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INNOVATION REPORT

POWERED BY CASHLABS

NEXT IN VOGUE



Welcome to the NEXT IN VOGUE 2023/24 Innovation Report, a comprehensive report powered by Cash Labs on trends and insights derived from Vogue Singapore's landmark conference in Q4 2023 to inspire your 2024. The report is an exploration into the dynamic intersection of fashion, technology and sustainability, which was further discussed by global and regional thought leaders during the two-day conference hosted in Singapore on 17 and 18 November 2023.

As we navigate an era of hypermodernity, where technology evolves at breakneck speed, this report aims to capture the essence of these changes and offer a glimpse into the future of fashion, beauty and technology.

WHAT IS NEXT IN VOGUE?

NEXT IN VOGUE is *Vogue* Singapore's landmark event celebrating the title's third-year anniversary in Singapore. The event is a testament to *Vogue* Singapore's commitment to spearheading conversations and content at the intersection of fashion, beauty and technology through the lens of innovation. Anchored in three key activations, Next in *Vogue* included **Next in Vogue Conversations**, 11 panel discussions assembling global and regional leaders in fashion, culture and technology; *Vogue* **Closet**, an immersive playground of fashion, beauty and technology featuring a curation of digital and physical fashion selected by the editors of *Vogue* Singapore; and *Vogue* **Glam Room**, which offered masterclasses and an interactive display of innovative beauty and wellness brands such as Dyson, KIKI World, Mudo Labs, SK-II and Yann Beyrie Paris.

Through this event, *Vogue* Singapore strives to establish a platform in Singapore where local and global thought leaders, innovators and creatives converge to discuss, debate and shape the fashion industry's future.

Enhancing the conference experience, beverage partner <u>BE WTR</u> ensured guests stayed hydrated throughout with their premium revitalising water bottles, while premium alcohol partner <u>Don Julio</u> elevated the atmosphere with a selection of exquisite cocktails.

Decked out in exquisite furniture provided by luxury furniture partner <u>Commune</u>, the lineup of laureate speakers confidently took the stage, adding an extra layer of sophistication to the setting.



VOGUE SINGAPORE'S INNOVATION JOURNEY

Since its inception in 2020, *Vogue* Singapore has established itself as a beacon of innovation in the fashion world. It consistently pushes the envelope with a history of pioneering feats, such as the first *Vogue* NFT issue—a cover featuring a QR code, which when scanned, opens a portal to a virtual NFT gallery (September 2021). *Vogue* Singapore has also debuted Al-generated cover stars (March 2023) and a cover that physically reacts to heat (September 2023).

Vogue's journey is marked by a commitment to blend creativity and technology to bring content to life in an innovative manner that resonates with its reader's constantly evolving tastes. This continued journey is a testament to Vogue's ethos of embracing change, challenging norms and redefining the boundaries of fashion journalism and storytelling.

VOGUE.SG

NEXT IN VOGUE A MESSAGE FROM THE PUBLISHER



A Welcome Message from Bettina von Schlippe, Publisher of *Vogue* Singapore

In an effort to continue exploring the intersection of technology and media, *Vogue* Singapore, together with its innovation partner Cash Labs, is pleased to introduce a unique aspect to this report. Exclusively created for the Next in *Vogue* 2023 Innovation Report, we have the privilege of featuring *Vogue* Singapore's publisher, Bettina von Schlippe, in a distinctive format—a hologram greeting delivered through web-based augmented reality (AR).

To view this welcome message:

- 1) Scan the QR Code above
- 2) Click "Launch"
- 3) Allow access to your microphone & camera
- 4) Point your phone at the image above



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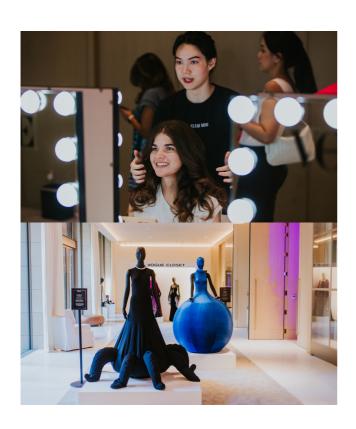
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PANEL 1

NEXT IN VOGUE-NEXT IN FASHION

Bea Valdes of Vogue Philippines & Desmond Lim of Vogue Singapore Moderated by Sharanjit Leyl

WATCH THIS PANEL ON YOUTUBE



Bea Valdes
Editor-in-Chief,
Vogue Philippines

Valdes is an internationally renowned accessories designer and proponent of Filipino craft and responsible fashion. She has established herself as a leading light in the local industry.

Desmond Lim
Editor-in-Chief,
Vogue Singapore

Lim sets the vision for the magazine, working closely across teams to curate 360-degree experiences for readers. His many talents have also allowed him to take on various roles, as fashion director, editor and graphic designer, at some of Singapore's most prominent magazines prior to joining *Vogue* Singapore.





Leyl has produced and presented the news from Asia on BBC World News, Bloomberg Television and the Canadian Broadcasting Corporation for a quarter of a century. She spent 18 years with BBC World News, covering business and politics.

1.

The Evolving Role of Editors: The unconventional paths that Desmond Lim and Bea Valdes took to becoming editors-inchief of Vogue Singapore and Vogue Philippines, respectfully,

reflect the evolving role of editors in fashion magazines. Their backgrounds in design and art bring fresh perspectives to fashion journalism, highlighting industry's growing appreciation diverse experiences and expertise. Editors of multimedia publications today must possess the skills to produce print editorial content digital while simultaneously perpetuating narratives across social media platforms and into new digital contexts such as AR on social platforms and in virtual worlds. The editors-in-chief at Vogue need to rapidly adapt their production and editorial expertise to new formats regularly as the media landscape continues to shift into a digital-first context.



The Role of Technology in Enhancing Fashion Accessibility: Digital platforms, such as AR (augmented reality) and virtual showrooms, break

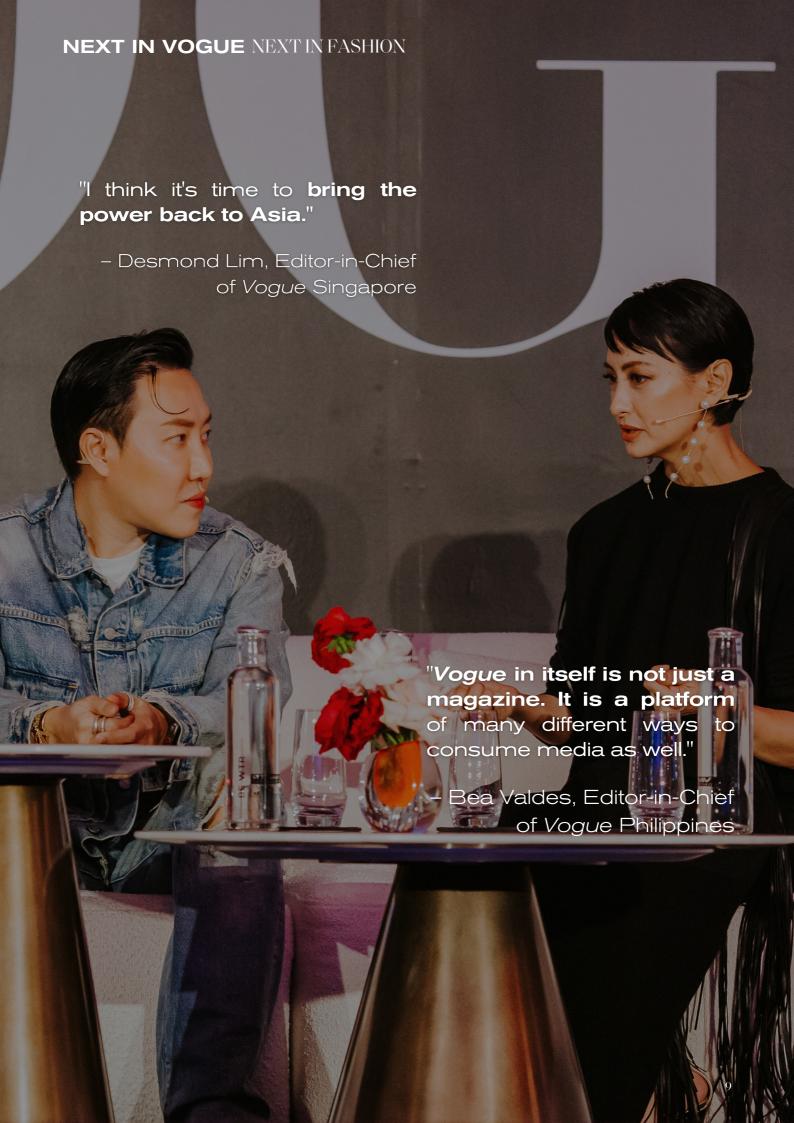
down geographical and physical barriers, allowing a global audience to engage with fashion events and products. This of democratisation fashion through technology is not just a response to the pandemic but a long-term shift towards inclusive and accessible experiences. It highlights the potential of technology to bring high fashion into everyday spaces. As we move towards a spatial computing-centric internet through devices such as Meta's Quest 3 and Apple's Vision Pro headset, we will see brands and publications alike continue to experiment with a shift towards more immersive virtual representations and digital twins of physical goods experiences.



