

Organiser



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Lead Sponsor



10th March 2025, Hong Kong

**FASHION ASIA HONG KONG
Joins Forces with 4 Fashion Institutes &
Local Fashion Designers
For "Hong Kong Showroom & Pop-up Spaces"**

FASHION ASIA HONG KONG ("Fashion Asia") is one of the major projects of the Hong Kong Design Centre (HKDC) that curates and organises significant annual events, with the unwavering support of its major sponsor, the Cultural and Creative Industries Development Agency (CCIDA). These events have garnered significant recognition and acclaim within the local and Asian fashion design and retail industries.

Following the success of the "Fashion Challenges Forum" and "10 Asian Designers to Watch" annual events held during the Hong Kong Fashion Fest in late 2024, Fashion Asia is delighted to announce its latest initiative, the "Hong Kong Showroom & Pop-up Spaces." This collaborative showcase teams up with four esteemed local fashion institutes, including the Hong Kong Design Institute, the School of Fashion and Textiles at the Hong Kong Polytechnic University, the Technological and Higher Education Institute of Hong Kong, and Caritas Bianchi College of Careers. Together, we present outstanding creative designs from talented designers, students and graduates, serving as a platform to promote the growth and exposure of Hong Kong fashion design talent.

Fashion Asia has consistently been dedicated to uncovering and promoting notable talent within the local fashion design scene. The commitment extends to supporting fashion design students from the four leading local fashion institutes by sharing pertinent success stories and opportunities. By harnessing the unique synergy with the local young fashion community, this collaboration aims to inspire more young aspirants to pursue careers in the industry, opening new career prospects to fashion design and related fields.

"Hong Kong Showroom & Pop-up Spaces" will be hosted at the DX design hub in Sham Shui Po starting from 21st March 2025. This event is divided into two main sections: the Hong Kong Showroom and the Pop-up Spaces.

The Hong Kong Showroom highlights five local fashion designers who are also distinguished alumni and representatives of the four fashion institutes: Classics Anew, KINYAN LAM, MURFI LAU, røyksopp gakkai, and YMDH (YOU MAKE DADDY HAPPY), all of whom were nurtured by the two designer incubation programmes, namely the Fashion Incubation Programme (FIP) and the Design Incubation Programme (DIP), both-managed by HKDC and sponsored by CCIDA. This unique lineup showcases a variety of styles, vividly reflecting the diversity and boundless creativity of local fashion design. It not only provides a showcase space for talented designers

but also facilitates the exchange of business ideas and collaborations between designers and fashion buyers, allowing designers to expand their sales channels while gaining valuable experience and exposure.

Another highlight of the event is the "Pop-up Spaces," which seamlessly integrates the unique strengths of four renowned fashion institutes. Featuring outstanding fashion design students and graduates, the Pop-up Spaces will offer not only fashion showcases but also a diverse selection of distinctive pieces created by future fashion pioneers, available for sale. This collaboration serves as a priceless opportunity for young designers to gain hands-on experience in various aspects of fashion retail – from conceptualisation to execution, marketing to sales revenue analysis – thereby building the foundational skills necessary for a future career in the fashion and related industries. It also offers an experiential opportunity for the community to explore and shop for locally designed fashion items.

An official opening ceremony will be held on 21st March 2025 to greet and welcome all the distinguished guests. On this occasion, participating designers, along with lecturers, professors, and student representatives from the fashion institutes, are invited to share their design ideas and creativity. The event will also bring together fashion elites, leading designers, and influencers, to witness this remarkable moment as this innovative fashion showcase connects with the broader fashion community.

