

FASHION FUTURES RETURNS: SINGAPORE FASHION COUNCIL UNVEILS SEASON THREE FOCUSED ON RESPONSIBLE CONSUMPTION AND INDUSTRY RESILIENCE

Singapore, 15 April 2026 – The Singapore Fashion Council (SFC), in collaboration with ASN Media, has announced the production of Season Three of its Fashion Futures series, continuing its focus on the forces shaping the future of fashion across Southeast Asia.

Following the success of the 2025 series, which reached over 4.9 million people and generated more than 2.2 million views across platforms, Fashion Futures returns in 2026 with a focus on Responsible Consumption, examining how shifting consumer behaviours, production models and industry practices are redefining value across the fashion ecosystem.

Through a combination of editorial storytelling and documentary-style films, the series explores how organisations across the region are responding to increasing pressure for transparency, efficiency and long-term sustainability.

Season Three is structured around five key themes aligned with this year's Fashion Futures Summit:

- 1) **Conscious Demand** – How trust, perception and purchasing behaviour are evolving, as consumers navigate increasing complexity around sustainability, transparency and value
- 2) **Ethical Agility** – The balance between speed, automation and responsibility, as AI and advanced manufacturing reshape supply chains and workforce dynamics
- 3) **Circularity** – Scaling circular systems from innovation to regional reality, including the infrastructure, partnerships and models needed to enable reuse, repair and recycling at scale
- 4) **The Biology of Fashion** – Advancing next-generation materials from lab to market, and exploring how bio-based innovation can be commercialised across the region
- 5) **Rethinking Creation** – How design, retail environments and user experiences are shaping behaviour, influencing how products are used, valued and extended over time

Together, these themes reflect a broader industry shift — from isolated sustainability initiatives to more integrated, system-level change.

The series will feature contributions from leading organisations, innovators and practitioners across the fashion value chain, highlighting real-world examples of how these ideas are being applied in practice.

Fashion Futures continues to align closely with SFC's policy and industry engagement work, supporting its ambition to position Singapore as a regional hub for responsible fashion and to drive measurable progress across the sector.

The series will officially launch at the SFC's Be The Change Summit 2026 which will be held on 1 & 2 October 2026 at the Capitol Theatre, where attendees will be introduced to the latest insights, case studies and perspectives shaping the next phase of industry development.

Ting-Ting Zhang, CEO of the Singapore Fashion Council, said:

“Fashion Futures reflects the shift we are seeing across the industry—from fragmented efforts to more connected, system-level change. As expectations around responsibility and resilience continue to grow, this series brings together the voices, ideas and solutions shaping how fashion can evolve in a more transparent, resource-conscious and future-ready way.”

Jonathan Love, Director of ASN Media, added:

“This season reflects a shift we're seeing across the industry — away from individual initiatives and towards more connected, systemic change. By focusing on responsible consumption, we're able to bring together the full picture, from consumer behaviour through to production and circular systems.”

For further information about the series or to discuss being featured, please contact Jonathan Love at jlove@asn.media.

About the 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.

More information can be found at sgfashioncouncil.org.sg

About ASN Media

ASN Media is a global content creation and engagement company working with industry associations to produce issue-led, documentary-style content that informs, connects and influences key decision-makers.

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