The Importance of Authentic Representation: Lim's emphasis on authentic representation, especially in the context of Singapore's

diverse population, underscores the need for fashion narratives that reflect society's multicultural fabric. Valdes' discussion about featuring local stories, such as the Apo Whang-Od, issue with demonstrates the global impact of local narratives. This insight highlights the power of individual stories to influence global fashion narratives. showcasing importance of diversity and inclusivity in fostering a relatable fashion industry. In an era when the world is more connected than ever, more local heroes become the influencers their communities need to see perpetuated in the media.





PANEL 2 NEW WAYS FORWARD: HOW EMERGING **TECHNOLOGIES INFLUENCE THE FASHION LANDSCAPE**

Arif Khan, Leanne Elliott Young, Ajit Mohan, Iddris Sandu, Jana Bobosikova Moderated by David Cash

WATCH THIS PANEL ON YOUTUBE



Arif Khan CEO and Founder, Alethea Al

Khan is the CEO and Founder of Alethea Al, a research and development studio building at the intersection of generative Al and blockchain, with a mission to empower ownership and democratic governance of Al.



Leanne Elliott Young CEO & Co-founder, Institute of Digital Fashion

CEO & Co-founder of Institute of Digital Fashion. Young, the 'Metaverse Mama', is noted globally as the lead innovator and commentator on Web3, digital fashion innovation, inclusivity in tech and sustainability.

Ajit Mohan President APAC, Snap Inc

Mohan is the APAC President at Snap, Inc. where he leads the Asia-Pacific region for the company. Prior to Snap, he was the Vice President and Managing Director of India for Meta, spearheading the company's charter in India.



Iddris Sandu Founder and CEO, Spatial Labs Inc

As the Founder and Creative Visionary of Spatial Labs, Sandu is dedicated to engineering hardware for empathy centred innovation and developing products at the intersection of physical products and digital identity.





Jana Bobosikova CEO and Co-founder, KIKI World

Bobosikova has built beauty and consumer health businesses connecting the latest bio/tech and material science innovation into fast-growing consumer brands globally, partnering with global players such as Sephora and leading VC-backed start-ups.



David Cash Founder, Cash Labs

David is a writer, curator, and founder of award-winning innovation agency Cash Labs. Cash Labs helps Fortune 500s navigate initiatives across XR, Al, and Web3 technologies, having produced global activations seen by billions.

Hyper-modernity and the Pace of Technological Change: David Cash, Founder and Managing Director of Cash Labs, delved into the concept of hyper-modernity, highlighting the rapid and often overwhelming pace at which technology evolves. This insight stresses the need for the fashion industry to continuously adapt and innovate to keep pace with technological advancements. It also underscores the challenge of understanding and integrating new technologies into fashion, making it crucial for industry players to stay informed and agile. According to Cash: "We are living in an age of hyper-modernity. We've reached a time in space when technology is developing at a rate that makes it difficult to understand what is happening, what is new and how these technologies are developing." If brands want their content to remain relevant, they should consider allocating ongoing resources towards implementing new technologies to 'future-proof' businesses and move towards real transformative technological use cases and away from sensational marketing tactics.



Integration of Al and Blockchain in Fashion: Arif Khan, CEO and founder at Alethea Al, discussed Alethea Al's work at the intersection of Al and blockchain technology, revealing a significant trend in fashion. This integration is not just about creating new products but also about empowering ownership and democratic governance in the fashion industry. Using blockchain for provenance and AI for enhancing creativity and personalisation is a powerful combination that could redefine how fashion is created, distributed and owned. According to Reuters, 60 percent of data on the internet will be made by Al by the end of 2024. As such, there is a need to focus on the interaction and connection between Al and blockchain technology. In a world which can't differentiate between content produced by Al and content

created by humans, being able to 'prove humanity' through verifications on

Connected Commerce for Enhanced Engagement: <u>Iddris Sandu</u>, Founder and CEO of Spatial Labs Inc., spoke about the trend of 'connected commerce', describing today's emphasis on consumer-centric technologies, such as RFID and NFC chipspointing to a future where technology enhances the consumer's interaction with fashion products. According to Sandu: "Sustainability is seen as an end process. The manufacturing processes that go into actually making some of these sustainable practices are equally as important as the end products." In a world where most technical integrations implemented en masse are produced as cheaply as possible, the sustainability aspect of production is an essential piece of the puzzle for brands to consider.

the blockchain will become increasingly normal.

Circular **Business** Models and Community Involvement: Bobosikova, CEO and Co-founder of KIKI World, touched upon KIKI's circular business model, which involves the community in the product development process. According to Bobosikova: "When you join us in this process, you will be rewarded every step of the way." This model, where feedback and participation are rewarded, represents a shift towards inclusive and collaborative fashion practices. It also reflects a broader trend in the industry towards transparency and consumer empowerment. All these voting and reward mechanisms are implemented via Web3

World platform are actually NFTs on the blockchain.





SINGAPORE CONVERSATIONS

IN CONVERSATION WITH
ASHLEY PARK

Ashley Park, Tony, Grammy and Critics Choice Nominated Actress & Maya Menon, Fashion Features Editor, *Vogue* Singapore

WATCH THIS PANEL ON YOUTUBE



Ashley Park

Tony, Grammy and Critics

Choice Nominated Actress

Tony, Grammy and Critics Choice nominee Ashley Park is best known for starring in *Emily in Paris*, *Joy Ride*, *Beef* and *Only Murders in the Building*.

Maya Menon
Fashion Features Editor,
Vogue Singapore

Menon is the fashion features editor at *Vogue* Singapore. An alumnus of Central Saint Martins College of Art and Design, her work spans cultural commentary and profiling designers, as well as inclusivity and sartorial storytelling.



Fashion as a Storytelling Tool: The discussion with Tony, Grammy and Critics Choice nominee Ashley Park illuminated fashion's pivotal role in storytelling, particularly in the entertainment industry. Her experiences roles across various productions revealed that costumes are more than mere attire; they are a language. They serve as visual storytellers, providing depth and context to a character's identity, background and evolution. Brands today have the opportunity to portray their offerings in extremely intentional contexts when paired with a character or theme in a feature film or television show.





