

To Assignment Editor:

25th Hong Kong Fashion Week to Open Early July

Spotlight on Corporate Fashion and Fashion Tech

29 June 2018 – About 1,100 exhibitors from 14 countries and regions will take part in the 25th HKTDC Hong Kong Fashion Week for Spring/Summer. Under the theme “Happy Collage”, this edition of Fashion Week will be held from 9-12 July at the Hong Kong Convention and Exhibition Centre (HKCEC).

Answering a demand for professional outfits, the **Corporate Fashion and Uniforms** zone makes its debut this year. The **World of Fashion Accessories** zone also returns as a signature attraction featuring the best in bags, trinkets, belts, footwear, socks and leggings, gloves, scarves and much more.

The **Fashion Tech & Trade Services zone** is a special highlight this year, featuring an innovative app for a new technology for monitoring the quality control of garments, and an exciting virtual fitting app. There will also be newly developed fabrics that glow and change colour, as well as Konica Minolta’s state-of-the-art garment printer. Speakers from “The Next Wave in Fashion Technology” seminar will share their insights on heat-generating wearables, intelligent 3D human modelling and how to construct standard sizing for fashion.

Events on the latest market trends will also include a presentation by international trend forecasting group Fashion Snoops, when it will unveil its autumn/winter 2019/20 fashion forecasts. Other topics include “Online Shopping Reshapes the Fashion Industry” and “Essential Certifications and Ratings for Textiles and Garments”, with the latter shedding lights on the material requirements of green textiles, and the testing requirements of textile chemicals.

Students from the School of Continuing and Professional Studies of the Chinese University of Hong Kong and Macau Productivity and Technology Transfer Centre 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:	9 July (Mon)	10am-6pm
	10-11 July (Tues-Wed)	9:30am-6pm
	12 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 Communications & Public Affairs Department:

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HKTDC Hong Kong Fashion Week for Spring/Summer

Event Highlights

9 July (Monday)

International Fashion: On Parade - Sir Lanka Fashion Parade

Time: 11:45am-12nn

Venue: Collage Park, Hall 1C, HKCEC

Buyer Forum

Time: 1pm-1:30pm

Venue: Collage Park, Hall 1C, HKCEC

Speakers:

1. Adam Rakowski, Owner, Mojo Downunder (Australia)
2. Cathy Young, President, Fine Line Imports / Fresh FX (Canada)

Language: English (with re-cap in Putonghua)

International Fashion: On Parade - CUSCS Fashion Show 2018

Time: 2:15pm-2:30pm

Venue: Collage Park, Hall 1C, HKCEC

Seminar: Fashion Snoops Looks at the Visionary Trends for Autumn Winter 2019/20 for Women's & Men's Wear and Accessories

Time: 3pm-4pm

Venue: Seminar Room, Hall 1D, HKCEC

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

Language: English (with simultaneous interpretation in Putonghua)

Networking Reception with International Fashion Parade

Time: 5:30pm-7pm

Venue: Event Area, Hall 1C

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

10 July (Tuesday)

International Fashion: On Parade - Haining Fashion Parade

Time: 10:45am-11am

Venue: Collage Park, Hall 1C, HKCEC

Seminar: The Next Wave in Fashion Technology

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

Time: 11:30am-12:30pm

Venue: Seminar Room, Hall 1D, HKCEC

Speaker:

1. **Intelligent Manufacturing and its Medical Application of Wearable Electronic Textile Products** - Dr Li Li, Associate Professor, Institute of Textiles and Clothing, The Hong Kong Polytechnic University
2. **Intelligent 3D human Modelling - Making Shopping Well-fitting Clothes Easy and Fun** - Dr Andrew Zhu, CEO, TOZI Technology Company Limited

Language: English (with simultaneous interpretation in Putonghua)

International Fashion: On Parade - Shaoxing Fashion Parade

Time: 1:30pm-1:45pm

Venue: Collage Park, Hall 1C, HKCEC

International Fashion: On Parade - MaConsef Fashion Show by Macau Productivity and Technology Transfer Centre (CPTTM)

Time: 4:15pm-4:30pm

Venue: Collage Park, Hall 1C, HKCEC

11 July (Wednesday)

International Fashion: On Parade - Yanbu Intimate Apparel Fashion Parade

Time: 10:45am-11:15am

Venue: Collage Park, Hall 1C, HKCEC

Seminar: Essential Testings and Ratings for Textiles and Garments

Time: 11:30am-12:30pm

Venue: Seminar Room, Hall 1D, HKCEC

Speakers:

1. **Overview of chemical requirements on textile products-** Wan Leong Hang, Deputy Manager of Toys and Material Division, CMA Testing and Certification Laboratories
2. **Understanding Green Textile Testing** - Dr Carmen Zhao, Assistant Manager, Bureau Veritas Hong Kong Limited and Sam Siu, Manager, Bureau Veritas Hong Kong Limited
3. **Better Buying Initiative - Transforming One-way Buyer-Supplier Relationship into Win-Win** - Felix Chung, Member of Legislative Council, HKSAR and Dr Marsha



Media Invitation 採訪邀請

Dickson, Co-founder of Better Buying
Language: English

International Fashion: On Parade – Corporate Fashion and Uniform

Time: 12:30pm-1pm

Venue: Collage Park, Hall 1C, HKCEC

Seminar: Online Shopping Reshapes the Fashion Industry

Time: 2pm-3pm

Venue: Collage Park, Hall 1C, HKCEC

Speakers:

4. **An Insight into Fast Emerging Online Fashion Retail Landscape in India -**
Fashion E-tailer from India
5. **A Be Aware of Potential Pitfalls in Fashion E-tailing Business -** Chris Yeung,
Consumer and Retail Key Account Manager, Softlines, SGS Hong Kong Ltd.
6. **Jump Start Your Online Business with hktdc.com Small Orders O2O Platform-**
Raymond Yeung, Senior Sales Manager, Publication & E-Commerce, HKTDC

Language: English