



TEXTILE & FASHION FEDERATION
(SINGAPORE)

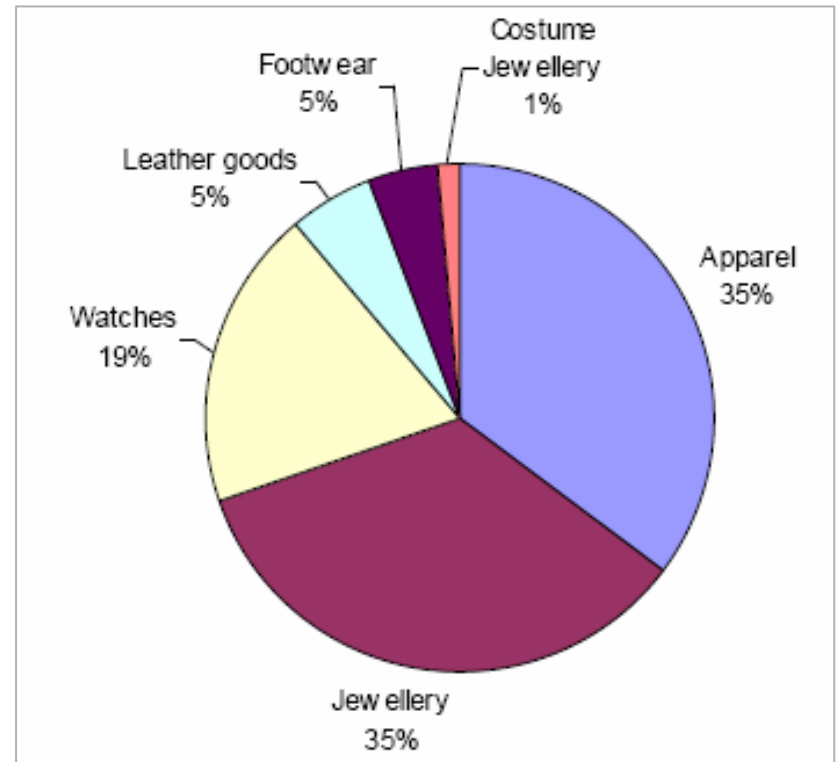
Presented by
Chris Koh, Secretary-General
Textile & Fashion Federation (Singapore)



Singapore Fashion Retail Industry

\$2.16
billion euro

35% growth between 2000 to 2005



Fashion Retail Market Characteristics



Singapore fashion retail market is highly cosmopolitan

The largest fashion retailers in Singapore are brand operators

The ratio between brand owners and brand operators is approximately 80:20

More than 60% of brand owners and brand operators are in the apparel retail segment

59% of brand operators have more than 5 retail outlets vs 29% for brand owners



Fashion Retail Market Characteristics



In 2007, 10 million tourists posted a record for tourism expenditure of Euro \$5.02 billion of which 35% was spent on shopping & 33% or Euro \$0.58 billion was spend on fashion & accessories

The top 5 visitor-generating markets in 2007 were Indonesia, PR China, Australia, India and Malaysia, accounting for 51% of total visitor arrivals

Apparel, Jewellery and Leather fashion goods represent 80% of tourists' shopping expenditure on fashion goods

Indonesian, PR China, India, Australian and the Philippines accounted for nearly half (49%) of the total fashion product expenditure of visitors

Fashion Retail Market Characteristics

Additional 4.93 million sq.ft of retail space is expected to be added between 2007 – 2011 with the completion of integrated resorts at Marina Bay and Sentosa

43% of brand operators have retail operation overseas vs 24% for brand owners

Majority of the listed fashion retailers are mostly brand operators of international fashion apparel, fine watches and footwear

70% of brand operators who have internationalized have more than 15 outlets outside Singapore

Key Overseas Business Presence

Brand owners

- 1 : **Malaysia**
- 2 : **Indonesia**
- 3: **Philippines**
- 4 : **Thailand**
- 5 : **China**
- 6 : **United States**
- 7 : **Taiwan**
- 8 : **Hong Kong**

Brand operators

- 1 : **Malaysia**
- 2 : **Indonesia**
- 3: **Thailand**
- 4 : **Hong Kong**
- 5 : **Taiwan**
- 6 : **Australia**
- 7 : **China**

Top ten listed Singapore retailers

Listed Fashion Retailers	Product Category	Business Type	2005 Revenue (Euro Mil)	2006 Revenue (Euro Mil)	Growth %
Royal Sporting House	Apparel/Footwear	Brand operator	213.9	283.4	35%
The Hour Glass Limited	Watches	Brand operator	172.3	182.6	6%
Sincere Watch Limited	Watches	Brand operator	166.7	163.6	-2%
F J Benjamin Holdings	Apparel/Footwear	Brand operator	75.1	96.2	28%
Cortina Holdings Limited	Watches	Brand operator	81.2	86.4	6%
Ossia International Ltd	Apparel/Footwear	Brand operator	56.5	58.6	4%
Aspial Corporation	Jewellery	Brand owner	58.6	72	23%
Wingtai Holdings Limited	Apparel/Footwear	Brand operator	28.8	45.7	60%
Transmarco Ltd	Apparel/Footwear	Brand operator	18	20.5	13%
VGO Corporation Ltd	Apparel/Footwear	Brand operator	18.5	18.5	0%
			889.60	1,027.50	15%

