

Immediate Release

Hong Kong Design Centre Brings '10 Asian Designers To Watch' and Emerging Local Designers to Shine at Shanghai Fashion Week SS2027

Driving Global Perspectives and Cross-Sector Synergy in a New Era for Hong Kong Design



Group photo of Guest of Honour and designers¹
(Download press material [here](#))

Shanghai, 13 October 2026 — With the Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region as the lead sponsor, **Hong Kong Design Centre (HKDC)**, has once again partnered with Chinese fashion pioneer LABELHOOD through its two flagship initiatives—**Fashion Asia Hong Kong (Fashion Asia)**

¹ Group Photo (from Left): Clemmie Harris, Head of Buying at Harrods; Sarah Myler, Chief Brand and Reputation Officer at Harrods; Rainy Chan, Executive Director of HKDC; Ms. Wang Rong, Chairman of Shanghai Fashion Designers Association (SFDA); Miss Yvonne Ip, Assistant Commissioner for Cultural and Creative Industries, Culture, Sports and Tourism Bureau; Ms Tasha Liu, Co-founder of LABELHOOD; Luca Lin of ACT N°1 ('10 Asian Designers To Watch 2025') and Kinyan Lam of KINYAN LAM ('10 Asian Designers To Watch 2026'), and Bill Chan, Publisher of Harper's BAZAAR Hong Kong

and the **HKDC Outreach Programme**. During Shanghai Fashion Week SS2027, HKDC hosted the dedicated **'Hong Kong Design Centre Presents: 10 Asian Designers To Watch x Hong Kong Emerging Designers Showcase'** at Lane 2, Yongyuan Road, Jing'an District, Shanghai. Bringing together works from 35 designers spanning fashion, accessories, and lifestyle aesthetics, the showcase highlighted contemporary Asian fashion and the beauty of Hong Kong design. Building on the good foundation laid in the last season (AW26), HKDC seeks to sustain the momentum by establishing platforms that bridge even more designers and brands with Chinese Mainland and international markets through the current initiative.

Three highlight programmes curated by HKDC took place during the event, which included: the **'10 Asian Designers To Watch Exhibition 2026 Shanghai Stop'**, showcasing works by 10 outstanding Asian fashion designers selected by globally renowned fashion authorities and industry leaders; HKDC and LABELHOOD co-invited management representatives from prestigious British luxury department store Harrods, alongside two rising Asian fashion talents, to explore and share Asian fashion trends at the **'Asian Fashion Dialogue'**; and the **'Hong Kong Emerging Fashion Designers Show SS2027'** unveiled the brand-new SS2027 collections of five emerging Hong Kong fashion designers, presenting the creative soul of Hong Kong to the world.

Hong Kong Design Centre Partners to Build Platforms Connecting Designers with the World



Venue of 'Hong Kong Design Centre Presents: 10 Asian Designers To Watch x Hong Kong Emerging Designers Showcase' at Yongyuan Road

Miss Yvonne Ip, Assistant Commissioner for Cultural and Creative Industries, Culture, Sports and Tourism Bureau attended as Guest of Honour. She visited the **‘10 Asian Designers To Watch Exhibition 2026 Shanghai Stop’ on 12 October 2026**, and attended the **‘Asian Fashion Dialogue’**; and the **‘Hong Kong Emerging Fashion Designers Show SS2027’**. Her presence demonstrated the Government's support for cross-sectoral and multi-disciplinary collaboration with industries and enterprises in Chinese Mainland and overseas, with a view to unlocking new business opportunities. During her stay in Shanghai, she also met with **Ms. Wang Rong**, Chairman of Shanghai Fashion Designers Association (SFDA) and **Madame Lv Xiao Lei**, Secretary General of the Shanghai Fashion Week Organising Committee and Executive Vice Chairman of SFDA, to discuss further collaboration between Shanghai and Hong Kong on fashion design. **Rainy Chan**, Executive Director of HKDC, said, ‘Shanghai Fashion Week stands at the forefront of Asian fashion. This year, the powerful synergy between HKDC and LABELHOOD creates opportunities for emerging Hong Kong designers to command a global perspective. This cross-sector strategic collaboration not only elevates local fashion into the view of top global industry leaders and consumers, but also opens channels into the high-end Asian retail market. Next year, we will fully support their debut at Harrods’ Chinese New Year pop-up in London, empowering them to shine on the world stage.’

