



What is your
Singapore story?



Taff's CEO

Ms Ho Semun



**Senior Minister of State,
Ministry of Culture, Community and Youth &
Ministry of Trade and Industry**

Ms Sim Ann



Singapore Fashion Awards 2017 Winner

Ms Carolyn Kan

Programme Brief

Create a Singapore story that can be told via your specific medium or discipline.

Dig deep into Singapore's rich multi-cultural heritage that has been an entrepot of culture, arts, food, people and ideas.

Consider how your story may come to life via form and construction, surface treatments and printing, or any other techniques or treatments suitable for the desired outcome.

Be sure to develop a clear, distinct and unique concept and story that the wearer of the item can passionately and confidently talk about with pride.

What's in it for you!

Selected designers will be part of an integrated campaign that will grow pride in our Singapore designers, and encourage we wear Singapore designers and talk it up.

- Brand awareness amongst key opinion leaders, high net worth individuals and VIPs through direct marketing and by invitation events
- Retail and pre-order trunk show at Zhuang & Keepers for selected designers
- Highly subsidised Marketing and PR campaign
- Opportunity for exposure amongst buyers of key stores
- Social Media campaign with select KOLs

Submission Criteria

Portfolio of Capsule Collection to include the following:

- Moodboard
- Sketches of collection (5 to 10 designs)
- Fabric choices
- Target Audience
- Price Point

Deadline for submission: 10th May 2018

****Submission to be in soft copy pdf only to:***

hazeltan@taff.org.sg* or *beehianlee@taff.org.sg

Programme Structure

- 10th May - Submission of Collection Proposal
- 17th May - Shortlisted brands for E-Catalogue to be notified
- Mid July - All shortlisted brands to have a sample of their capsule collection ready. Submit product images and collection story
- 27th July – Products to be up on shortlisted brands' webstore

*subject to curation

Participation cost & returns

Selected designers get:

- Direct marketing and by invitation events to KOL, HNW, VIPs (*worth \$5,000*)
- Retail & Pre-order programme (*worth \$5,000*)
- PR and Media campaign for the Singapore Story Collection (worth \$15,000)
 - a. Structured PR Plan for the Singapore Story Collection
 - b. Acknowledgement / mention of brand in press releases
 - c. Media pitch of the participating brands to suitable media, influencers and key industry figures
 - d. Media engagement at media launch
 - e. Acknowledgement / mention in post-event press release
- Social Media campaign with selected KOLs (*worth \$5,000*)
- Opportunity for brands to be showcased when our leaders wear local designers on important occasions: **priceless**
- Retail opportunity via Clozette, an online e-commerce platform, ZHUANG and/or Keepers

Taff members: \$150

Non Taff members: \$350

No cost for submission,

Participation fee only

Retail Opportunity in Clozette E-store

clozette

HOME

COMMUNITY

FASHION

BEAUTY

TRAVEL

BLISS

INSIDER

FEATURE

HIGHLIFE



LOGIN

FASHION

STORIES · VIDEOS · COMMUNITY



Spotlight:

Singapore story

Differentiate Using Print Technology

- Direct To Garment Printing
 - Impact Printing
 - 3D Printing

AVS Technologies Pte Ltd
Mr Kelvin Mun
General Manager
Email: info@avs.com.sg

Upcoming Events

- 28 June 2018 Annual General Meeting 2018
- July 2018 Launch of Singapore Story Collection
Pop-Up in Shanghai
- August 2018 Internationalisation: Denmark Market
- Sept/ Oct Internationalisation: New York, Paris & Shanghai
- November 2018 Boutique Fairs



TEXTILE AND FASHION FEDERATION
SINGAPORE

Thank you!