In terms of revenues, Singapore's 10 largest listed fashion goods retailers accounted for approximately 40% of the fashion retail sales

Fashion Education in Singapore



4 major design schools in Singapore (namely LaSalle-SIA College of the Arts, Nanyang Academy of Fine Arts, Raffles Design Institute and Temasek Polytechnic)

The four schools provide diplomas and degree courses from merchandising to fashion design

Intakes for 2009 for the 4 schools are **467 students** of which **180 (39%)** are **diplomas students** and **287 (61%)** are **degree students**

242 or 52% are **local** students and **225 or 48%** are **foreign** students



TEXTILE & FASHION FEDERATION
(SINGAPORE)

**National Association for the
Textile & Fashion Industry**

MISSION

Promote Singapore as an international Fashion Business and Hub for Textile and Apparel

VISION

Assist our members to become international class apparel providers and build Singapore own international brands

KEY Projects & Initiatives for brand owners/designers

Singapore Fashion Week / Singapore Fashion Event

An Asian Gateway and platform

For Singapore and regional designers to showcase to the world

For International designers to make use of Singapore as a gateway to the region

For the discovery of emerging Asian talents and present their works to the world

For companies to set up their bases to distribute to the rest of Asia



KEY Projects & Initiatives for brand owners/designers

Fashion Centre & Fashion Design Incubator

- A collective creative retail concept opening in 1st quarter 2010 ...
- presentation of key established Singapore designers and brands under one roof
- creative incubator for the incubation of the next generation of fashion entrepreneurs
- extensive mentorship, training & business support provided to incubating designers to provide them with the skills & business knowledge
- allow young talents access to a fully equipped design studios to help them in creating their collections
- showcase the works of emerging Asian design talents & graduates through the Asia Young Fashion Designers Contest and The Graduate Showcase
- allow young talents access to a fully equipped design studios to help them in creating their collections

KEY Projects & Initiatives for brand owners/designers & manufacturers

Regional Networking – Platform for business opportunity

Asian Fashion Federation (AFF) member countries: China, Japan, Korea, Singapore, Thailand, (Vietnam *in Oct 09*)....

ASEAN Federation of Textile Industry (AFTEX) member countries include all ASEAN countries...

Providing designers and companies opportunities to network with companies in other member countries

Exchange of latest fashion related technologies, developments, trends through annual meetings and forums

Providing opportunities for business link ups and exchange

KEY Projects & Initiatives for brand owners/designers & manufacturers

Industry Training Centre

Providing a wide variety of industry training courses and seminars to train and upgrade capabilities of the workforce

Courses provided by highly qualified trainers and individuals



KEY Projects & Initiatives for **brand owners/designers & manufacturers**

Internationalization Initiatives

Overseas sourcing missions for sourcing materials or productions

Overseas study missions to study international markets or trends

Overseas business and investment missions for new investments

Overseas “access” programs to help designers & brand owners to sell into key markets such as USA, Europe and Japan

Apparel manufacturers

apparel.sg

Apparel Singapore is a collective brand that represents a group of Singapore-managed apparel manufacturers who respect the customers' intellectual property and protect their reputations, with the desire to create opportunities, sustain profitability and help the customers to succeed in an extremely competitive marketplace

These companies own and manage multiple production locations dedicated to providing their customers the highest level of service in apparel manufacturing

Apparel manufacturers

Apparel Singapore is led by a group of Brand Ambassadors who share the key attributes Singapore is known for, offering reliable, responsible and customer-centric service

Singapore has World no 1 supplier for Gap, Macy's and Nike and Top 5 supplier of Adidas

Singapore's textile and apparel industry continues to grow significantly with rising export volumes, through offshore factories owned by Singapore-managed companies. In fact, the industry generated S\$5.7 billion in offshore sales in 2007 – a 78% increase from S\$3.2 billion in 2003





Ideas for Collaborations

For discussions

Ideas for collaborations

Material Research Centre & Design Studio

Special Italian designers showcase at Singapore Fashion Week / Fashion Event

Partnership between Italian designers with Singapore apparel manufacturers to sell to USA buyers

Partnership between Italian designers and Singapore designers to sell to Asian cities where Singapore designers have presence

Internship and educational exchange between Italy and Singapore

Italian companies to use Singapore as a springboard to the region

Young Italian designers to make use of Fashion Centre & Design Incubator as a test bed for retail to the rest of Asia



Thank you

TaF.f

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