

To Assignment Editor:

Inaugural CENTRESTAGE To Debut Next Week *Asia's Premium Fashion Event to Showcase Global Brands*

31 August 2016 – Top local and international creative talent will bring the latest cutting-edge designs and industry insights to CENTRESTAGE, a brand new international fashion event organised by the Hong Kong Trade Development Council (HKTDC). CENTRESTAGE, which runs 7-10 September at the Hong Kong Convention and Exhibition Centre, is a platform for international, especially Asian, fashion labels and designers to promote their brands and launch their latest collections.

A highlight will be the opening gala fashion show CENTRESTAGE ELITES, featuring the Spring/Summer 2017 collections of rising stars in Asia's fashion industry: Mim Mak from Hong Kong, Simon Gao from Beijing, Ko Taeyong from Seoul and Pongsak Supprattcheep & Thita Kamonnetsawat from Bangkok. The Hon **John Tsang**, Financial Secretary, HKSAR Government; **Lawrence Leung**, Chairman, HKTDC Garment Advisory Committee; and **Margaret Fong**, Executive Director, HKTDC, will officiate at the gala's opening reception.

The founder of Japanese fashion label FACETASM **Hiromichi Ochiai** will serve as the VIP judge at this year's **Hong Kong Young Fashion Designers' Contest (YDC)**. Seventeen finalists will showcase their creative concepts on stage, competing in four award categories. CENTRESTAGE will also feature fashion shows from brands including 45R, anagram, ANTEPRIMA, Aquascutum, ARTHUR LAM, ATSURO TAYAMA, Charmante, Galtiscopio, HARRISON WONG, HIDY N.G., initial, i.t, JNBY, KENAXLEUNG, KOYO, LOOM LOOP, LU LU CHEUNG, Marimekko and MOISELLE. The HKTDC will also organise networking events and retail trend seminars hosted by WGSN and Fashion Snoops.

To encourage wider public participation, the HKTDC has launched a month-long citywide promotion "Hong Kong in Fashion," running from 25 August to 25 September. The promotion features more than 80 activities in partnership with upscale hotels, shopping malls, fashion retail shops and restaurants as well as design institutions.

We cordially invite you and your representatives to cover the fair and related events. You may register at the Press Registration Counter or the Media & Webcast Centre by presenting your name card or media identification pass.

Press Registration Counter: Hall 1E Concourse, HKCEC

Media & Webcast Centre: Expo Drive Entrance, HKCEC

Fair Details

Date: 7-10 September 2016 (Wednesday-Saturday)

Venue: Hall 3B-C & Grand Hall, HKCEC

Date	Opening Hours of CENTRESTAGE	
7 September (Wednesday)	10am-6pm	Free admission for trade visitors aged 18 or over
8 September (Thursday)	9:30am-6pm	
9 September (Friday)		
10 September (Saturday)	9:30am-5pm	Free admission for public visitors aged 12 or over

Websites

CENTRESTAGE : <http://centrestage.com.hk>

Hong Kong in Fashion: www.centrestage.com.hk/hkinfashion

The Hong Kong Young Fashion Designers' Contest webpage: www.fashionally.com

Videos

CENTRESTAGE ELITES:

<https://www.youtube.com/playlist?list=PLBrAaPzPW6UrabQPmR11g1LLf9y-YH6Rv>

Media Enquiries

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

Joe Kainz Tel: (852) 2584 4216 Email: joe.kainz@hktdc.org

CENTRESTAGE Event Highlights

Notes to Editors:

* Since the media reception for each fashion show held at the *Grand Hall, HKCEC* will be handled by various participating brands, media representatives will need to leave and re-enter the hall between shows. Please also note that photo and video shooting is only allowed outside the "Organiser & Brands ONLY" zone. Your cooperation is very much appreciated. Thank you!

** All fashion shows and networking events are by invitation only; and only ticket holders aged 18 or above will be admitted to fashion shows.

