

[Preview of Hong Kong Fashion Fest held today \(with photos\)](#)

The Hong Kong Fashion Fest Preview took place at Asia Society Hong Kong Center today (October 24) to raise the curtain on the inaugural Hong Kong Fashion Design Week. The preview was officiated by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, and representatives of the organisers of the events.

Mr Yeung said, "Introduced by the Chief Executive in last year's Policy Address, the Hong Kong Fashion Design Week will be organised to consolidate fashion design events for promoting Hong Kong's fashion and textile design brands and reaffirming Hong Kong's position as a prime destination for hosting major cultural and creative events. The Cultural and Creative Industries Development Agency of my Bureau has been closely engaging stakeholders over the past year to realise the idea. The first Hong Kong Fashion Fest will be held between November 20 and December 4 at various locations in Hong Kong. The Hong Kong Fashion Fest will be an annual signature event signifying Hong Kong as Asia's fashion design hub."

The Hong Kong Fashion Fest will be a platform for local, Mainland and overseas fashion designers and brands, as well as industry leaders and players, to enhance collaboration within Hong Kong's fashion design industries with the rest of the world in expanding market development. The Hong Kong Fashion Fest injects new elements to create synergy for different fashion design activities, enhancing the profile of local fashion design and showcasing the soft power of Hong Kong in fashion design.

The Hong Kong Fashion Fest is set to take place in venues spanning various cultural landmarks and iconic design and fashion locations in Hong Kong. The event presents a full agenda of different fashion design happenings. It is anticipated that the Hong Kong Fashion Fest will attract over 150 000 participants from the fashion design industries and the public from over 15 countries or regions. Event details under the Hong Kong Fashion Fest is available in the annex.



