

FASHION ASIA HONG KONG & I.T
Join Forces to Co-Present
“Hong Kong Showroom & Pop-up Spaces” Exhibition

FASHION ASIA HONG KONG (“Fashion Asia”) is an initiative managed by the Hong Kong Design Centre (HKDC) under the sponsorship of Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) that curates and organises significant fashion events each year, fostering a vibrant platform that brings together designers, academics, leaders, and professionals from the fashion industry.

Following the successful conclusion of the annual event “Fashion Challenges Forum” and the “10 Asian Designers To Watch” exhibition in late 2023, Fashion Asia has proudly announced the “Hong Kong Showroom & Pop-up Spaces” exhibition, in collaboration with I.T, a local fashion retail mecca. Always enthusiastically discovering exceptional local emerging designers in the industry, Fashion Asia shares the same vision with I.T’s commitment to bringing influential and creative fashion brands to the Greater China region. Through this collaboration, Fashion Asia and I.T aim to inject vitality into the fashion industry and create unique exhibition spaces for the local rising stars.

The “Hong Kong Showroom” fashion exhibition is now taking place at I.T One Hysan Avenue from March 13 to 25, 2024, showcasing five fashion designer brands from Hong Kong with their latest 2024 Spring/Summer collections. Handpicked by the professional and experienced fashion buyers from I.T, the five participating brands, including Cafuné, KOWLOONCITYBOY, REDEMPTIVE, Wilsonkaki, and YMDH (YOU MAKE DADDY HAPPY), all were nurtured by the two designer incubation programmes, namely the Fashion Incubation Programme (FIP) and the Design Incubation Programme (DIP), both also managed by HKDC and sponsored by CreateHK.

Serving as a platform that promotes Hong Kong fashion design business and development, “Hong Kong Showroom” not only provides a designated space for talented designers to showcase their works but also facilitates the exchange of business ideas between designers and fashion buyers. Through this collaboration with I.T, participating designers can gain invaluable experience and exposure by expanding their sales channels and working with esteemed local fashion retailer. Additionally, the showcased items from each participating brand is now available for sale on the e-commerce platform ITeSHOP from March 13 to April 12, offering fashion enthusiasts a convenient access to these unique collections.

The official opening event of the exhibition was held successfully on March 15. A group of fashion elites, fashion designers, and fashion influencers, including singer Nancy Kwai and actor and model Kenji Fan, were invited to the event. The designers and creative minds behind the five brands also attended the event, engaging with participants and sharing the inspirations behind their design concepts.

In addition, Fashion Asia is also introducing the “Pop-up Spaces” exhibition at the same venue, showcasing the outstanding works of local fashion design students and graduates from Hong Kong Design Institute, The Hong Kong Polytechnic University, Technological and Higher Education Institute of Hong Kong and Caritas Bianchi College of Careers.

Exhibition Period: March 13 - 25, 2024
Time: 11:00am - 9:30pm (Sunday to Thursday)
11:00am - 10:30pm (Friday and Saturday)
Venue: I.T, One Hysan Avenue, Causeway Bay, Hong Kong
Free Admission



Hong Kong Showroom & Pop-up Spaces Opening Event



(Left) Singer, Nancy Kwai, and (Right) Actor and Model, Kenji Fan, attended the Hong Kong Showroom & Pop-up Spaces Opening Event



Hong Kong Showroom & Pop-up Spaces Exhibition



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Hong Kong Showroom & Pop-up Spaces Exhibition
(Left) Wilsonkaki; (Right) REDEMPTIVE



Hong Kong Showroom & Pop-up Spaces Exhibition
(Left) KOWLOONCITYBOY; (Right) YMDH



(Left) Day Lau, Co-founder and Managing Director of Cafuné; (Right) Queenie Fan, Co-founder and Designer of Cafuné



Toki Wong, Founder and Designer of KOWLOONCITYBOY



Wilson Choi, Founder and Designer of REDEMPTIVE



Wilson Yip, Founder and Designer of Wilsonkaki



Jason Lee, Founder and Designer of YMDH



The Pop-up Spaces Exhibition located on the M/F at I.T One Hysan Avenue showcases outstanding works of local fashion design students and graduates.



(Top-left) Jason Lee, Founder and Designer of YMDH;
(Top-right) Wilson Choi, Founder and Designer of REDEMPTIVE;
(Middle-left) Day Lau, Co-founder and Managing Director of Cafuné;
(Bottom-left) Queenie Fan, Co-founder and Designer of Cafuné;
(Middle-right) Wilson Yip, Founder and Designer of Wilsonkaki;
(Bottom-right) Toki Wong, Founder and Designer of KOWLOONCITYBOY

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Brand Introduction

Cafuné

Cafuné (n.) the act of running your fingers through the hair of someone you love

Founded in 2015 by lifelong friends Queenie Fan and Day Lau, Cafuné is a modern fashion brand that seeks to redefine the notion of luxury: reimagining it in terms of the attachment and emotional connection between a wearer and an item.

Thoughtfully designed, carefully crafted and distinctly iconic, the brand's playful silhouettes balance modern and classic elements to create timeless designs. Exploring new possibilities and unconventional materials in unique ways, Cafuné is for creative and independent women who celebrate individuality.

KOWLOONCITYBOY

Toki Wong graduated with a BA (Honours) in Fashion (Knitwear Design & Technology) from The Hong Kong Polytechnic University. He launched his label KOWLOONCITYBOY in 2021 after working in the fashion sourcing industry for five years. KOWLOONCITYBOY strives to create designs that are not only visually appealing but also practical and wearable in daily life, rather than just being displayed on the runway. The brand's mission is to craft fashion items that are both beautiful and down-to-earth. Through its localised designs, KOWLOONCITYBOY aims to share its beliefs, perspectives, and creative ideas with a wider audience.

