

Media Release
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SRA Retail Awards 2025 honours retail trailblazers of the industry, and marks the official launch of the Singapore Retail Festival

Singapore, 25 September 2025 The Singapore Retailers Association (SRA) presented the SRA Retail Awards 2025 this evening, honouring the retail industry's brightest trailblazers and marking the official launch of the inaugural Singapore Retail Festival - a nationwide movement to revitalise Singapore's retail sector.

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, presented the Awards and officiated the launch of the Singapore Retail Festival at the SRA Retail Awards Gala Night 2025 held at The Ritz-Carlton, Millenia Singapore.

Celebrating resilience, innovation and leadership in the retail industry

As Singapore's retail industry continued its bold transformation amid evolving consumer expectations, digital disruption, and sustainability imperatives, this year's SRA Retail Awards spotlighted visionary leadership, breakthrough innovations, and exceptional customer experiences.

The evening saw top accolades presented to outstanding performers across 19 categories under the SRA Retail Awards 2025, spanning department stores, supermarkets, fashion, lifestyle, beauty, home, electronics, and more. Categories included Department Store of the Year, Experiential Store of the Year, Pop-Up Experience of the Year, Social Impact Award of the Year, Retail Leader of the Year, and the People's Choice Retailer of the Year.

Award submissions were evaluated by a panel of independent judges comprising leaders from the retail, business, and innovation sectors. Judging was based on a clear set of criteria, including creativity and innovation, business impact, customer experience, digital transformation, sustainability practices, and community engagement. Each entry was assessed for its contribution to raising industry standards and driving meaningful progress within the local and regional retail landscape.

Workforce Transformation Award

Workforce Singapore has partnered with SRA to present the Workforce Transformation Award, an award to honour companies dedicated to workforce transformation through job redesign and employee training. The assessment incorporated industry-specific outcomes that combine both qualitative and quantitative measures of workforce transformation efforts to reflect the transformation journey of retail businesses.

Note: Refer to the Annex page for the list of award recipients

Official Launch of the inaugural Singapore Retail Festival

This year's gala marked a milestone with the official launch of the Singapore Retail Festival, an industry-wide celebration of innovation and transformation aimed at reigniting consumer excitement in visiting physical stores, while spotlighting the innovation, creativity, and spirit of Singapore's retail sector.

Conceived as a bold, unified push to rejuvenate the sector, SRF brought together department stores, flagship retailers, emerging brands, and shopping malls across the island to deliver value beyond discounts, offering shoppers fresh, energised experiences that went beyond traditional sales.

During the Festival, shoppers and tourists can expect retailers to roll out interactive in-store activations, limited-time pop-ups, curated workshops, sensory and personalisation activities, as well as exclusive product drops, bundles and brand collaborations, designed to bring back the magic of discovery, engagement, and on-ground excitement.

What's New

- **Exclusive Value-Driven Offerings:** The festival would feature limited-time, specially curated product offerings and exclusive collaborations for unique and meaningful buys that go beyond conventional discounts.
- **Experiential Retail Concepts:** From interactive in-store activations to limited-time concepts such as pop-ups, to create immersive environments that excite and engage shoppers for memorable experiences and Instagram-worthy compelling alternatives to the convenience of online shopping.
- **New Retail Brands:** SRF will spotlight not just established household names but also new retail brands entering the scene. These newcomers bring fresh ideas, niche offerings, and bold concepts that appeal to evolving consumer tastes, adding vibrancy and diversity to the overall retail experience. Their participation also reflects Singapore's continued appeal as a launch pad for innovative retail ideas.
- **Thematic Celebrations:** Each year, the SRF will adopt a distinct theme to keep the experience fresh, relevant, and aligned with consumer trends - something to look out for and experience first-hand. This approach not only allows for creative storytelling and curated retail experiences, but will also help drive year-on-year excitement and deeper engagement for both retailers and shoppers.

As part of the Festival, Orchard Road will come alive with striking retail showcases and immersive pop-up containers along the walkway outside ION Orchard. Here, rotating brands will transform the streetscape into a vibrant playground of discovery, offering shoppers fresh ways to connect, interact, and experience retail first-hand while amplifying their brand presence in the heart of Singapore's premier shopping belt.

Rallying the retail industry towards global competitiveness

Introduced in celebration of Singapore's 60th year of independence, the festival which runs from 26 September to 12 October 2025, will also coincide with the Formula 1 Singapore Grand Prix 2025 this year, leveraging the seasonal surge in international visitors and tourists.

By aligning collective marketing and on-ground activations under one nationwide banner, SRA aimed to amplify visibility, drive footfall, and revitalise physical retail in the face of growing online competition and changing consumer habits.

According to Mr Ernie Koh, President of Singapore Retailers Association, “By bringing back the magic of discovery, engagement, and on-ground experiences, the Singapore Retail Festival is looking to transform the everyday shopping journey into something fresh, vibrant, and memorable - strengthening Singapore’s position as a dynamic and future-ready retail destination for both Singaporeans and tourists.” He added, “Shoppers can look forward to a dynamic, value-driven celebration of Singapore retail that reflects the changing needs of today’s consumers and the modern retail landscape. This is no longer just about sales - it is about showcasing the creativity, resilience, and unique value of our retail community. We wanted to rally the industry towards higher standards and global competitiveness while celebrating the best of what Singapore retail has to offer.”

