

FOR IMMEDIATE RELEASE

LUMINE SINGAPORE and Cloop Reunite for Restyle:Cycle 2026, Inviting Shoppers to Give Fashion New Life



Happening from 1 to 31 July 2026 at LUMINE SINGAPORE, the second-year collaboration encourages conscious fashion choices through clothing donation, circular fashion, and LUMINE SINGAPORE voucher rewards.

Singapore, 1 July 2026 — LUMINE SINGAPORE is pleased to announce the return of **Restyle:Cycle**, its circular fashion campaign in collaboration with **Cloop**, taking place from **1 to 31 July 2026** at LUMINE SINGAPORE.

Now in its **second year of collaboration with Cloop**, **Restyle:Cycle** invites shoppers to give fashion new life by donating clean, wearable clothing in good condition. Through this initiative, LUMINE SINGAPORE and Cloop hope to encourage more conscious fashion habits, reduce textile waste, and keep quality apparel in circulation for longer.

At its core, **Restyle:Cycle** is about rethinking the way we consume, keep, and part with fashion. Instead of allowing clothing to sit unused in wardrobes or be discarded prematurely, the campaign encourages shoppers to pass on pieces that still have life left in them. By making donation simple, accessible, and rewarding, **Restyle:Cycle** creates a practical way for customers to participate in circular fashion while supporting a more sustainable retail ecosystem.

A Campaign Rooted in Slow Fashion and Conscious Consumption

As fashion consumption continues to grow, initiatives such as **Restyle:Cycle** play an important role in encouraging a more mindful relationship with clothing. The campaign highlights the value of **slow fashion**, where quality, longevity, intentional purchases, and responsible ownership take priority over excessive consumption.

This philosophy aligns naturally with LUMINE SINGAPORE's approach to fashion. Known for its curated selection of well-considered Japanese and lifestyle brands, LUMINE SINGAPORE champions pieces that are designed to be worn, loved, and styled over time. **Restyle:Cycle** extends this belief beyond the point of purchase by encouraging shoppers to think about the full life cycle of their clothing.

Rather than seeing fashion as disposable, the campaign invites customers to view garments as pieces with continued value. A shirt, dress, blouse, or jacket that no longer fits one person's wardrobe may still be useful, wearable, and meaningful to someone else. Through donation and recirculation, clothing is given the opportunity to serve a new purpose instead of becoming waste.

How Restyle:Cycle Works

From **1 to 31 July 2026**, customers can bring eligible clothing items to LUMINE SINGAPORE and drop them off at the designated **Restyle:Cycle donation point**.

In return, customers will receive **LUMINE SINGAPORE vouchers** based on the number of accepted apparel items donated.

The mechanics are simple:

Donate 1 apparel item

Receive 1 x \$10 LUMINE SINGAPORE voucher

Donate 5 apparel items or more

Receive **5 x \$10 LUMINE SINGAPORE vouchers**

There is a maximum reward of **5 vouchers per customer, per day**. Donations of more than 5 eligible apparel items will be capped at **\$50 worth of LUMINE SINGAPORE vouchers per customer, per day**.

This means that while customers are welcome to donate more, the daily voucher reward will be capped at 5 accepted apparel items. The voucher mechanic is designed to encourage thoughtful participation while ensuring that donated clothing remains suitable for circulation.

What Can Be Donated

To support the purpose of **Restyle:Cycle**, only clothing that is clean, wearable, and in good condition



will be accepted.

Accepted items include:

- Clean, gently used clothing
- Wearable apparel in good condition
- Tops, shirts, blouses, T-shirts, trousers, skirts, dresses, jackets, outerwear, and other clothing items suitable for reuse

All donated items should be freshly cleaned, dry, and free from visible stains, damage, odours, or excessive wear. The goal is to collect clothing that can be meaningfully sorted, curated, and potentially reintroduced into the community.

What Will Not Be Accepted



The following items will not be accepted for:

- Shoes
- Bags
- Accessories
- Jewellery
- Belts
- Hats or caps
- Undergarments
- Wet, dirty, stained, torn, damaged, or heavily worn clothing
- Clothing with strong odours, mould, or hygiene concerns

LUMINE SINGAPORE staff reserve the right to screen all donations and refuse any items that are deemed unsuitable. This includes clothing that is damaged, stained, unclean, not wearable, or not aligned with the campaign's donation guidelines.