Rainy Chan added, ‘We firmly believe that exceptional design requires not only unique creative aesthetics, but also the backing of a robust commercial ecosystem. Looking forward, we will continue empowering local design entrepreneurs and brands to “go global”, fostering synergies across Hong Kong, Chinese Mainland, and the Asian fashion industry to showcase the extraordinary charm and commercial potential of Hong Kong fashion design to the world.’

‘10 Asian Designers To Watch x Hong Kong Emerging Designers Showcase’ Showroom Takes the Stage at Shanghai Fashion Week

At this edition of Shanghai Fashion Week, HKDC debuted the **‘10 Asian Designers To Watch x Hong Kong Emerging Designers Showcase’ Showroom** from 12 to 13 October. The showroom was divided into two major zones: a dedicated collection area for the winning designers of **Fashion Asia Hong Kong 2026 ‘10 Asian Designers To Watch’**, and a curated selection of 25 Hong Kong designer brands spanning fashion, accessories, and lifestyle products. This provided fashion buyers, trendsetters, and industry insiders an opportunity to look closely into the designers' outstanding concepts and meticulous craftsmanship.



'10 Asian Designers to Watch' Zone

The **'10 Asian Designers To Watch'** zone spotlighted the ten 2026 award-winning designers, demonstrating their mastery of silhouette and detail while exemplifying the new generation's distinctive interpretation of contemporary Asian aesthetics. Participating brands and designers hailed from Hong Kong, Chinese Mainland, and across Asia, including:

- [Chén Sifān](#) (Designer: Sifan Chen) (Chinese Mainland)
- [DISAYA](#) (Designer: Disaya Sorakraikitikul) (Thailand)
- [KINYAN LAM](#) (Designer: Kinyan Lam) (Hong Kong)
- [LEJE](#) (Designers: Yangmo Je & Juhyeong Kang) (South Korea)
- [Maligaya Clothing Co.](#) (Designer: Roko Arceo) (Philippines)
- [NOVEL](#) (Designer: Prince Padilla) (Philippines)
- [NULLUS](#) (Designers: Li Gao, Yue Ming & Benjamin Tao) (Chinese Mainland)
- [SEAN SUEN](#) (Designer: Sean Suen) (Chinese Mainland)
- [Tigerstrolling](#) (Designers: Tiger Chung & Tiger Chung) (Hong Kong)
- [WMWM](#) (Designer: Xiaolin Song) (Chinese Mainland)



'Hong Kong Emerging Designers' zone

In the **'Hong Kong Emerging Designers'** zone, HKDC in collaboration with 25 Hong Kong brands, celebrating artistic passion and design ingenuity, showcased the diversity and richness of their design through a multi-dimensional curation and highlighted the city's immense potential in Asia's fashion and design. 10 emerging Hong Kong designers were also invited to attend in person to in-depth exchanges with international buyers and leading industry figures, including:

Fashion Brands (Designers)

- ÆNRMÒUS (Designer: Uia Kwok)
- CODA (Designer: Yankee Leung)
- MURFI LAU (Designer: Murfi Lau)
- Natacha Van (Designer: Natacha Van)
- røyksopp gakkai (Designer: Brun Chan)

Accessories & Lifestyle Product Brands (Designers)

- LLEMS (Designer: Jason Kwan)
- LOUUD (Designer: Naam Yu)
- Novel Fineries (Designer: June Lau)
- OON Jewellery (Designer: Glori Tsui)
- THIRDORB (Designer: Hon Chun)

HKDC Highlight Programmes Spark Fresh Inspirations

During the showcase HKDC curated three highlight programmes, the **'Asian Fashion Dialogue'**, the **'Hong Kong Emerging Fashion Designers Show SS2027'** and the **'10 Asian Designers To Watch Exhibition 2026'**, specifically for Shanghai's fashion scene.



The Panel discussed on Asian Fashion Trends at 'Asian Fashion Dialogue'

HKDC and LABELHOOD co-invited Sarah Myler, Chief Brand and Reputation Officer and Clemmie Harris, Head of Buying at Harrods, together with two rising Asian designers — Luca Lin of ACT N°1 ('10 Asian Designers To Watch 2025') and Kinyan Lam of KINYAN LAM ('10 Asian Designers To Watch 2026') took part in the **'Asian Fashion Dialogue'** panel. The panel discussion adopted a macro lens to explore Asian fashion trends and shared exclusive retail insights. Sarah Myler stated, 'We consistently keep our eyes on emerging Asian design talent and are committed to supporting their journey from Asia onto the global stage. In partnership with HKDC, we will bring the works of the "10 Asian Designers To Watch" and emerging Hong Kong designers to London next Lunar New Year for the Chinese New Year pop-up, allowing the global fashion community and consumers to experience their design ingenuity firsthand.'