Event Period

Starting from 21st March 2025

Time

12:00-19:00 (Mondays to Sundays)

Venue

The Fashion-Pop, G/F, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon

Free Admission

Hashtag:

#fashionasia #fahk #HongKongShowroom #hongkongdesigncentre #DXdesignhub
#TheFashionPop #classicsanew #kinyanlam #murfilau #royksoppgakkai #ymdh
#PopUpSpaces #hkdi #PolyUFashion #Thei_Fashion #DESIGNCBCC #CCIDA HK #CSTB

IG Handles:

@fashionasiahk
@classics_anew @kinyan_lam @murfilau @royksoppgakkai @ymdhstudio
@hkdi_hongkongdesigninstitute @polyusft @thei_fashion @designcbcc

About Exhibiting Brands

CLASSICS ANEW

Designer: Janko Lam



CLASSICS ANEW values the harmonious blend of Chinese heritage, artisan craftsmanship, and modern aesthetic. Our designs showcase a unique celebration of the traditions of oriental aesthetics, philosophy, social and cultural values that have evolved over 5,000 years of history. Throughout the design, research, and development processes, we were greatly inspired to incorporate modern elements while inheriting traditional Chinese culture and spirit, from a new perspective, and with our commitment to artisan craftsmanship. Collaboration and knowledge sharing are essential to us. We strive to create innovation by working with like-minded individuals and organisations worldwide. At CLASSICS ANEW, we bridge the past and the future, creating designs that speak to both with deep cultural heritage and appeal, achieving the ultimate fusion of ingenuity and aesthetics.

Instagram: https://www.instagram.com/classics_anew/

KINYAN LAM

Designer: Kinyan Lam



Kinyan Lam, a graduate of the London College of Fashion (LCF), is a garment maker specialising in traditional craftsmanship with expertise in natural dyeing and embroidery, and a lecturer at the Hong Kong Design Institute (HKDI).

In 2022, he founded Genau Studio, which is dedicated to preserving and promoting traditional craftsmanship, with a strong focus on natural dyes and hand embroidery. Building on the techniques and research developed at Genau Studio, Kinyan launched his eponymous brand, KINYAN LAM, in 2023.

Organiser



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Lead Sponsor



The brand is committed to creating high-quality, wearable garments in an ethical manner while educating the public on sustainable artisan practice.

Instagram: https://www.instagram.com/kinyan_lam/

MURFI LAU

Designer: Murfi Lau



Born in Hong Kong, designer Murfi Lau moves between tradition and the future, reshaping fashion as a language of form and expression. Balancing instinct and structure, the brand merges refined craftsmanship with avant-garde concepts, creating garments that serve as armor and liberation.

Spring/Summer 2025 — “FORGE(T)” explores the tension between forgetting and forging. Inspired by medieval armor, motorcycle gear, and performance wear, the collection embodies both protection and defiance, reflecting the struggle and transformation of the individual. Deconstructionism runs through every detail—fragmented forms, layered structures, and disrupted silhouettes break convention, revealing new possibilities.

Forged in flux, beyond memory. MURFI LAU writes in fabric, and responds through deconstruction—shaping resilience in form and expression. Even in turbulent times, we stand our ground—crafting the present, weaving the future.

Instagram: <https://www.instagram.com/murfilau/>

röyksopp gakkai

Designer: Brun Chan



röyksopp gakkai, founded in Hong Kong in 2014, derives its name from the combination of the Norwegian word for "mushroom" (*Röyksopp*) and the Japanese word for "club" (*gakkai*). Designer Brun Chan envisions fashion as an expression of aesthetics and storytelling rather than merely a clothing business. This ethos inspires röyksopp gakkai's poetic collections that reflect her world outlook and tell stories one after another. röyksopp gakkai reinterprets European kidswear from the 18th and 19th centuries, resulting in simple silhouettes with an eccentric touch that portray how a girl morphs into adulthood.

Instagram: <https://www.instagram.com/royksoppgakkai/>

YMDH

Designer: Jason Lee



Embodying individuality, imagination, and a unique neo-orientalism, YMDH (YOU MAKE DADDY HAPPY) was founded by designer Jason Lee in 2018 and is proudly made in Hong Kong. Focused on celebrating novelty and imagination with a sense of humour and freedom, the brand aims to unlock happiness and share countercultures, artistic heritage, and stunning creativity. Known for its vibrant and inspiring pop-ups in Hong Kong's trendiest and most creative districts, YMDH is a favourite with local influencers, and has been featured in Vogue Hong Kong, Jet Magazine, and Milk Magazine.

