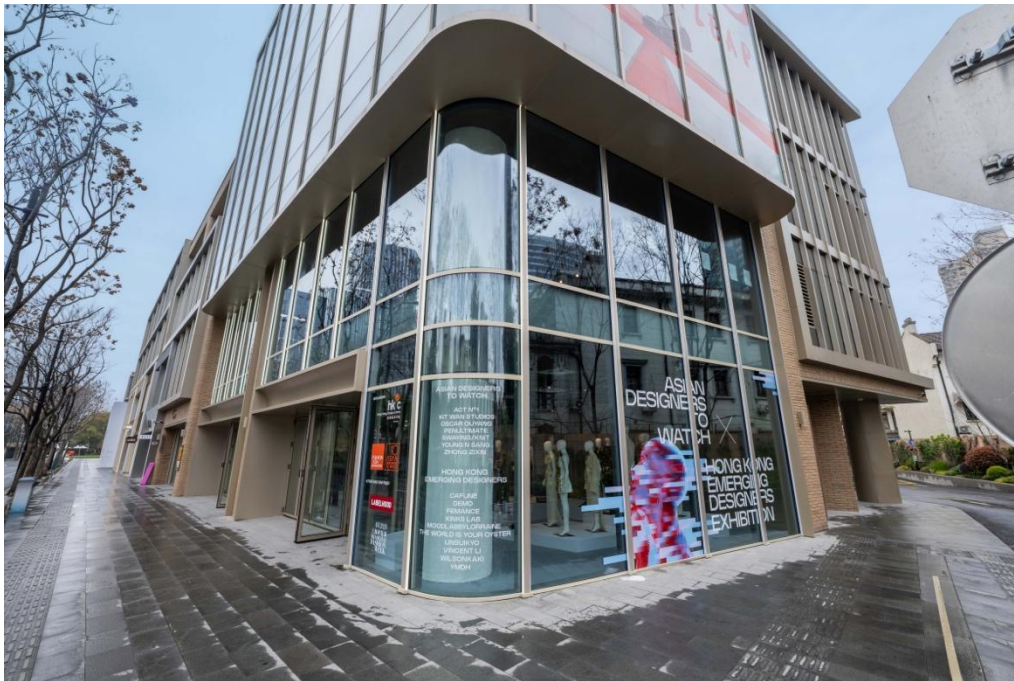


Immediate Release

Hong Kong Design Centre Presents:
Asian Design Dialogue at Shanghai Fashion Week
Asian Designers To Watch x Hong Kong Emerging Designers at
Shanghai Fashion Week AW2026



'Hong Kong Design Centre Presents: Asian Designers To Watch x Hong Kong Emerging Designers Exhibition'
venue at Yong Yuan Road

(Download press material [here](#))

Shanghai, 31 March 2026 Supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, Hong Kong Design Centre (HKDC) proudly presented Hong Kong and Asian design excellence at the Shanghai Fashion Week AW2026 in partnership with LABELHOOD. Through its two flagship initiatives – FASHION ASIA HONG KONG (Fashion Asia) and the HKDC Outreach Programme – the event leveraged Hong Kong's role as a 'Super-Connector' to build a creative bridge for exchange between Hong Kong and Shanghai, opening new opportunities for Hong Kong and Asian designers in the Mainland market and reinforcing Hong Kong's status as Asia's leading fashion hub.

From 25 to 30 March, HKDC created a dedicated six-day designer showcase titled ‘Hong Kong Design Centre Presents: Asian Designers To Watch x Hong Kong Emerging Designers Exhibition’ in Yongyuan Road, Jing'an District featured top Asian design talents alongside Hong Kong's rising stars. A highlight of the event was the exclusive fashion show titled ‘Hong Kong Design Centre Presents: Emerging Fashion Designers' Show’, scheduled for 27 March, providing a vibrant and diverse Hong Kong fashion experience for both domestic and international audiences.



