

To Assignment Editor:

24th Hong Kong Fashion Week To Open Next Monday

Marketing, Sourcing & Intelligence Platform to Feature Latest Trends

3 July 2017 – About 1,100 exhibitors from 19 countries and regions will take part in the 24th HKTDC Hong Kong Fashion Week for Spring/Summer, which runs 10-13 July at the Hong Kong Convention and Exhibition Centre (HKCEC).

Under the theme “Style in Motion”, this edition of Fashion Week will feature a variety of themed zones, including “Fashion Gallery”, “International Fashion Designers’ Showcase”, “Fabrics & Yarn”, and the new “Fashionable Sportswear” and “Urban Clothing” zones. For easy sourcing, all accessories-related zones, including “Accessories” and “Gloves, Scarves & Shawls”, will be grouped together under the “World of Fashion Accessories” section. At the “Urban Clothing” zone, first-time Italian exhibitor 7BG Service Textile Benedetti Group will showcase a range of denim casual wear designed and made in the country. More Italian chic will be featured at “The Seduction of Footwear: Italian Glamour”, an event organised by the Italian Trade Commission Hong Kong that includes an exhibition of 50 pairs of shoes and a WGSN presentation of footwear trends.

Insights into the latest market trends will also be shared at other events. These include a presentation by international trend forecasting group Fashion Snoops unveiling its autumn/winter 2018/19 fashion forecasts, a seminar jointly organised with the Hong Kong Research Institute of Textiles and Apparel on “Wearable Technologies for Future Fashion”, and a session with The Woolmark Company sharing the latest technology applied in wool denim and wool sneakers. Students from the School of Continuing and Professional Studies of the Chinese University of Hong Kong, Hong Kong Polytechnic University and the Technological and Higher Education Institute of Hong Kong will showcase their latest

collections at various fashion shows.

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

Fair Details

Opening Hours:	10 July (Mon)	10am-6pm
	11-12 July (Tues-Wed)	9:30am-6pm
	13 July (Thurs)	9:30am-5pm
Venue:	Hall 1B-E, HKCEC	

Press Registration

Media representatives are requested to 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>

Media Enquiries

Please contact the HKTDC's Communication & Public Affairs

Department:

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

HKTDC Hong Kong Fashion Week for Spring/Summer

Event Highlights

10 July (Monday)

International Fashion Parade: Fashion Bazaar

Time: 12:30pm-12:45pm

Venue: Style Stadium, Hall 1C, HKCEC

Buyer Forum: Opportunities in Asian and Australian Markets

Time: 1:15pm-2pm

Venue: Style Stadium, Hall 1C, HKCEC

Speakers:

1. Prashant Bhatia, Proprietor, Cambridge Apparels (Mumbai)
2. Joyce Ng, Director, TTR Group Pte Ltd. (Singapore)
3. Betty Tran, Director, Betty Tran International (Australia)

Language: English (With re-cap in Putonghua)

International Fashion Parade: RANA ISMAIL

Time: 2:30pm-2:45pm

Venue: Style Stadium, Hall 1C, HKCEC

Fashion Snoops Presents: "Visionary Trends for Autumn/Winter 2018/19 for Women's and Men's Wear"

Time: 3pm-4pm

Venue: Seminar Room, Hall 1E, HKCEC

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

Language: English (with simultaneous interpretation in Putonghua)

Networking Reception

Time: 5:30pm-7pm

Venue: Style Stadium, Hall 1C, HKCEC

Officiating Guest: Edith Law, JP, Council Member of the Hong Kong Trade Development Council

11 July (Tuesday)

The Seduction of Footwear: Italian Glamour

Time: 11am-1pm

Venue: Style Stadium, Hall 1C, HKCEC

Language: English

Media are requested to register for the event with Michelle Chan (Tel: 852-2846 6500; Email: hongkong@ice.it)

The Woolmark Company Presents: New Generation of Merino Innovation – Wool Denim Wear & Wool Sneakers

Time: 11:30am-12:30pm

Venue: Seminar Room, Hall 1E, HKCEC

Speaker: Brenda Yang, Technical Manager – Dyeing and Finishing, The Woolmark Company HK Ltd

Language: English

International Fashion Parade: Keqiao Fashion Parade

Time: 1:30pm-1:45pm

Venue: Style Stadium, Hall 1C, HKCEC

Seminar: Wearable Technologies for Future Fashion

Time: 2:30pm-4pm

Venue: Seminar Room, Hall 1E, HKCEC

Speakers:

- 4. Future Knitting with Wearable Technologies:** Dr Raymond Chu, Chairman, Chemtax Industrial Co Ltd
- 5. The Health Concerns in Wearable Tech:** Stanley Kwok, Director, Senty Ltd
- 6. Modifying the Fingerprint of Gait using Wearable Sensors:** Dr Roy Cheung, Associate Professor, Department of Rehabilitation Sciences, The Hong Kong Polytechnic University
- 7. Total Quality Assured:** Jason Ho, Vice President, Intertek Hong Kong Ltd

Language: English

Remarks: Co-organised with the Hong Kong Research Institute of Textiles and Apparel (HKRITA)

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

International Fashion Parade: School of Continuing and Professional Studies, Chinese University of Hong Kong (CUSCS) Fashion Show 2017

Time: 4:15pm-4:30pm

Venue: Style Stadium, Hall 1C, HKCEC

House Show: THEi Fashion Show 2017 by Bachelor of Arts (Honours) in Fashion Design

Time: 5:30pm-6pm

Venue: Meeting Room N101, Hall 1, HKCEC

House Show: The HKPU MA Fashion & Textiles graduate show 2017

Time: 7:30pm-8pm

Venue: Meeting Room N101, Hall 1, HKCEC

12 July (Wednesday)

Seminar: Testing and Certification Services for Textiles and Garments

Time: 11:30am-12:30pm

Venue: Style Stadium, Hall 1C, HKCEC

Speakers:

- 1. Overview of Global Regulatory Updates on Restricted Substances and Chemical Usage in Textile and Leather Products** - Dr Charles Wong, Regional Manager - Analytical Division, Modern Testing Services (Global) Ltd
- 2. All you need to know for Kidswear Products entering China amid high safety concerns** - Chris Yeung, Assistant Key Account Manager, Softlines, Consumer and Retail, SGS Hong Kong

Language: English

International Fashion Parade: Nouvel Collection

Time: 1pm-1:15pm

Venue: Style Stadium, Hall 1C, HKCEC

Seminar: Tips on Marketing Your E-tailing Business

Time: 2pm-3pm

Venue: Style Stadium, Hall 1C, HKCEC

Speakers:

1. **Useful Guide to Launch Your Online Shop** - Plato Wai, Business Development Manager, Shoptline
2. **An Insight into Fast Emerging Online Fashion Retail Landscape in India** - Salil Chawla, Director, Inside Fashion (India)
3. **Quick Start Your Online Business with O2O Promotions** - Raymond Yeung, Senior Sales Manager, Publication & E-Commerce, HKTDC

Language: English

International Fashion Parade: Maconsef Fashion Show by Macau Productivity and Technology Transfer Centre (CPTTM)

Time: 4:15pm-4:30pm

Venue: Style Stadium, Hall 1C, HKCEC

House Show: PolyU Intimate Fashion Show 2017

Time: 6pm-6:30pm

Venue: Meeting Room N101, Hall 1, HKCEC