Instagram: <https://www.instagram.com/ymdhstudio/>

About Participating Fashion Institutes

Hong Kong Design Institute

Hong Kong Design Institute (HKDI), one of the member institutions under the VTC Group, provides high-quality education to cultivate knowledge and professionalism, nurturing design talents to support Hong Kong's creative industry development.

With years of experience in design education, HKDI brings together the strengths of its design departments – Architecture, Interior and Product Design, Communication Design, Digital Media and Fashion and Image Design - and provides over 20 full-time design programmes.

To cater to the flexible needs for further studies and higher education, HKDI students can directly enrol in a one-year bachelor's degree program awarded by a renowned British university after completing a two-year Higher Diploma program.

Dedicated to the educational approach of practice and theory, HKDI offers up-to-date courses and actively cooperates closely with design institutions and industries, local and overseas. We provide students with opportunities to gain practical experience and participate in international exchange programs, broadening their horizons, enhancing their innovative thinking, and increasing their social sensitivity.

The School of Fashion and Textiles at the Hong Kong Polytechnic University

The Hong Kong Polytechnic University School of Design plays a crucial role in design education and research. Its geographical location allows the integration of design concepts from both the East and the West, facilitating rich cultural exchanges. This environment not only hones students' design skills but also cultivates their global perspective, preparing them for various professional and social situations on the global stage. Through this unique blend of cultural influences, the School of Design at The Hong Kong Polytechnic University fosters students' creativity and innovation, significantly contributing to the global design field.

By skilfully blending Eastern and Western cultures, SFT offers a holistic and comprehensive range of undergraduate, taught postgraduate and research postgraduate programmes, covering disciplines ranging from fashion and textile design to fashion business and fashion technology. SFT is therefore well placed to offer the learning and development opportunities required by students of all types and ambitions.

The Technological and Higher Education Institute of Hong Kong

Founded in 2012, the Technological and Higher Education Institute of Hong Kong (THEi) is a member institute of the Vocational Training Council (VTC). THEi offers more than 20 professional "Applied Science-Oriented" degree programmes across seven academic areas: Product and Fashion Designs, Sports and International Events Management, Digital Construction and Building Services, Horticulture, Arboriculture and Landscape Management,



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Chinese Medicine and Food Science, Hotel Management and Culinary Arts and Technology and Digital Technology and Innovative Business. These programmes cover industries with growth potential in Hong Kong and the Asia-Pacific region. The programmes integrate practical applications with theoretical knowledge to ensure students can effectively apply their knowledge. The Bachelor of Arts (Honours) in Fashion Design prepares students for a dynamic global fashion industry. It focuses on developing their creative and practical skills while providing a strong foundation in fashion design and management. The programme features specialized streams and options to cater to the evolving needs of the fashion sector, enhancing students' career prospects. Graduates will possess essential design knowledge and market awareness, ready to enter various fields including fashion design, retail, and communication.

The Caritas Bianchi College of Careers

Caritas Bianchi College of Careers (CBCC) aspires to be a leading and internationally recognised college that provides higher education, striving for continuous self-improvement and unceasing pursuit of excellence. In addition to nurturing students' physical and mental development, the College provides diploma and associate degree programmes to prepare students for careers that suit the employment market and meet community needs. Along with its adjoining sister college, Saint Francis University, CBCC provides students with diverse, flexible pathways to facilitate articulation to undergraduate and higher degree programmes.

For any interests in covering the activity above, please get in touch with the dedicated PR team by 7th March 2025 for arrangement. This press release is distributed by Divinity Communications on behalf of Fashion Asia.

Fashion Asia
Bennet Chow
Phone: (852) 90336496
Email: bennet.chow@hkdesigncentre.org

Divinity Communications
Gloria Yu
Phone: (852) 91844850
Email: divinitycomm@gmail.com

-END-

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) was founded in 2001 as a strategic partner of the HKSAR Government to establish Hong Kong as the centre of design excellence in Asia. HKDC continues its public mission to promote the wider and strategic use of design and design thinking to create business value and improve societal well-being. Our initiatives are anchored by five major work directions: CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE.

