



## Media Invitation 採訪邀請

To Assignment Editor:

### **Asia's Newest Fashion Event CENTRESTAGE Opens September *Media Preview Next Thursday with Fashion Parades & Celebrities***

**18 August 2016** – Top local and international creative talent will bring their exquisite designs and industry insights to CENTRESTAGE, a brand new international fashion event organised by the Hong Kong Trade Development Council (HKTDC). CENTRESTAGE is also a platform for international, especially Asian, fashion brands and designers to promote their labels and launch their collections. The event will run from 7 to 10 September at the Hong Kong Convention and Exhibition Centre.

Fair highlights will include CENTRESTAGE ELITES, a large-scale opening gala fashion show featuring latest fashion collections for Spring/Summer 2017 from four of the hottest rising stars in Asia, including Hong Kong's Mim Mak, Thailand's Pongsak Suppratscheep & Thita Kamonnetsawat, Korea's Ko Taeyong and Simon Gao from the Chinese mainland.

FACETASM's designer **Hikomichi Ochiai** will be the VIP judge of this year's Hong Kong Young Designers' Contest (YDC). The 17 finalists will showcase their creative concepts on stage, competing in four award categories. CENTRESTAGE will feature multiple fashion shows featuring brands/companies such as Aquascutum, HIDY N.G., i.t, initial, MOISELLE and SIDEFAME LTD FENIX GROUP. The HKTDC will also organise networking events and trend seminars during the show, analysing the latest market trends in fashion.

Adding to the high fashion excitement, the HKTDC will launch a month-long citywide promotion "Hong Kong in Fashion", from 25 August to 25 September. The promotion features numerous activities in partnership with high-end hotels, malls, fashion outlets, restaurants and design institutions.

You or your representatives are cordially invited to a preview of CENTRESTAGE events:

**Date:** 25 August (Thursday)

**Time:** 1:30pm-4pm

**Venue:** Pacific Place, 88 Queensway, Admiralty

**Host:** Rabee'a Yeung

**Speaker:** Benjamin Chau, Deputy Executive Director, HKTDC

**Designers/brand representatives:** Mim Mak, CENTRESTAGE ELITES designer; Simon Choi, Project Director of Fashion Mirage, Hong Kong Fashion Designers Association; Elina Lee, Director of Partnership, Marketing, Communications, Events & Special Projects, Hong Kong Design Centre; representatives from 112 mountainyam, Arthur Lam, HARRISON WONG, Hidy N.G., initial, LOOM LOOP etc.



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**Model:** Zelia Zhong

### Rundown:

Part 1 (Venue: Flint Grill & Bar, 5/F, JW Marriott Hotel Hong Kong, Pacific Place)

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| 1:15-1:30pm | Media registration  |
| 1:30-2:45pm | Introduction by Benjamin Chau, Deputy Executive Director, HKTDC<br>(Lunch to be served)   |
| 2:45-3pm    | Media proceed to Garden Court<br><b>Please RSVP: email <a href="mailto:fiona.fw.luk@hktdc.org">fiona.fw.luk@hktdc.org</a> or call 2584 4544 to reserve seat for lunch</b> |

Part 2 (Venue: Garden Court, LG1, Pacific Place (near Peking Garden Restaurant))

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|---------------|--|
| 3pm-3:15pm    | <b>Fashion discussion</b><br>Rabeea Yeung to talk with Benjamin Chau, Deputy Executive Director, HKTDC; Mim Mak, CENTRESTAGE ELITES designer; Simon Choi, Project Director of Fashion Mirage, Hong Kong Fashion Designers Association, and Elina Lee, Director of Partnership, Marketing, Communications, Events & Special Projects, Hong Kong Design Centre |
| 3:15pm-3:30pm | <b>Fashion parade 1:</b> CENTRESTAGE, Hong Kong designer collections; partners' collections<br><b>Fashion parade 2:</b> CENTRESTAGE ELITES designs   |
| 3:30pm-3:35pm | Group photos   |
| 3:35pm-4:00pm | Media interviews with designers  |

### Websites

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

The Hong Kong Young Fashion Designers' Contest webpage: [www.fashionally.com](http://www.fashionally.com)

### Media Enquiries

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

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