

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 with Polish dermocosmetics brand Tolpa takes place on Saturday, 17 October, focusing on acne care and skin barrier repair. Drawing on the "Tolpa Just Works" philosophy, the conversation will explore caring for blemish-prone skin while supporting hydration and the skin barrier, with practical discussion of everyday skincare habits. Session timing and the final guest line-up will be announced separately.

Organised 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 participates in the Retail Accelerator at L^AIFE, 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 have registered to be on the app at launch.

Its discovery programme puts product selection in creators' hands. Eligible creators can browse participating products and use allocated discovery credits to choose what they want to try, based on their interests and the communities they create for.

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 Tolpa, Theo10, NestBloom, Kwangdong, Briskin and Xandro, among others. Further line-up announcements and experience details will be shared at fypirl.com/fair and on FYPIRL's social channels.

Theo10 brings its viral body shower oil, with 70,000 bottles sold on TikTok, to a hands-on experience. For the first time, customers can make their own custom-scented version: choosing a scent, mixing their shower oil and designing a personalised label.

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

A dedicated media reception is planned for Friday, 16 October. Details will be 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

Early-bird tickets are S\$5 (usual price S\$10) for all three days. Each ticket includes S\$10 credit for use at the FYPIRL store during the fair, a limited-edition tote bag and a fair pass with participating offers. Credit is not valid at every exhibitor; separately priced workshops are not included.

Event information and tickets: <https://fypirl.com/fair>

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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