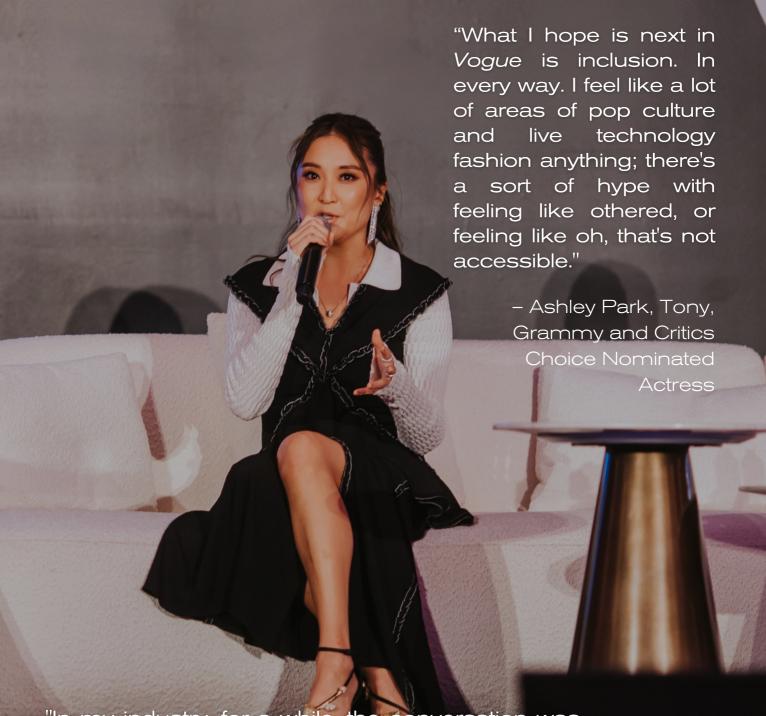
Evolution of Asian Representation: Park's insights into the evolution from colourblind to colour-conscious casting in the entertainment industry mark a significant shift towards more authentic representation. She emphasised acknowledging and celebrating racial identity rather than overlooking it. It's a move towards storytelling that respects and embraces diversity, allowing for a richer and more varied portrayal of characters and narratives. Tokenised inclusion will no longer meet the expectations of today's society, which will likely lead to more realistic casting and wider representations of diverse cultural representations.

Inclusivity and Accessibility in Fashion:
Park's collaboration with brands prioritising accessibility and sustainability reflects a growing trend in the fashion industry towards inclusivity and environmental consciousness.
Her work with these brands is not just about fashion statements but about making a statement on fashion's role in society, highlighting a commitment to creating fashion that is accessible to all, and breaking down

fashion that is accessible to all, and breaking down barriers of exclusivity and elitism. Park said: "It's important to uplift Asian designers, just like we champion Asian people in every space. It's about who's telling the story, not just who's in front of the camera." She added that "supporting Asian designers is about creating a true narrative and a genuine representation in fashion".



NEXT IN VOGUE IN CONVERSATION WITH ASHLEY PARK



"In my industry, for a while, the conversation was, 'How do we get Asian faces on camera for people to see.' And for me, what's even more important is getting Asian writers, directors, producers, camera operators, costume designers. That's how. Because it doesn't matter if you're a face telling a story, it matters who's telling the story."

Ashley Park, Tony, Grammy and Critics Choice
 Nominated Actress



IRL VS. VIRTUAL WORLDS: CHALLENGES & OPPORTUNITIES FOR FASHION'S NEW WORLD

Terrence Zhou, Ida Kymmer, Eliana Kuo, Alexis Bonhomme & David Cash Moderated by Bettina von Schlippe

WATCH THIS PANEL ON YOUTUBE



Terrence Zhou Creative Director, Bad **Binch TONGTONG**

Zhou is the designer behind Bad Binch TONGTONG, an NYC-based fashion brand that defies conventions. Worn by the likes of the Kardashians, Jennifer Coolidge and Lizzo, his bold imaginative designs, reshape our perceptions of modern fashion.



Ida Kymmer

Global Frontier Director, Artificial Rome & Head of Parterships, Spin Fashion

Kymmer is a business development strategist specialising in creative technologies and the future of the internet. Currently as Global Frontier Director at Artificial Rome, she has previously pioneered immersive web solutions for brands such as BMW, Shiseido and H&M.



Kuo is the Co-CEO and Founder of SPIN.FASHION and CFS (Circular Fashion Kering, Farfetch, Vogue, Meta and more.



Alexis Bonhomme

VP of Global Industry Partnerships & APAC
Commercial, FARFETCH

Bonhomme is a global executive and entrepreneur. He is the Vice President of Global Industry Partnerships at FARFETCH, with an expertise in building strategy for luxury brands wanting to penetrate the China and Asia Pacific market.



Summit). She is a pioneer in the Web3 circular fashion space, driving industry change with partners such as



David Cash Founder, Cash Labs

Cash is a writer, curator and founder of award-winning innovation agency Cash Labs. Cash Labs helps Fortune 500s navigate initiatives across XR, Al and Web3 technologies, having produced global activations seen by billions.



Bettina von Schlippe Publisher of Vogue Singapore

With over 25 years of experience in the fashion and luxury industry, von Schlippe is the publisher of Vogue Singapore, Founder and President of R.S.V.P, PR & lifestyle communications agency in Singapore and Malaysia, and Head of the Vogue Singapore Foundation.

Bridging Virtual and Physical Realms: Alexis Bonhomme, VP of Global Industry Partnerships and APAC Commercial at Farfetch, discussed the evolving synergy between real-life and virtual fashion experiences, emphasising new opportunities for brands to engage consumers innovatively, blending physical fashion's tactile allure with virtual environments' boundless creativity. Bonhomme emphasised the necessity of meeting consumers where they are and always considering a multichannel approach in customer relations, especially towards VIP customers. Today, brands must consider the intersection between digital and physical retail experiences when considering their UI/UX.





The Power of Social Media in Fashion Storytelling: Terrence Zhou, Creative Director of Bad Binch TONGTONG, discussed the influence of social media in shaping fashion narratives, highlighting platforms such as Instagram as pivotal in defining brand identities and connecting with audiences.

In today's digital-centric fashion market, brands should take their digital representations as seriously as their physical storefronts. While some brands, such as Bottega Veneta, have opted away from social media, most brands treat their official Instagram page with as much care and attention as their website. For Bad Binch TONGTONG, Zhou uses its Instagram page as a calling card, attracting major media attention, celebrity pulls and significant sales volumes by prioritising the production of viral content made for Instagram.

The Environmental Footprint of Virtual Fashion: Eliana Kuo, Co-founder and CEO of SPIN.FASHION, explored the environmental impact of virtual fashion, suggesting digital fashion could offer sustainable alternatives to traditional manufacturing and distribution methods. Considering that it takes over 2,700 litres of water to produce one boutique-ready T-shirt, according to the University of Waterloo, the amount of production waste that goes into the design process of any clothing product can be extremely wasteful. Replacing sampling, initial try-ons, colour and fabric tests, and other production and pre-production processes with digital equivalents via AR, virtual reality (VR) and XR experiences provides a sustainable alternative to many aspects of the garment production process.