This screening process ensures that **Restyle:Cycle** remains responsible and respectful, both to the sorting process and to the communities that may receive or benefit from the circulated items.

Where Your Clothes Go

Through Cloop's circular fashion process, donated apparel and textiles are collected, sorted, curated, and circulated according to their best possible use.



The process can be understood through four key stages:

1. Collect

Apparel and textiles are collected through donation points, pop-ups, and public contributions.

2. Curate

Each item is sorted and categorised based on its condition, quality, and most suitable next use.

3. Circulate

Curated items are reintroduced to the community where possible, helping to extend the life cycle of wearable clothing. Selected circulation efforts may also support charitable causes.

4. Community

By keeping clothing in circulation, the initiative helps cultivate a more conscious fashion community and encourages long-term behavioural change.

Together, these stages reflect the broader mission of **Restyle:Cycle**: to make fashion more circular, reduce unnecessary waste, and show how small everyday actions can contribute to a more sustainable system.

Giving Fashion New Life

Restyle:Cycle is designed to be simple, accessible, and actionable. Customers do not need to make drastic lifestyle changes to participate. By simply identifying clean and wearable clothing they no longer reach for, bringing it to LUMINE SINGAPORE, and donating it responsibly, they can help extend the life of apparel that may otherwise go unused.

The campaign also encourages shoppers to become more intentional with their wardrobes. Donating is not just about clearing space; it is also an opportunity to reflect on what we buy, how often we wear what we own, and how we can make better choices moving forward.

For LUMINE SINGAPORE, **Restyle:Cycle** reinforces the brand's commitment to thoughtful retail, quality-led fashion, and conscious living. For Cloop, the campaign continues its mission to close the textile loop by making circular fashion more accessible to the public.

Together, LUMINE SINGAPORE and Cloop hope to inspire shoppers to embrace a more responsible approach to fashion — one that values quality, reduces waste, and gives clothing the chance to be worn, loved, and circulated again.

About Cloop

Cloop is a circular fashion social enterprise focused on reducing fashion overconsumption and waste by helping consumers close the textile loop through solutions for preloved apparel and textiles, as well as sustainable shopping alternatives.

Its mission is to reduce fashion overconsumption and waste by keeping apparel circulated within the community through the Cloop Cycle. Its vision is to be a go-to resource hub for circular fashion.

Through its work in textile collection, sorting, circulation, community engagement, education, and sustainable shopping alternatives, Cloop encourages individuals and communities to rethink their relationship with fashion. By promoting reuse, repair, repurposing, upcycling, and responsible recycling, Cloop makes circular fashion more accessible and actionable in Singapore.

About LUMINE SINGAPORE

LUMINE SINGAPORE is a curated fashion and lifestyle destination that brings together a thoughtful selection of Japanese and international brands. With an emphasis on quality, individuality, and everyday style, LUMINE SINGAPORE offers customers a considered retail experience rooted in discovery, craftsmanship, and personal expression.

Through initiatives such as **Restyle:Cycle**, LUMINE SINGAPORE continues to explore meaningful ways to connect fashion with conscious living, encouraging shoppers to make more intentional choices both within and beyond the wardrobe.

PRESS RELEASE END

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About LUMINE

Lumine Co., Ltd., headquartered in Shibuya, Tokyo, is a leading company managing prominent commercial facilities in Japan. A subsidiary of East Japan Railway Company, Lumine operates 16 stores connected to major stations around Tokyo, gaining acclaim for introducing cutting-edge fashion trends and creating new lifestyles for women in metropolitan areas.

In 2017, LUMINE launched its first overseas store in Singapore, introducing innovative fashion and lifestyle experiences. This was followed by the opening of a second overseas store in Jakarta in 2018. In 2024, LUMINE unveiled the new **global flagship store at Raffles City Singapore**.

