

Speech by SCST at Hong Kong Fashion Fest Preview (with photo)

Following is the speech by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, at the Hong Kong Fashion Fest Preview today (October 24):

Distinguished guests, friends from the fashion design industries and the media,

Welcome to the preview for the Hong Kong Fashion Fest, our new brand for the Hong Kong Fashion Design Week, which is an initiative introduced by the Chief Executive in his Policy Address last year.

Being a new flagship event, the Hong Kong Fashion Fest consolidates fashion design events, promotes Hong Kong's fashion and textile design brands, and reaffirms 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 in the past year to realise the idea.

The first Hong Kong Fashion Fest will be held between November 20 and December 4, offering a variety of programmes, including a summit and a forum for high-level discussions on the development of the industry, fashion shows and exhibitions showcasing the work of local and overseas designers in haute couture fashion, workwear, evening wear and other types of clothing, and a cross-sector soiree.

Not only will the Hong Kong Fashion Fest showcase the soft power of Hong Kong in fashion design, it will be a platform for local and international fashion designers and brands, and enhance collaboration of Hong Kong's fashion design industries with the rest of the world. We envisage that the Hong Kong Fashion Fest will attract 150 000 participants from over 15 countries and regions. It will fully demonstrate Hong Kong's role as the East-meets-West centre for international cultural exchange.

The Hong Kong Fashion Fest will be an annual signature event signifying Hong Kong as Asia's fashion design hub. I look forward to enjoying the wonderful programmes of the Hong Kong Fashion Fest with you. Thank you.

(Please also refer to the Chinese portion of the speech.)