7 September (Wednesday) – For trade only

Brand Collections' Show 1

Time: 11am-11:30am

Venue: Grand Hall, Level 3, HKCEC

Brands: Ika Butoni (Hong Kong), Ali Charisma (Indonesia), Zelmira (Indonesia)

Sharing Session by Founder of “Exception de Mixmind” Mr Mao Ji-hong

Time: 11:30am-12:15pm

Venue: Meeting Room N101B, HKCEC

Speaker: Mao Ji-hong, Founder & President, Exception de Mixmind

Language: Putonghua (with simultaneous interpretation in English)

Solo Fashion Parade – Silk Road by ALEZZY LIRIQ

Time: 1:30pm-1:45pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Brand Collections’ Show 2

Time: 2pm-2:30pm

Venue: Grand Hall, Level 3, HKCEC

Brands: anagram (HK), Galtiscorpio (France), ILOVECHOC (Chinese Mainland)

Model: Emme Wong

Celebrity: Clara Lee

Seminar: “The Key Summary of Retail Trends for 2017” by Fashion Snoops

Time: 2:30pm-3:30pm

Venue: Meeting Room N101, HKCEC

Speaker: Michael Leow, Asia/Pacific Sales & Marketing Head, Fashion Snoops

Language: English (with simultaneous interpretation in Putonghua)

Solo Fashion Parade–FASHIONALLY COLLECTION #7

Time: 3:15pm-3:30pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

CENTRESTAGE ELITES

Opening Reception

Time: 6pm-7pm

Location: Grand Foyer, Level 3, HKCEC

MC: Kelly Cheung

Officiating Guests:

- The Hon John Tsang, Financial Secretary, the Government of the HKSAR
- Lawrence Leung, Chairman of HKTDC Garment Advisory Committee
- Margaret Fong, Executive Director of HKTDC

Other Guests: Celebrities including Nancy Wu, Jacqueline Wong, Vincent Wong, Louis Cheung Wong You-nam, Lisa Ch'ng & Mark Lui

Fashion Show

Time: 7pm-7:30pm

Venue: Grand Hall, Level 3, HKCEC

Designers: Mim Mak (Hong Kong), Simon Gao (Beijing), Ko Taeyong (Seoul) and Pongsak Supprattcheep & Thita Kamonnetsawat (Bangkok)

Models: Zelia Zhong, Kiki Kang, Angie Ng

The event will feature two main photography areas: Backdrop and show media platform

Rundown: 5:30pm Media registration; media set-up
6pm Guests arrive, photography in front of backdrop
6:45pm Media escorted to Grand Hall
7pm Fashion Show begins

Important Note: "CENTRESTAGE ELITES" fashion runway is 30 metres long and 4 metres wide. You are reminded to bring along long-focus lenses.

After Show Champagne Party

Time: 7:45pm-9pm

Location: Grand Foyer, Level 3, HKCEC

HKFDA Fashion Mirage

Fashion Show

Time: 9pm-9:30pm

Venue: Grand Hall, Level 3, HKCEC

Designers:

Kelvin Chan, Lu Lu Cheung, Simon Choi, Connie Chow, Nick Choy, Ip Siu, Maness Ko, Lam Kin Yan, Gavin Ng, Jaeger Ng, Harry Chan, Koyo William Cheung, Henry Choi, Amanda Lee, Kenny Li, Gary Tsang, Harrison Wong, Gim Wong, Angie Chan, Michelle Lin, Gloria Ling, Sze Tsz Ki, Otto Tang, William Tang, Alexander Tsang, Cobe Yip, Ceci Yuen, Effy Chan, Janet Cheung, Meiyi Cheung, Allan Chiu, Polly Ho, IKA, Debbie SC Leung, Adeer Lok, Winsome Lok, May Wong, Barney Cheng, Ho Kin Wah, Arthur Lam, Henry Lau, Doris Lee, Debbie Leung, Rebecca Leung, Richard Li, Walter Ma, Florence Tse, Benny Yeung, Kevin Yeung, Isaac Yuen

Media are requested to register for the show: Rosa Fung (Tel: 2849 3328; Email: rosa.fung@dnahk.net) or Kim Au (Tel: 54080826; Email: fashionmiragekim@gmail.com)