*Derek Chan,
DEMO
AW2026 Collection*



*Calvin Chan,
The World Is Your
Oyster
AW2026 Collection*



*Vincent Li, VINCENT
LI AW2026
Collection*



*Wilson Yip,
Wilsonkaki
AW2026 Collection*



*Jason Lee, YMDH
AW2026 Collection*

“10 Asian Designers To Watch” Take the Stage at Shanghai Fashion Week



Exhibition space of seven outstanding talents from 2025 ‘10 Asian Designers To Watch’

As a landmark initiative for Asia's fashion industry, Fashion Asia presented seven outstanding talents from its 2025 ‘10 Asian Designers To Watch’ at Shanghai Fashion Week AW2026, showcasing the diverse charm and innovative power of Asian design. This participation further demonstrated

Fashion Asia's commitment to promoting cross-regional exchanges in Asian design. The seven featured designers come from Chinese Mainland, Hong Kong and South Korea, including:

- Luca Lin of [ACT N°1](#) (Chinese Mainland)
- Kit Wan of [KIT WAN STUDIOS](#) (Hong Kong)
- Oscar Ouyang of [OSCAR OUYANG](#) (Chinese Mainland)
- Xiang Gao of [Penultimate](#) (Chinese Mainland)
- ShaSha Wong of [swaying/knit](#) (Chinese Mainland)
- Youngshin Hong and Sanglim Lee of [young n sang](#) (South Korea)
- Zixin Zhong of [Zhong Zixin](#) (Chinese Mainland)

Xiang Gao, the founder of Penultimate, is now residing in Shanghai. After participating in the **'10 Asian Designers To Watch Exhibition'** co-hosted by Fashion Asia and Clockenflap in Hong Kong last December, she is thrilled to be a part of this exhibition in Shanghai, feeling almost like a 'host'. She expresses a deep appreciation for the inclusivity of Asian design, saying, 'I believe Asian design is much like a hot pot. Different cultures and experiences are like various ingredients that come together in the same pot, merging while still retaining their individual flavours.'

Empowering Ten Emerging Hong Kong Designers to Shine on the International Stage



Exhibition space of ten emerging Hong Kong designers

Spotlighting Hong Kong's local design power, the Hong Kong Design Centre proudly led a delegation of emerging Hong Kong designers to Shanghai Fashion Week for the first time. Featuring the ten rising Hong Kong designers and their brands, this showcase combined distinct local sensibility with an international perspective, illustrating the limitless potential of Hong Kong's new generation of creatives and injecting fresh vitality into the fashion exchange between Hong Kong and Shanghai.

The exclusive runway show and exhibition offered a comprehensive look at emerging Hong Kong designers and their breakthroughs across fashion and accessories, serving as a vital springboard for their entry into the Mainland and global markets.

The ten participating designers are:

Fashion designer	Accessories designer
<ul style="list-style-type: none"> ● Derek Chan (DEMO) ● Calvin Chan (The World Is Your Oyster) ● Vincent Li (VINCENT LI) ● Wilson Yip (Wilsonkaki) ● Jason Lee (YMDH) 	<ul style="list-style-type: none"> ● Queenie Fan (Cafuné) ● Celia Ng (FEMANCE) ● Sam Chan (Kinks Lab) ● Lorraine Tam (MOODLABBYLORRAINE) ● Brian Chan (UNSUIKYO)

Brian Chan, the visionary eyewear designer behind UNSUIKYO, expressed his excitement upon participating in Shanghai Fashion Week. 'As a Hong Kong-based eyewear brand, we are honoured to participate in Shanghai Fashion Week. We are excited to showcase our achievements on the international stage, sharing our design inspiration and passion. Through our unique eyewear designs, we aim to offer fresh perspectives and a delightful fashion experience to all.'

In a moment of shared insights, Derek Chan also reflected on his journey with the brand DEMO, stating, 'A breakthrough is not merely a fleeting moment; it unfolds through a gradual process. My designs in the past may have been more intuitive, but in recent years, I've become clearer about the temperament and attitude the brand wants to express. For me, design resembles the art of diary keeping; each collection is a record of my thoughts and emotions during a specific chapter of my life.'



