

SPARK THE BLAZE

SINGAPORE FASHION AWARDS 2017 RETURNS

SINGAPORE FASHION AWARDS 2017

SINGAPORE [September 2017] – This November, take heed as Textile & Fashion Federation (Taff) lights the runway for the Singapore Fashion Awards, where talented individuals and leading labels in the local fashion industry will strut down with well-deserved accolades.

To be held on **24 November 2017** at the luxurious W Singapore - Sentosa Cove, the Singapore Fashion Awards 2017 will be graced by Guest-of-honour, Ms Sim Ann, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry.

The Awards

Organised by Taff and supported by DesignSingapore Council, the Singapore Fashion Awards 2017 will be celebrating the achievements of the fashion industry with a total of 13 categories, with the introduction of a newly minted category – the **Bespoke Award**.

The award categories are classified into three industry segments, Design, Marketing and Contributor. The Design Awards include the coveted **Designer of the Year** award and **Emerging Designer of the Year** award for both Fashion and Accessories, the **Bespoke Award** as well as the **Honorary Award**, an award that aims to honour an individual whose excellent achievements and stellar contributions to the industry made an indelible mark. The Marketing Awards acknowledge the most buzz-worthy local labels, including the **Top 3 Most Popular Brands of the Year Award**, **Best Marketing Award**, and **Best Collaboration of the Year Award**. Not forgetting the contributions of individuals who work tirelessly behind-the-scenes, the Singapore Fashion Awards will also be paying due tribute to make-up artists, photographer, fashion stylist and hair stylists with the **Contributor Awards**.

SINGAPORE FASHION AWARDS 2017 HIGHLIGHTS

- The Singapore Fashion Awards will take place again this year, on 24th November 2017 at the W Singapore, Sentosa Cove graced by Senior Minister of State, Ministry of Culture, Community and Youth and Ministry of Trade and Industry, Ms Sim Ann.
- There will be 13 award categories with the introduction of one new award, the Bespoke Award
- The awards are classified into three industry segments, Design Awards, Marketing Awards and Contributor Awards.
- Correspondingly, a 3-panel judging system is established and will include industry heavyweights, David Wang, Debra Langley, Frederick Lee, Janice Koh, Lynette Lee, Patrick Sin, Sharon Tulasidas, Terence Lee, Thomas Wee, Tina Tan-Leo, Tjin Lee and Tracy Phillips.

Ms Agnes Kwek, Executive Director of DesignSingapore Council shares her support,

“ We are pleased to once again support Taff to celebrate the achievements of our Singapore designers and our fashion industry. Fashion design requires empathy, technical and problem-solving skills, tenacity and business savviness. All those working in the fashion industry, including past Singapore Fashion Award winners have shown how creativity triumphs over challenges faced during the design process. We look forward to welcoming our new batch of award recipients and applauding their winning efforts. ”

The Panels of Judges

This year, Singapore Fashion Awards introduces 3 panels of judges, comprising a group of influential heavyweights in the fashion industry. Renowned for their profound expertise and reams of experience, they will be judging contributions in their specific area of expertise - design, marketing and contributor segments such as make-up, photography and styling. The judges will take into consideration a comprehensive and diverse range of criteria such as brand identity, creativity and originality, market presence locally and globally, innovation in brand story, entrepreneurship and consistency in their collections.

CEO of Textile and Fashion Federation, Lynette Lee explains,

“ We recognise the complexity and pace of change in the industry; that is why the Textile and Fashion Federation is constantly evolving and establishing new standards as we work with the movers and shakers of the fashion industry to create new highs. With the introduction of a new award category and a new three-panel judging system, it is our aim to offer recognition and motivate the talented individuals who continue to blaze new trails in the respective segments of the fashion industry. ”

Correspondingly, the judging panel is segmented into three industry categories, Design Awards, Marketing Awards and Contributor Awards.

The Designer Awards judging panel includes returning judges, established local designer and personality, **Thomas Wee** who is also the winner of the Singapore Fashion Awards 2016 Honorary Award and fashion retail mogul, **Tina Tan-Leo**, who is joined by retail and fashion maven, **Debra Langley** as well as Chief Executive Officer of Textile and Fashion Federation, **Lynette Lee**.

Lynette also joins the Marketing Awards judging panel which consists of serial entrepreneur and fashion revolutionary, **Tjin Lee**, tastemaker and media darling, **Tracy Phillips**, fashion veteran and Editor of NUYOU, Singapore's only Chinese lifestyle publication, **Terence Lee**, and last but not least, **Janice Koh**, respected stage and television actor in Singapore and a great support of the Singapore design scene

To highlight the innumerable contributions by the unsung heroes of the industry, namely make-up artists, hair-stylists, photographers and fashion stylists, the **Contributor Awards** seek to recognise them. The **Contributor Awards** panel comprises one of Singapore's renowned designers and The Business of Fashion consultant, **David Wang**, Fashion Editor and veteran Stylist, **Patrick Sin**, Fashion Director at MediaCorp, **Sharon Tulasidas** as well as **Frederick Lee**, couture fashion designer with the magic touch.

As we progress through the judging rounds, stay tuned to find out who the nominees are, and how you can participate in the selection of the Top 3 Most Popular Brands of the Year! Find out more at www.singaporefashionawards.com, www.instagram.com/taff.sg and www.facebook.com/taffsg.

For media enquiries, please contact

Freda Yuin

Email: freda@whitelabelpr.com.sg
Tel: +65 9002 0321

Faith Lee

Email: faith@whitelabelpr.com.sg
Tel: +65 8328 3267

Dan Koh

Email: dan@whitelabelpr.com.sg
Tel: +65 9660 1707

Alicia Zheng

Email: alicia@whitelabelpr.com.sg
Tel: +65 9273 0733

ABOUT TEXTILE & FASHION FEDERATION (TAFF)

Textile & Fashion Federation (Taff) is the official association for the textile and fashion industry in Singapore, and plays an active role in the development of the industry representing and supporting members from retail to manufacturing.

The Federation facilitates the growth of local fashion designers and retailers and advocates national pride to 'Buy & Wear Singapore'. In line with government commitment, Taff is working to position Singapore as a fashion technology hub in Asia by showcasing technological innovation and opportunities of the industry. Taff further champions programmes that build capability, market and expand Singapore's fashion and textile businesses internationally, and promote environmental sustainability with eco-friendly business practices. With strong local and international networks, Taff is able to raise the visibility of local fashion brands and businesses at home and overseas.

ABOUT SINGAPORE FASHION AWARDS (SFA)

Organised by Taff, the Singapore Fashion Awards is set to honour individuals whose contributions have significantly shaped the fashion industry of Singapore. By recognising our nation's talents, we are able to showcase Singapore designers both locally and globally, spotlighting the industry that we are proud to call our own. The awards will be held at the W Singapore Sentosa Cove on the 24th November 2016. Celebrating the greats as well as recognising stars, come witness artistry, vision and glamour take centre stage at the most anticipated event of the year.

ABOUT DESIGNSINGAPORE COUNCIL

DesignSingapore Council's (Dsg) vision is for Singapore to be an innovation-driven economy and a loveable city through design by 2025. As the national agency that promotes design, our mission is to develop the design sector, help Singapore use design for innovation and growth, and make life better in this UNESCO Creative City of Design. Dsg is a division of the Ministry of Communications and Information.

www.designsingapore.org

FIND TAFF ON:

