

Media Release

SRA launches Singapore Retail Festival 2026 and honours 57 award recipients at SRA Retail Awards 2026

Singapore, 3 July 2026 The Singapore Retailers Association (SRA) officially launched the **Singapore Retail Festival (SRF) 2026** this evening, and honoured 57 outstanding retailers, organisations and industry leaders across 21 award categories under the **SRA Retail Awards 2026**.

The SRA Gala Night held at The Ritz-Carlton, Millenia Singapore was graced by the presence of **Guest-of-Honour Ms Low Yen Ling, Senior Minister of State for the Ministry of Trade and Industry, and Ministry of Culture, Community and Youth**,

Singapore Retail Festival 2026 returns for its second edition

The Singapore Retail Festival (SRF) 2026, supported by Enterprise Singapore (EnterpriseSG), which will run from 4 to 26 July 2026, is a nationwide celebration of the retail industry, featuring activations and experiences, rewards and promotions across participating retailers, both in-store and online.

As Singapore's anchor retail festival, SRF reinforces SRA's efforts to reimagine the shopping journey for today's consumers, spotlighting how retail is more than just an exchange, but an experience. Through technology, innovation and creativity, SRF 2026 aims to showcase how brands can build experiences and communities while strengthening Singapore's position as a vibrant retail and lifestyle destination for both locals and international visitors.

Festival Ground at Ngee Ann City Civic Plaza

The main festival ground will be held at Ngee Ann City Civic Plaza from 4 to 19 July 2026. Shoppers and visitors can look forward to retail and lifestyle pop-ups, themed experiences, workshops, exclusive festival activities, rewards and discovery-led challenges across three themed weekends:

- Weekend 1: Pets & Pawrents (4 - 5 July 2026)
- Weekend 2: Trading Card Game (TCG) & Gaming (10 -12 July 2026)
- Weekend 3: Lifestyle & Wellness (17 - 19 July 2026)

The weekend programme will feature highlights such as pet photography and caricature sessions, trading card game showcases, a Pokémon TCG tournament, a cosplay competition, the 1st BLOOM 818 G-Dragon Pop-Up in Singapore, a Beauty Bar, a kids' drop-off/enrichment pass, and retail brand pop-ups.

On weekdays, from 6 to 9 July and 13 to 16 July 2026, the physical hub will host a multi-label retail showcase featuring retailers and livestreaming for shoppers who want to shop online. Daily activities at the main festival ground will include Sqkii's #HuntTheMouse challenge, a

SRF Digital Rewards Challenge, SRF's official e-commerce partner Shopee's Pop-Up, and food trucks.

The SRF Digital Stamp Card will turn retail discovery into an interactive journey. Participants will be invited to start their journey and begin their stamp card by scanning an official QR code at participating retailers, SRF vendors, festival touchpoints, or the Sqkii booth. Those who complete the assigned actions such as visiting participating locations, scanning activation QR codes, or making eligible spends through Sqkii Vouchers, stand a chance to win prizes. Selected users may also receive additional rewards or gameplay advantages linked to #HuntTheMouse, subject to the campaign's terms and conditions.

#HuntTheMouse will add fun and excitement to this year's Singapore Retail Festival with S\$100,000 in cash hidden across Singapore. A total of 200 silver coins will be hidden during the campaign. Each coin is worth S\$500, upon successful verification.

Note: Refer to Annex A for the comprehensive list of activities for the Singapore Retail Festival 2026.

Creating Meaningful Retail Experiences

The return of SRF comes as Singapore retailers continue to adapt to an evolving retail landscape and work towards doing their part to build a vibrant, competitive, and future-ready retail sector in Singapore. Against this backdrop, SRF 2026 represents more than a consumer-facing shopping event. It reflects SRA's continued efforts to unite retailers and malls through a nationwide initiative that drives footfall, supports consumer engagement, showcases retail innovation, and strengthens business opportunities across both physical and digital retail channels.

By bringing together retailers across the island under one national retail celebration, SRF 2026 seeks to encourage consumers to rediscover Singapore's retail offerings while reinforcing Singapore's position as a vibrant and innovative shopping and lifestyle destination.

For more information about the Festival, visit www.singaporeretailfestival.com.

SRA Retail Awards 2026:

Celebrating innovation, growth and excellence in retail

The SRA Retail Awards 2026 celebrated the brands, organisations, and achievements driving innovation, growth and excellence across Singapore's retail sector, while recognising the people behind the storefronts, digital platforms, customer experiences and business transformations shaping retail today.

This year's Awards recognised 57 award recipients across 21 categories, celebrating established industry leaders, emerging brands and individuals whose achievements have contributed to innovation, customer experience and business excellence in Singapore's retail sector.

The award categories comprised:

1. Retailer of the Year (People's Choice)
2. Best Shopping Centre (People's Choice)
3. Best E-commerce Experience (People's Choice)
4. Lifetime Outstanding Achievement Award
5. Department Store of the Year
6. Supermarket of the Year
7. Fashion Retailer of the Year
8. Electronics & Hardware Retailer of the Year

9. Lifestyle Retailer of the Year
10. Home & Living Retailer of the Year
11. Beauty & Cosmetics Retailer of the Year
12. Jewellery & Accessories Retailer of the Year
13. Toy & Collectibles Retailer of the Year
14. Green Initiative Award of the Year
15. Experiential Store of the Year
16. Pop-Up Experience of the Year
17. Social Impact Award of the Year
18. Best Live Stream Retailer of the Year
19. Best Digital Shopping Platform of the Year
20. Convenience Store of the Year
21. Rising Stars Award by NETS

Note: Refer to Annex B for the list of SRA Retail Awards 2026 winners.

Mr Ernie Koh, President of the Singapore Retailers Association (SRA), said, "Last year, we launched the Singapore Retail Festival, supported by Enterprise Singapore, as a bold initiative to reimagine how consumers engage with retail. This year, we are taking that vision further by bringing together the best of both worlds - where discovery happens online, and connection happens offline. Through the Singapore Retail Festival, we want to create meaningful experiences that help retailers attract customers, strengthen engagement and showcase the innovation and creativity that continue to define Singapore's retail industry."

Mr Koh added, "As we celebrate the 25th anniversary of the SRA Retail Awards, we are equally proud to recognise our 57 award recipients whose passion, innovation and commitment to excellence are shaping the future of Singapore retail. Their achievements set new benchmarks for the industry and inspire retailers across Singapore to continue innovating in an increasingly dynamic retail landscape."

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Photo Download Link:

https://www.dropbox.com/scl/fo/jywhwjr5rcq1y5grg3v5j/AKba8Tn9_zmO-9ah9XMpqys?rlkey=4w9n7d3s5u8ckxmbImcydajo0&st=u21722md&dl=0

Photo Credit: Singapore Retail Association (SRA)

Hashtags: #SingaporeRetailFestival #SGRetailFest2026

About Singapore Retailers Association (SRA)

Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. Led by 18 Council Members from leading companies and SMEs, SRA's vision is to be the respected and collective voice of the retail industry and advance the interests of the retail industry via insights, education and strategic collaborations. SRA organise a wide range of year-round programmes ranging from industry events and conferences, market insights sharing sessions, training and masterclasses, local learning journeys and overseas study missions as well as professional guidance and mentorship for retailers brand growth and business development.

Our membership of almost 600 members reflects the diversity and vibrance of Singapore's

retail industry – Fashion Apparel/& Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores. Collectively, they employ more than 80,000 workers, own or resell more than 4,500 brands, own more than 14,000 local stores, and account for more than \$30 billion in operating receipts annually.

For further information, please contact The Rainmaker Marketing Group:

Nalini Naidu

Principal Publicist and Founder

Mobile: +65 9633 3198

nalini.naidu@therainmaker.com.sg

Dean Johari

Senior Publicist

Mobile: +65 9697 4464

deanjohari@therainmaker.com.sg

Diana Loh

Publicist

Mobile: +65 8228 5941

dianaloh@therainmaker.com.sg

Ong Wei Ling

Publicist

Mobile: +65 9185 4726

ongweiling@therainmaker.com.sg

Emily Chee

Publicist

Mobile: +65 8393 7175

emilychee@therainmaker.com.sg

Released by The Rainmaker Marketing Group on behalf of the Singapore Retailers Association.

ANNEX A

SINGAPORE RETAIL FESTIVAL 2026 presented by Singapore Retailers Association (SRA)

- **Festival Period:** 4 to 26 July 2026
- **Main Festival Ground:** Ngee Ann City Civic Plaza
- **Main Festival Ground Period:** 4 to 19 July 2026
- **Official Website:** www.singaporeretailfestival.com
- **Official Instagram:** [@singaporeretailfestival](https://www.instagram.com/singaporeretailfestival)
- **Official Hashtags:** [#SingaporeRetailFestival](https://www.instagram.com/hashtag/SingaporeRetailFestival) [#SGRetailFest2026](https://www.instagram.com/hashtag/SGRetailFest2026)
- **Organiser:** Singapore Retailers Association
- **Supported by:** Enterprise Singapore
- **Festival Director:** Invade

About Singapore Retail Festival 2026

The Singapore Retail Festival 2026 is a nationwide celebration of retail, featuring islandwide promotions, rewards and experiences across participating retailers, both in-store and online.

Returning for its second year, SRF continues the annual islandwide celebration of retail that reimagines the shopping journey for today's consumers. This year's edition features a bigger physical pop-up at the main festival grounds, with more retailers offering immersive in-store activations and online campaigns. The Festival aims to show how retail is more than just an exchange, but an experience - highlighting how brands can use technology, innovation and creativity to build experiences and community.

SRF 2026 will once again spotlight Singapore's vibrant shopping scene for both locals and international visitors.

Festival Ground at Ngee Ann City Civic Plaza

The main festival ground will run from 4 to 19 July 2026 at Ngee Ann City Civic Plaza.

Visitors can participate in two ways:

1. Roam and shop at the physical pop-up
2. Complete challenges designed to help them discover more

Weekend #1	
Theme	Pets & Pawrents
Dates	Saturday, 4 July 2026 and Sunday, 5 July 2026
Highlights	<ul style="list-style-type: none">• Pet Hospital• Pawtography• Caricature• 30 retail brands pop-up
Weekend #2	
Theme	Trading Card Game (TCG) and Gaming

Dates	Friday, 10 July 2026 to Sunday, 12 July 2026
Highlights	<ul style="list-style-type: none"> • Exclusive card showcase/card signing • Pokémon TCG card tournament • Cosplay competition • 54 TCG retail brands pop-up
Weekend #3	
Theme	Lifestyle & Wellness
Dates	Friday, 17 July 2026 to Sunday, 19 July 2026
Highlights	<ul style="list-style-type: none"> • BLOOM 818 G-Dragon Pop-Up • Beauty Bar • Kids drop-off/enrichment pass • 30 retail brands pop-up
Weekday Programme	
Date	<ul style="list-style-type: none"> • Monday, 6 July 2026 to Thursday, 9 July 2026 • Monday 13 July to Thursday, 16 July 2026
Time	4.00pm to 8.00pm
Description	On weekdays, the physical hub will transform into a multi-label retail showcase featuring participating retailers and livestream retail for shoppers who want to shop online.
Daily Activities at Main Festival Ground	
Available when the Main Festival Ground is open:	<ul style="list-style-type: none"> • Sqkii's #HuntTheMouse challenge • SRF Digital Rewards Challenge • Shopee Pop-Up • Food trucks
Operating hours	<ul style="list-style-type: none"> • Weekdays: 4.00pm to 8.00pm • Weekends: 12.00pm to 8.00pm
Singapore Retail Festival x Sqkii	
Planned features include	<ul style="list-style-type: none"> • #HuntTheMouse Challenge • SRF Digital Rewards Challenge • Sqkii Vouchers

ANNEX B**Singapore Retailers Association (SRA)****SRA Retail Awards 2026****Friday, 3 July 2026****List of Award Recipients**

