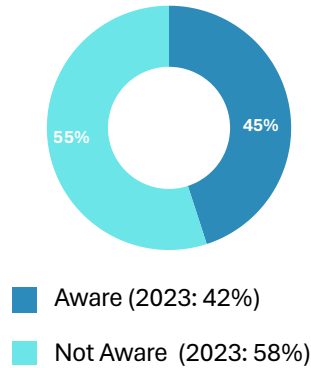
Brand Activations

3

Brand Collaborations

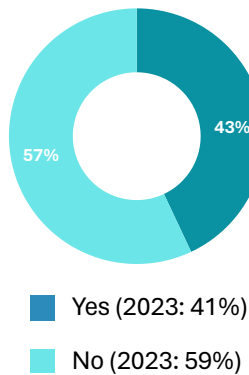
Consumer Survey Report

Awareness of DORS

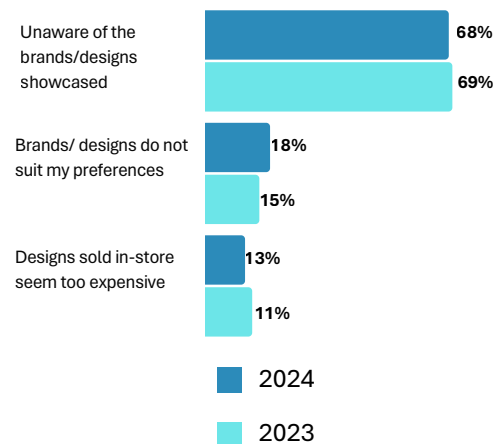


SFC commissions an external agency to conduct an awareness survey twice a year. This aims to better understand the public better, as well as the customer demographic of DORS, so as to better cater to their needs and wants.

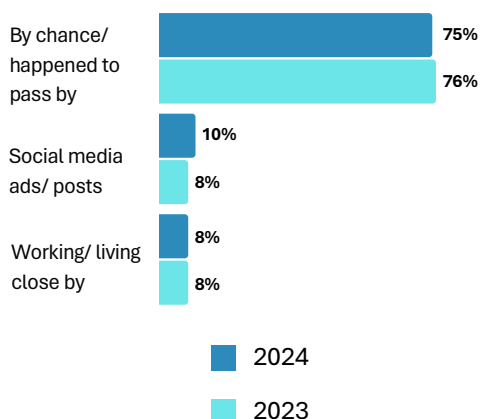
Amongst those aware, percentage that have shopped at DORS



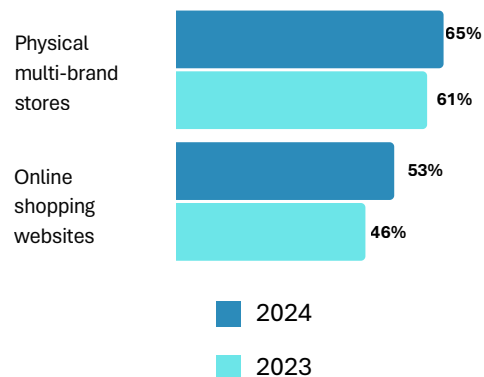
Top reasons for not shopping at DORS



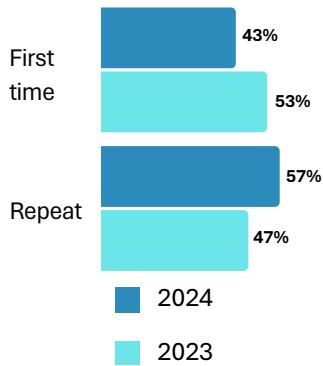
Top sources of information



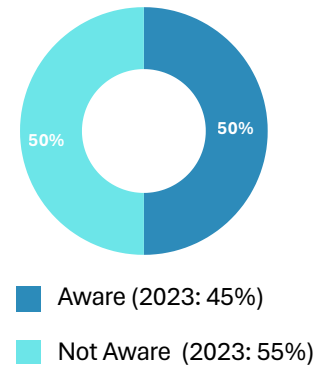
Top channels to shop for local brands and designers