'Hong Kong Emerging Fashion Designers Show SS2027'

The **'Hong Kong Emerging Fashion Designers Show SS2027'** was created by the HKDC Outreach Programme to provide a global international platform for five emerging Hong Kong fashion designers. Showcasing top-tier creativity and cutting-edge craftsmanship, the programme explored and shaped the next wave of Hong Kong fashion. röyksopp gakkai designer Brun Chan shared, 'We are grateful to HKDC for bringing us to the Shanghai Fashion Week and providing this valuable opportunity to connect with talented designers from Chinese Mainland, enabling us to exchange ideas and learn from one another. Shanghai brings together discerning buyers, media, and fashion enthusiasts. Through this experience, I hope röyksopp gakkai can resonate with audiences across the Asian market through our dedication to craftsmanship, infused with warmth and a strong sense of storytelling, while showcasing the unique identity and appeal of our brand.'



'10 Asian Designers To Watch Exhibition 2026 Shanghai Stop'

Fashion Asia also brought the **‘10 Asian Designers To Watch Exhibition 2026’** from Hong Kong to the stage of Shanghai Fashion Week, running from 9 to 15 October 2026 on the ground floor at the same venue. Serving as a vital bridge connecting Hong Kong’s fashion design ecosystem with global commercial networks, Fashion Asia—together with several outstanding designer brands that carry forward-looking vision—brings its platform to Shanghai. In collaboration with HKDC, the programme comprehensively showcased the pioneering design language of Asia’s new generation, while continuing to expand the influence of contemporary Asian design on the international stage.

‘Hong Kong Design Centre Presents: 10 Asian Designers To Watch x Hong Kong Emerging Designers Showcase’

Date: 12 – 13 October 2026

Venue: Room 402, 4/F, Lane 2, Yongyuan Road, Jing'an District, Shanghai, China

‘10 Asian Designers To Watch Exhibition 2026 Shanghai Stop’

Date: 9 – 15 October 2026

Venue: Unit 106, Building C, 10 Yongyuan Road, Jing'an District, Shanghai, China

Appendix I: Emerging Hong Kong Designer Profiles

Uia Kwok

Brand: ÆNRMÒUS

ÆNRMÒUS is a fashion brand founded in 2022 by Hong Kong designers K Cheang and Uia Kwok. The brand is dedicated to weaving personal values, ideas, and unique perspectives into its design language, opening new possibilities. Daring to defy convention, ÆNRMÒUS explores symbols as a form of expression that transcends language and conveys deeper meaning. Each symbol within the brand's creative narrative reflects its distinctive aesthetic and embodies its core philosophy and values.

Yankee Leung

Brand: CODA

Co-founded by Yankee Leung and Kevin Wong in 2019, CODA takes its name from the final passage of a musical movement—the additional syllables that bring a piece to a more harmonious conclusion. It represents an existence that reconciles different elements, even conflicting ones. The brand's design philosophy stems from a “conflicting aesthetic”, exploring the relationships between past and present, delicacy and chaos, and deconstruction and construction.

Murfi Lau

Brand: MURFI LAU

MURFI LAU is a Hong Kong fashion label founded by interdisciplinary designer Murfi Lau. Defined by structural balance, material integrity and aesthetic depth, MURFI LAU translates complex brand identities into refined physical forms across fashion, retail experiences and visual merchandising. Murfi Lau has over 13 years of cross-functional experience across luxury tailoring, premium streetwear, technical supply chain management and independent brand development in APAC, Greater China and Southeast Asia.

Natacha Van

Brand: Natacha Van

Founded in 2015, Natacha Van is a luxury fashion house defined by a captivating duality of romantic elegance and rebellious spirit. Based in Hong Kong, the brand synthesises a rich cultural tapestry of Cambodian, French, and Chinese heritage, transforming narrative storytelling into contemporary couture. Each collection honours historical craftsmanship while advancing modern artistry through meticulously handcrafted Cambodian textiles, delicate tulle, and intricate embroidery.

