

[HKETO, Brussels supports Hong Kong designers at Paris Fashion Week \(with photos\)](#)

The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) supported Hong Kong fashion designers at the HKFG Paris AW20 event at Paris Fashion Week on February 26 (Paris time).

Presented by the Fashion Farm Foundation (FFF) and sponsored by CreateHK, two Hong Kong labels, From Another Planets and Ka Wa Key, presented their Autumn/Winter 2020 collections at the HKFG (formerly Hong Kong Fashion Guerilla) event. This was followed by a reception showcasing the collections of eight Hong Kong designers, namely Anaïs Jourden, Cynthia & Xiao, From Another Planets, FromClothingOf, Ka Wa Key, W;ink, Yah! and Yeung Chin. Around 200 fashion insiders, including buyers, members of the media and celebrities, were invited to the HKFG Paris AW20 event.

Addressing guests, the Acting Deputy Representative of HKETO, Brussels, Mr Paul Leung, said the creative industries are among the most dynamic economic sectors in Hong Kong and the Office was delighted to support Hong Kong designers to shine at one of the world's most important fashion events.

Mr Leung thanked the FFF for sparing no effort in assisting Hong Kong's emerging fashion brands and young designers with good potential to join Paris Fashion Week. "International exposure and experience are very important for any successful business, including fashion design. I hope the Hong Kong designers showcasing their products today in Paris, the forefront of fashion design, would benefit from this exhibition," he added.

The FFF is a non-profit organisation established in 2012, founded by a group of enthusiastic fashion entrepreneurs and fashion educators in Hong Kong. Aiming to build synergy among Hong Kong-based fashion designers, cultural practitioners, industry experts and retailers, the FFF pledges to promote Hong Kong's fashion design by encouraging and fostering collaborations between the business, lifestyle, educational and cultural sectors.

CreateHK is a dedicated agency set up under the Commerce and Economic Development Bureau on June 1, 2009, to lead, champion and drive the development of the creative economy in Hong Kong. It co-ordinates government policies and efforts regarding the creative industries, focuses government resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries.

