

Hong Kong fashion and design talent put in spotlight at London Fashion Week (with photos)

The Hong Kong Economic and Trade Office, London (London ETO) is supporting Hong Kong's promising fashion designers to showcase their work at London Fashion Week from September 12 to 16 (London Time). With a fashion showcase on September 12 and an ongoing showroom until September 16 (both taking place in Covent Garden), "Design Renaissance Foundation – On Show", highlights Hong Kong's participation in the London Fashion Week SS20.

Sponsored by the Professional Services Advancements Support Scheme of the Hong Kong Special Administrative Region Government and supported by London ETO, "On Show" by Design Renaissance Foundation (DRF) presented the Spring-Summer 2020 collections of 20 Hong Kong fashion brands at London Fashion Week, showcasing the creativity and talent of Hong Kong fashion designers and brands.

Welcoming the 20 young Hong Kong designers, the Director-General of the London ETO, Ms Priscilla To said, "With the advantages of 'one country, two systems', Hong Kong has maintained its position as a cosmopolitan city with a remarkable cultural flair and a distinctive fashion sense. It is a huge delight to have this opportunity to support DRF's project to showcase the creativity of our fashion designers at London Fashion Week."

"The Government of the Hong Kong Special Administrative Region is committed to supporting our creative talent and professional services sector to reach out to overseas markets, and the \$200 million Professional Services Advancement Support Scheme set up in 2016 is a case in point, which has already supported 38 projects, including today's "Design Renaissance Foundation – On Show", to increase exchanges and co-operation between Hong Kong's professional services and external counterparts, and enhance the standards and external competitiveness of Hong Kong's professional services."

DRF is a Hong Kong-based non-profit-making NGO which aims to introduce HK new born Fashion designers and brands to the global market. "Design Renaissance Foundation – On Show" is its first ever collaboration with London Fashion Week, which provides a platform to increase the exchange and co-operation of Hong Kong's young fashion designers and brands with the local fashion industry; promote emerging fashion talents from Hong Kong in London, and enhance the standard and competitiveness of our fashion practitioners.

More information can be found on the DRF's Facebook page @designrenaissancefoundation and on the London Fashion Week website londonfashionweek.co.uk.

