

**MEDIA ALERT TO BE DISSEMINATED IMMEDIATELY**

## **Textile and Fashion Federation Welcomes 2021 with Singapore Stories, Inaugural Innovation Prize with Vogue Singapore and Exclusive Design Orchard Collaborations**

**Singapore, 15th January 2021** – In continuation of its support to grow Singapore’s fashion and lifestyle industry, Textile and Fashion Federation (TaFF) unveiled key plans for 2021 to drive Singapore as an innovative fashion hub in Southeast Asia.

At a briefing attended by an audience of select media and industry partners today, TaFF gave an overview of this year’s events and launches, including the continuation of Singapore Stories and TaFF’s partnership with Vogue Singapore for the inaugural Innovation Prize. Both initiatives aim to spotlight Asian talent and put Singapore on the global stage as a hub for creative innovation and design.

Consumers on the hunt for local brands can also look forward to an exciting line-up of exclusive collections, collaborations with esteemed designers as well as interactive workshops throughout the year.

Opening the event, Ms Semun Ho, CEO of TaFF said that “The success of the industry lies with the cohesion and collaboration inside and outside the community. On top of encouraging veterans to re-engage, TaFF has also been galvanising different brands and partners to work together so as to generate better awareness and support for the local brands.”

### **Exciting updates to Design Orchard**

TaFF has been the operator of Design Orchard’s incubation and co-working spaces on levels 2 and 3 since January 2019. In August 2020, TaFF was appointed the operator of the retail showcase on level 1. Since then, TaFF has broken boundaries with a new store concept that puts the consumer at the heart of the shopping experience. The fresh approach to Design Orchard excites consumers through varied product offerings, and further develops brands through the seamless integration of different programmes between levels 1-3 of the building. Over the past few months, TaFF has grown the retail showcase from 54 to 94 brands, cementing Design Orchard’s position as the largest one-stop shopping destination for local brands on Orchard Road.

Ms Ranita Sundra, Director of Retail and Dining, Singapore Tourism Board said: “Over the past few months, TaFF has seamlessly integrated their operations at the retail showcase with the incubation and co-working spaces within Design Orchard. They have offered brands at the retail showcase more opportunities to grow and thrive while adding greater vibrancy to Design Orchard with a regular line-up of pop-ups and workshops. Supporting and growing local brands remains our key strategy, and we look forward to more exciting opportunities and activities in 2021.

As part of their goal to cultivate and grow creative talent, TaFF has brought together new and emerging local brands with established designers to collaborate and create collections retailed exclusively at Design Orchard. Fans of trendy homegrown labels can look forward to a capsule collection between esteemed Singaporean singer-songwriter Dick Lee and bespoke menswear label PIMABS, who will be launching a Lunar New Year shirt collection. Finally, look out for Yang Derong, the creative behind photo project Face of the Day, who will also debut his capsule Sayang Sayang at Design Orchard.

Another collaboration is the partnership with Harper's BAZAAR Asia NewGen Fashion Award where capsule collections by two past Singapore winners, Silvia Teh and Rena Kok, will also be showcasing at Design Orchard in February.

More of such exciting collaborations are in-store for 2021.

TaFF recently appointed Ms Tina Tan-Leo as lead curator and retail consultant of Design Orchard. Under her counsel, a new store concept has been created to elevate the overall in-store experience. One of the notable changes made is the new designer area with its own exclusive fitting room and personal styling sessions, launched today. Established Singaporean talents such as veteran fashion designer Thomas Wee, as well as couturier Lai Chan are amongst the designers featured in this new space. Both renowned designers, who have a wealth of experience in fashion design, will be retailing collections exclusively at Design Orchard.

Consumers can also look forward to exciting monthly themes, window display unveilings, thematic pop-ups and VIP shopping hours for customers enrolled in iDO, a new loyalty program at Design Orchard. iDO members can earn points which can be used to offset their purchases; they can also enjoy special privileges, such as previews of exclusive collections and savings during birthday months.

"We are always on the lookout for brands with interesting styles and potential growth capabilities. We are curating brands that tell a special story through a unique fashion style or artistic point of view," said Ms Tina Tan-Leo. "Design Orchard is the ultimate shopping destination for anyone who appreciates local designs and are proud to discover unique Singapore brands. Here is where you can find the best of Singapore talents while enjoying a wonderful shopping experience!"