No	Award	Winner
1	NETS Rising Star Award	Stryv
2	NETS Rising Star Award	Elite Supplements
3	NETS Rising Star Award	Studio Qiling
4	Best Live Stream Retailer of the Year	Singapore Telecommunications Limited
5	Lifetime Outstanding Achievement Award	Mr Ron Sim
6	Department Store of the Year - Winner	BHG (Singapore) Pte Ltd
7	Department Store of the Year - Runner Up	Metro (Private) Ltd
8	Department Store of the Year - Runner Up	Yue Hwa Chinese Products
9	Supermarket of the Year - Winner	FairPrice Finest
10	Supermarket of the Year - Runner Up	DONDONDONKI
11	Supermarket of the Year - Runner Up	Little Farms
12	Fashion Retailer of the Year - Winner	Uniqlo
13	Fashion Retailer of the Year - Runner Up	LOVE, BONITO
14	Fashion Retailer of the Year - Runner Up	iROO
15	Electronics & Hardware Retailer of the Year - Winner	Pertama Merchandising Pte Ltd (Harvey Norman)
16	Electronics & Hardware Retailer of the Year - Runner Up	PRISM+
17	Electronics & Hardware Retailer of the Year - Runner Up	Mayer
18	Lifestyle Retailer of the Year - Winner	OSIM International Pte Ltd
19	Lifestyle Retailer of the Year - Runner Up	Watsons Singapore
20	Lifestyle Retailer of the Year - Runner Up	The Planet Traveller
21	Home & Living Retailer of the Year - Winner	Epitex
22	Home & Living Retailer of the Year - Runner Up	The Curtain Boutique
23	Home & Living Retailer of the Year - Runner Up	HYSES Singapore
24	Beauty & Cosmetics Retailers of the Year - Winner	Shiseido Singapore (Co) Pte Ltd
25	Beauty & Cosmetics Retailers of the Year - Runner Up	Coty Operations Asia Pacific Pte Ltd
26	Beauty & Cosmetics Retailers of the Year - Runner Up	SkinLab the Medical Spa
27	Jewellery & Accessories Retailer of the Year - Winner	SK JEWELLERY
28	Jewellery & Accessories Retailer of the Year - Runner Up	By Invite Only
29	Toys & Collectibles Retailer of the Year - Winner	ActionCity
30	Toys & Collectibles Retailer of the Year - Runner Up	Mighty Jaxx International Pte Ltd
31	Toys & Collectibles Retailer of the Year - Runner Up	MINT Museum of Toys
32	Green Initiative Award of the Year - Winner	Lendlease Retail Pte Ltd

33	Green Initiative Award of the Year - Runner Up	ION Orchard (Orchard Turn Retail Investment Pte Ltd)
34	Green Initiative Award of the Year - Runner Up	Frasers Property Singapore
35	Experiential Store of the Year - Winner	Guardian Health & Beauty
36	Experiential Store of the Year - Runner Up	TC Acoustic
37	Experiential Store of the Year - Runner Up	Scentopia
38	Pop-Up Experience of the Year - Winner	Raffles City Singapore
39	Pop-Up Experience of the Year - Winner	Paragon
40	Pop-Up Experience of the Year - Runner Up	WEAVE at Resorts World Sentosa
41	Pop-Up Experience of the Year - Runner Up	CapitaLand Investment (Funan)
42	Social Impact Award of the Year - Winner	Singapore Pools (Private) Ltd
43	Social Impact Award of the Year - Runner Up	UOL Group Ltd
44	Social Impact Award of the Year - Runner Up	FairPrice Group
45	Convenience Store of the Year - Winner	7-Eleven Singapore
46	Convenience Store of the Year - Runner Up	Cheers Holdings (2004) Pte Ltd
47	Convenience Store of the Year - Runner Up	Shell Singapore Pte Ltd
48	Best Digital Shopping Platform	Shopee
49	Best Shopping Mall - Winner	Jewel Changi Airport Devt Pte Ltd
50	Best Shopping Mall - Runner Up	Raffles City Singapore
51	Best Shopping Mall - Runner Up	ION Orchard (Orchard Turn Retail Investment Pte Ltd)
52	Best E-Commerce Experience - Winner	FairPrice Group
53	Best E-Commerce Experience – Runner Up	Singapore Pools (Private) Ltd
54	Best E-Commerce Experience – Runner Up	Watsons Singapore
55	Retailer of the Year - Winner	7-Eleven Singapore
56	Retailer of the Year – Runner Up	SK JEWELLERY
57	Retailer of the Year – Runner Up	FairPrice Group

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