

MEDIA RELEASE

For Immediate Release

Runway with a Purpose: Designers weave innovation, sustainability and inclusivity into stunning looks in the multi-national fashion showcase, Singapore Stories 2025

- *The eighth edition of Singapore Stories brought together 10 local and international fashion designers to create and showcase 50 designs inspired by the theme 'Fashion Futures'.*
- *In conjunction with the fashion showcase, three winners of the "Every Body Matters" Inclusive Design Fashion Competition were announced, celebrating their contributions to fashion inclusivity.*



Local and international fashion designers' works on the Singapore Stories 2025 runway. Image courtesy of the Singapore Fashion Council.

Singapore, 27 September 2025 – Yesterday evening, designers from six different countries broke new ground in innovation with a multinational showcase celebrating sustainable fashion for the eight edition of *Singapore Stories*, a flagship initiative spearheaded by the Singapore Fashion Council (SFC).

Held at Sands Expo and Convention Centre, the event was graced by Guest-of-Honour Ms Sim Ann, Senior Minister of State, Ministry of Foreign Affairs & Ministry of Home Affairs. She joined leaders, passionate advocates of the fashion industry, and representatives from embassies and government

agencies to recognise the talents and ingenuity of designers in the region in this showcase of Asian craftsmanship.

Envisioning a sustainable and innovative future for fashion through fashion design

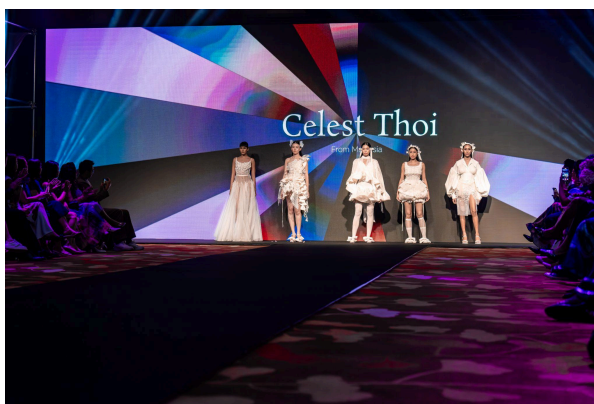
Echoing the SFC's vision to transform Singapore into a vibrant hub for responsible fashion in the region, this year's theme is anchored on “**Fashion Futures**”. It underscores the importance of working towards a sustainable and innovative future for fashion, highlighting how design can be a powerful medium for change and progress by addressing key challenges like sustainability and equity.

Following an open call earlier this year, a total of 10 local and international fashion designers from Singapore, Malaysia, Philippines, Vietnam, Cambodia and Australia rose to the challenge of creating a mini-capsule collection made up of five looks inspired by the theme. These 50 innovative and stunning looks debuted in a vivid runway show, each representing the different ways that the respective designers' embraced this transformative theme:

- **Demonstrating Innovation in Materials:** In creating their looks, some designers took care to ensure at least 75% of materials certified to be sustainable or innovative; and incorporate at least one innovative material technology (e.g., bio-fabricated materials, smart textiles, waste-to-textiles). This includes Vietnamese designer **Kha Hoang Ngo** who designed looks from agricultural rice sacks, instant noodle packaging and fabric scrapes to pay homage to Vietnam as the cradle of wet-rice civilization. Australian designer **Xizhu Wu** also created a knit pattern inspired by Singapore's National Flower, Vanda Miss Joaquim, using reflective and UV-reactive yarns that reveal the patterns either under flash or UV light.
- **Being Innovative in Production:** Designers demonstrated their spirit of invention through their craft by incorporating a new innovative production method in their designs. For example, **Putri Adif** from Singapore combined traditional craftsmanship and 3D printing to merge traditional Javanese elements, such as Kebaya pattern and construction, and modern technology. She was also supported by other designers like Baëlf Design, who was the first runner-up for Singapore Stories 2022 and well-known for their work on 3D printed wearables as well as Indonesia-based craftsmen Jess Boubie and Bali Sekar Pramata to create unique jewellery to complete the looks.

- **Implementing Future-forward Design:** Some designers ensured that garments were designed with the forethought of the wearer's future lifestyle needs and changing behaviours. Cambodian designer **Tiffany Bophadavy Doche**, for example, created adaptable looks with detachable elements and modular components enabling some garments to be able to be transformed into a tote bag.
- **Highlighting socially responsible production:** Designers also committed to creating safe, healthy and respectful working environments during the design process and shows for all employees, free from harassment and discrimination, and where equal opportunities are offered. Specifically for Singaporean designer **Bhajinger Kaur**, she worked closely with Singapore-based textile printers and seamstresses to support the local creative ecosystem. A percentage of profits from her capsule collection will also be donated to local charities, such as Daughters of Tomorrow and Image Mission, to uplift and empower marginalised women.

Commenting on the showcase, Zhang Ting-Ting, Chief Executive Officer of SFC said, “This year's showcase proves that the future of fashion is one of purpose and innovation. The designers who have joined us for Singapore Stories 2025 have not only pushed creative boundaries, but also developed bold approaches for some of our most pressing challenges like sustainability. It's a testament that creativity and circularity can go hand-in-hand, and their work serves as an inspiration for the entire region to come together and lead the way for a new era of responsible fashion.”



In an audience vote at the end of the show, Celest Thoi was crowned the winner, followed by Aurelia Carissa as the first runner-up, and Tiffany Bophadavy Doche who was second runner-up.

"Winning Singapore Stories 2025 feels like a beautiful full-circle moment. I was deeply inspired by Singapore's national flower, and 3D printed orchid flowers to be woven onto the garments. This collection has a deep personal connection to my Singaporean roots and heritage, and it is an honour to bring this perspective back home. I hope it inspires other designers to find innovation in their own unique stories and to design for a future that is both beautiful and mindful", said Celest Thoi.

From January to March 2026, the public will be able to view, purchase and pre-order selective designs at a retail showcase in Design Orchard. More details of each designer's collection can be found in the **Annex**.

Championing inclusivity in the fashion industry

As an extension of the theme of *Fashion Futures*, SFC also announced the three winners of the "Every Body Matters" Inclusive Design Fashion Competition. Launched in April this year in partnership with SHEIN, the competition seeks to empower emerging fashion designers to create collections that celebrate and reflect the diversity of the world we live in — spotlighting the importance of representation and how fashion does not have to conform to a single shape, size, or identity.

A total of 38 designers from around the world applied for the competition. Shortlisted finalists received training and mentorship from industry leaders, as well as opportunities for field trips and educational workshops with experts to inform their designs and bring them to life.

Winner of the Adaptive Fashion category is Sheila Langton from the United Kingdom, the creative mind behind fashion label *Every Body is Beautiful* (EBIB), which promotes body positivity and celebrates self-love in all shapes, sizes, ethnicities, and abilities.

Charllene Santos was recognised as the winner of the Fashion for Sports and Active Lifestyles category, a fashion designer, technical consultant, and educator with 17 years of experience. She is currently working at SENAI CETIQT, where she leads projects empowering craftswomen and creating impact through fashion.

The final winners for the Tech-Integrated Wearable Fashion were Yuhan Li, Yuanpu Ai and Yarin Ng. All three of them hail from Tokyo Mode Gakuen, where they are currently students in the Fashion Technology department.



For more details of Singapore Stories and the winners of the “Every Body Matters” Inclusive Design Fashion Competition, please visit <https://www.fashionfutures2025sgfashioncouncil.org/> and <https://www.ebmsgfashioncouncil.org/>.

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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.