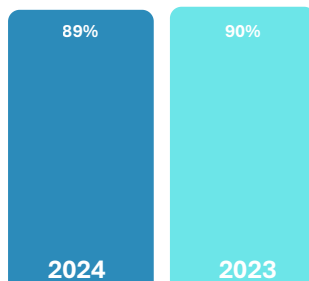
First-time visitor



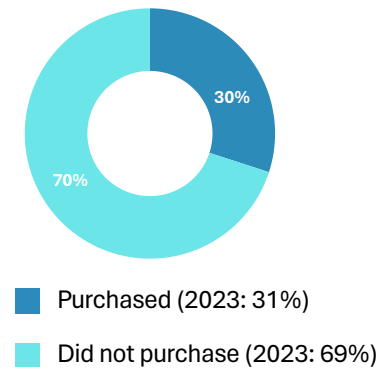
Awareness of DORS prior to visit



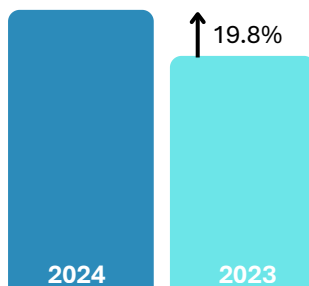
Likelihood to recommend



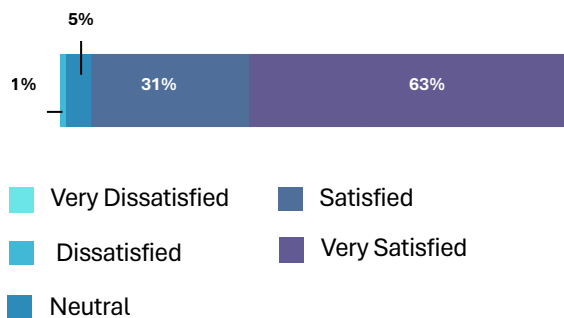
Percentage who purchased



Annual Footfall



Customer Service Satisfaction



While we observed slight dips in certain indicators — such as the percentage of first-time visitors (from 53% in 2023 to 43% in 2024), likelihood to recommend (from 90% to 89%), and purchase conversion (from 31% to 30%) — these changes should be viewed in the context of a significantly expanded visitor base. In 2024, DORS welcomed over 226,278 visitors, marking a 19.8% increase in footfall year-on-year. This growth was partly driven by intensified outreach efforts to tourists, with tourist spend contributing to 37% of our annual revenue. While the proportion of certain segments may have shifted slightly, the overall reach and awareness of DORS have grown. Additionally, the strong 94% satisfaction rate with customer service underscores the continued strength of the in-store experience. These results suggest a loyal and engaged returning visitor base, and reflect an opportunity to build on this foundation to further drive conversion and advocacy in the year ahead.



Themed Activations

Into the Wild

Into The Wild was an immersive retail experience showcasing nature's untamed beauty with rustic charm, eco-friendly products, and interactive wilderness-inspired activities.

Everybody Matters

Every-Body Matters conveys the idea of solidarity and collaboration within the fashion industry to promote inclusivity and diversity.

Vibrance of Spring

The theme embraces the vibrant spirit of spring with fresh styles, bold prints, and pastel hues that celebrate renewal, growth, and self-expression.

Urban Canvas

Urban Canvas celebrates fashion as an art form, blending creativity and design to showcase clothing as visual masterpieces. As part of Singapore Design Week (26 Sept – 6 Oct), DORS served as the district's anchor venue, hosting events and exhibitions that spotlight local and global talent.

Autumn Afterglow

This campaign embraced seasonal change with rich tones and cozy textures, reimagined for our tropical climate, bringing a touch of fall sophistication to local design.

Christmas at DORS

For the holiday season, DORS transformed into a gifting haven with unique, holiday-ready creations by local brands. The campaign was about celebrating local and sharing the joy of giving.

New Year, New _____

Embrace the excitement of a fresh start with a focus on resetting and reimagining your wardrobe and lifestyle for the year ahead. This season is all about renewal, setting intentions, and embracing meaningful traditions.

Spring Awakening

Embrace the season of renewal with a refreshed approach to essentials and self-care. This campaign is about shedding the winter layers and introducing light, breathable fabrics and products for a rejuvenated look.