The Future of Al in Personalised Fashion:
Discussing the role of Al, David Cash, Founder and
Managing Director of Cash Labs, envisioned a future
where Al significantly personalises fashion
experiences. He predicted Al's ability to tailor fashion
recommendations and designs to individual preferences. With
the popularity of customisation and made-to-measure offerings
from major luxury brands from Louis Vuitton to Prada, it makes
sense that brands will use technology to streamline this process.
Using Al tools, brands can instantaneously render mock-ups of
any clothing or accessory design in any fabric, material or pattern
a client could want or choose.





PANEL 5
SINGAPORE STYLE:
FASHION IDENTITY IN A
MULTICULTURAL NATION

Semun Ho, Kennie Ting, Daniela Monasterios Tan, Daniel Boey & Firdaos Pidau Moderated by Maya Menon

WATCH THIS PANEL ON YOUTUBE



Semun Ho CEO, Singapore Fashion Council

Ho is the CEO of Singapore Fashion Council. She also sits on the Design Education Advisory Committee (DEAC), ITE Design and Media Academic Advisory Committees (AAC) and Temasek Polytechnic Design Advisory Committee.



Kennie Ting Director, Asian Civilisations Museum

Ting is the Director of the Asian Civilisations Museum (ACM). Under his direction, ACM has presented exhibitions and experimental showcases on contemporary fashion and photography, spotlighting Asian masters such as Andrew Gn and Guo Pei.



Fashion Lecturer, LASALLE, College of the Arts and the University of the Arts Singapore

Monasterios Tan is a fashion researcher and educator. She is the cohost of fashion podcast In The Vitrine with Dr. Nadya Wang, and founder of label Mash-Up with Nat Ng and Shaf Amis'aabudin.



Daniel Boey
Fashion Director

Boey is a creative director and television personality who has designed experiences for fashion events worldwide. His extensive portfolio includes work for clients such as Louis Vuitton, Hermès, Tiffany & Co. and Vivienne Westwood.





Firdaos Pidau Footwear Designer

Pidau is a footwear designer & British Fashion Council scholar. His minimal and progressive aesthetics have found him working in the UK, Spain and Singapore, where he designed for Charlotte Olympia, Zara, and Charles & Keith.



Maya Menon Fashion Features Editor, *Vogue* Singapore

Menon is the fashion features editor at Vogue Singapore. An alumnus of Central Saint Martins College of Art and Design, her work spans cultural commentary and profiling designers, as well as inclusivity and sartorial storytelling.

Port City Style as a Reflection of Global Influence:
Kennie Ting, Director of the Asian Civilisations Museum,
discussed the concept of 'port city style' as the essence
of Singapore fashion. This style, characterised by a
blend of Eastern and Western elements, innovation and
tradition, reflects Singapore's status as a global trading hub and
how global influences shape local fashion identities. Fashion in

tradition, reflects Singapore's status as a global trading hub and how global influences shape local fashion identities. Fashion in multicultural societies is inherently dynamic, absorbing and reinterpreting diverse cultural influences, thus challenging designers to create globally appealing and locally resonant fashion. According to Ting: "Singapore style is a port city style. It blends East and West, old and new, innovation and tradition, craft and technology, and it's constantly shifting because we're an open trading hub."





Sustainability in Fashion Education and Practice:

<u>Daniela Monasterios Tan</u>, Fashion Lecturer at

<u>LASALLE College of the Arts</u> and the <u>University of the Arts Singapore</u>, emphasised sustainability in fashion education, reflecting a growing awareness

and commitment to environmental and social responsibility in the fashion industry. The focus on educating emerging designers about sustainable practices highlights the need for the industry to prioritise eco-friendly and ethical approaches. Monasterios Tan and her students are moving beyond traditional notions of sustainability towards a circular fashion system that considers the environmental, socioeconomic and human-centric impact of the garments they produce.

Technology as a Catalyst for Fashion Evolution: Semun Ho, CEO of the Singapore Fashion Council, brought up technology's role in evolving fashion, mainly through Al and digital tools, indicating a significant shift in how fashion is designed and consumed. The potential of technology to revolutionise design processes, enhance sustainability and create new consumer

experiences suggests that the fashion industry must embrace technological advancements to remain competitive and relevant.



INEXTINATIONS SINGAPORE CONVERSE TIONS

PANEL 6
HOW THE MUSIC AND
ENTERTAINMENT INDUSTRY IS
INFLUENCING FASHION

Fiona Xie, Andrea Wong, Glenn Yong & Tan Kheng Hua Moderated by Yvette King

WATCH THIS PANEL ON YOUTUBE



Fiona Xie
Actress

As one of Singapore's best known actresses, Xie is known for her roles in award-winning movies such as Crazy Rich Asians, as well as collaborations with brands such as Dior, Valentino and Bulgari, the latter of which she is an ambassador.



Andrea Wong Creative Director and Fashion Stylist

Former fashion editor and fashion stylist for *Crazy Rich Asians*, Wong is now a fashion multi-hyphenate—from creative director to fashion stylist, writer and PR whiz



Yong, a multi-hyphenate, is an actor, singer, entertainer and Cancer Society ambassador with upwards of 650,000 followers on social media.



Tan Kheng Hua Actor and Producer

Tan is an actress & producer in Asia. Her international work includes playing Kerry Chu in Crazy Rich Asians. Upcoming work includes the animation Tiger's Apprentice with Michelle Yeoh and rom-com Worth The Wait with Lana Condor.





Yvette King

Host and Contributing Writer, Vogue Singapore

King is a multifaceted journalist and television host, known for her insightful reporting. As an E! Asia veteran presenter and a Vogue Singapore contributing writer, she's a trusted source for celebrity interviews and fashion content.



Celebrity Influence on Fashion Trends: Glenn Yong, CEO of GYGROUP, shared observations on the impact of celebrities on fashion trends, underscoring the significant

role that public figures play in shaping consumer preferences. Brands can leverage this influence by aligning with celebrities who wear their products and embody the brand's ethos, thus driving trends and sales. Celebrity creative director and fashion stylist Andrea Wong focused on the authenticity of connections between celebrities and brands, highlighting the importance of genuine partnerships. For a brand, this means carefully selecting celebrities whose personal brand aligns with its own. Such authentic alignments are more likely to resonate with consumers as they see a real connection between the celebrity's image and the brand's values.





Breaking Gender Norms for Wider Appeal: Discussions around androgynous fashion and breaking gender norms in styling, as brought up by Yong and Wong, draw our attention towards a growing

market segment. Brands can capitalise on this by creating collections that defy traditional gender boundaries, appealing to a consumer base that values inclusivity and self-expression. With more brands taking a 'unisex' or 'genderless' approach, we will likely see more mainstream luxury brands taking an androgynous approach to their product offerings in the coming years.

Prioritising Sustainability and Ethical Practices: As Actress Fiona Xie and Creative Director Wong mentioned, the discussion around fashion's role in social and cultural statements indicates

a growing consumer interest in brands that advocate for social causes. This trend suggests that brands should focus on aligning aesthetics, ethical practices and sustainability while positioning their operations and messaging with social and environmental consciousness.



NEXT IN VOGUE MUSIC AND ENTERTAINMENT INDUSTRY







Shye
Producer and Artist

Shye is an independent producer artist. Featured on a billboard in Times Square and BandLab NME's 'Best New Act Asia', she has performed at music festivals such as Baybeats and SXSW and recently opened for Daniel Caesar.



Qiyun Woo Founder, The Weird and Wild

Woo is a sustainability communicator behind The Weird and Wild, where she uses comics and visuals to make climate science accessible, finding new ways to tell stories about complex issues. Woo is also a National Geographic Young Explorer.



Wong is a 3D virtual model creator and artist in the NFT space. Named Forbes 30U30 Asia 2020, she co-founded NFT Asia and has collaborated with notable brands and celebrities.



