

FOR IMMEDIATE RELEASE

## FASHION ASIA HONG KONG Proudly Presents 'BRAND NEW: Hong Kong Showroom & Pop-up Spaces'

Bringing Together Four Major Fashion Institutions and Emerging Designers to  
Usher in a New Era for Hong Kong Fashion

HONG KONG – 20 February 2026 - FASHION ASIA HONG KONG (Fashion Asia), one of the major initiatives of Hong Kong Design Centre (HKDC) supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, will launch a new project, 'Hong Kong Showroom & Pop-up Spaces', on 28 February at the DX design hub in Sham Shui Po. With the theme '**BRAND NEW**', the project focuses on showcasing the design power of the new generation of designers in Hong Kong. It will feature innovative works from students and graduates of four major fashion institutions, as well as original designs from emerging local brands, injecting fresh energy into Hong Kong's fashion industry.

Fashion Asia has partnered with four top local fashion institutions, 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 **Saint Francis University**, to showcase and promote the exceptional creative works of talented students, graduates, and emerging designers. This initiative actively nurtures and promotes the next generation of fashion design talent in Hong Kong.

'**BRAND NEW: Hong Kong Showroom & Pop-up Spaces**' fuses 'fresh' and 'original' with the rise of new brands, celebrating the surge of creativity in Hong Kong's fashion scene. It spotlights the city's most promising emerging labels and graduates from local schools. Timed with the arrival of spring—bringing crisp air, blooming energy, and new beginnings—this programme marks a new chapter for Hong Kong's next generation of designers.

The programme highlights four exceptional local fashion designers and alumni of the partnering institutes: **Lapeewee**, **röyksopp gakkai**, and **Women Human Youth (WHY)**, and **YOU MAKE DADDY HAPPY (YMDH)**, all nurtured through the incubation programmes operated by HKDC and sponsored by CCIDA. It also presents standout works from current students and graduates of the four institutes, with a diverse range of distinctive pieces available for sale. This dynamic space fosters direct public engagement through captivating showcases, retail opportunities, and interactive experiences, while providing emerging designers with invaluable hands-on exposure and real-world practice.

An opening event will take place on the evening of 6 March (by invitation only), welcoming local fashion industry elites, designers, fashion influencers, brand designers, and representatives from various institutions, including faculty and students to interact, exchange ideas, and share design concepts and creative stories. Special highlights include an exclusive appearance by local singer-songwriter **Panther**

**Chan**, as well as a live performance by **DJ Steffunn** from the popular DJ team Cantonmania, infusing the night with vibrant beats and authentic local cultural flair.

**Event Period**

28 February – 29 March 2026

**Time**

09:00-19:00 (Mondays to Sundays)

**Venue**

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

**Free Admission**

Hashtags:

#fashionasia #DXdesignhub #TheFashionPop #HongKongShowroom #PopUpSpaces #CCIDAHK #CSTB

IG Handles:

@fashionasiahk @hkdesigncentre @dipincubation @hkfip  
@lapeewefashion @royksoppgakai @womenhumanyouth @ymdhstudio  
@hkdi\_hongkongdesigninstitute @polyusft @thei\_fashion @design\_sfu

**About Highlighted Brands**

**Lapeewee**

Designer: Yannes Wong

Lapeewee is a Hong Kong-based fashion brand founded in 2015 by Yannes Wong, a graduate of Caritas Bianchi College of Careers. The name 'Lapeewee' is derived from the American colloquial term 'peewee,' which refers to small, exquisite objects. The brand believes that creativity and innovative ideas are the essence of life, and that every little thing is indispensably required for the inspiration process. Simple, meticulous and exquisite finishing is the brand's core philosophy, delivering the true meaning of fashion to customers—it is not just a product, it is a life attitude. Clean cuts and A-line silhouettes express a strong and suave femininity. Thoughtful fabric collages add layers of texture and a sense of playfulness, striking a perfect note between strong and gentle - what femininity is about.

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

**röyksopp gakai**

Designer: Brun Chan

Founded in 2014 by Hong Kong-based designer Brun Chan, a graduate of The Hong Kong Polytechnic University, röyksopp gakkai draws its name from 'röyksopp' (Norwegian for a type of mushroom) and 'gakkai' (Japanese for school club). Brun Chan views fashion not merely as clothing, but as an expression of aesthetics and storytelling. This ethos inspires röyksopp gakkai's poetic collections that reflect her world outlook and tell stories one after another. Drawing inspiration from 18th- and 19th-century European kidswear, the brand delivers an eccentric touch that portrays how a girl morphs into adulthood with a soft touch of Minimalism and Weird-Cuteness.