HKDC's flagship programmes* include Business of Design Week (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; DFA Awards (since 2003) – a widely recognised design awards that celebrates outstanding designs with Asian perspectives; the Knowledge of Design Week (since 2006) – an annual thematic design knowledge sharing platform that explores how design can solve complex challenges of our society; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2016) – 2-year incubation programmes to nurture future design and fashion entrepreneurs; FASHION ASIA HONG KONG* (since 2016) – a major fashion initiative combining conversations, interactions and cultural exchanges to energise the city's image, and position it as an Asian hub for fashion trade and business development.

For more details: www.hkdesigncentre.org

**Sponsored by CCIDA, Government of Hong Kong SAR*

About the Cultural and Creative Industries Development Agency

The Cultural and Creative Industries Development Agency (CCIDA), established in June 2024 and formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

Official Website: www.ccidahk.gov.hk

About FASHION ASIA HONG KONG

FASHION ASIA HONG KONG (FASHION ASIA), a fashion industry development initiative solely funded by CCIDA of the Hong Kong SAR Government to establish a vibrant image for Hong Kong and position Hong Kong as the fashion trade development hub in Asia.

The first event was held in 2016, bringing together leaders, creative elites and reform pioneers from all fields of the fashion industry to discuss and respond to current challenges in the fashion industry.

Previous speakers include Alain Li, former CEO of Richemont Asia Pacific Limited; Andrew Wu, President of LVMH Greater China; Caroline Rush, CEO of the British Fashion Council; Humberto Leon, Tom Chapman; fashion designers Gabriela Hearst, Phillip Lim, Anya Hindmarch, Guo Pei, Han Chong, Jason Wu, Tomo Koizumi, Robert Wun and heavyweight fashion media figures Caroline Issa and Desiree Au. FASHION ASIA 2024 is one of the main activities of the first Hong Kong Fashion Fest events.

Official Website: <https://www.fashionasiahk.com>

Facebook: <https://www.facebook.com/fashionasiahk>

Instagram: <https://www.instagram.com/fashionasiahk>

DX Design Hub: New Design Landmark in Sham Shui Po

The DX Design Hub is operated by HKDC, with CCIDA providing funding and responsible for its strategy formulation, coordination, and supervision. Situated at 280 Tung Chau Street, Sham Shui Po, the five-storey venue spans 3,600 sqm. While the fourth floor serves as the headquarters of HKDC, the other three levels are strategically zoned for exhibitions, workshops, seminars, and other design-related activities. These include exhibition spaces, a retail pop-up space, a design museum, a co-working space, a library with a wealth of design books, and a material library. The hub provides a platform for communication and in-depth cooperation between designers, enterprises, business associations, and professionals in different fields, showcasing the power of design through various design and fashion exhibitions.

The Fashion-Pop: New Creative Landmark for Local Fashion Rising Stars

Located on the ground floor of the DX Design Hub, Fashion-Pop is a multi-functional testing hub for fashion retail. It provides young local fashion designers with a space to showcase their work and organize fashion retail experiences. The venue can be divided into multiple zones or used as a showcase area of approximately 300 square meters. This flexibility offers emerging talents an ideal setting for presenting new collections, displaying their latest products, engaging with potential customers, and testing market responses.

About Design Incubation Programme

Design Incubation Programme (DIP) helps startups from across the design world navigate and overcome challenges in the critical early stages of business development. Teaming up with creative dynamos, professional organisations and academic institutions, the programme

offers financial support, training and mentorship, and networking opportunities to take design businesses to the next level.

DIP incubates companies from various design disciplines, including Architectural & Interior Design, Fashion Design, Product Design, Jewellery & Accessories, Branding & Packaging, Visual & Spatial Arts, and Media & Communication.

Official Website : www.hkdesignincubation.org

Facebook : www.facebook.com/dip.hkdc

Instagram : www.instagram.com/dipincubation

About Fashion Incubation Programme

Fashion Incubation Programme (FIP) inspires, empowers and supports emerging fashion designers and brands. FIP brings together industry heavyweights, creative visionaries and practical resources to help designers learn, grow, push boundaries and build their reputations.

Website : www.hkfip.org

Facebook : www.facebook.com/hkfip

Instagram : www.instagram.com/hkfip

FIP and DIP are managed by the Hong Kong Design Centre and supported by Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region as the lead sponsor.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only, and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.