Mae Tan
Creative
Multi-hyphenate

A creative multi-hyphenate, Tan is a dynamic, intuitive visual storyteller and entrepreneur. She is also a master generator for her creative studio MagicSystem.





Chandreyee Ray Associate Lifestyle Editor for *Vogue* Singapore

Since joining the publication's launch team in 2020, Ray's work has featured diverse subjects from actors to activists. Passionate about platforming underrepresented voices, her favourite stories to tell are those with women at their centre.



The Power of Intentional Creativity in Fashion and Media: Creative Multi-hyphenate, Mae Tan emphasised the crucial role of intentionality in creative work,

particularly in the context of fashion and media. She highlighted how creatives are not just producing aesthetically pleasing content but are also responsible for conveying meaningful stories and messages. According to Tan: "It's important to avoid the trend and be authentic to your intention and your objective." This approach reflects a broader trend in the industry towards thoughtful, impactful and socially conscious fashion, aligning with the evolving expectations of a more aware and value-driven consumer base.





Embracing Digital Innovation in Artistic Expression: Forbes 30 Under 30 recognised digital artist Shavonne Wong's transition from traditional photography to digital art, including 3D modelling and NFTs, exemplifies digital

technology's potential to revolutionise artistic expression. Her ability to move from photographing live models on set to producing virtual humans and designing their clothing, make-up and environments with 3D tools has brought her creative work to new heights. This insight suggests the importance of embracing emerging technologies, such as blockchain and VR, for brands and creatives to create groundbreaking and globally accessible immersive experiences.

3.

Integrating Environmental Advocacy with Art: Qiyun Woo's work, as the founder of The Weird and Wild, combines environmental advocacy with digital illustration and offers a compelling model for using art to communicate complex issues. This approach

can be particularly effective for brands engaging in environmental and social causes. Using creative storytelling and visually appealing content, brands can make challenging topics more accessible and engaging, fostering a deeper connection with their audience and enhancing corporate social responsibility initiatives. This same lesson can be applied to technology companies, academia and beyond when considering multimedia storytelling as an integral part of contemporary communications.



NEXT IN VOGUE VOICES: THE NEXT GENERATION



"When I got into the NFT space and started to sell my artworks there, it was exciting because I suddenly had a global audience. I was able to reach out to people all over the world, and I was able to talk to people and connect with other creatives around the world."

- Shavonne Wong, Digital Artist

"It's no longer just [about creating] a beautiful image. It's no longer just a nice photo. We're talking about art, a photograph, a video, a sculpture, a song. It doesn't matter what the language is. You're touching someone, and that's the power of creativity."

– Mae Tan, Creative Multi-hyphenate

SINGAPORE CONVERSATIONS

FIRESIDE CHAT WITH
JOSH NILAND

Josh Niland, Acclaimed Australian Chef – FYSH Singapore EDITION & Amelia Chia, Deputy Editor of *Vogue* Singapore

WATCH THIS CHAT ON YOUTUBE



Josh Niland

Acclaimed Australian Chef FYSH Singapore EDITION

Niland is an award winning chef, restaurateur and author who has transformed how we cook, transport, age and store fish. His ethical, sustainable and revolutionary approach has received global recognition.

Amelia Chia Deputy Editor of *Vogue*Singapore

With 15 years of magazine publishing experience under her belt, Chia is *Vogue* Singapore's deputy editor. She writes and edits across all sections, and is passionate about stories that drive change for good.



Culinary Innovation for a Cause: Acclaimed Australian Chef and Head Chef at FYSH at The Singapore EDITION, Josh Niland's unique culinary techniques, from fashioning noodles from fish bones to creating ice cream fish eyes, demonstrates innovative approach to cooking and eliminating food waste. The inventive methods Niland has developed challenge traditional perceptions of fish ingredient and open new

possibilities for sustainable cooking.





Culinary Education

Adaptation:

Sustainability in Cooking: Niland's emphasis on using the entire fish highlights а revolutionary approach sustainability in cooking. This method reduces waste and maximises each fish's culinary potential, showcasing his commitment to creating a circular economy within the restaurant industry. Brands should consider how they can better use materials and services in their possession. Niland proves it is almost always possible to do more with what one has.

Niland's venture into Singapore is just a business expansion but a journey of culinary education. He emphasises learning from the local food culture and adapting his techniques to fit the diverse tastes of Singapore, showcasing a chef's need to evolve continually and respond different culinary environments.

and





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YANN BEYRIE

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SINGAPORE

CONVERSATIONS

THE NEXT FASHION
REVOLUTION: CREATIVE JOBS
FOR FASHION'S NEW WORLD

Circe Henestrosa, Claudia Poh & Leanne Robers
Moderated by Amelia Chia

WATCH THIS PANEL ON YOUTUBE



Claudia Poh
Founder of Werable

Poh, Founder of Werable, innovates in accessible fashion for enhanced living. Her work includes hands-free dressing and designs for stroke survivors. A Parsons alumni, she is also the winner of the *Vogue* Singapore Innovation Prize 2021.



Amelia Chia

Deputy Editor of *Vogu*e
Singapore

With 15 years of magazine publishing experience under her belt, Chia is Vogue Singapore's deputy editor. She writes and edits across all sections, and is passionate about stories that drive change for good.

Circe Henestrosa

Head of the School of Fashion at LASALLE College of the Arts

Henestrosa is a Mexican independent fashion curator and is head of the School of Fashion at LASALLE College of the Arts. She has curated fashion exhibition projects across the world, including London, New York, Singapore and Cambodia.



Leanne Robers
Co-founder and Co-CEO, She
Loves Tech

Robers is the Co-founder of She Loves Tech, the world's largest start-up competition and accelerator programme for women-led tech start-ups. Since its founding in 2015, She Loves Tech operates in 76 countries with 13,000+ start-ups.



TOP INSIGHTS

Leveraging Local Talent: The panel's emphasis on nurturing local fashion talent suggests that brands and advertisers should collaborate with more homegrown talent. This approach supports the local fashion industry and resonates with consumers seeking authenticity and local craftsmanship in their fashion choices. Considering the global nature of the fashion industry, brands should take advantage of opportunities to engage with local markets, creating products and experiences that cater to specific localised subsets of their consumer base.