Brands Appendix

BEAMS

- *Brand Concept* – BEAMS is a lifestyle retailer and a community of cultural arbiters that has led Tokyo fashion for over 45 years. Established in 1976 in Harajuku, Tokyo, BEAMS originated as an American lifestyle shop. A pioneer of lifestyle retailing, BEAMS has since developed numerous labels to encompass an ever-evolving array of styles and trends. Now with approximately 170 shops across Japan and Taipei, Hong Kong, Beijing and Bangkok and other regions, BEAMS has grown into a major lifestyle retailer with businesses in fashion, home furnishing, arts and dining.
- *Key Points* – Private label categories selected for this shop-in-shop include BEAMS, the namesake men's casual label; Ray BEAMS that features contemporary casual womenswear; and BEAMS BOY, a menswear-inspired women's label.
- [Website](#) / [Instagram](#) / [Facebook](#)

Blue Bottle Coffee

- *Brand Concept* – Blue Bottle Coffee has grown from a small artisanal roaster to a global name synonymous with meticulously sourced beans, expertly crafted brews, and a minimalist aesthetic.
- *Key Points* – Specialty coffee brand renowned for its commitment to quality, sustainability, and an exceptional coffee experience.
- [Website](#) / [Instagram](#) / [Facebook](#)

ELENDEEK

- *Brand Concept* – Centres on contemporary elegance, the brand is dedicated to creating timeless, versatile pieces that empower women to express their individuality with confidence and grace.
- *Key Points* – ELENDEEK combines refined craftsmanship with innovative designs, offering a unique blend of simplicity and luxury.
- [Website](#) / [Instagram](#) / [Facebook](#)

FRAY I.D

- *Brand Concept* – FRAY I.D proposes a new mode career fashion for the next generation, combining superior 'Elegance' with self-expression, 'Mode' as avant-garde to enhance the pleasure of wearing clothes. By encouraging a direction that embraces fashion and breaks away from the past, FRAY I.D celebrates the creation of 'Mode for everyday life' in reality.

- *Key Points* – FRAY I.D fuses good quality, elegance, and self-expression into fashion to propose the next generation of mode style that promotes the enjoyment of fashion.
- [Website](#) / [Instagram](#)

Le Talon

- *Brand Concept* – Le Talon offers a wide range of shoes suitable for everyday wear. Ranging from classic, elegant, and feminine styles to trendy fashionable footwear, Le Talon believes one would find a suitable pair of shoes to suit one's mood every day.
- *Key Points* – Made-in-Japan shoes that are of good comfort and design at reasonable prices, attracting many repeat customers. Le Talon customers span a wide age range and overseas customers have great compliments for Le Talon shoes too.
- [Website](#) / [Instagram](#)

SNIDEL

- *Brand Concept* – Focusing on 'Street meets Formal', SNIDEL fuses street culture and elegance, offering a unique style that's hard to find by enhancing the beauty of a woman's silhouette with a keen eye for detail.
- *Key Concept* – Dresses are the key items of SNIDEL. Every season sees the careful planning and production of original materials and patterns that cannot be found elsewhere. The product planning is set to create items that stir a lady's heart.
- [Website](#) / [Instagram](#)

Spick & Span

- *Brand Concept* – Spick & Span values individuality, consistently helping you discover new facets of yourself while maintaining your unique style. At Spick & Span, every piece is curated to enhance your everyday elegance, making fashion a delightful part of your life.
- *Key Points* – Focus on essential basics like denim and shirts which are great for everyday wear.
- [Website](#) / [Instagram](#) / [Facebook](#)

TOMORROWLAND

- *Brand Concept* – Dedicated to designing and producing exclusive items that embody the essence of TOMORROWLAND.
- *Key Points* – Crafting sophisticated and refined styles for individuals who appreciate wearable, smart casual pieces, while emphasising the importance of exceptional quality and value.
- [Website](#) / [Instagram](#) / [Facebook](#)

UNITED ARROWS

- *Brand Concept* – UNITED ARROWS offers a carefully curated selection of products, including original items and imports from around the world, that blend the traditions and cultures of Japan and the West. All of this is presented in a comfortable setting, complemented by exceptional customer service.
- *Key Points* – Emphasises on quality, craftsmanship, and a unique blend of classic and modern aesthetics.