



Media Invitation 採訪邀請

To Assignment Editor:

23rd Hong Kong Fashion Week To Open On 4 July ***Fashion Shows and Industry Forecasts among Fair Highlights***

24 June 2016 – More than 1,200 exhibitors from 18 countries and regions will take part in the 23rd HKTDC Hong Kong Fashion Week for Spring/Summer, which runs 4-7 July at the Hong Kong Convention and Exhibition Centre (HKCEC).

Under the theme “Garden Breeze”, Fashion Week will include a variety of themed zones, including: Men in Style, Footwear, Leggings & Socks, Knitwear, Womenswear, Fashion Gallery, International Fashion Designers’ Showcase and Fashion Tech.

Epson Hong Kong Limited will showcase a series of cutting-edge printers in the inaugural Fashion Tech zone. Another Fashion Tech exhibitor, The Hong Kong Research Institute of Textiles and Apparel (HKRITA), will showcase their textile innovations in activity-based Carbon Footprint Modelling (ACFM) and display award-winning items from the International Exhibition of Inventions of Geneva.

International trend forecast groups such as WGSN and Fashion Snoops will hold seminars to share their 2017/18 fashion forecasts. Other seminar topics include “Fashion Sustainability – From Product Development to Manufacturing” and “Tips to Stand Out Your Brand in E-tailing Era”. Students from the School of Continuing and Professional Studies, Chinese University of Hong Kong, Hong Kong Polytechnic University and the Technological and Higher Education Institute of Hong Kong will showcase their latest collections.

We cordially invite you or your representative, as well as photographers and camera crews, to cover the fair and related events. Details are as follows:

Fair Details

Opening Hours:	4 July (Mon)	10am-6pm
	5-6 July (Tues-Wed)	9:30am-6pm
	7 July (Thurs)	9:30am-5pm
Venue:	Hall 1 & 3, HKCEC	

Press Registration: Media representatives should register at the Media Centre, located at the Expo Drive Entrance of the HKCEC or at the Press Registration Counter outside the Hall 1E entrance. Please bring your name card or press card for registration.

Websites

Hong Kong Fashion Week for Spring/Summer: <http://www.hktdc.com/hkfashionweekss>



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Media Enquiries

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

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HKTDC Hong Kong Fashion Week for Spring/Summer Event Highlights

4 July (Monday)

International Fashion Parade: Fashion Bazaar

Time: 11:30am – 11:45am

Venue: Garden Café, Hall 1C, HKCEC

International Fashion: CUSCS Fashion Show 2016 by The School of Continuing and Professional Studies, CUHK

Time: 1pm – 1:15pm

Venue: Garden Café, Hall 1C, HKCEC

Buyer Forum: Opportunities in Australia and New Zealand

Time: 1:45pm-2:45pm

Venue: Garden Cafe, Hall 1C, HKCEC

Speakers:

Erin Brennan, Marketing Manager, HardtoFind, Australia

Brianna Kirkham, Assistant to Director, Superette, New Zealand

Language: English

House Show (1): Designers' Collection Show

Time: 2pm-2:30pm

Venue: Catwalk Stage, Hall 3C, HKCEC

Details: Eric Choong (Thailand), Jo Disaya (Australia), Samantha Giruad (Hong Kong)

Seminar: Visionary Trends of AW17/18 for Women's and Men's Wear

Time: 3pm – 4pm

Venue: Seminar Room, Hall 3E, HKCEC

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

Language: English (With simultaneous interpretation in Putonghua)

House Show (2): PolyU Intimate Fashion Show by Ace Style Institute of Intimate Apparel, Institute of Textiles and Clothing, The Hong Kong Polytechnic University

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

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Time: 5pm-5:30pm

Venue: Catwalk Stage, Hall 3C, HKCEC

Language: English (simultaneous translation in Putonghua)

Networking Reception with International Fashion Parade

Time: 5:30pm-7pm

Venue: Garden Café, Hall 1C, HKCEC

Officiating Guest: The Honourable Felix Chung Kwok-pan, Member of the Legislative Council, HKSAR

5 July (Tuesday)

Fashion Sustainability – From Product Development to Manufacturing

Time: 11:30am-1pm

Venue: Seminar Room, Hall 3E, HKCEC

Speakers:

1. **Sustainable Measurement Tools (ACFM+ AWFM) for Fashion Industry:** Kit Li, Project Manager, Clothing Industry Training Authority
2. **PD_IA Right First Time Product Development System for Intimate Apparel:** Notes Luk, Consultant, Clothing Industry Training Authority

Language: English

House Show (3): THEi Fashion Show 2016 by Bachelor of Arts (Honours) in Fashion Design

Time: 2pm-2:30pm

Venue: Catwalk Stage, Hall 3C, HKCEC

International Fashion Parade: CCPIT Foshan presents Foshan Textile Brands Fashion Parade & Networking Reception

Time: 2pm-3pm

Venue: Garden Café, Hall 1C, HKCEC

Seminar: Tips to Stand Out Your Brand in E-tailing Era

Time: 3:45pm-4:45pm

Venue: Garden Café, Hall 1C, HKCEC

Speaker:

- **The power of brand story: strategies for customer engagement in the digital age:** Janet Cheang, Founder & Director, PinPoint Consultancy

House Show (4): Macao Fashion Parade by Macau Productivity and Technology Transfer Centre

Time: 5pm-5:30pm

Venue: Catwalk Stage, Hall 3C, HKCEC

6 July (Wednesday)

Seminar: A/W 17/18 Vision Trends & Fashion Forecast

Time: 11:30am-12:30pm

Venue: Seminar Room, Hall 3E, HKCEC

Speakers: Helen Sac, Head of Mindset & Content, APAC, WGSN

Language: English (simultaneous translation in Putonghua)

Seminar: Testing, Certification and Inspection Services for Textiles and Garments

Time: 12:15pm-12:45pm

Venue: Garden Café, Hall 1C, HKCEC

Language: English

Buyer Forum: Opportunities in Emerging Markets

Time: 2:15pm-3pm

Venue: Seminar Room, Hall 3E, HKCEC

Speakers:

Ruben Nariyants, Head of Logistic Department, Forward LTD, Russia

Frankie De Leon, Owner/Designer, Frankie De Leon Bridal Couture, The Philippines

Nicholas Chong, Group CEO, YFS Corporate (M) SDN BHD, Malaysia

Language: English

Student Sharing by Technological and Higher Education Institute of Hong Kong

Time: 3:30pm – 4pm

Venue: Garden Café, Hall1C, HKCEC

House Show (6): MA Graduation Show 2016 by The Hong Kong Polytechnic University

Time: 5pm-5:30pm

Venue: Catwalk Stage, Hall 3C