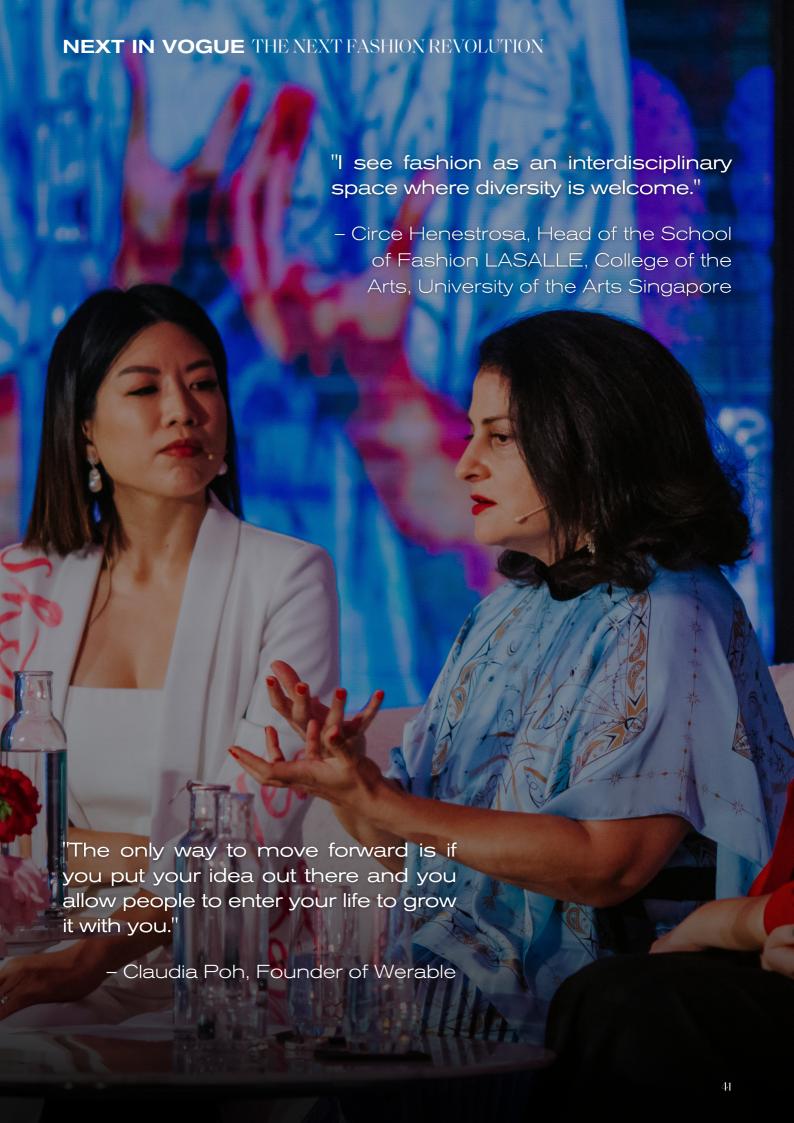
Empowerment Through Mentorship Narratives: The panel discussion focused on the value of mentorship in fashion careers. Mentorship

programmes and opportunities such as the Vogue Singapore x BMW Innovation Prize have the potential to inspire and empower the next generation of fashion professionals while showcasing a brand's commitment to nurturing talent. As technology develops rapidly, more and accelerator and mentorship programmes will undoubtedly spring up to meet the needs of brands and cultural institutions seeking alignment with transformative technology providers and facilitators.

Tech-driven Fashion
Evolution: Leanne Robers,
Co-founder and Co-CEO of
She Loves Tech, shared her
insights on integrating

technology in fashion, such as Al and 3D printing, discussing the burgeoning trend of technology-infused fashion. This presents a unique opportunity for brands and advertisers seeking to align with cutting-edge fashion technology brands, highlighting futuristic designs innovative manufacturing processes in their campaigns. When implementing technology such as Al into fashion design processes, brands can iterate much more quickly and effectively, allowing for increased productivity, creativity and collaboration when working with brands advertisers.







CONTENT 3.0: WHERE DO WE MOVE WITH STORYTELLING?

Victoria Yustinovich, Christophe Lu, Nicole Chin & Yashora Samaradivakara Moderated by Emily Heng

WATCH THIS PANEL ON YOUTUBE



Victoria Yustinovich Head of Brand Partnerships, TikTok

With 18+ years of experience, Yustinovich is the Head of Brand Partnerships at TikTok. Renowned for transforming brands and shaping digital landscapes, she has collaborated with leading companies such as L'Oréal, LVMH, Estée Lauder and more



Christophe Lu

Regional Head of Social Commerce & Digital Marketing, L'Oréal Luxe

Lu leads Social Commerce & Digital Marketing for the Luxe division at L'Oréal for South East Asia/Middle East/North Africa, driving impactful online strategies for brands such as Lancôme, YSL Beauty and Armani Beauty.



Chin's TikTok expresses her personal style and raises awareness of thrift stores in Singapore. Building a community that champions personal style, sustainability and love for vintage, she normalises choosing second-hand clothing to reduce fashion waste.



Yashora Samaradivakara Beauty Content Creator

Samaradivakara is a beauty Influencer, fashionista and the Head of Social Media at 01 Studio. She is a multihyphenate creative who merges her two passions: beauty and digital marketing.





Emily Heng
Associate Beauty
Editor at Vogue
Singapore

With several years of experience in the digital and beauty space, Heng's work is centred around exploring innovative and inspiring forms of self-expression.



TOP INSIGHTS

The Power of Short-form Content in Storytelling: The panel highlighted the effectiveness of <u>TikTok</u>'s short-form content in capturing audience attention and conveying messages quickly and

impactfully. This insight is crucial for brands and creators in an era of decreasing attention spans. Crafting concise, engaging and informative content can be a game-changer in digital marketing and storytelling. Brands should take on the challenge of conveying their message in as few seconds as possible in reaction to shifts in consumer behaviour trending towards bite-sized information in favour of deep analysis on most major social platforms.





Democratising Fashion and Beauty Narratives:
As Head of Brand Partnerships at TikTok, Victoria
Yustinovich's insights into TikTok's role in making
fashion and beauty more accessible and inclusive
are significant. This platform has broken down

traditional barriers, allowing diverse voices to contribute to the fashion narrative. For brands, this means an opportunity to engage with a broader, global, more diverse audience and to tell stories that resonate with different communities. It's a call to embrace inclusivity and diversity, not just as a trend but as a fundamental shift in how fashion and beauty narratives are shaped and shared.

The Rise of Micro-influencers in Fashion and Beauty: The panel's discussion about <u>TikTok</u> influencers gaining prominence at significant fashion events signals a shift towards valuing micro-influencers. These influencers often have smaller but highly engaged audiences, offering

brands a targeted and authentic way to reach potential customers. With many larger accounts being subject to botting or having followers with inactive accounts, smaller niche accounts often provide a better ROI for brands looking to reach specific types of consumers. This trend suggests that brands should consider diversifying their influencer partnerships, focusing not just on reach but on the genuine connection influencers have with their audience.





Interactive Content Creation as a Tool for Audience Engagement: Beauty Content Creator Yashora Samaradivakara's emphasis on interactive content creation, where audience feedback directly influences content, highlights a new era of consumer-brand interaction. This approach can be a powerful tool for brands, fostering a deeper connection with audiences and making them feel valued and heard.

approach can be a powerful tool for brands, lostering a deeper connection with audiences and making them feel valued and heard. How can your brand or organisation engage more with your audience through your content? How can you move from an audience-centric to a community-centric content style? It's a strategy that goes beyond traditional marketing, engaging directly with consumers in meaningful ways to facilitate a two-way stream of consistent communication between brands and their consumers.

"Don't start doing this because you want to be an influencer because you're not going to be happy. Find out what you have to say and just start."

Yashora Samaradivakara,
 Beauty Content Creator

"From a brand perspective, be where to our consumers are and to stav relevant. It's a lot of education and upskilling as Upskilling of well. community that is out there. So it's also our role as a brand to be where our consumers are."

Christophe Lu, Regional
 Head of Social Commerce &
 Digital Marketing, L'Oréal Luxe

I EXTINATIONS SINGAPORE CONVERSATIONS

PANEL 11

FASHION'S SUSTAINABLE MATERIALS REVOLUTION

Dr. Amanda Parkes, Chief Innovation Officer of Pangaia

WATCH THIS KEYNOTE ON YOUTUBE



Dr. Amanda Parkes
Chief Innovation Officer of
Pangaia

Dr. Parkes is a fashion scientist with over 15 years of experience in fashion innovation. She is the Chief Innovation Officer of Pangaia, a material science company and fashion brand building a sustainable future in fashion and lifestyle products.