8 September (Thursday) – For trade only

Buyer Forum

Time: 10:30am-11:15am

Venue: Stellar Stage, Hall 3B-C, HKCEC

Speakers:

- Katrina Zulueta, President and founder, Zoo Fashion International Inc
- Representative, JustLounge

Language: English

Designers' Collection Show 1

Time: 11am-11:30am

Venue: Grand Hall, Level 3, HKCEC

Designers: Shilpa Panjabi, DoDo Leung (Mondovi by DoDo Leung), Doris Lee (defy BY DORIS), Jian Lasala (LASALA), Momoe Masuo (Silhouette Brand), Margaret Talbi (Tropice La Mode), Komal Sood (Kommal Sood), Rosemary Haute Couture, Prizsl, Armina Shu (MIMI SHU)

Sharing: "CENTRESTAGE ELITES–The Asian Creative Forces that Shape the International

Fashion Scene

Time: 11:30am-12:30pm

Venue: Meeting Room N101B, HKCEC

Speakers:

- Mim Mak, Creative Director, HANG (Hong Kong)
- Simon Gao, founder, SIMONGAO (Beijing)
- Ko Taeyong, founder, beyond closet (Seoul)
- Pongsak Suprratccheep, Co-founder, rotsaniyom WHITE LABEL (Bangkok)
- Thita Kamonnetsawat, Co-founder, rotsaniyom WHITE LABEL (Bangkok)

Moderator: Cory Quach, Professor of Fashion Marketing & Management, SCAD Hong Kong

Language: Putonghua / Cantonese / Korean / Thai (with simultaneous interpretation in English)

Fashion x Watch Roundtable Forum

Time: 11:30am-1pm

Venue: Meeting Room S228

Seminar: "Technology Trends Transforming the Fashion Industry"

Time: 12:30pm-1:30pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Speakers:

- Wang Ying, General Manager, Chengdu COCOLOR Technology Co Ltd (Chinese mainland)
- Edwin Leung, Sales Manager, South China Region, Stratasys Asia Pacific Ltd (Hong Kong) Stratasys Asia Pacific Ltd
- Ameber Leung, General Manager, High Quality Manufacturing Co Ltd (Hong Kong)
- Ricky Chu, Chairman, Hong Kong Retail Technology Industry Association (Hong Kong)

Language: Cantonese and Putonghua (simultaneous interpretation service will not be provided)

"Fashion Hong Kong" Designers Collection

Time: 1:30pm-2pm

Venue: Grand Hall, Level 3, HKCEC

Designers: Harrison Wong, Kenax Leung, Koyo William, Polly Ho, Lu Lu Cheung

Solo Fashion Parade – Taipei IN Style Fashion Parade Taiwan Textile Federation

Time: 2pm-2:15pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Brand Collections' Show 3

Time: 3:30pm-4pm

Venue: Grand Hall, Level 3, HKCEC

Brands: Charmante (Hong Kong), Arthur Lam (Hong Kong)

Model: Clara Lee

Guests : Dorian Ho, Jessica Hester Hsuan, Li Kar Yee, Balia Chan, Kennis Tai from Four Seas Mercantile Holdings Ltd, Eunis Chan Ka Yung, Pauline Yam, Emme Wong, Elizabeth Lai, Alvina

Wong, Edwin Chuang, Jacquelin Chong, Lisa Ch'ng, Mona Chong, Katherine Ho, Lilian Leung, Shirley Yeung Sze Ki, William Shum from Memorigin Watch Co Ltd

Seminar: "Retail Destinations of the Future" by WGSN

Time: 4pm-5pm

Venue: Meeting Room N101, HKCEC

Speaker: Erica Ng, Senior Editor of Retail Intelligence, WGSN

Language: English (simultaneous interpretation service in Putonghua will be provided)

anagram Presents: The Art of Dressing (with fashion parade)

Time: 4pm-5pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Aquascutum Fashion Show

Time: 5:30pm-6pm

Venue: Grand Hall, Level 3, HKCEC

Media Enquiries: Cecilia Ma (Tel: 2354 3613; Email: ceciliama@ygmtrading.com)

