

LCQ2: Hong Kong Fashion Design Week

Following is a question by the Hon Sunny Tan and a reply by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, in the Legislative Council today (December 13):

Question:

The 2023 Policy Address has announced that starting from next year, the Hong Kong Fashion Design Week (the Fashion Week) will be organised every year for the purpose of facilitating the development of Hong Kong's fashion and textile design brands, as well as promoting Hong Kong as a prime destination for hosting major cultural and creative events. In this connection, will the Government inform this Council:

(1) of the specific directions and strategies to be adopted for injecting more elements of major international events into the Fashion Week and for fostering deep integration of fashion, arts and culture with the tourism industry, so as to make the Fashion Week a major international arts, cultural and tourism event in Hong Kong, thereby supporting the country to build and export her cultural soft power;

(2) whether it will take the lead in enhancing cross-bureau, cross-government department, cross-organisation and cross-sector collaboration so as to gather the efforts of the Government and various sectors, and learn from the experience of organising various kinds of major arts, cultural and sports events in the past, in order to do a good job in organising and promoting the Fashion Week; and

(3) as there are views pointing out that it is necessary for the Government to put in place good ancillary and facilitation measures in respect of shipping and transport, hotel accommodation, entry visa, performance venue, etc, so as to attract more leading fashion brands, designers, buyers, celebrities of various sectors as well as tourists from the Mainland and overseas to come to Hong Kong to participate in the Fashion Week, how the Government will do a good job in the relevant work?

Reply:

President:

As announced in the Chief Executive's 2023 Policy Address, the Government will organise Hong Kong Fashion Design Week (Fashion Week) annually from 2024 onwards by gathering fashion design events held in different times. The event will be a flagship initiative for Hong Kong's cultural, creative and tourism industries, fostering the development of the fashion design industry. We are closely communicating with the industry and stakeholders for implementing the plan.

Our reply to the Hon Sunny Tan's question is as follows:

(1) Create Hong Kong, the dedicated office under the Culture, Sports and Tourism Bureau (CSTB), has been providing funding to projects that are conducive to the development of creative industries through the CreateSmart Initiative, including the provision of financial support to the fashion design industry for hosting various promotional activities of fashion design in Hong Kong, the Mainland and overseas. After years of hard work, various events have gradually become well-established fashion design projects. Examples include:

- held in September annually, CENTRESTAGE is becoming one of the largest fashion showcases and promotional events in Asia. It attracts fashion brands, fashionistas, buyers and the general public from Hong Kong and other countries and regions to participate in this iconic event through a series of fashion shows, exhibitions, and workshops, etc;
- held in October annually, Fashion Summit (Hong Kong), highlights the role of "sustainable fashion" in driving the development of the fashion design industry. The event brings together fashion industry leaders, renowned scholars, representatives from non-governmental organisations, as well as leaders and decision-makers from related industries in Hong Kong to exchange views and insights on the latest trends, innovative technologies, solutions, and opportunities in sustainable fashion to foster the development towards a sustainable fashion industry;
- held in late November/early December annually, Fashion Asia Hong Kong includes Fashion Challenges Forum and 10 Asian Designers To Watch Exhibition. The forum gathers industry leaders, designers, and entrepreneurs from all over the world to share their experiences and exchange views on upcoming market trends. It also showcases the works of the 10 most anticipated emerging Asian designers, with an aim to continue nurturing design talents; and
- held in Hong Kong, London, and Paris over the past two years, FabriX – Digital Fashion is a pioneering virtual fashion pilot programme of Hong Kong. It features virtual fashion exhibitions of fashion designers, virtual pop-up stores and seminars related to design. The project became a part of London and Paris Fashion Weeks as an "official partner" soon after launching.

â€‹In addition, there are also many other events promoting the development of Hong Kong's fashion design organised by the fashion design industry every year. We plan to gather the fashion design promotional events scattered in different times of a year within the period of Fashion Week as much as practicable, and introduce innovative elements and affiliate activities as appropriate. Although the participation of international brands in Asia's fashion events was relatively limited in the past, we will seek to

enhance the profile of the local fashion design through publicity and invite prestigious fashion industry players and stakeholders from Hong Kong, the Mainland and abroad to come to Hong Kong and participate in the Fashion Week.

We are actively communicating with the practitioners in the fashion design and textile industry, as well as fashionista, to gauge their views and suggestions on the various aspects in the plan of the event, with a view to confirming the fundamental arrangement of the Fashion Week. For example, we are counting on the suggestion from the industry on the proposed timing of the Fashion Week, in considering as to how we may fit the activity into the international calendar of Fashion Weeks, whilst closely following the schedules of buyers and practitioners, with a view to enhancing synergy.

(2) and (3) The CSTB is committed to enhancing Hong Kong's status as "Events Capital of Asia" and the "region's premier destination for meetings, incentive travels, conventions and exhibitions (MICE)". We work closely with various bureaux, departments and relevant agencies in co-ordinating different mega events, including art and cultural activities, international sports competitions and exhibitions, with a view to bringing rich and diverse experiences to visitor.

The CSTB will co-ordinate with different Government bureaux and departments as necessary in the planning and arrangement of activities related to the Fashion Week, and introduce more peripheral events to create a festive atmosphere. Create Hong Kong will join hands with the Hong Kong Tourism Board and ensure the successful organisation and promotion of the Fashion Week. We will also make exchanges with the organisers of significant and influential fashion events in the Mainland when appropriate and learn from their experience. We will deepen our co-operation and collaboration with the Mainland, allowing us to showcase the unique characteristics of Hong Kong during the Fashion Week while displaying the distinctive aspects of Chinese culture.

Create Hong Kong is now actively communicating with the fashion design industry to understand more on their needs, and ideas and suggestions towards the Fashion Week. After considering the fashion events that happen at different times and in different countries and regions, we will decide on the positioning and event schedule of the Fashion Week, so as to effectively promote the development of Hong Kong fashion and textile design brands. We will also tailor the appropriate content and scale of the Fashion Week and allocate resources to support the related activities.

â€œPresident, the fashion design industry enhances Hong Kong's level of creativity and has the potential to become a driving force for future economic growth. It is one of the highly promising sectors in Hong Kong. Meanwhile, the textile industry played a significant role in Hong Kong's economic boom in the 1970s and 1980s. As the market and industry landscape evolved, the Hong Kong textile industry has also kept pace with the times. By integrating technology, the Hong Kong textile industry has marched towards industrial upgrading, transformation, and sustainable development. The Fashion Week will focus on supporting cross-sectoral collaborations between

fashion and culture, with the integration of technology and art, to showcase the strengths and advantages of Hong Kong fashion in the digital age. We aim to bring new impacts to the industry and explore the possibilities brought by technology, adding forward-thinking elements to the Fashion Week in line with international and contemporary development. We will continue to engage in discussions with other sectors for collaboration.