SINGAPORE

TOP INSIGHTS

Biofabrication: The Future of Fashion Materials: Using biofabrication and DNA in creating new materials, as discussed by <u>Dr. Amanda Parkes</u>, Chief Innovation

Officer at Pangaia, marks a revolutionary step in sustainability. Materials such as spider silk and bacterial-based dyes are being developed by of biotechnology, harnessina the power reducing reliance on harmful chemicals and processes. Dr. Parkes stated: "Pangaia is a materials science company that manifests in the world as a fashion brand that operates at the intersection of science, purpose Pangaia's advancements biofabrification promise a path toward sustainable future for fashion, showcasing the of biotechnology limitless possibilities material innovation.





Transparency Life Cycle and **Assessments** Fashion: The emphasis transparency and on conducting extensive cvcle assessments for products is critical to Pangaia's sustainability efforts. Dr. Parkes' commitment to this practice highlights the importance of understanding and communicating the environmental impact of fashion products, encouraging greater accountability and informed consumer choices in the industry.

Digital Integration in Fashion:
Integrating digital technologies, such
as QR codes or NFC chips for
product information and resale
platforms, is a crucial aspect of

modern sustainable fashion. Dr. Parkes' focus digital integration demonstrates technology enhance transparency, consumer engagement and the overall sustainability of fashion products. approach suggests a future where digital tools are central to the industry's sustainability efforts, and keeping track of garments through and/or beyond their life cycle becomes the norm.



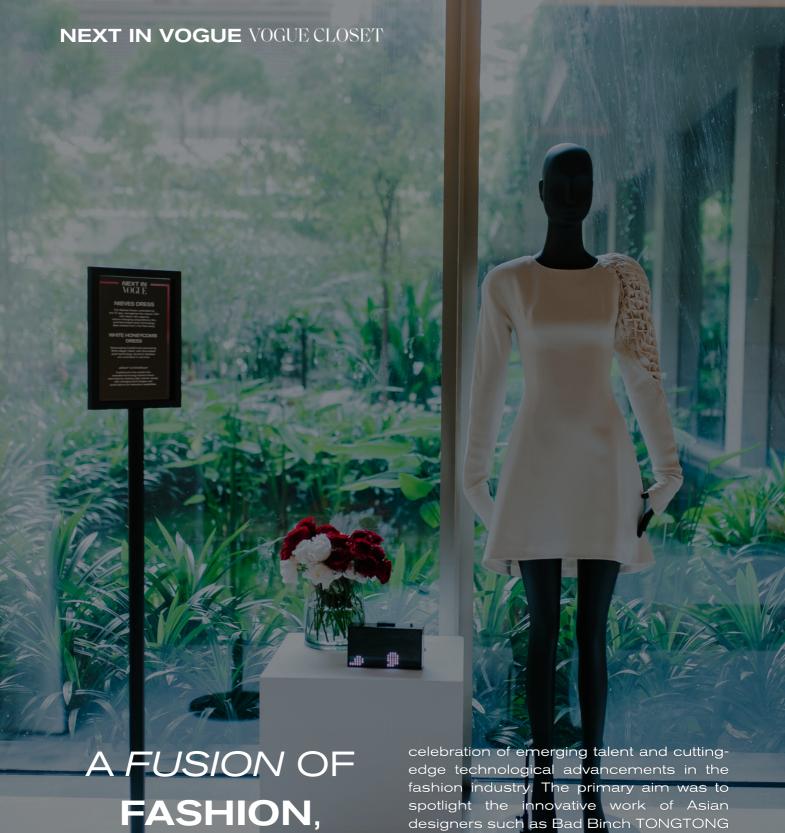


VOGUE CLOSET



VOGUE CLOSET

This immersive playground of fashion, beauty and technology featured a curation of digital and physical fashion by the editors of *Vogue* Singapore. The debut showcase spotlighted two Asian designers, Bad Binch TONGTONG and Miss Sohee.



A FUSION OF FASHION, BEAUTY AND TECHNOLOGY

Vogue Closet was realised as an immersive experience where digital and physical boundaries were wonderfully blurred. Curated by the editors of Vogue Singapore, the event was a vibrant

edge technological advancements in the fashion industry. The primary aim was to spotlight the innovative work of Asian designers such as Bad Binch TONGTONG and Miss Sohee, along with the exceptional local talents of Denise Chong, MICHMIKA and Michelle Tan. These designers represent the fresh and diverse voices shaping the future of fashion in Asia and beyond. *Vogue* Closet also sought to integrate technology into the fabric of fashion by showcasing the latest gadgets and presenting interactive, technology-driven fashion and beauty experiences that redefine how fashion is experienced and consumed.

NEXT IN VOGUE VOGUE CLOSET



Debut showcases of the design work of <u>Bad Binch</u> <u>TONGTONG</u> and <u>Miss Sohee</u>, who presented a selection of avant-garde eveningwear that had graced celebrity covers and red carpets worldwide.

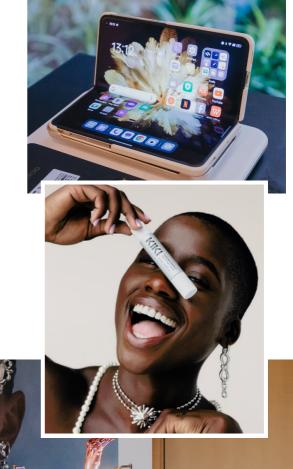
A showcase of exceptional local fashion talents, including <u>Denise Chong</u>, <u>MICHMIKA</u> and <u>Michelle Tan</u>.

A <u>Swarovski</u> display showcasing its latest festive collection, offering a glimpse into the latest design innovations in the jewellery world.

An activation by <u>OPPO</u>, which introduced its latest Find N3 and Find N3 Flip foldable smartphones with the power to enhance fashion content creation.

A pop-up presented by <u>KIKI World</u> which enabled attendees to vote and co-create exclusive *Vogue* x KIKI nail polish shades, paying homage to *Vogue* Singapore's roots and identity.

SWAROVSKI



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NEXT IN VOGUE VOGUE CLOSET



A display demonstrating <u>Francesca Rosella</u>'s iconic light-up handbag and dresses from her brand <u>Cute Circuit</u>, showcasing wearable technology recently referenced as an inspiration behind Adobe's Project Primrose.

A curated showcase presented by e-commerce leader <u>Zalora</u> Luxury, featuring brands such as Sandro, Maje, BALLY, MCM and Strathberry.

An interactive demo hosted by <u>Spatial Labs</u> to showcase the future of Al through a selection of beauty products enhanced with their chip and generative Al. Additionally, attendees learnt how they can 'talk' to their products, reimagining their relationship with commerce.

A virtual try-on AR experience powered by <u>SPIN.FASHION</u> featured one of the dresses physically exhibited by Bad Binch TONGTONG.



NEXT IN VOGUE VOGUE GLAMROOM

SINGAPORE

VOGUE GLAM ROOM

Designed for beauty enthusiasts and make-up aficionados to discover the latest trends in beauty, *Vogue* Glam Room offered masterclasses and an interactive display of innovative beauty brands.

NEXT IN VOGUE VOGUE GLAM ROOM



REDEFINING
BEAUTY WITH
IMMERSIVE
INNOVATION

Vogue Glam Room signifies a noteworthy trend in the beauty industry, emphasising the importance of hands-on learning,

innovation in beauty. This dedicated space, targeted at beauty enthusiasts and makeaficionados, three up components: masterclasses led by industry professionals and ambassadors, who offered insights into the latest beauty trends and techniques; experiential sessions that allowed handson experiences with new products and technologies; and showcases of innovative both established beauty brands, emerging.

