

To Assignment Editor:

21st Hong Kong Fashion Week Opens Monday ***Fashion Shows, Fashion Trend Forecasts, Among Fair Highlights***

2 July 2014 – More than 1,200 exhibitors from 19 countries and regions will take part in the 21st HKTDC Hong Kong Fashion Week for Spring/Summer, 7-10 July, at the Hong Kong Convention and Exhibition Centre (HKCEC).

Under the theme “Cruise Sensation,” Fashion Week will include a variety of theme zones, including: Fashion Gallery and International Fashion Designers’ Showcase, as well as new zones Activewear & Sportswear, and Cashmere & Wool. In addition, such international trend forecasters as WGSN, Peclers Paris and Style Vision will headline industry seminars, while catwalk events will showcase the work of fashion designers from around the world.

Past winners and finalists from the Hong Kong Young Fashion Designers’ Contest will stage 11 fashion collections, 7 July, at “FASHIONALLY COLLECTION #3.” International cosmetics brand NARS will hold a “Runway to Realway” presentation, unveiling the 3.1 Phillip Lim for NARS Nail Collection. It will also collaborate with three past YDC designers to launch a new eye shadow series.

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

Hours:	7 July (Mon)	10am-6pm
	8-9 July (Tues-Wed)	9:30am-6pm
	10 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 along your name card or press card for registration.

Websites

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

Media Enquiries

Please contact the HKTDC’s Corporate Communication Department:

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**HKTDC Hong Kong Fashion Week for Spring/Summer
Event Highlights**

7 July (Monday)

House Show (1): Brand Collections' Show

Time: 11am-11:30am

Venue: Fashion Show Stage, Hall 3C

Brands: Clara Tan, IKA BUTONI, ZeevanCo by Meggie

Demo Sessions (1): by Raffles – Fusing Fashion with Function

Time: 11:45am-12:15pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

House Show (2): FASHIONALLY COLLECTION #3

Time: 2pm-2:30pm

Venue: Fashion Show Stage, Hall 3C

Details: 11 new collections from former Hong Kong Young Fashion Designers' Contest winners and finalists

Seminar by WGSN: AW2015/16 Fashion Forecast

Time: 2:30pm-3:30pm

Venue: Seminar Room, Hall 3E, HKCEC

Speaker: Greer Hughes, trend specialist, APAC, WGSN Group

Language: English (simultaneous translation in Putonghua)

International Fashion on Parade (1): Keqiao Fashion Parade 1

Time: 2:45pm-3pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Buyer Forum (1): Poland

Time: 3:30pm-4pm

Venue: hktcdc.com OASIS, Hall 3C

Speaker: Ewelina Kustra, founder & CEO, SHE/S A RIOT

International Fashion on Parade (2): Keqiao Fashion Parade 2

Time: 4:30pm-4:45pm

Venue: Aqua Bar, Hall 1B&C, HKCEC



Media Invitation 採訪邀請

House Show (3): MA Graduation Fashion Show 2014, Hong Kong Polytechnic University

Time: 5pm-5:30pm

Venue: Fashion Show Stage, Hall 3C

International Fashion on Parade (3): Cruise Sensation theme & Networking Reception

Time: 5:30pm-7pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Officiating Guest: Cyd Ho Sau-lan, Legislative Council member

8 July (Tuesday)

Media Breakfast Meeting

Time: 9am-10:30am

Venue: Room N107-108, HKCEC

Host: Shirley Chan, Chairman, HKTDC Garment Advisory Committee

Guest: Maylie Kan, Vice Chairman, Hong Kong Apparel Society

Language: English

House Show (4): Designer Collection Show

Time: 11am-11:30am

Venue: Fashion Show Stage, Hall 3C

Designers: Matthew Chow, Thomas Kung, Steffi Chan, Nina Griffiee, Petra Vanessie

Seminar: "RFID's Solutions on Production Efficiency and Energy Saving"

Time: 11:30am-12:30pm

Venue: Seminar Room, Hall 3E, HKCEC

Speaker: Sam Liu, B&S Equipment Development Ltd; Calvin Wong, Institute of Textile & Clothing, Polytechnic University; Ryan Sin, Wavelane Technology Ltd

Language: English

International Fashion on Parade (4): Wardrobe Delight

Time: 11:45am-noon

Venue: Aqua Bar, Hall 1B&C, HKCEC

Buyer Forum (2): Chinese mainland

Time: 12:30pm-1pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Speaker: Winnie Foon, Vice President (Global Merchandise), Shangpin.com

International Fashion on Parade (5) & Exhibitor Reception, Juan Denim

Time: 1:30pm-2:30pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Hong Kong Trade Development Council 香港貿易發展局