Group photo of officiating guests with five talents from 2025 '10 Asian Designers To Watch'¹

Rainy Chan, Executive Director of Hong Kong Design Centre, said, 'We are honoured to debut Hong Kong's emerging designers at Shanghai Fashion Week. With six years of continuous support from our partner LABELHOOD, this collaboration has provided a professional platform and resources for success. Our vision is to bring exceptional design talents of Hong Kong and Asia to audiences in the Mainland and worldwide, showcasing Hong Kong's creative power. We remain committed to building cross-regional exchange platforms that elevate Hong Kong's design community to new horizons.'

¹ Group photo of officiating guests with five talents from 2025 '10 Asian Designers To Watch' (from left):
Ms. Yibo Chen (Co-founder, Oscar Ouyang); Mr. Kit Wan (Founder, Kit Wan Studios);
Ms. Tasha Liu, Co-founder, LABELHOOD; Madame Lv Xiaolei, Secretary General of the Shanghai Fashion Week Organizing Committee Executive Vice Chairman of SFDA;
Ms. Rainy Chan, Executive Director, Hong Kong Design Centre;
Miss Peggy Law, Head (Design), Cultural and Creative Industries Development Agency (CCIDA), Culture, Sports and Tourism Bureau;
Ms. Rong Wang, President, The Shanghai Fashion Designers Association (SFDA);
Ms. Bonita Cheung, Fashion Asia Hong Kong Steering Committee Member; Mr. Luca Lin (Founder, ACT N°1);
Ms. ShaSha Wong (Founder, Swaying/Knit); Ms. Xiang Gao (Founder, Penultimate)



Group photo of officiating guests with ten emerging Hong Kong designers ²

The Hong Kong Design Centre's participation in Shanghai Fashion Week was not only a significant milestone in creative industry exchange between Hong Kong and Shanghai, but also a vivid expression of Hong Kong's role as the 'Super-Connector' in the fashion arena. Fashion Asia's '10 Asian Designers To Watch' introduced diverse perspectives of Asian fashion to the Mainland market, while ten emerging designers from Hong Kong showcased the new power of local creativity. The convergence realised a creative synergy between Asian design and Hong Kong design but also established a commercial bridge between Hong Kong's design capabilities and the Mainland market.

With the support of CCIDA, Hong Kong Design Centre will continue to foster creative industry exchanges across Hong Kong, the Mainland, Asia, and the global stage. Our mission is to nurture more outstanding design talent, unlock both the commercial and cultural value of design, and help Hong Kong grow into a world-class creative capital, empowering local designers to achieve continuous breakthroughs in broader markets.

² Group photo of officiating guests with ten emerging Hong Kong designers (from Left):

Mr. Jason Lee (Designer, YMDH); Ms. Celia Ng (Designer, Femance); Mr. Derek Chan (Designer, DEMO);
Ms. Tasha Liu, Co-founder, LABELHOOD; Madame Lv Xiaolei, Secretary General of the Shanghai Fashion Week
Organizing Committee Executive Vice Chairman of SFDA; Mr. Vincent Li (Designer, VINCENT LI);
Ms. Rainy Chan, Executive Director, Hong Kong Design Centre; Mr. Wilson Yip (Designer, Wilsonkaki);
Miss Peggy Law, Head (Design), Cultural and Creative Industries Development Agency (CCIDA), Culture, Sports and
Tourism Bureau; Mr. Calvin Chan (The World Is Your Oyster);
Ms. Rong Wang, President, The Shanghai Fashion Designers Association (SFDA);
Ms. Bonita Cheung, Fashion Asia Hong Kong Steering Committee Member;
Mr. Brian Chan (Designer, UNSUIKYO); Ms. Lorraine Tam (Designer, MOODLABBYLORRAINE);
Mr. Sam Chan (Designer, Kinks Lab); Ms. Queenie Fan (Designer, Cafuné)

Appendix I: Emerging Hong Kong Designer Profiles

Fashion Designers

Derek Chan

Brand: DEMO

Founded by Hong Kong designer Derek Chan in 2014, DEMO is a fashion label that redefines masculinity and femininity, dismantles gender boundaries, and brings together philosophy and poetry in designs created to defy expectations. Its signature style of soft masculinity is brought to life with handmade embellishments and embroidery, and rich textiles such as tweed.

