

Speech by SCST at opening ceremony of The Fashion Union – A Platform to Celebrate the Beauty of Workwear (English only)

Following is the speech by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, at the opening ceremony of The Fashion Union – A Platform to Celebrate the Beauty of Workwear today (November 20):

Tony (Chairman of the Vocational Training Council, Mr Tony Tai), distinguished guests, ladies and gentlemen,

Good evening. A warm welcome to you all for joining this wonderful event, The Fashion Union – A Platform to Celebrate the Beauty of Workwear. This evening is particularly special and meaningful as the event is also the first of the groundbreaking inaugural Hong Kong Fashion Fest, the brand for the Hong Kong Fashion Design Week as announced by the Chief Executive in his 2023 Policy Address and reaffirmed in this year's Policy Address. And it will be organised annually starting this year. It is to align with the goals outlined in the National 14th Five-Year Plan, which expresses clear support for Hong Kong to develop into an East-meets-West centre for international cultural exchange. The Hong Kong Fashion Fest will consolidate various fashion design events running from today until December 4 for promoting Hong Kong's fashion and textile design brands, as well as reaffirming Hong Kong's position as a prime destination for hosting major cultural and creative events. These events will take place at various cultural landmarks and iconic design and fashion locations in Hong Kong, engaging not only industry professionals but also the public and tourists from around the world. Together, we will immerse ourselves in the vibrant fashion design scene that defines our city.

The first event of the Hong Kong Fashion Fest, which is tonight, is organised by the Hong Kong Design Institute of Vocational Training Council and funded by the Cultural and Creative Industries Development Agency.

Workwear design has been evolving to meet the special demands of diverse jobs and industries. Today, workwear goes beyond mere practicality and functionality, embracing striking fashion elements while delivering performance. The programme will highlight the diversity and inclusivity of workwear, illustrating its transformative potential and its role in shaping modern fashion. Apart from a week-long exhibition on the history and evolution of workwear, a series of workshops, demonstrations and forums will be held in the coming days, providing a comprehensive understanding of workwear's role in the fashion world.

I would like to extend my heartfelt thanks to the Hong Kong Design

Institute for organising this brand new event, which enhances public awareness of workwear from a fashion design perspective.

I encourage everyone to support and experience the various fashion design events throughout the Hong Kong Fashion Fest, embracing the dynamic energy and creativity that fashion brings to our city.

I wish you all a very wonderful and enjoyable time. Thank you very much.