Autumn Afterglow

6 Oct - 14 Nov 2024



Christmas at DORS

1 5 Nov 2024 - 2 Jan 2025



Spring Awakening

17 Feb - 31 Mar 2025



New Year, New _____

3 Jan - 16 Feb 2025



Singapore
Fashion
Council

The Cocoon Space



THE (o () o n SPACE

Redefining Versatility with Transformed Spaces

A dynamic event venue designed to host a wide range of events

In its 7th year of operation, our venue has evolved into a creative hub, hosting a wide variety of events that have contributed to the growth of the local fashion and lifestyle industries. Spanning two levels (Levels 2 and 3) and extending into outdoor areas, it offers flexible spaces for product launches, fashion shows, multi-faceted pop-up activations, celebrations, workshops and more.



Celebrating the Festive Season: Ferrero Rocher Christmas Tree Unveiling & Gift of Appreciation Workshops

In December 2024, the public was awed by Ferrero Rocher's sparkling 6-meter-tall Christmas tree at our outdoor space, The Stage. As the event partner of Ferrero Rocher, we provided a cosy and intimate setting on Level 3 for their Gift of Appreciation Workshops, where participants designed their own festive creations while enjoying the magic of the iconic Christmas tree.

20th Anniversary of UN Global Compact Network Singapore

On January 15th, we were proud to be the venue partner for the 20th-anniversary celebration of the UN Global Compact Network Singapore (UNGCNS). Graced by Deputy Prime Minister Heng Swee Keat, the event marked two decades of impactful work in sustainability. It was a privilege to provide the space for this milestone occasion, reinforcing our commitment to supporting events that foster collaboration and innovation for a more sustainable future.



Cupra's Bold Arrival in Singapore: Official Showroom Launch at Design Orchard

We were thrilled to partner with Cupra for the official launch of the Spanish performance brand in Singapore, marking an exciting new chapter in the region. Our venue provided the perfect setting for local fans and prospective owners to experience the dynamic Cupra brand up close.



The Arrival of Day & Night Kitchen Café Concept

Slated to open in Q2/ Q3 of 2025, the upcoming Day & Night Kitchen café on level 3 is set to introduce a dynamic new element to the overall experience at Design Orchard. With its vibrant and welcoming atmosphere, the café will offer guests a refreshing space to relax, network, and unwind, not only during events but throughout the day and into the evening. Featuring a thoughtfully curated menu, the café will be the perfect spot for casual meetings, socializing, or simply enjoying a moment of respite, with a selection of food, cocktails, and natural wines.



Industry Development & Internationalisation

INDUSTRY DEVELOPMENT

Enterprise Development

SFC facilitated a roundtable forum with key players in the luxury retail sector, including Dior, Chanel, LVMH Fashion Group, Hermès, Bally, Tod's, Balenciaga, Richemont Group, and Zegna. Led by consultants from the SUSS Adult Learning Collaboratory, the session identified industry challenges and skills gaps, strengthening collaboration within the sector.

To further support industry connections, SFC organised two Learning Journey visits to member companies Love, Bonito and Lidl & Kaufland Asia, offering insights into business operations and fostering potential partnerships.

Talent Pipeline

SFC continues to strengthen its partnerships with educational institutions, creating pathways for young talent through the SFC Lasalle Fellowship, SFC Summer Internship Programme, and outreach initiatives. In 2024, three recipients were awarded the SFC Scholarship, supporting their education and future contributions to the industry.



Professional Development

In response to evolving industry needs, SFC expanded its professional development offerings with a sharper focus on future-forward skills and specialised retail knowledge.

A key highlight was the Luxury Retail Strategies course, developed to uplift service excellence and deepen understanding of luxury consumer behaviour. Tailored for retail professionals and brand representatives, the course sharpened participants' capabilities in clienteling, storytelling, and delivering high-touch experiences—critical skills to thrive in Singapore's competitive luxury landscape.

