Singapore’s first public live-commerce talk show launches at *SCAPE

The FYPIRL launch brings together a recurring show, a year-round discovery store and a platform where creators choose the products they want to try.

SINGAPORE - The FYPIRL Show, Singapore’s first public live-commerce talk show, will launch alongside the inaugural FYPIRL Fair at *SCAPE from 16 to 18 October 2026. The show will continue every Tuesday and Thursday during a six-month pilot residency at The Camping Ground, *SCAPE.

FYPIRL, pronounced “Fai-pearl”, is inspired by FYP (For You Page) and IRL (In Real Life). The fair brings brands discovered on TikTok and Instagram, alongside brands with compelling stories, into a space where visitors can try products, meet brand teams and shop in person.

Beyond the launch weekend, FYPIRL is being built as a year-round platform: shoppers can discover products in the store, creators can select what they want to try through the FYPIRL Creator World app, and brands can share their stories through the recurring show.

A show that continues beyond the fair

Hosted by entrepreneur and marketer Gene Kwok, PBM, the show combines interviews, product discovery and live shopping. Each episode will bring together different founders, creators and experts, including makeup artists, doctors and other specialists, for conversations about beauty, wellness, entrepreneurship and the creator economy.

Visitors can watch the live recordings, ask questions and experience featured products. Online audiences can join the livestream and shop as the conversation unfolds.

A special launch-weekend edition, The Breakout Fix, takes place on Saturday, 17 October, on the Level 2 stage with leading Polish dermocosmetics brand Tołpa, whose skincare range is available at selected Unity stores. Exploring acne care and skin-barrier repair, the conversation reflects the brand’s belief that beautiful skin comes from healthy skin, and its approach to treating the skin, not just the symptom. Visitors can ask questions and try products, while online viewers can interact and shop through the livestream. Free skin testing is also available at the fair.

Created by FYPIRL in partnership with L^IFE Singapore, the regular Tuesday and Thursday programme will run at the L^IFE Camping Ground, *SCAPE’s main concourse.

A year-round home for discovery

The fair also marks the official launch of the FYPIRL store. With a two-year lease at *SCAPE, the store gives shoppers a place to explore beauty and wellness products they have encountered online and discover the people and stories behind them.

For participating brands, it provides an ongoing physical presence where customers can try products and ask questions. Alongside creator collaborations and live-commerce content, the store gives brands opportunities to build relationships beyond an individual campaign or weekend event.

FYPIRL is part of the Retail Accelerator at L^IFE, operated by Innovate360 in partnership with the Singapore Retailers Association and supported by Enterprise Singapore. The programme supports emerging local retail concepts through physical retail opportunities, mentorship and business development.

FYPIRL Creator World: from discovery to collaboration

The FYPIRL Creator World app launches officially alongside the store and show. It helps brands and creators discover one another, create content and build ongoing commercial relationships. More than 35 brands registered ahead of the app’s launch.

Instead of receiving a pre-selected PR kit, approved creators can put together their own regular selections using Discovery credits, choosing products they personally want to try. During the beta, Discovery access is invitation-only; other creators can explore campaigns and the app’s wider features.

This offers an alternative to mass PR gifting: brands can reach creators who have actively expressed interest in their products, making product seeding more relevant and creating a starting point for potential collaboration. Product availability, credit allocations and any campaign requirements are set out through the programme.

The app also supports the work that can follow that first connection. Creators can book livestream facilities, while brands can commission content and advertorials or purchase rights to use creators’ content in paid advertising.

The longer-term ambition is to help creators turn their interests, skills and content into sustainable businesses, while giving brands a way to build lasting creator partnerships. Product discovery is the starting point for a wider relationship.

The app is available on the Apple App Store and Google Play.

From the feed to the fair

The inaugural FYPIRL Fair is expected to bring together around 40 beauty, wellness, fashion and lifestyle brands, from familiar names on social media to independent labels with stories to discover.

Participating brands include Tołpa, Kwangdong, Theo10, SSUNSU, Jennyhouse and Xandro, among others. Brand highlights and current fair offers are available in the FYPIRL Media Centre.

Theo10, whose body shower oil has sold more than 70,000 bottles on TikTok, invites visitors to create their own customised version for the first time. Choose a fragrance and personalise the label, with a bottle to take home. Selected fragrances, including the popular Milk and Honey, are exclusively available at FYPIRL.

Workshop participation is charged separately from fair admission. See FYPIRL's event page for pricing and booking updates.

The FYPIRL media launch takes place on Friday, 16 October, from 3.30pm to 5pm, with a welcome at 4pm. Attendance arrangements are provided directly to invited media.

Visiting FYPIRL Fair

16-18 October 2026 · noon-9pm daily
*SCAPE, Levels 1 and 2 · 2 Orchard Link, Singapore 237978

Admission is S$5 for all three days. Tickets purchased from 10 October include S$5 bonus FYPIRL store credit; earlier early-bird tickets retain S$10. Credit is added when the ticket is confirmed and can be used for eligible FYPIRL purchases online or in store, with no minimum spend, until 1 November 2026 at 11.59pm Singapore time. It is not valid at other brands' booths. Fair promotions and experiences require a FYPIRL Pass; individual conditions apply. Workshops require separate booking and payment.

Event information and tickets: https://fypirl.com/fair
Media Centre, images and brand information: https://fypirl.com/pages/newsroom

About FYPIRL

Based at *SCAPE in Singapore, FYPIRL connects Creators, Culture, Community and Commerce through physical and online retail, creator collaborations and live-commerce content.

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