

For Immediate Release:

1,500 Exhibitors to join Hong Kong Fashion Week This Month ***A Series of Exciting events will Feature Fashion Creations of Top Local Designers plus Taylor Swift and Mischievous Kiss collections***

7 January 2016 — The 47th Hong Kong Fashion Week for Fall/Winter will run from 18 to 21 January at the Hong Kong Convention and Exhibition Centre (HKCEC). Organised by the Hong Kong Trade Development Council (HKTDC), the event is expecting about 1,500 exhibitors from 19 countries and regions to showcase their latest fashion designs, collections from international brands, fabrics and accessories.

With this year's theme being "Fashion of Music", the HKTDC has created a fashion avenue for the fair, which blends different musical genres in ways that complement various styles of fashion and accessories. During the fair, around 30 fashion events, including fashion shows, fashion parades, seminars, forums, and a networking reception are organised to present the latest fashion collections and market intelligence.

Featured zones tailored to different needs

This year, companies from Myanmar, Romania, and Uzbekistan join the Hong Kong Fashion Week for Fall/Winter for the first time. The fair features 11 overseas pavilions, including the Chinese mainland, India, Indonesia, and Japan. Multiple zones will be set up to help buyers find sought-after products and providers, including four new zones this year: Women's Wear, Knitwear, International Fashion Designers' Showcase, and Fashion Tech, which presents fashion-related high-end technology and apps. Other zones include Emporium De Mode featuring top brands, Fashion Gallery showcasing mid- to high-end fashion, Men in Style, Activewear & Swim Wear, and Denim Arcade.

Spectacular fashion shows

During the four-day fair, more than 10 fashion, designer and brand collection shows will be organised. The local fashion website FASHIONALLY will present two fashion shows for upcoming local talents, featuring designers from the Hong Kong Young Fashion Designers' Contest (YDC). **FASHIONALLY COLLECTION #5 MENSWEAR** will display menswear for the 2016 fall/winter season, with participating designers including DEMO (designer: Derek Chan), kenaxleung, KURT HO and MODEMENT (designer: Aries Sin). **FASHIONALLY COLLECTION #6** will release a collection of women's wear for the 2016 fall/winter season, with participating designers including 112mountainyam (designer: Mountain Yam), Blind by JW (designer: Walter Kong, Jessica Lau), Effie Hung, FromClothingOf (designer: Shirley Wong), HANG (designer: Mim Mak), KEVIN HO, Lapeewee (designer: Yannes Wong), and SHERMAN KWAN.

The Hong Kong Fashion Week also features Hong Kong Brand Management Association (booth 1D-E08), presenting the American diva **Taylor Swift's** own brand. Kate Liegey, who is responsible for tailoring Ms Swift's clothing, will bring the latest Taylor Swift collection on show together with the

singer's single *Wildest Dreams* from her latest album. Also, **FORTUNA Tokyo** (booth 1A-C19) from Japan, known for using the traditional textile nishijin-ori in their designs, will showcase their high-quality fashion products, with the leading actors Hiroko Sato and Visa Reina from the upcoming movie **Mischievous Kiss** as guest models for the show. The EcoChic Design 2015/16 Grand Final Fashion Show by Redress will be another highlight of the fair.

Perfect platform to explore new industry trends

To provide an effective platform for information exchange among industry leaders, the HKTDC will hold a series of seminars and forums during the Fashion Week, with experts sharing their views and analysing market intelligence. The world-renowned fashion advisory institutions WGSN and Fashion Snoops will also offer forecasts and analyses of the major trends for the 2017 Spring/Summer season. Other plenary seminars include a forum titled "Are Circular Business Models a Viable Solution for the Fashion Industry's Textile Waste?", and the seminar "Net-a-Porter: The Game Changer of Online Luxury Fashion". The HKTDC will also organise a networking reception on the first day of the fair for participants to make new contacts and explore fresh business opportunities.