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

### **Women Human Youth (WHY)**

Designer: Ka Yan Lam

Women Human Youth (WHY) was founded in Hong Kong in 2020 by designer Lam Ka Yan, a graduate of Nottingham Trent University and the Hong Kong Design Institute. Inspired by the beauty of cultural heritage and the uniqueness of the overlooked, WHY draws from the exquisite artistry of national costumes, preserving their soul while weaving them into the fabric of modern expression. By embracing ancestral craftsmanship and its precious techniques, WHY creates garments that honour the past while empowering the present. Committed to exceptional quality and individuality, the brand carefully sources rare, vintage, and exceptional fabrics from around the world, ensuring that every garment carries a distinct touch of heritage, artistry, and timeless elegance. Through this fusion of cultural heritage and modern craftsmanship, WHY transforms tradition into contemporary fashion, redefining Hong Kong's unique identity on the global stage.

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

### **YOU MAKE DADDY HAPPY (YMDH)**

Designer: Jason Lee

Embodying individuality, imagination, and a unique neo-orientalism, YOU MAKE DADDY HAPPY (YMDH) was founded in 2018 by designer Jason Lee, a graduate of The Technological and Higher Education Institute of Hong Kong. Proudly made in Hong Kong, the brand focuses on celebrating novelty and imagination with a sense of humour and freedom. It 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 Four 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 programme.

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**

Founded in 2022, the School of Fashion and Textiles (SFT) is a redesign and upgrade of the Institute of Textiles and Clothing of The Hong Kong Polytechnic University. The aim of SFT is to use its proud history of research excellence, innovation and creativity to create a fashion school for the future and to nurture future-ready global fashion leaders.

By skillfully 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. As an international fashion school in Hong Kong, SFT aspires to cultivate socially responsible and professional fashion leaders, designers and entrepreneurs with strong creativity, and to foster a prosperous future for the rapidly changing fashion industry.

SFT has exploited its talents to engage in collaborations and partnerships and has developed strategic platforms with the fashion industry, fashion institutions, research organisations, professional bodies and trade associations in Hong Kong, the Greater Bay Area of Mainland China and beyond, thereby strengthening its global connections.

### **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, 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.

### **Saint Francis University**

Merged with Saint Francis University (SFU) in 2025, Caritas Bianchi College of Careers (CBCC) has built a formidable reputation over the past five decades as one of Hong Kong's leading providers of industry-oriented professional design education. Within Irene Lam Department of Design, we have offered higher diploma programmes in fashion design, graphic design, interior architecture, and film and media production, nurturing generations of practitioners who are not only technically proficient but also practice-driven, earning high regard in the local creative industries.

In alignment with the evolving landscape of higher education, SFU is expanding its academic offerings by introducing proposed applied degree programmes in design and film in the near future. This initiative marks a strategic advancement for Irene Lam Department of Design, transitioning from higher diploma and top-up degree provisions to a comprehensive undergraduate degree framework.

Media requests for interviews are welcome before 27<sup>th</sup> February 2026. Please contact Mr Bennet Chow at +852 9033 6496 or email to [bennet.chow@hkdesigncentre.org](mailto:bennet.chow@hkdesigncentre.org) for media arrangements.

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**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 Andrew Wu, President of LVMH Greater China; Laura Weir, CEO of the British Fashion Council; Nicolas Morineaux, Chief Executive Officer of Galeries Lafayette China, Peggy Hu, Chief Executive Officer, Audemars Piguet Greater China Region, Tom Chapman; fashion designers Prabal Gurung, Anya Hindmarch, Guo Pei, Han Chong, Jason Wu, Tomo Koizumi, Robert Wun and industry heavyweights including Caroline Issa and Sara Sozzani Maino.

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

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

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

### **About Hong Kong Design Centre**

Hong Kong Design Centre is a strategic partner of the HKSAR Government in leveraging the city's East-meets-West advantage to create value from design.

The major programmes include Business of Design Week, DFA Awards, bodw+ Series, Fashion Asia Hong Kong and BODW In the City. Since 2024, we have also been operating the DX design hub in Sham Shui Po, dedicated to fostering emerging design talents and facilitating collaborations and exchanges in the design industry, as well as providing visitors an immersive experience through innovative exhibitions, fashion showcases and cultural events.

To achieve our goals we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

Learn more about us at [www.hkdesigncentre.org](http://www.hkdesigncentre.org)

### **About DX design hub**

Operated by Hong Kong Design Centre, DX design hub in Sham Shui Po nurtures emerging design talents and fashion designers, fostering creativity and collaboration. Showcasing the synergy between design disciplines, it serves as a vibrant platform for community engagement and creative tourism. The Hub

offers exhibition spaces, activity spaces, and a retail area for designers to gain hands-on experience. It functions as a central workstation for HKDC and design-related Associations, leading initiatives to promote fashion and diverse design projects. With a mission to inspire creativity and innovation, we aim to enable the Hub to become the creative anchor in Hong Kong with various specialized zones including The Square, The Fashion-Pop, The Box, The Gallery, The Design Museum, The Annex, The Steps, The Lounge, The Barn and The Fashion Spotlight.

The construction work of the Hub is undertaken by the Urban Renewal Authority (URA), ensuring a state-of-the-art facility that supports our vision. The Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region is responsible for strategy formulation, coordination, and supervision, guiding the Hub's initiatives to align with industry needs and aspirations.

### **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 Cultural and Creative Industries Development Agency**

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

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