

Annex A: The Bridge Fashion Innovator Launch Pad Finalists

More about The Bridge Fashion Innovator Launch Pad


In July 2025, Singapore Fashion Council (SFC) launched **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. TBFI Launch Pad is a platform for inclusive innovation where no prior fashion experience is required, and is open to aspiring founders, designers, technologists, and social entrepreneurs from all backgrounds.


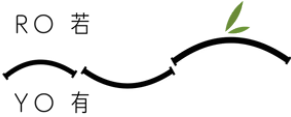

The ideathon focused on three urgent themes that reflect the most pressing challenges facing the fashion industry and our world today: **Nature & Wildlife Conservation**, **Sport & Wellness**, and **Social Impact with a focus on Access to Water**.


Throughout the ideathon, participants were supported with a curated series of masterclasses covering key topics such as the fashion value chain, design thinking, and effective pitching. Participants were also given 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.

You may visit <https://www.tbfisfc.org/launchpad> for more information.

Finalists of The Bridge Fashion Innovator Launch Pad

	<p><u>EcoLens</u> Winner of the ‘Nature & Wildlife Conservation’ category.</p> <p>EcoLens is an AI-powered platform that empowers designers and brands to measure, optimise, and communicate the biodiversity and sustainability impact of their products. The tool instantly calculates scores using key metrics like material origin, carbon footprint, and water use, delivers smart recommendations for eco-friendly alternatives, and generates verified, compliance-ready impact claims and digital product passports for transparent supply chain management.</p>
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 <p>RGE - NTU Sustainable Textile Research Centre (SusTex)</p>	<p><u>RGE-NTU SusTex</u></p> <p>RGE-NTU SusTex addresses a critical issue in textile recycling—toxic, dye-laden wastewater. SusTex have discovered microbes from Singapore landfills which degrade dyes. This enables sustainable wastewater treatment to support a more circular fashion economy.</p>
	<p><u>ROYO Material</u></p> <p>ROYO is the world's first cardboard-based vegan leather. It is more eco-friendly, economical and eco-visual than existing leather alternatives. This innovative solution concurrently tackles two pressing issues, namely the carbon-intensive burden of animal leather and the growing cardboard waste around the world.</p> <p>ROYO incorporates two traditional crafts, Japanese Momigami (揉紙) and Chinese oil-paper making (油紙), to transform waste cardboard into a flexible, leather-like material.</p>
	<p><u>POMO: Born from waste. Built to wear</u></p> <p>Grand Winner, Popular Voting Winner, and Winner of the 'Social Impact with a focus on Access to Water' category.</p> <p>Developed by students from Nanyang Technological University, Yap Yee Hui and Yap Jay Den, as well as Thai researcher Passawit Phucheen. POMO is a sustainable dye initiative that transforms pomegranate waste into vibrant, affordable natural dyes for the textile industry.</p> <p>Using ultrasound-assisted extraction, they recover anthocyanins and tannins from discarded rinds and fruits. Combined with chitosan from shrimp shells — a non-toxic, organic mordant — POMO delivers a scalable, eco-friendly alternative to synthetic dyes, without the high cost of traditional natural dyes.</p>
<p><i>neatsens</i></p>	<p><u>Neatsens - Knitted wearables</u></p> <p>Neatsens is a soft wearable startup offering end-to-end sensing solutions for digital wellness and fitness providers that require continuous biomechanical monitoring capabilities with high comfort.</p>

	<p>Circuits are knitted into fabric providing breathability and flexibility, while allowing the wearer to track their motion and techniques. The wearable knit produces electrical signals, which are converted into actionable and understandable insights. Athletes or sports enthusiasts can thus better target muscle groups, prevent injuries, and train more effectively.</p>
	<p><u>Straight Up</u> Winner of the 'Sport & Wellness' category.</p> <p>StraightUP™ is an eco-friendly athleisure startup by Singapore Management University students Niharika and Alekhya, that creates smart posture-support T-shirts. Using bio-elastic panels and sustainable fabrics, the tees passively naturally correct slouching without bulky braces, offering comfort, affordability, and injury prevention. Starting in Singapore with \$500+ pre-orders, we plan to scale to Malaysia and Australia, combining D2C sales with retail and licensing partnerships.</p>