SIDEFAME LTD FENIX GROUP Autumn Winter 2016

Brands: 45R, ANTEPRIMA, ANTEPRIMA WIREBAG, ATSURO TAYAMA, Cocktail, HENRY CUIR, Marimekko

Pre-Show Reception

Time: 6:30pm-7:30pm

Venue: Grand Foyer, Level 3, HKCEC

Fashion Show

Time: 7:30pm-8pm

Venue: Grand Hall, Level 3, HKCEC

Media Enquiries: Joy Chan (Tel: 2956 9019; Email: joy-chan@sidefame.com.hk)

MOISELLE Fall Winter 2016 Fashion Show

Pre-Show Reception

Time: 8:30pm-9:30pm

Venue: Grand Foyer, Level 3, HKCEC

Fashion Show

Time: 9:30pm-10pm

Venue: Grand Hall, Level 3, HKCEC

Celebrities: Celebrities from Hong Kong, Taiwan and Korea

Media Enquiries: Crystal Chan (Tel: 2523 7666; Email: rsvp@occhk.com)

9 September (Friday) – For trade only

Designers Collection Show 2

Time: 11am-11:30am

Hong Kong Trade Development Council 香港貿易發展局

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

Tel: (852) 2584 4333 Fax: (852) 2824 0249

Venue: Grand Hall, Level 3, HKCEC

Designers: Yves Camingue, Ben Yung (b.yu Designs), Diming Rubu (DMING), Tina Chu (BETTYnELLE), Vickie Au (House of V), Annie Ling (a.l.p.s), Ng Ka Ying (MEIKING NG), Jarel Zhang, Yeung Chin

Solo Fashion Parade — Material Translation (The Hong Kong Research Institute of Textiles and Apparel)

Time: 11:30am-11:45am

Venue: Stellar Stage, Hall 3B-C, HKCEC

[Panel Discussion: “A More Sustainable Fashion System: Is Digital Disruption Fueling Positive Change?” by Redress](#)

Time: 11:30am-12:30pm

Venue: Meeting Room N101B, HKCEC

Speakers:

- Josie Tam, Co-founder & Chief Solution Officer, Techpacker.com
- Jia Jih Chai, Vice President International, Carousell
- Angus Tsui, Founder, Angus Tsui

Moderator: Christina Dean, founder and CEO, Redress

Language: English (with simultaneous interpretation service in Putonghua)

[Sharing: “CENTRESTAGE x Friday Forum—From Asia to the World: Experience Sharing by Cutting-Edge Fashion Designers”](#)

Time: 12:30pm-1:15pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Speakers:

- Mountain Yam, Designer, 112 mountainyam (Hong Kong)
- Jarel Zhang, Designer, JAREL Fashion Studio (Chinese mainland)

Language: Putonghua (simultaneous interpretation service will not be provided)

JNBY GROUP 2016 A/W Fashion Show

Time: 1:30pm-2pm

Venue: Grand Hall, Level 3, HKCEC

Solo Fashion Parade—California Style

Time: 2pm-2:15pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

[Innovation and Technology Symposium 2016 Symposium](#)

Time: 2pm-5pm

Venue: Meeting Room S221-225, HKCEC

Organiser: The Hong Kong Research Institute of Textiles and Apparel

Co-organiser: Hong Kong Trade Development Council

Hong Kong Trade Development Council 香港貿易發展局

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

Tel: (852) 2584 4333 Fax: (852) 2824 0249

Theme: When Fashion Meets Technology–The Art and Science of our Industry

Sessions:

- High Tech Fashion
- High Tech Sustainability
- High Tech Wearables –Health and Performance
- High Performance Apparel

Language: English (simultaneous interpretation service will not be provided)

Networking Reception

Time: 5pm-6pm

Venue: Meeting Room S221 Foyer, HKCEC

Seminar: “KOLs and Today’s World of Fashion”

Time: 3:30pm-4pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Speaker: Ma Tianyo, Mayao, Renowned Image Consultant

