

To assignment editor:

Asia's fashion spotlight CENTRESTAGE opens next Friday ***30 exciting events, opening show features XR effects***

3 September 2021 – CENTRESTAGE, Asia's premier fashion event, will be held from **10 to 12 September** at the **Hong Kong Convention and Exhibition Centre (HKCEC)**. The sixth edition of CENTRESTAGE has "Chapter Infinity" as its central theme, showcasing more than 200 local and international fashion brands. For the first time, the show will be open to public visitors for the entire duration of the event.

Thirty exciting events will be held during the fair, including over 20 fashion shows and parades. The opening gala fashion show, **CENTRESTAGE ELITES**, will feature Hong Kong designers Calvin Chan and Joyce Kun's renowned brand **The World Is Your Oyster**, as well as acclaimed Korean designer Lee Mooyeol's brand, **YOUSER**. The two brands will see the global launch of their 2022 Spring/Summer collections on the catwalk, which will be boosted by extended reality (XR) effects for the first time. Among the celebrities in attendance will be **Hins Cheung, Alfred Hui, Jason Chan, Venus Wong, Joey Wong JW, Phil Lam, Panther Chan, ANSONBEAN, Ben Chiu, Amy Lo, Karl Ting and Dickson Yu**.

Building on the experience they have gained taking part in international fashion shows, various local design talents will present their latest 2022 Spring/Summer collections at CENTRESTAGE. Performers **Alina Lee** and **Sadelle Yeung** will be the celebrity models at the Hong Kong Emerging Talents Show (10 September), while **Ava Liu, Sherry Chen, Penny Chan, Jamie Xia** and **Selene Cheung** will attend the Fashion Go Places event (11 September) to support local designers. Local online fashion hub [FASHIONALLY.com](https://www.fashionally.com) will feature its FASHIONALLY Collection #17 fashion show on 10 September. Other Hong Kong brands will combine a fashion short film with live performances at FASHIONALLY Presentations on 10 and 11 September, providing a creative showcase for their latest collections. The HKTDC and the Department of International Trade Promotion, Ministry of Commerce of the Royal Thai Government will organise a memorandum of understanding (MOU) exchange ceremony on 11 September. This will be followed by a fashion parade featuring 16 Thai brands.

The final of the [Hong Kong Young Fashion Designers' Contest 2021 \(YDC\)](#) will be held on 12 September. Ten shortlisted candidates will compete for four awards this year. The VIP judges will be Rushemy Botter and Lisi Herrebrugh, founders of menswear label BOTTER. Other shows include the grand final of the Redress Design Award 2021 (11 September) and the "LEGO x Hong Kong Designers Parade" (12 September). Celebrities **Sherry Chen** and **Gloria Cheung** will attend the **Hong Kong Kids Fashion Show** on 12 September. Fashion Summit (Hong Kong) 2021, with a focus on sustainable development in the fashion industry, will take place on 9 and 10 September.

We cordially invite you and your representatives to cover the fair and related events. You may register at the **Press Registration Counter (Hall 1E Concourse, HKCEC)** or the **Media Centre (Expo Drive Entrance, HKCEC)** by presenting your business card or media identification.

Fair details

Date: 10 to 12 September 2021 (Friday to Sunday)

Venue: Hall 1A-D, HKCEC

Date	CENTERSTAGE opening hours	
10-11 Sept (Fri-Sat)	11am-8pm	Free admission for trade visitors aged 18 and over
12 Sept (Sun)	11am-6pm	Free admission for public visitors aged 12 and over

Fair websites:

- CENTRESTAGE: www.centrestage.com.hk
- Hong Kong Young Fashion Designers' Contest (YDC): <https://www.fashionally.com/en/>
- CENTRESTAGE in Town: <https://centrestage.hktdc.com/ex/centrestageintown/en>

Media enquiries

Please contact the HKTDC's Communications and Public Affairs Department

Snowy Chan Tel: (852) 2584 4537 Email: snowy.sn.chan@hktdc.org

Agnes Wat Tel: (852) 2584 4554 Email: agnes.ky.wat@hktdc.org

CENTRESTAGE 2021 Event highlights

Event schedule: <https://centrestage.hktdc.com/main/en/s/event-schedule>

9-10 September 2021 (Thu-Fri)

Fashion Summit (HK) 2021

Time: 10:30am-5:30pm

Venue: Meeting Room N101-N110, Level 1 HKCEC

Language: English (simultaneous interpretation service in Putonghua will be provided)

Programme: <http://fashionsummit.hk/>

Requires separate media registration. For registration and enquiries contact:

Mention PR Consultants Ltd.

Danny Cheng (Tel: 3749 9878 / 9035 4994; Email: danny.cheng@mansumpr.com)

Christy Mo (Tel: 3749 9878 / 9315 0111; Email: christy.mo@mansumpr.com)

10 September 2021 (Fri)

Fashion Show: FASHIONALLY COLLECTION #17

Time: 11:30am-12 noon

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: ARTO., CAR|2IE, Charlotte Ng Studio, DEMO, LUKE CHAN, WHY, MODEMENT, YLYstudio,

FASHIONALLY Presentation I

Time: 12:30pm-12:40pm

Venue: Hall 1B FASHIONALLY Street, HKCEC

Brands: FromClothingOf, Lapeewee, KEVIN HO

Brand Collections' Show 1

Time: 1:45pm-2:15pm

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: Artistic Palace, CHINESE ARTS & CRAFTS