For a complete overview of brand listings at Design Orchard and this season's happenings, visit Design Orchard's official website [here](#) or watch our space at Design Orchard's Instagram [@shopdesignorchard](#) and the official TaFF event page [here](#).

### **Singapore Stories 2021**

With the success of Singapore Stories 2020 digital fashion show, 2021's competition was created with the thought of further adapting digital innovation in its format which is important in today's climate. The digital content will also be used to further amplify Singapore fashion on a global stage in the future.

Promoting one of its core themes, Technology & Innovation, TaFF will be inviting designers to create a 'Fashion in an Age of Technology' capsule collection for this year's competition. The theme highlights Singapore as a country that embraces technology and innovation and celebrates its accomplishment as a smart nation. The contestants are also encouraged to leverage innovation to drive sustainability and to foster a circular design thinking approach to their designs.

Part of TaFF's mission to promote, support, and develop the local fashion industry, Singapore Stories gives finalists exclusive access to a network of renowned experts, collaboration opportunity with internationally acclaimed companies, while giving them a platform to showcase a Singapore-inspired fashion collection in their inimitable style. Asian Civilisations Museum is further supporting the initiative by offering finalists ACM residency which provides them access to their experts and museum database.

The winner of Singapore Stories 2021 will bring home the Singapore Fashion Award trophy; secure retail opportunities at Design Orchard and TaFF's online platform OneOrchard.Store (OOS); debut their collection

at an international Fashion Week with Fashion Division Asia Europe as well as at the Asian Civilisations Museum's special exhibition, #SGFashionNow.

Open call for applications to join Singapore Stories 2021 officially starts on 15th January. Potential applicants can visit the website at [www.singapore-stories.com](http://www.singapore-stories.com) to learn more about the competition and details on how to apply.

### **Vogue Singapore x TaFF Innovation Prize Makes Industry Debut**

This year marks the launch of the Vogue Singapore x TaFF Innovation Prize that celebrates businesses that exhibits skills and creativity in fashion and lifestyle innovation, including consumer technology. This program was specially designed to grow and support fashion tech talents in Asia and to further drive innovation in the industry.

Brands and businesses from cohorts 1 to 4 of The Bridge Fashion Incubator (TBFI), which have successfully concluded the 16-week fashion incubation programme, are selected to participate in the *Vogue* Singapore x TaFF Innovation Prize. This 8-week programme includes *Vogue* Campus, a 2-day bootcamp-like format with a knowledge sharing workshop by *Vogue*, that brings together experts in Media, Design, Innovation, Sustainability and Business and speed networking sessions, to exchange invaluable advice. Participants can also expect to be paired with local mentors thereafter, who guide them through a 4-week process to build and refine their skills and business plans before presenting to a final international jury.

The participants stand a chance to win the inaugural award, which includes exclusive access to mentoring support and industry knowledge through local and global experts, an opportunity to win a cash prize of S\$15,000, editorial exposure through *Vogue* Singapore, as well as introductions and connections to investors for potential funding.

The winner of *Vogue* Singapore X TaFF Innovation Prize will be announced at the *Vogue* Gala this October 2021. Interested participants can still apply for the TBFI programme to participate in the Innovation Prize. Open call briefing for cohort 4 is on Wednesday, 27 January and the application deadline is on Thursday, 11 February. Details of the programme and prize can be found on TBFI website at [tbfi.asia](http://tbfi.asia).

### **About Textile and Fashion Federation (TaFF)**

Textile and Fashion Federation (TaFF) is the official association for the textile and fashion industry in Singapore and plays an active role in developing the industry. Working closely with the Singapore government, TaFF is working to position Singapore as an innovative fashion hub in SEA with focus on Technology & Innovation, Sustainability and Asian Craftsmanship. TaFF champions programs that build capabilities, expand Singapore's fashion and textile businesses internationally, and promote environmentally friendly business practices.

For more updates, visit TaFF's website at [www.taff.org.sg](http://www.taff.org.sg) or follow their social media at [@taff.sg](https://www.instagram.com/taff_sg).

### **Press Office**

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