Moderator: Yung Tsz Man, Crystal, Fashion Editor

Language: Cantonese (simultaneous interpretation service will not be provided)

Knitwear Symphony 2016 & the 6th Hong Kong Young Knitwear Designers' Contest*

Pre-Show Reception

Time: 3:30pm-4:45pm

Venue: Grand Foyer, Level 3, HKCEC

Fashion Show

Time: 4:45pm-5:45pm

Venue: Grand Hall, Level 3, HKCEC

Celebrity: Hins Cheung

Media Enquiries: Jinny Chan (Tel: 6932 3049; Email: jinny@hkkids.org)

HIDY NG SS2017 Ready-to-wear Collection

Pre-Show Reception

Time: 6:30pm-7:30pm

Venue: Grand Foyer, Level 3, HKCEC

Fashion Show

Time: 7:30pm-8pm

Venue: Grand Hall, Level 3, HKCEC

Media Enquiries: Cherry Cheung or Flora To (Tel: 2523 7666, email: cherry@occhk.com / flora@occhk.com)

initial Fall Winter 2016 Runway

Pre-show Reception

Time: 8:30pm-9:30pm

Venue: Grand Foyer, Level 3, HKCEC

Fashion Show

Time: 9:30pm-10pm

Venue: Grand Hall, Level 3, HKCEC

10 September (Saturday) – OPENSTAGE (Public Day)

ELUCIDATION—by Raffles Design Institute Hong Kong

Time: 11am-11:30am

Venue: Grand Hall, Level 3, HKCEC

Solo Fashion Parade—Shooting Stars

Time: 11:30am-11:45am

Venue: Stellar Stage, Hall 3B-C, HKCEC

Brands: anagram, Aquascutum, MOISELLE, Initial, JNBY

Sharing: “Meet with Hiromichi Ochiai—the Fashion Master of FACETASM”

Time: 11:30am-12:30pm

Venue: Meeting Room N101B, HKCEC

Speaker: Hiromichi Ochiai, Designer and founder, FACETASM (Japan)

Moderator: Professor Robert Meeder, Luxury Fashion Management, SCAD Hong Kong

Language: Japanese and English (with consecutive interpretation service in English)

HKU SPACE Demo Session: The Midas Touch

Time: noon-12:30pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

International Fashion Supermodel Competition (Asia Final)

Time: 1pm-2pm

Venue: Grand Hall, Level 3, HKCEC

Celebrities: Jimmy Choo, Bijan, Janet Ma Sze-wai, Qiqi, Kathy Chow, Christine Au Yang, Kim Robinson, Bonita Cheung, Walter Ma, Barney Cheng, Zing, James Wen, Olivia Tsang, Paul Tsang, Billy Kan, Wanghong Min, Rock Ji

Media Enquiries: Kyle Lau (Tel: 2523 7666)

Makeup Demonstration by NARS

Time: 1pm-1:30pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

INCOCO TIME - Real Nail Polish Applique and Fashion

Time: 2pm-2:30pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Sharing: “Reinvent Your Wardrobe” by Faye Tsui

Time: 3:15pm-3:45pm

Venue: Stellar Stage, Hall 3B-C, HKCEC

Speaker: Faye Tsui, Professional Stylist and Fashion Blogger

Language: Cantonese (simultaneous interpretation service will not be provided)

i.t 2016 Fall/Winter Fashion Show

Pre-Show Reception

Time: 4pm-5pm

Venue: Grand Foyer, Level 3, HKCEC

Fashion Show

Time: 5pm-5:30pm

Venue: Grand Hall, Level 3, HKCEC

Media are requested to register for the show, admission tickets are required for entry: Media

Registration/Enquiries: Jack Cheung (Email: jackpyc@ithk.com) or Zynvia Tsui (Email:

zynviat@ithk.com)

Hong Kong Young Fashion Designers' Contest 2016

Fashion Show

Time: 8pm-9:15pm

Venue: Grand Hall, Level 3, HKCEC

MC: Akina Fong

After-Show Reception

Time: 9:15pm-10:15pm

Venue: Grand Foyer, Level 3, HKCEC