The Festival is partnering with 3,000 participating stores. These include major mall operators such as CapitaLand Investment Limited, Far East Organization, ION Orchard, Lendlease, Takashimaya Shopping Centre/Ngee Ann City, WEAVE at Resorts World Sentosa and Wisma Atria.

The list of retail brands also includes leading department stores like BHG, Metro, OG, TANGS and Takashimaya - and a mix of brands across beauty, lifestyle, electronics, fashion, and health, such as Watson’s, Harvey Norman, Eu Yan Sang, Crocs, GINLEE, Pet Lovers Centre, Swarovski and TC Acoustic.

Retailers who are keen to participate in the Festival can visit www.singaporeretailfestival.com for more information.

The Singapore Retail Festival is supported by Enterprise Singapore (ESG).

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Photo Download Link:

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Photo Credit: [Singapore Retail Association \(SRA\)](#)

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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 & Founder

nalini.naidu@therainmaker.com.sg

Mobile: +65 9633-3198

Dean Johari

Senior Publicist and Account Director

deanjohari@therainmaker.com.sg

Mobile: +65 9697-4464

Diana Loh

Publicist and Associate Director

dianaloh@therainmaker.com.sg

Mobile: +65 8228-5941

Anusha Chong

Publicist and Senior Account Manager

Mobile: +65 9030 9946

anushachong@therainmaker.com.sg

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

ANNEX

**Singapore Retailers Association (SRA)
SRA Retail Awards 2025
Thursday, 25 September 2025**

List of Award Recipients

Name of Awards	Winner	Runner Up
Workforce Transformation Award	Maxi-Cash Group Pte Ltd	
Rising Stars Award by NETS	Panna Cotta	
Rising Stars Award by NETS	Scentopia Singapore	
Rising Stars Award by NETS	Yu Plus Pte Ltd	
Department Store of the Year	BHG (Singapore) Pte Ltd	
Department Store of the Year		Metro (Private) Ltd
Department Store of the Year		OG Pte Ltd
Supermarket of the Year	FairPrice Group	
Supermarket of the Year		Little Farms
Fashion Retailer of the Year	Uniqlo	
Fashion Retailer of the Year		Benjamin Barker
Fashion Retailer of the Year		iROO
Electronics & Hardware Retailer of the Year	Pertama Merchandising Pte Ltd ((Harvey Norman)	
Electronics & Hardware Retailer of the Year		Mayer
Electronics & Hardware Retailer of the Year		Lenovo
Lifestyle Retailer of the Year	OSIM International Pte Ltd	
Lifestyle Retailer of the Year		LUMINE SINGAPORE PTE LTD
Lifestyle Retailer of the Year		SCENT BY SIX

Home & Living Retailer of the Year	Epitex International Pte Ltd	
Home & Living Retailer of the Year		Omnidesk
Home & Living Retailer of the Year		The Curtain Boutique
Beauty & Cosmetics Retailer of the Year	Coty Operations Asia Pacific Pte Ltd	
Beauty & Cosmetics Retailer of the Year		Shiseido Singapore (Co.) Pte Ltd
Beauty & Cosmetics Retailer of the Year		Ceramique
Jewellery & Accessories Retailer of the Year	Goldheart	
Jewellery & Accessories Retailer of the Year		By Invite Only
Jewellery & Accessories Retailer of the Year		Infiniti Jewels
Toy & Collectibles Retailer of the Year	Play Nation Pte Ltd	
Toy & Collectibles Retailer of the Year		Mighty Jaxx International Pte Ltd
Toy & Collectibles Retailer of the Year		Miniso
Green Initiative Award of the Year	Lendlease Retail Pte Ltd	
Green Initiative Award of the Year		The Woodleigh Mall (Straits Property)
Green Initiative Award of the Year		Frasers Property Singapore
Experiential Store of the Year	Singapore Telecommunications Ltd	
Experiential Store of the Year		Breitling South East Asia Pte Ltd
Experiential Store of the Year		Clarins Singapore Pte Ltd
Pop-Up Experience of the Year	Raffles City Singapore	
Pop-Up Experience of the Year		Far East Organization
Pop-Up Experience of the Year		Jewel Changi Airport Devt Pte Ltd

Social Impact Award of the Year	Singapore Pools (Private) Ltd	
Social Impact Award of the Year		Luzerne Pte Ltd
Social Impact Award of the Year		UOL Group Ltd
Retail Executive of the Year	Mr. Reuben Goh (TC Acoustic Pte Ltd)	
Retail Manager of the Year		Ms. Charlie Yong Pei Lian (7-Eleven)
Retail Leader		Mr. Pang Kim Hin (Kim Hin International)
Best E-commerce Experience	FairPrice Group	
Best E-commerce Experience		Boarding Gate
Best E-commerce Experience		The Planet Traveller
Best Shopping Centre	Jewel Changi Airport Devt Pte Ltd	
Best Shopping Centre		Raffles City Shopping Centre
Best Shopping Centre		ION Orchard Shopping Mall (Orchard Turn Developments Pte Ltd)
Retailer of the Year (People's Choice)	FairPrice Group	
Retailer of the Year (People's Choice)		Singapore Pools (Private) Ltd
Retailer of the Year (People's Choice)		Guardian Health & Beauty

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