NEXT IN VOGUE VOGUE GLAM ROOM



Features from VOGUE GLAM ROOM

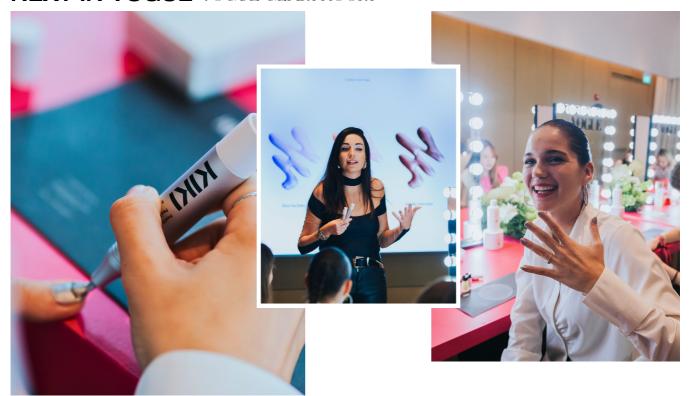
An exclusive <u>Dyson Hair Care</u> styling masterclass led by professional stylist <u>Yann Beyrie</u>, founder of hair salon, <u>YANN BEYRIE PARIS</u>. The masterclass focused on creating holiday-inspired styles and allowing attendees to get hands-on with Dyson's hair care tools, such as the Dyson Supersonic[™] hair dryer, Dyson Airwrap[™]multi-styler and Dyson Corrale[™] straightener.

A masterclass by <u>SK-II</u> in collaboration with Maison Kitsuné which invited attendees to recharge and get ready with its iconic and bestselling PITERA™ Essence. Attendees were able to learn how to elevate their beauty routines with an exclusive masterclass by SK-II focusing on how to 'charge up your beauty' with PITERA™ and re-energise bare skin. Attendees could also visit the SK-II pop-up, where they could assess their skin with zero contact via SK-II's Magic Scan, which uses a combination of state-of-the-art facial recognition, computer vision and AI.





NEXT IN VOGUE VOGUE GLAM ROOM



PILVIERA

Annual process to a first

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A beauty showcase by <u>Jana Bobosikova</u>, cofounder and CEO of <u>KIKI World</u>, who showcased how she developed KIKI's Pretty Nail Graffiti™, a unique peel-off nail polish made to give everyone the flexibility to change up their look, as well as the brand's customer-led approach to deciding what gets released next.

An additional masterclass helmed by <u>Yann Beyrie</u> on 'Mastering the Art of Hairstyling and Exclusive Haircare' and embodying French savoir-faire. Attendees witnessed a masterclass anchored in innovation and went home with takeaways from the highly anticipated range of iconic French-made products from Yann Beyrie.

There was also a pop-up where <u>Mudo Labs</u> introduced attendees to their creation of 'The Beem', an innovative take on aromachology or the science of scents, with the power to influence our behaviours and regulate our moods.





CHARTING THE FUTURE OF FASHION, BEAUTY AND TECHNOLOGY

The dynamic and insightful discussions from Next in *Vogue* 2023 show that the

fashion industry stands at a pivotal crossroads, marked by transformative changes and emerging opportunities. This report distils the key learnings from these discussions, offering valuable takeaways and insights into the immediate futures of fashion, beauty and technology. Here are the top five trends that were discussed at this event.

THE TOP FIVE TRENDS

Technology as a Democratiser in Fashion: Emerging technologies, notably AR and virtual showrooms, are reshaping the fashion landscape, making it more democratic and inclusive. This evolution signifies a pivotal shift from the exclusive, often inaccessible world of high fashion to a more approachable realm where technology bridges the gap between brands and consumers. Virtual showrooms and AR try-ons are moving beyond novelties; they represent a fundamental change in how consumers interact with fashion. These technologies enable customers worldwide to experience and engage with fashion collections, erasing geographical and physical constraints. This democratisation also extends to fashion design, with designers using digital tools to craft and refine their creations, bringing diverse and global influences into their work. As moulded by these technologies, the future of fashion hints at a more connected, inclusive and creative industry, where the barriers between designer, product and consumer are blurred.

Sustainability and Ethical Fashion: Sustainability and ethical practices in the fashion industry are slowly becoming the norm. This shift is characterised by integrating sustainable materials, such as organic fabrics and recycled textiles, and transparent production processes that prioritise ethical labour practices and minimise environmental impact. Circular business models are emerging, focusing on product life cycle extension through recycling and upcycling. This trend responds to the growing consumer awareness and demand for responsible fashion. This holistic approach to sustainability is slowly redefining luxury and value in fashion, where ethical production and environmental stewardship are essential components of brand identity and consumer appeal.

Interactive and Immersive Consumer Experiences: Fuelled by the integration of AR, VR and other digital technologies, immersive brand experiences provide novel ways for consumers to engage with fashion brands. AR try-ons allow consumers to visualise products on themselves without needing physical fitting rooms, offering convenience and a personalised shopping experience. Meaningful storytelling, where brands use digital media platforms to tell compelling stories about their collections and brand ethos, is vital to customer engagement. Additionally, authentic social content is the latest trend, integrating consumer co-creation and community input into a brand's communications. This approach fosters a deeper emotional connection between the consumer and the brand, enhancing brand loyalty and customer satisfaction.

Innovations in Material Science and Biofabrication: Pioneering research in creating sustainable materials, such as lab-grown fabrics and bio-engineered textiles, is paving the way for a new era of eco-friendly fashion. These materials, developed through innovative processes such as DNA manipulation and microbial weaving, offer sustainable alternatives to traditional textiles, reducing the fashion industry's environmental footprint. Using biodegradable materials and natural dyes is also gaining traction, aligning with the global push towards reducing pollution and waste. This shift towards biofabrication and material innovation represents a significant step in the industry's journey toward sustainability, offering a glimpse into a future where fashion looks good and does good for the planet.

Hyper-modernity and Rapid Technological Integration: The rapid pace of technological advancement is compelling the fashion industry to innovate and adapt continually. Integrating Al and blockchain technology is transforming the creative process and redefining concepts of ownership and authenticity in fashion. Al is used for everything from predictive trend analysis to personalised customer experiences, while blockchain offers new possibilities for traceability and secure ownership of fashion items. These and other integrations create more sophisticated, personalised and ethical fashion products. The convergence of these technologies also facilitates the rise of digital fashion, where blockchain can authenticate unique virtual garments. Brands that embrace these and other nascent transformative technologies are setting themselves up for success in an increasingly digital and ethically conscious world.



THANK YOU

Thank you for reading the Next in Vogue 2023 Innovation Report by Vogue Singapore, powered by Cash Labs. We trust that this document has provided valuable insights into the evolving landscape of fashion, beauty and technology. As we conclude, it's clear that the industry stands at a pivotal juncture, ripe with opportunities for innovation, inclusivity and sustainability. Thank you for joining us on this journey of discovery and innovation.

We look forward to continuing this conversation and witnessing the transformative impact these trends will have on the fashion and beauty industries worldwide throughout 2024 and beyond.

"We have a goal to make changes that help us to create a better fashion industry."

- Bettina von Schlippe, Publisher of *Vogue* Singapore

ABOUT CASH LABS

Deemed the 'leading force in bringing Web3 endeavours to market' by *Vogue*, award-winning innovation agency <u>Cash Labs</u> works with dozens of the world's most prominent brands on long-term transformative scopes across XR, Al, Web3 technologies and beyond. Cash Labs is an innovation agency bridging the gap between industry leaders and innovative technological infrastructure, from metaverse activations seen by billions to record-breaking sales to transformative strategies for some of the world's largest brands and institutions. Learn more at <u>cashlabs.io</u>



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EXTENSINGAPORE SINGAPORE

INNOVATION REPORT

POWERED BY CASHLABS