



Singapore Fashion Council Launches IMPACT Retail – Shape Tomorrow, Shape Today!

Funded by the SG Eco Fund – Supporting Community Projects for Environmental Sustainability

Singapore, 22 May 2026 — In a bold move to redefine fashion as a catalyst for environmental and social transformation, the Singapore Fashion Council (SFC) proudly announces the launch of ***IMPACT Retail: Shape Tomorrow, Today!***, a visionary three-year initiative dedicated to advancing sustainable fashion and responsible consumption in Singapore and beyond.

Funded by the SG Eco Fund and RGE and APR (Asia Pacific Rayon), which supports community projects that promote environmental sustainability, IMPACT Retail was officially launched by Ms. Sim Ann, Senior Minister of State in the Ministry of Foreign Affairs and the Ministry of Home Affairs on 22 May 2026 at Design Orchard, offering a dynamic fusion of retail, education, and immersive engagement. The initiative is poised to spark critical conversations, empower behavioural change, and position Singapore as a regional hub for sustainable fashion innovation.

A Three-Year Journey of Impact

Each year, IMPACT Retail will spotlight a key material challenge in the fashion industry, offering solutions through themed exhibitions, experiential workshops, and interactive retail activations:

- **2026: Denim Decoded**
Denim Futures explores how the fashion industry can reduce resource usage, minimize chemical impact, and promote denim recycling innovations.
- **2027: Bio & Next-gen materials**
Discover the future of fashion through cutting-edge, bio-based materials that merge style with sustainability.
- **2028: Plastic Circularity**
Embracing a “trash to treasure” philosophy, this edition will promote creative reuse through installations, pop-ups, and maker workshops.

A Multi-Faceted Learning Experience

More than just a retail concept, IMPACT Retail is a **transformative public education platform** designed to drive long-term behavioural shifts through four key pillars:

- **Exhibition @ Design Orchard**
A visually compelling and interactive exhibition spotlighting the year’s material theme—bringing environmental challenges and sustainable innovations to life through multimedia storytelling, material samples, and cutting-edge design.

- **Experiential Workshops**

These hands-on, conversation-driven sessions are open to students, educators, and the general public. Participants will actively explore the ethical dimensions of STEAM (Science, Technology, Engineering, Arts, and Mathematics) by working with sustainable materials and investigating circular fashion systems. Framed within the context of fashion as a value chain, the workshops encourage critical thinking, creativity, and sustainable design practices. Above all, they nurture a deeper appreciation for craft, materials, and the impact of our choices.

- **Responsible Retail @ DORS (Design Orchard Retail Showcase)**

A thoughtfully curated showcase of eco-conscious fashion labels, Responsible Retail @ DORS highlights how sustainability and style can seamlessly go hand in hand. The initiative invites shoppers to embrace more mindful consumption while supporting homegrown brands that are committed to ethical and environmentally responsible practices.

A total of eight local labels participated in this meaningful programme: Strait Lights, POSTCARD, Sukkha Citta, As Intended, Caeli Eco Luxe, SABRINAGOH, Nyana Nyana and SUI.

- **Train-the-Trainer Programme**

A dedicated track for educators, youth leaders, and community advocates. This initiative equips participants with knowledge and tools to amplify sustainability education across schools, institutions, and grassroots settings.

Driving Change, One Experience at a Time

IMPACT Retail aims to:

- Raise public awareness and shift mindsets toward circular fashion and sustainable living
- Educate youth and the wider community on material impact and responsible consumption
- Drive footfall to Design Orchard, spotlighting local sustainable fashion talent
- Position Singapore as a regional leader in fashion innovation and environmental education

“We envision IMPACT Retail as a dynamic platform that bridges innovation, education, and commerce. By inviting the public to engage, learn, and act, we are shaping a more conscious fashion ecosystem—today and for generations to come,” said Zhang Ting Ting, CEO of Singapore Fashion Council.

“With IMPACT Retail, we are not just showcasing solutions, we are building a movement, by bringing together innovators, creatives, educators, brands, and the public, we aim to nurture a culture of conscious consumption and spotlight the innovation within fashion ecosystem. The project is made possible with anchor support from SG Eco Fund and RGE and APR (Asia Pacific Rayon), alongside partners committed to reimagining fashion for good.” added Tan Huey Chyi, Sustainability Director, Singapore Fashion Council.



Whether you are a fashion lover, changemaker, educator, or curious consumer, IMPACT Retail is your invitation to experience fashion with purpose.

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

For media enquiries, please contact:

Jesline Wong

Director, Marketing, Partnerships & Engagement

jeslinewong@sgfashioncouncil.org.sg



[Singapore Fashion Council](https://www.linkedin.com/company/singapore-fashion-council)



[Singapore Fashion Council \(@sgfashioncouncil\)](https://www.instagram.com/sgfashioncouncil)



[DORS at Design Orchard \(@shop.dors\)](https://www.instagram.com/shop.dors)



[DORS at Design Orchard | Singapore | Facebook](https://www.facebook.com/DORSatDesignOrchardSingapore)