Official Website: <https://www.demo-official.com/>

Official Instagram: https://www.instagram.com/_demo_official/

RedNote: [DEMO OFFICIAL](#)

Calvin Chan

Brand: The World Is Your Oyster

THE WORLD IS YOUR OYSTER is founded in 2014 by Calvin Chan and Joyce Kun. The brand promotes a gender-neutral aesthetic with avant-garde retro style. With exploration, experimentation and emotion at its core, the brand reimagines traditional clothing for a new generation.

The brand was previously selected by the renowned fashion retailer Lane Crawford as one of “The Next New” brands, with its collections quickly introduced to Lane Crawford stores in Hong Kong, Shanghai, and Chengdu. It was later chosen by the internationally acclaimed American fashion retailer Opening Ceremony as the only Hong Kong representative in its “Year of China” project, with the brand’s collections available in its New York and Los Angeles flagship stores as well as online.

The brand was also named one of FASHION ASIA HONG KONG’s “10 Asian Designers To Watch” in 2017, gaining widespread recognition across the industry.

Official Website: <https://theworldisyouroyster.net/>

Official Instagram: https://www.instagram.com/theworld_is_youroyster/

RedNote: [TWIYO studio](#)

Vincent Li

Brand: VINCENT LI

Born and raised in the vibrant city of Shanghai, Vincent Li developed a passion for the performing arts through his early training in dance. After completing his studies, he began his career as an IT business consultant but eventually decided to pursue his true calling in fashion design. Following his studies in Melbourne and Hong Kong, he gained valuable international experience through an internship with J.W. Anderson in London in 2013. Vincent founded his namesake brand VINCENT LI in Melbourne in 2014 and later established VINCENT LI LIMITED in Hong Kong in later 2017. The brand expanded into the Hong Kong market in 2019 and opened its first physical store in 2021. Today, it focuses on growth across the Asian and Australian markets.

The brand has instilled its own motto "Beauty Exists Because Perfection Does Not", believes that fashion is not bound by the aspects of aesthetics, functionality and novelty. In his design, clothing is a walking art.

Official Website: <https://www.vincentli.com.au/>

Official Instagram: <https://www.instagram.com/vincentlistudio/>

RedNote: [vincentlistudio](#)

Wilson Yip

Brand: Wilsonkaki

Wilsonkaki was founded by Wilson Yip in 2020, the collection breathes hyper-modernity in a poetic style. Inspired by real experiences and a re-imagination of life, Wilsonkaki is skilled in using visual elements to transform ideas into apparel through the exploration of utility, interpreting the everyday wardrobe with an experimental approach.

Within a year of the brand's inception, Wilsonkaki's first collection captured the industry's attention and was accoladed as one of the "10 Asian Designers To Watch" in 2021.

Official Website: <https://wilsonkaki.com/>

Official Instagram: https://www.instagram.com/wilsonkaki_official/

RedNote: [Wilsonkaki](#)

Jason Lee

Brand: YMDH

Embodying individuality, imagination, and a unique neo-orientalism, YMDH (YOU MAKE DADDY HAPPY) was founded in 2018 by designer Jason Lee. 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.

Through cross-media collaborations with different creative units, YMDH breaks the boundaries of fashion, showcasing its distinctive philosophy that has gained attention and appreciation from the local fashion scene. Since its founding, the brand has been featured in Vogue Hong Kong, Jet Magazine, and Milk Magazine, further affirming YMDH's development and raising its recognition across local and global scenes.

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

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

RedNote: [YMDH Studio](#)

Accessories Designers

Queenie Fan

Brand: Cafuné

Cafuné [ka.fu.¹nɛ, Portuguese]—the tender gesture of brushing through a loved one's hair.

Cafune was founded in 2015 by lifelong friends Queenie Fan and Day Lau. Thoughtfully designed, carefully crafted and distinctly iconic. Cafuné redefine luxury as deep attachment and emotional connection between wearer and piece.