Brun Chan

Brand: røyksopp gakkai

Established in 2014, røyksopp gakkai is a narrative label where garments serve as storytelling media. Merging 18th-century silhouette traditions with a signature “weird-cuteness” aesthetic, the brand redefines cuteness: far from soft helplessness, it is a gentle yet unwavering power. By developing bespoke

textiles and breathing new life into archival fabrics, røyksopp gakkai endows every garment with irreplaceable texture and an independent soul. Each collection stands as poetry in motion, capturing the dreamy metamorphosis from adolescence to maturity—a journey filled with anxiety and anticipation.

Jason Kwan

Brand: LLEMS

A blend of Scent and Chinese typography. Inspired by Eastern Philosophy. LLEMS is a Hong Kong-based fragrance brand inspired by the poetic philosophy of Chinese characters. We use scent as a medium to translate the profound resonance of words into an exploration of life's essence. LLEMS is the mirror reflection of "SMELL"—a philosophy of seeing life from a different angle amidst the everyday. No absolute answers; only endless angles.

Naam Yu

Brand: LOUUD

Naam Yu (Yu Siu Naam) graduated from the School of Design at The Hong Kong Polytechnic University (PolyU) in 2012, majoring in Product Design. In 2020, he began focusing his designs on Hong Kong galvanised iron (white iron) craftsmanship. By combining traditional and contemporary processing methods, he promotes Chinese culture, popularises the "Maker" (Do-It-Yourself) culture, and explores the endless possibilities of various galvanised iron products. His works have been exhibited at events such as the London Craft Week (2026), the China (Shenzhen) International Cultural Industries Fair (2026), "Turning the Page" Macau (2026), and Central Market (2026). Furthermore, his galvanised iron trophy design (inspired by the Hong Kong Tramways) won a Merit Award at the HK Smart Design Awards (2024).

June Lau

Brand: Novel Fineries

Novel is a brand that creates art pieces that people can wear. Each of our creations has its own story; one which is continued as it is worn and loved. A story of transforming "Intangible Cultural Heritage" into modern accessories; behind each collection lies the brand's heartfelt interpretation of "love" and "history." Through the wondrous journey of a chrysalis becoming a butterfly, it symbolises love's continual evolution—culminating in a brilliant and dazzling realm.

Glori Tsui

Brand: OON Jewellery

OON turns the gift from the earth, gemstones, into a love symbol. With our trademarked "From Heart To Heart" style, •---•, OON Jewellery is representing a blessing sending from your heart to your loved ones' heart. To commemorate OON started in Hong Kong with jade jewellery. The Cantonese pronunciation of Chinese character, 安 becomes our brand name, it also is the symbolic meaning of jade safe and sound.

Hon Chun

Brand: THIRDORB

“Not shaped by tradition, nor confined by the world.” THIRDORB’s inspiration comes from combining the Eastern concept of whitespace with Western minimalism, influencing everything from jade selection to design ideas. We create a striking contrast between the coolness of metal and the warmth of jade, resulting in a beauty that feels both unique and harmonious. This blend allows Eastern spirit to meet Western style, giving a fresh interpretation to gemstones with Eastern cultural significance. Our guiding principle, “independent from the world,” reflects the core values of THIRDORB.

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](#)

Youtube: [Hong Kong Design Centre](#)

Weibo: @香港设计中心

RedNote: [@香港设计中心](#)

Wechat: @HKDC 香港设计中心

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

#Outreachprogramme

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Press folder download: <https://bit.ly/3TCRuMm>

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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, Richemont Asia Pacific; Andrew Wu, President of LVMH Greater China; Danai Sorakraikitikul, Founder and CEO, ALIST; Jitpon Siri wattanamathangkur, Co-founder, Gentlewoman; Judd Crane, Chief Buying & Brand Officer, Selfridges; Laura Weir, CEO of the British Fashion Council; Nicolas Morineaux, Chief Executive Officer of Galeries Lafayette China; Sara Sozzani Maino, Creative Director, Fondazione Sozzani & International New Talents and Brands Ambassador, Camera Nazionale della Moda Italiana; fashion designers Prabal Gurung, Guo Pei, Han Chong, Liushu Lei, Ruohan Nie, Simone Rocha, Tomo Koizumi, Robert Wun and heavyweight fashion media figures Caroline Issa and Sophia Yu.

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

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

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

About Hong Kong Design Centre (<https://www.hkdesigncentre.org/en/>)

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 (BODW), bodw Future Lab, DFA Awards, Fashion Asia Hong Kong and DESIGN@HKG (formerly 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 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.

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.