

Top fashion industry event of Asia: Hong Kong International talent on hand for fashion week and world boutique

Asia's largest fashion event held during 20 to 23 January in Hong Kong, showcased the industry's newest collections, looks and products and attracting nearly 2,000 exhibitors from 30 countries and regions – a 17% increase over last year. The HKTDC Hong Kong Fashion Week for Fall/Winter 2010 and the HKTDC World Boutique, Hong Kong 2010 at the Hong Kong Convention and Exhibition Centre (HKCEC) was a great success. Close to 5,000 buyers, representing nearly 120 buying missions from 39 countries and regions are taking in the two fairs, organised by the Hong Kong Trade Development Council (HKTDC).

The twin events offered 25 fashion shows and 10 special-topic seminars, including a forecast of 2011-2012 Fall/Winter fashion influences by French trend research and design agency Promostyl. Carlin International, Fashion Snoops, Peclers Paris and WGSN were also present at the seminars.

International talent

Fair highlights include the Hong Kong Fashion Extravaganza, featuring the design talent of Hong Kong's Dorian Ho, the mainland's Guo Pei and Frankie Xie and Tokshikazu Iwaya from Japan. Sharing sessions were also organised with Ms Guo on 18th January and Mr Xie on 19th January.

World Boutique also includes such global fashion names as Vivienne Westwood, which stole the spotlight at a 20 January runway show of the label's latest collection. The Underground Quarter by Londonedge and Spanish fashion brand MANGO were also present at the fair for the first time.

MANGO Board Member and Executive Vice President of International Expansion Isak Halfon hosted a seminar, highlighting opportunities for retail fashion in the Chinese mainland. The mainland itself had a stronger than ever presence at the Quanzhou Pavilion, and The Netherlands was present as country pavilion for the first time.

Designers and brands

House shows organised by designers Ali Charisma, Ika and William Tang as well as by the brand Moisselle were well attended by visitors. Past winners of the Hong Kong Young Fashion Designers' Contest were also featured in a show. Andreas Kronthaler, Creative Director of Vivienne Westwood shared details about the company's success at a seminar called "Westwood Kingdom Decoded."



Designer Guo Pei's collection on the catwalk at the finale of the Hong Kong Fashion Extravaganza makes an impact on the audience.

Models Rosemary and Kathy Chow wearing outfits designed by Frankie Xie during the Hong Kong Fashion Extravaganza.

International Spotlight on Hong Kong Fashion Extravaganza

Enhancing Hong Kong's role as Asia's lifestyle centre, the glamorous Hong Kong Fashion Extravaganza was held on the first day of the HKTDC Hong Kong Fashion Week for Fall/Winter and World Boutique, Hong Kong. The event organised by the Hong Kong Trade Development Council (HKTDC) featured four famous international designers including Hong Kong's Dorian Ho, Guo Pei and Frankie Xie from the Chinese mainland and Toshikazu Iwaya from Japan. Official make-up sponsor Shiseido also held a demo session to show guests the latest make-up trend.

HKTDC Chairman Jack So said, Hong Kong has become a fashion design centre for the region because of its proximity to the important mainland market. "We would like to see Hong Kong become one day a fashion capital to rival Paris, New York and London," said Mr So, noting that the city is well placed to take advantage of a combination of rising purchasing power and talent from all around the world.

Young Designers Showcased a stylish future

At the Hong Kong Young Fashion Designers' Contest (YDC) four winners were selected from the seventeen finalists. Anki Cheung took the Overall Winner Award, while Kathew Law, Kathy Chan and Seth Yeung were the winners of the Casual and Jeanswear Group, Contemporary Daywear Group and Party and Eveningwear Group respectively. The contest, which showcased Hong Kong's latest design talent, was also an evening of glamour and entertainment. Pop band MR. performed as models sashayed down the runway parading the latest designs of five former YDC winners and finalists in a highlight show prior to the awards presentation. Angelababy served as MC.

The winners were selected by a panel of judges that included VIP judge Andreas Kronthaler, Creative Director of Vivienne Westwood and Chief Judge Vincent Fang, Chairman of the TDC Garment Advisory Committee, local designers Barney Cheng and Walter Ma, Emily Mak, Executive Director of Li & Fung (Trading) Ltd. ♦



Moses Chan (right) wearing an outfit created by Japanese designer Toshikazu Iwaya