Official Website: <https://www.ca-fune.com/>

Official Instagram: <https://www.instagram.com/cafune.official/>

RedNote: [Cafune](#)

Celia Ng

Brand: FEMANCE

Femance was co-founded in 2019 by lifelong friends Celia Ng and Angel Tam in Hong Kong, The name “Femance” embodying the essence of their strong and valuable friendship. Living in a place that mixes Eastern and Western cultures, they enjoy trying new things and challenging traditional ideas. They aim to share their artistic and life perspectives and inspire others through exquisite everyday fashion pieces.

Femance offers mid-range leather pieces with high quality and aesthetics, which provides an affordable and unique option for a wider range of customers. It explores the contemporary styles and expresses the designer's unique perceptions of nature, art and fashion in poetic ways.

Official Website: <https://www.femance-official.com/>

Official Instagram: https://www.instagram.com/femance_official/

Sam Chan

Brand: Kinks Lab

Kinks Lab is a Hong Kong-based jewellery designer label, founded in 2021 by architect-turned-designer Sam Chan and Andrea Lau, that reimagines design for an indifferent human experience by infusing architectural thinking into fashion jewellery. Rooted in 3D technology and timeless artisanal craftsmanship, our architecturally inspired designs are translated into wearable forms that spark unorthodox elegance and experimental brilliance.

Official Website: <https://kinks-lab.com/>

Official Instagram: <https://www.instagram.com/kinks.lab/>

RedNote: [Kinks Lab](#)

Lorraine Tam

Brand: MOODLABBYLORRAINE

Being a socks enthusiast, Lorraine immediately started her brand MOODLABBYLORRAINE after her graduation in 2020. The brand plays the role of a laboratory, hoping through bright and vibrant colours and patterns, people can boldly break through the boundaries of their own outfits and express their mood that day. There are different stories behind each design of our brand, and each story is inspired by the living environment and current events, allowing the wearer to feel the meaning behind it.

Official Website: <https://moodlabbylorraine.com/>



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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



Official Instagram: <https://www.instagram.com/moodlabbylorraine/>

RedNote: [MOODLABBYLORRAINE](#)

Brian Chan

Brand: UNSUIKYO

Established in 2017, UNSUIKYO is the creation of award-winning Hong Kong eyewear designer Brian Chan. Inspired by the beauty of natural Japanese forest scenes in Shiratani Unsui kyō, the brand handcrafts eyewear in Japan using natural materials, including sedimentary rock and wood, in frames inspired by classic and vintage eyewear. UNSUIKYO's timeless aesthetic offers comfort, fit and a unique view of the world.

Official Website: <https://unsuikyo.com/>

Official Instagram: <https://www.instagram.com/unsuikyo/>



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The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Social media platforms:

HKDC's website: <https://www.hkdesigncentre.org/>

Facebook: [@hkdesigncentre](#)

Instagram: [@hkdesigncentre](#)

LinkedIn: [@Hong Kong Design Centre](#) / 香港設計中心

X: [Hong Kong Design Centre](#)

RedNote: [@香港设计中心](#)

Wechat: @HKDC 香港設計中心

Social media tags:

#FAHK #FashionAsia #ShanghaiFashionWeek #上海時裝周 #HKDC #HongKongDesignCentre
#香港設計中心 #文化體育及旅遊局 #CCIDA #CCIDAHK #文創產業發展處 #CSTB

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Press folder download: <http://bit.ly/41wHK6y>

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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 Alain Li, former Regional Chief Executive of Richemont Asia Pacific; Andrew Wu, President of LVMH Greater China; Laura Weir, CEO of the British Fashion Council; Nicolas Morineaux, Chief Executive Officer of Galeries Lafayette China; fashion designers Prabal Gurung, Phillip Lim, Anya Hindmarch, Guo Pei, Han Chong, Jason Wu, Tomo Koizumi, Robert Wun and heavyweight fashion media figures Caroline Issa and Desiree Au.

Official Website: www.fashionasiahk.com

Facebook: www.facebook.com/fashionasiahk

Instagram: www.instagram.com/fashionasiahk

About Hong Kong Design Centre (www.hkdesigncentre.org)

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, 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

About the Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)

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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