

Media Release
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Singapore Retailers Association announces The Singapore Retail Festival

celebrating fresh, energised experiences and collective impact

Singapore, 5 August 2025 In a bold move to offer shoppers unique and one-of-a-kind retail moments beyond sales to rejuvenate the retail industry and re-establish Singapore as a shopping destination for the world, the Singapore Retailers Association announced today the inaugural Singapore Retail Festival (SRF).

SRF, to be held from 26 September to 12 October, 2025, will be an industry-wide celebration of innovation and transformation to reignite consumer excitement in visiting physical stores, while spotlighting the innovation, creativity, and spirit of Singapore's retail sector.

Mr Ernie Koh, President of Singapore Retailers Association, remarked that "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. 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 new initiative by the association was conceived to provide the much-needed united push with collective marketing, to amplify visibility and footfall across Singapore's retail ecosystem, especially for the physical stores. SRA will work with retailers and key partners such as BHG, Eu Yan Sang, Harvey Norman, IN GOOD COMPANY, Metro, OG, Pet Lovers Centre, TANGS, TC Acoustic, Watson's, among other retailers, and Brands for Good (BFG) to reimagine the festival, focusing on value beyond price and emphasising experiential retail, meaningful consumer engagements, and innovation.

Mr Koh added that "this is no longer just a sale. It's a celebration of Singapore's retail creativity, and the unique value presented by its retail community. The Singapore Retail Festival represents a united push to uplift our retail sector. It's about delivering value beyond discounts, creating one-of-a-kind moments that shoppers simply cannot find anywhere else."

One of the key features of SRF will be the introduction of experiential retail concepts from interactive in-store activations to limited-time concepts such as pop-ups, workshops, masterclasses, sensory or personalisation activities, to create immersive environments that excite and engage shoppers and reward them from stepping out to enjoy the vibrancy of the retail scene. This feature, among others such as exclusive value-driven offerings in the form of limited-time product drops, bundles and exclusive collaborations, offering unique and meaningful buys that go beyond conventional discounts, will make the festival markedly different from the Great Singapore Sale (GSS), the once much-anticipated annual affair that placed Singapore on the world map for great shopping. Once synonymous with deep discounts, GSS gradually lost its lustre with increasing competition from neighbouring cities often offering retail experiences at a lower price.

What's New

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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.

Introduced in celebration of Singapore's 60th year of independence, the festival will also coincide with the Formula 1 Singapore Grand Prix 2025 this year, leveraging the seasonal surge in international visitors and tourists. More detailed information on SRF 2025 will be announced later.

SRA invites retailers across the island to join the festival by contacting SRA to share innovative retail ideas for collaboration and indicate their interest to participate in the festival, or register their participation with SRA directly via <https://forms.gle/sZT9njQQYEKV2MCF6>.

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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.

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

ANNEX

Singapore Retailers Association (SRA) Singapore Retail Festival (SRF) 2025 List of Confirmed Participating Retailers & Malls as of 4 August 2025

	Name of Company /Brand	Trade/Product Category
1	CapitaLand Investment Limited	Mall
2	Far East Organization	Mall
3	Ion Orchard (Orchard Turn Developments)	Mall
4	Takashimaya Shopping Centre (Toshin Development Singapore Pte Ltd) / Ngee Ann City (YTL Starhill Global Property Management Pte Ltd)	Mall
5	Wisma Atria (YTL Starhill Global Property Management Pte Ltd)	Mall
6	Caring Skin (S) Pte Ltd	Beauty Services
7	Point D' Beaute	Beauty Services
8	Ceramique Aesthetics	Beauty Services
9	L'Oreal Singapore Pte Ltd (Shu Uemura)	Beauty & Wellness
10	Watson's Personal Care Stores Pte Ltd	Beauty & Wellness
11	BHG (Singapore) Pte Ltd	Department Store
12	Tangs (Singapore) Pte Ltd	Department Store
13	Metro (Pte) Ltd	Department Store
14	OG (Singapore) Pte Ltd	Department Store
15	Takashimaya Singapore Ltd	Department Store
16	Gain City Best-Electric Pte Ltd	Electronics
17	Harvey Norman Singapore Pte Ltd	Electronics
18	Parisilk Electornics & Computers Pte Ltd	Electronics
19	4B Watches Pte Ltd	Fashion Accessories
20	Maison Mugen	Fashion Accessories
21	WUHAUS	Fashion Accessories
22	Ans-ein	Fashion Apparel
23	In Good Company Pte Ltd	Fashion Apparel
24	iROO International Pte Ltd	Fashion Apparel
25	Organico	Fashion Apparel
26	Takachya	Fashion Apparel
27	ThunderWear	Fashion Apparel
28	Irvins	Food Retail

29	Eu Yan Sang International Ltd	Health Supplements
30	Holistic Way Pte Ltd	Health Supplements
31	Amazing Hearing	Hearing Aids
32	Hysses Singapore Pte Ltd	Lifestyle Products
33	Pet Lovers Centre Pte Ltd	Lifestyle Products
34	TC Acoustic	Lifestyle Products