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House Show (5): CUSCS Fashion Show, Higher Diploma Programme in Fashion Design and Product Development; Higher Diploma Programme in Fashion Design and Business

Time: 2pm-2:30pm

Venue: Fashion Show Stage, Hall 3C

Seminar: “SS2015 – Womenswear Trends”

Time: 2:30pm-3:30pm

Venue: Seminar Room, Hall 3E

Speaker: Genevieve Flaven, Managing Partner, Style Vision Asia

Language: English (simultaneous translation in Putonghua)

Seminar: “Fashion Brand 360”

Time: 3pm-4pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Speaker: Ning Lau, Founder, Public Relations Agency, who ARE Invited

Language: English

Buyer Forum (3): Australia and the United States

Time: 3:15pm-3:45pm

Venue: hktcdc.com OASIS, Hall 3C

Speakers: Jordana Sexton, Sales/Brand Director, Bec & Bridge; Cameron Pershing Tharp, CEO, Rockwell Tharp USA

Language: English

Seminar: “Business Opportunities in India”

Time: 4pm-5pm

Venue: Seminar Room, Hall 3E, HKCEC

Speakers: Dickson Ho, Principal Economist (Asian & Emerging Markets), HKTDC; Greg Hallahan, Senior Director, FTI Consulting; Narinder Mahajan, Head Fashion Brands – Category Management, Snapdeal.com

Language: English

International Fashion on Parade (6): Activewear & Sportswear

Time: 4:30pm-4:45pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

House Show (6): NARS – RUNWAY TO REALWAY

Time: 5pm-5:30pm

Venue: Fashion Show Stage, Hall 3C

9 July (Wednesday)

House Show (7): HKDI Fashion Talent Show, Department of Fashion and Image Design, Hong Kong Design Institute

Time: 11am-11:30am

Venue: Fashion Show Stage, Hall 3C

Seminar: “Testing and Certification of Garment, Footwear and Eyewear: from Hong Kong to Emerging Markets”

Time: 10:30am-12:30pm

Venue: Seminar Room, Hall 3E, HKCEC

Speakers: Kesson Lee, Secretary-General, Hong Kong Council for Testing and Certification; Tim Wong, Hong Kong Accreditation Service; Christy Chan, Deputy Director, Key Account Management Team, Softlines, SGS Hong Kong Ltd; Luk Kwok Hung, Senior Manager, Softlines, Intertek Hong Kong; Keith Kwan, Technical Supervisor, Toys & Hardlines, Intertek Hong Kong
Language: English and Cantonese (simultaneous translation will be provided)

Buyer Forum (4): Chinese mainland, Hong Kong and Singapore

Time: 10am-11am

Venue: Aqua Bar, Hall 1B&C, HKCEC

Speakers: Natalia Kojoukhova, Director of Marketplace and Business Development, Zalora HK; Susami Su, Public Relations Director, Vip.com

International Fashion on Parade (7): Fashion Bazaar

Time: noon-12:15pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Demo Session (2): HKDI – “Get the Fashion Catwalk Look”

Time: 1:15pm-1:45pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

House Show (8): Macao Fashion Parade

Time: 2pm-2:30pm

Venue: Fashion Show Stage, Hall 3C

Seminar: Peclers Paris “FW '15-'16 Peclers Paris Product Development Directions, Starring Colours/Fabrics/Accessories for Men & Women”

Time: 2pm-3pm

Venue: Seminar Room, Hall 3E, HKCEC

Speaker: Mary Yan Yan Chan, *StyleCENTRAL* Ltd, Business Partner of Peclers Paris in Hong

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

Kong/Singapore/Thailand

Language: English (simultaneous translation in Putonghua)

Stickyline Polygon Paper Top Hat Workshop

Time: 2:15pm-3:15pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Speakers: Mic Leong & Soilworm Lai, Stickyline

Language: Cantonese

Seminar: Visual Merchandising Trends

Time: 3:30pm-4:15pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

Speaker: Geoff Poon, Director, Amenpapa

Language: English

International Fashion on Parade (8): Cruise Sensation

Time: 4:30pm-4:45pm

Venue: Aqua Bar, Hall 1B&C, HKCEC

House Show (9): MODERN TRIBES & EGOS, Raffles Hong Kong

Time: 5pm-5:30pm

Venue: Fashion Show Stage, Hall 3C

10 July (Thursday)

Overseas Journalist Forum

Time: 11:30am-noon

Venue: hktcdc.com OASIS, Hall 3C

Speaker: James Boston, Editor and Publisher, Boston Publishing

Demo Session (3): CUHK – "CUSCS Young Designer Sharing"

Time: 11:45am-12:15pm

Venue: Aqua Bar, Hall 1B&C, HKCEC