



A Message from the Founders

Island Atelier was created by small retailers for small retailers.

As founders who have built independent brands from the ground up, we understand the realities of rising costs, limited visibility, and the challenge of finding platforms that genuinely support growth.

Island Atelier is our response. A **curated retail showcase** designed to deliver the right audiences, strong sales potential, and meaningful commercial outcomes.

With this edition, we return to our home at W Singapore Sentosa Cove. We have also worked hard behind the scenes to streamline costs and reduce overheads, allowing us to offer more competitive vendor rates. Spanning Friday 17th and Saturday 18th April, our **light-filled ballroom** will welcome both international hotel guests and local residents.

Through the introduction of a **Sale Salon** featuring up to 20 brands offering more accessible price points and a collective showcase with the **Singapore Fashion Council** highlighting up to 20 emerging labels, Island Atelier expands its audience reach, drives discovery, and strengthens sales opportunities.

We can't wait to welcome you.

Jacquie & Emily
Co Founders, Island Atelier



What is Island Atelier?

Island Atelier is a twice-yearly curated retail experience on Sentosa, evolving from the much-loved Sentosa Fair with a clearer mission and refined identity.

Founded and led by Emily Greally and Jacque Hourihane of Cove Collection, the event reflects their close connection to the Sentosa community and insight into what resonates locally. It brings together independent brands and lifestyle labels in a waterfront setting, offering a meaningful platform for small businesses to thrive.



Why Should You Join Us?

Because we have been there. We understand the pressure of committing to events without clear outcomes. We know how important it is for your investment to translate into visibility, connection and sales.

Island Atelier is created by vendors, for vendors, shaped by real experience and a genuine understanding of what small brands need to succeed. From thoughtful curation to meaningful marketing support, every detail is designed with growth and community in mind.

As each edition evolves, we take learnings from previous events to sharpen our curation, marketing strategy and vendor support.

This edition is focused, intentional and commercially considered.

Join our anchor brands including **Sayoko Jewellery**, known for its luxury pearl collections, **Desti Saint**, celebrated for handcrafted statement handbags, and **She Creates Stories**, a Singapore boutique curating Australian fashion brands.



How Will We Drive Traffic?

To ensure the right people show up and shop, we have engaged a dedicated PR agency and social media team to deliver a focused, high impact campaign.

Previous editions secured coverage across **Harper's Bazaar**, **Her World**, **Time Out**, **HoneyKids** and **Sassy Mama**, alongside radio partnerships with **CNA938** and **Class 95**. The event also attracted key lifestyle influencers, generating strong social reach.

This year's strategy includes targeted media outreach, features with key lifestyle publications, radio giveaways to drive footfall, a pre event gifting drive to build early buzz, and an active social media engine profiling every participating vendor.

We are also driving grassroots marketing within the Sentosa community to ensure strong local attendance.

The media and KOL experience is structured to increase dwell time and direct engagement with vendors, supporting stronger coverage, content creation and sales outcomes.



The Programme

Friday 17th – Atelier Insider (VIP Preview) 4-9pm

An exclusive first look at Island Atelier before doors open to the wider community.

VIP Guests will enjoy:

- Complimentary Island Atelier Tote Bag upon entry
- Complimentary bubbles (first-come, first-served)
- Priority access to shop all participating brands and collaborations
- Exclusive Sale Salon access with any purchase of \$50 or more

Saturday 18th – Community Day 9am - 6pm

Open to the wider Sentosa and Singapore community.

Saturday Guests will enjoy:

- Full access to all brand collaborations and showcases
- Access to Sale Salon with any purchase of \$100 or more
- Special on-the-spot giveaways
- Children's entertainment

Event Highlights (Across Both Days)

- Official launch of Cove Collection's exclusive curated collection with White Ginger
- Singapore Fashion Council collaboration – showcasing emerging Singaporean brands
- Sale Salon – a dedicated sale space featuring up to 20 brands offering samples and end-of-line pieces



Vendor Fees

Event Dates

Friday 17th April 2026 4 - 9pm

Saturday 18th April 2026 9am - 6pm

Great Room, W Singapore – Sentosa Cove

Vendor Space Options

Standard Space

2m × 1.5m

\$995 for both days

Early Bird: \$895 (until 21 March)

Premium Space

3m × 1.5m

\$1,195 for both days

Early Bird: \$995 (until 21 March)

Clothing brands are requested to take a minimum **3m space**. Vendors may combine spaces to create a larger customised footprint.



What's Included

Exhibition Space

- Either a 2m × 1.5m or 3m × 1.5m vendor space, or a combination of both to create a larger footprint

Marketing & Brand Exposure

- Promotion through Island Atelier's media, PR and influencer campaigns
- A featured profile across our social platforms and event communications
- Inclusion in Sentosa Islander app listings, website features and EDM promotions

VIP Preview Access

- 10 VIP invitations to the Atelier Insider Preview Night (Friday evening), offering early access to a curated audience of media, influencers, residents and loyal shoppers

Vendor & Guest Amenities

- Sentosa gantry entry for vendors arriving by car or taxi
- Access to a limited number of car park spaces (first come, first served)
- Complimentary tea, coffee, water and WiFi throughout the event
- Access to shopper amenities and shuttle services for guest convenience

Operational Support

- Vendor set-up from 10am on Friday
- Detailed logistics guidance and recommended vendor partners



Ready to Join Us?

We've invited you because we love your brand and think it's a great fit for what we're building.

Island Atelier is by-invite-only, but you've been pre-approved. Simply complete the booking form below to confirm your spot:

<https://form.jotform.com/253272340647456>

If you have questions, ask us at hello@islandatelier.sg

We can't wait to welcome you to Island Atelier.

The Dream Team!

Emily and Jacquie

ISLAND ATELIER

THE CURATED SHOPPING EXPERIENCE