Mini Parade

Time: 3pm-3:30pm

Venue: Hall 1B Infinity Lab, HKCEC

Brand: RICKYY WONG STUDIO

The New Sustainable Fashion Revolution

Time: 4pm-5pm

Venue: Eternity Arena, Hall 1D, HKCEC

Speaker: Jenny Cheung, Lecturer, THEi

Filippo Gori, General Manager, APAC, GEOX

Language: English

CENTRESTAGE ELITES

Opening Ceremony

Time: 6:15pm-6:30pm

Venue: Hall 1A Catwalk Stage, HKCEC

MC: Rabee'a Yeung

Fashion Show

Time: 6:30pm-7pm

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: The World Is Your Oyster (Hong Kong), YOUSER (New York)

Celebrities: Hins Cheung, Alfred Hui, Jason Chan, Venus Wong, Joey Wong JW, Phil Lam,

Panther Chan, ANSONBEAN, Ben Chiu, Amy Lo, Karl Ting, Dickson Yu and more

Event's main photography areas: signing backdrop and show media platform

Rundown:	5:15pm	Media registration counter at Hall 1B entrance opens
	5:40pm	Guests arrive, photography in front of backdrop
	6:10pm	Media escorted to catwalk venue
	6:15pm	Opening ceremony
	6:30pm	CENTRESTAGE ELITES fashion show begins
	7pm	Hong Kong Emerging Talents Show (separate media registration not required)

Hong Kong Emerging Talents Show

Time: 7pm-7:15pm

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: ANGUS TSUI, Bettie Haute Couture, BLIND by JW, SUN=SEN

Celebrity models: Alina Lee, Sadelle Yeung

11 September 2021 (Sat)

Designers' Collection Show 1: Taipei IN Style

Time: 11:30am-12nn

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: MARQUESS & HOMA, ONE DAY, UUIIN, Ysanne

FASHIONALLY Presentation II

Time: 12:30pm-12:40pm

Venue: Hall 1B FASHIONALLY Street, HKCEC

Brands: Midnight Factory, SFZ & SON, Wilsonkaki, YMDH

**MOU Exchange between HKTDC and Department of International Trade Promotion,
Ministry of Commerce, Royal Thai Government cum Thai Fashion Parade**

Time: 12:45pm-2pm

Venue: Hall 1B Infinity Lab, HKCEC

Guests:

- Chanunpat Pisanapipong, Trade Commissioner & Consul of the Office of Thai Trade Commissioner, Royal Thai Consulate General in Hong Kong
- Benjamin Chau, Deputy Executive Director, HKTDC

Designers' Collection Show 2

Time: 2pm-2:30pm

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: FORME DE FLUIDITÉ, junw natural, Oscar Mendoza, RICKYY WONG STUDIO, THAT'S CHONG, Sparkle Collection – Next in Cheongsam, V VISSI, VINCENT LI

Brand Collections' Show 2

Time: 3:30pm-4pm

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: KanaLili, Sparkle by Karen Chan, The Sparkle Collection

Fashion Knowhow: Quick and Easy Mix-and-Match Tips

Time: 4:30pm-5pm

Venue: Hall 1D Eternity Arena, HKCEC

Speaker: Lilian Kan, Creative Director, KanaLili

Language: Cantonese

Mini Parade

Time: 5pm-5:15pm

Venue: Hall 1B Infinity Lab, HKCEC

Brand: V VISSI

Lucky Draw 1

Time: 6:15pm – 6:30pm

Venue: Hall 1D Eternity Arena, HKCEC

Redress Design Award 2021 Grand Final

Time: 6:30pm-7:30pm

Venue: Hall 1A Catwalk Stage, HKCEC

Fashion Go Places Runway Show

Time: 8:30pm-8:45pm

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: 112 mountainyam, DORISKATH, METHODOLOGY

Celebrity models: Jamie Xia, Selene Cheung

Celebrities: Ava Liu, Sherry Chen, Penny Chan and more

Remarks: Media registration counter is located at **Hall 1AB Concourse**

12 September 2021 (Sun)

A Rosy Twist – Handmade Rose Ring Workshop

Time: 11:30am – 12:30pm

Venue: Hall 1D Eternity Arena, HKCEC

Tutor: Rebecca Cheng, Director of Hong Kong Jewellery & Jade Manufacturers Association

Hong Kong Fashion Concept Parade

Time: 11:30am-11:45pm

Venue: Hall 1B Infinity Lab, HKCEC

Brands: ALPS Annie Ling, Invisibilis Moveré, phenotypsetter, Scarfesia, V VISSI

Hong Kong Kids Fashion Show

Time: 1pm-1:30pm

Venue: Hall 1A Catwalk Stage, HKCEC

Celebrities: Sherry Chen, Gloria Cheung

“Watch X Fashion” Crossover Parade

Time: 1:45pm-2pm

Venue: Hall 1D Eternity Arena, HKCEC

Mini Parade

Time: 2pm-2:15pm

Venue: Hall 1B Infinity Lab, HKCEC

Brand: GEOX

Designers' Collection Show 3

Time: 2:45pm-2:15pm

Venue: Hall 1A Catwalk Stage, HKCEC

Brands: APLS Annie Ling, def gear (:), Handmade by Debbie Leung, DAFU X canaco, mimi mono, Oplus2 (O+²), Yuan Jewelry, 嬋 Mary Yu

LEGO x Hong Kong Designers Parade

Time: 3:30pm-3:45pm

Venue: Hall 1B Infinity Lab, HKCEC

Brands: 112 mountainyam, ANGUS TSUI, BLIND by JW, DORISKATH, METHODOLOGY, SUN=SEN

Lucky Draw 2

Time: 4:30pm-4:45pm

Venue: Hall 1D Eternity Arena, HKCEC

Hong Kong Young Fashion Designers' Contest 2021 (YDC) Final

Time: 7:30pm-8:30pm

Venue: Hall 1A Catwalk Stage, HKCEC

Remarks: Media registration counter is located at **Hall 1B entrance**