Hong Kong fashion to take CENTRESTAGE

From 7 to 10 September this year, the HKTDC will organise the inaugural CENTRESTAGE, an exciting new event to promote international designers and fantastic fashion brands to buyers in Asia. With a star-studded line-up of regional and international brands and designers, CENTRESTAGE will further strengthen Hong Kong's role as Asia's fashion centre. The annual Hong Kong Young Fashion Designers' Contest (YDC), which has discovered many talented local designers over the years, will be held during CENTRESTAGE this year. Meanwhile, the FASHIONALLY showcase during Fashion Week for Fall/Winter (Hall3C DS58-DS75) will feature a booth to introduce and promote the contest. YDC 2016 will be held under new rules, with four prizes to be awarded: Champion, First runner-up, Second runner-up, and Best Footwear & Accessories Design Award (sponsored by i.t).

Fair Websites:

Hong Kong Fashion Week for Fall/Winter: <http://www.hktdc.com/hkfashionweekfw>

Hong Kong Young Fashion Designers' Contest: http://www.fashionally.com/en/ydc_about

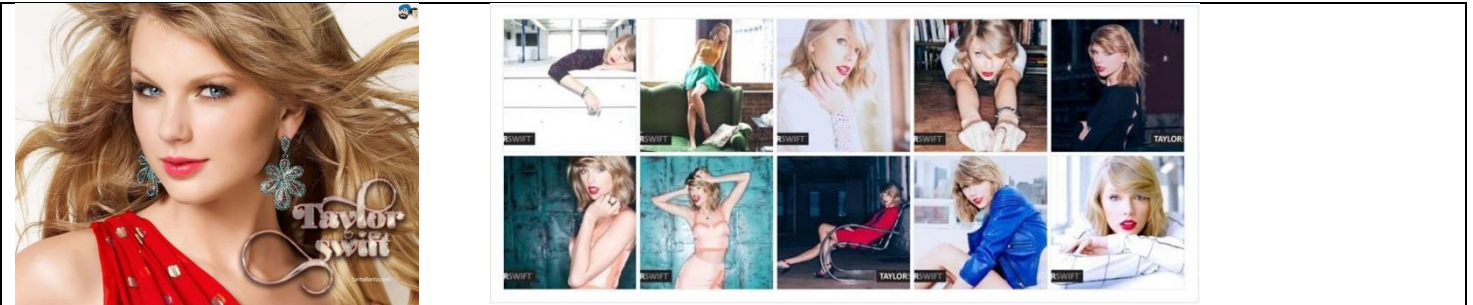
Other downloads:

FASHIONALLY COLLECTION #5 MENSWEAR: [introduction of the participating 4 design units](#)

FASHIONALLY COLLECTION #6: [introduction of the participating 8 design units](#)

Photo Download Link:

<https://hktdc.sharepoint.com/sites/public/CPA/layouts/15/guestaccess.aspx?guestaccesstoken=LDJy6iK04oBevXE7g%2bRDEbMN31fGL90TbQ1ZJtGDuCG%3d&docid=0ced6a689f83d423fa542751945b74b0d>



Hong Kong Fashion Week for Fall/Winter will run from 18 to 21 January presenting around 30 events including fashion shows, seminars, and a networking reception. The latest collection of American diva Taylor Swift's own brand will be showcased at the Fashion Week



The local fashion website FASHIONALLY will present two fashion shows for upcoming local talents: FASHIONALLY COLLECTION #5 MENSWEAR and FASHIONALLY COLLECTION #6 will unveil collections by a total of 12 local designer units for the 2016 fall/winter season



FORTUNA Tokyo (booth 1A-C19) from Japan will showcase their high-quality fashion products, with the leading actors Hiroko Sato and Visa Reina from the upcoming movie Mischievous Kiss serving as models for the show during the Hong Kong Fashion Week

Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

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Media Registration: Media representatives wishing to cover the event may register on-site with their business cards and/or media identification.

To view press releases in Chinese, please visit <http://mediaroom.hktdc.com/tc>



Media Release 新聞稿

About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, [manufacturers](#) and [services providers](#). With more than 40 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises [international exhibitions, conferences](#) and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in overseas markets, while providing information via [trade publications](#), [research reports](#) and [digital channels](#) including the [media room](#). For more information, please visit: www.hktdc.com/aboutus. Follow us on  Google+ 
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