To accelerate digital readiness across the industry, SFC introduced the AI Fundamentals in Fashion series under Workforce Singapore's JSIT-R initiative. Spanning three targeted modules—Supply Chain, Retail & Customer Service, and Entrepreneurship—each was designed to demystify AI and empower practical application:

- The Supply Chain module explored how AI can streamline logistics, enhance forecasting accuracy, and reduce inefficiencies in production and distribution.
- The Retail & Customer Service module equipped participants with tools to leverage AI for personalised shopping experiences, trend analysis, and predictive customer engagement.
- The Entrepreneurship module guided emerging fashion founders through AI-enabled business modelling, data-driven decision-making, and tools for scaling operations sustainably in a volatile market.

Together, these programmes reflect SFC's commitment to building a future-ready fashion workforce—one that is grounded in service excellence while embracing technological innovation.





Internationalisation

In 2024, SFC expanded its internationalisation efforts to strengthen the global presence of Singapore's fashion industry. By providing strategic support and resources, brands were able to access new markets and business opportunities abroad.

A key initiative was the partnership with BrooklynMade, which provided Singaporean fashion and lifestyle brands with a pop-up retail opportunity in Brooklyn, New York. This exposure enabled brands to connect with international audiences and explore new retail landscapes.

SFC also organised two Singapore Pavilions at major trade shows—*Hong Kong Centrestage* in September and the inaugural *Asia Pacific Textile and Apparel Expo & Summit (APTEXPO)* in November 2024. These international platforms enhanced brand visibility and positioning within highly competitive environments. Exhibitors benefitted from collective support in business development, media and PR outreach, administrative facilitation, and preferential pricing, maximising their impact at the events.

Beyond trade shows, SFC led business missions and sourcing trips to help members expand networks, gain market insights, and diversify production and supply chains. These included *Fashion InStyle Hong Kong* (April), *Intertextile Shanghai* (March and August), and a joint business mission to Thailand in collaboration with the Malaysian Textile Manufacturers Association.

These initiatives reflect SFC's commitment to strengthening the global competitiveness of Singapore's fashion industry and positioning local enterprises on the international stage.





**Community
Engagement:
Building Awareness and
Fostering Action**

Building Awareness and Fostering Action

Community engagement was a key focus in 2024, with over 37 events reaching 1,400 participants. From upcycling workshops to learning journeys and seminars, these initiatives aimed to raise awareness and inspire action. Together with our year-round sustainability efforts, these events played a vital role in driving participation in the responsible fashion movement.

Bracelet making workshop

Cold wax batik painting workshop

Coaster weaving workshop

PVC card holder workshop

Sustainable Fashion Sharing

“Fashion is not just about looking good. It’s about doing good, too.”

Special Thanks

Patron

Ms Sim Ann

Senior Minister of State, Ministry of Foreign Affairs &
Ministry of Home Affairs

Strategic Partner



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Supporting Organisations



Photo Credits

Vision & Mission	Spring Awakening Campaign by DORS
Content	Homegrown Campaign by DORS
Singapore Stories	Singapore Stories 2024
Innovation & Technology	The Bridge Fashion Innovator (TBFI) Cohort 11 Final Pitch
Sustainability	Sustainability Speaking - Biodiversity
	Sustainable Fashion Value Chains Workshop
	Be the Change Summit 2024
	IMPACT Award 2024 Winners
	The Earthshot Prize Nominee
Retail	Every-Body Matters Campaign by DORS
	Fashion for All 2024
The Cocoon Space	Ferrero Rocher Activation
	20th-anniversary celebration of the UN Global Compact Network Singapore (UNGCNS)
	Cupra official launch event
	Learning Journey visits Lidl & Kaufland Asia
Industry development & Internationalisation	Learning Journey visit to Love, Bonito
	AI Fundamentals
	Luxury Retail Strategies Course
	Hong Kong Centrestage
	Apparel Expo & Summit (APTEXPO)
	Pop-up Retail in Brooklyn New York, in partnership with BrooklynMadel
	Fashion InStyle Hong Kong
	Intertextile Shanghai
Community Engagement: Building Awareness and Fostering Action	Bracelet making workshop
	Cold wax batik painting workshop
	Coaster weaving workshop
	Sustainable Fashion Sharing with Obayashi Corporation

Singapore Fashion Council

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