REDEMPTIVE

Wilson Choi, the founder and designer of REDEMPTIVE, has been influenced by diverse cultural environments, which have honed his skills in exploring human emotions and contemporary social phenomena for inspiration. During his studies, he received scholarships to study in the U.K, Germany, and Sweden, and has won numerous awards in the fashion industry. After graduating from university, Wilson founded his personal brand, REDEMPTIVE, in 2018.

REDEMPTIVE's creative style reflects the rebellious younger generation, drawing inspiration from contemporary issues. Their designs reinterpret the voices of the marginalised through fashion to create impactful design language. The brand is dedicated to self-expression and embracing life as the designer believes the rebellious nature of youth is accompanied by a caring heart for the world. REDEMPTIVE explores the possibilities of high-tech fashion, integrating various innovative technologies into their unique style. The brand has exhibited at Paris Fashion Week, been a finalist for the YU PRIZE Creative Award at Shanghai Fashion Week, and garnered media recognition from Vogue, WWD, Hypebeast, Time Out, MRRM, Madame Figaro and Milk.

Wilsonkaki

Wilson Yip studied MA at Central Saint Martins in London before launching his own label Wilsonkaki in 2021. Wilsonkaki is a clothing brand that explores ordinary everyday life and reveals people's social behaviour, to challenge our preconceptions about normality. Wilsonkaki is skilled in using visual elements to transform ideas into unique styles, drawing inspiration from the trivial matters in daily life to develop unique yet wearable pieces, through the exploration of deconstruction, interpreting the everyday wardrobe with a hyper-modernity approach. In the same year when the brand was established, its unique style and brand identity has successfully attracted the attention of the industry and was quickly awarded Fashion Asia's '10 Asian Designers To Watch'.

YMDH

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. The brand has won a Gold Award (Fashion & Accessory) in the DFA Design for Asia Awards 2022*. 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.
*Sponsored by CreateHK

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About **Hong Kong Design Centre**

Hong Kong Design Centre is a strategic partner of the Government of the Hong Kong Special Administrative Region (HKSAR Government) in leveraging the city's advantage as the East-meets-West centre for international cultural exchange to create value from design.

To achieve our goals we:

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

HKDC's flagship programmes* include **Business of Design Week (BODW; since 2002)** – Asia's leading annual event on design, innovation and brands; **DFA Awards (DFAA; since 2003)** – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and **Knowledge of Design Week (KODW; since 2006)** – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a **Design Incubation Programme*** and **Fashion Incubation Programme* (DIP and FIP; since 2012 and 2016)** – 2-year programmes to nurture future design and fashion entrepreneurs; and launched **Fashion Asia Hong Kong* (FAHK; since 2016)** – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

To foster the public's understanding of design, we have initiated **BODW CityProg* (CityProg; since 2018)** – a citywide creative business and design/creative clusters activation programme to ignite cross-sector collaboration and citywide happenings during BODW; and **Design Spectrum*** (since 2019) – a public-facing initiative comprising thematic exhibitions and programmes to showcase the works of local and regional industry talent.

With the goal of cultivating a collaborative industry ecosystem with a digital focus, we launched **Digital Economy Accelerator* (DEA; since 2023)** – designed to help local designpreneurs thrive in today's fast-paced climate. To foster business collaborations and promote Hong Kong design within the Guangdong-Hong Kong-Macao Greater Bay Area, we initiated **GBA Creative Night*** (since 2023) – a platform serves as a gathering point for Hong Kong's industry associations to collectively showcase the city's influential design prowess.

Learn more about us at www.hkdesigncentre.org

* Sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region

About **Create Hong Kong**

Create Hong Kong (CreateHK) is a dedicated office set up by the HKSAR Government in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. Website: www.createhk.gov.hk

About **FASHION ASIA HONG KONG**

Launched in 2016, FASHION ASIA HONG KONG (FASHION ASIA) is an inspiring initiative funded by CreateHK of the HKSAR Government, aims to re-energise the local fashion scene and reinforce Hong Kong's position as Asia's leading fashion capital. Hosted alongside the annual Business of Design Week (BODW), the forum brings together leaders, creators and innovators from various areas within the fashion industry to discuss and address current issues challenging the industry. Past speakers and participants have included Alain Li (Former Regional Chief Executive, Richemont Asia Pacific), Andrew Wu (Group President, LVMH China), Caroline Rush (CEO, British Fashion Council), Humberto Leon, Tom Chapman; designers Gabriela Hearst, Phillip Lim, Anya Hindmarch, Guo Pei, Han Chong, Jason Wu, Tomo Koizumi, Robert Wun; media heavyweights Caroline Issa, Desiree Au and many more.

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

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

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

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. FIP is sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region.

Official Website : www.hkfip.org

Facebook : www.facebook.com/hkfip

Instagram : www.instagram.com/hkfip

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 is sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region.

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

FIP and DIP are managed by the Hong Kong Design Centre and supported by Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the lead sponsor.

About **I.T**

I.T traces its beginning back to the seeds of a simple idea: to cater the young individuals with a distinct sense of style. It all began in 1988 with a small 200 square-foot shop featuring brands that were not readily available elsewhere in Hong Kong, China. The shop quickly established itself as a mecca for those with an eye for fresh and fun fashion. The devoted followers that grew from this has pushed the I.T Group to increasing success and ensured that its name has become synonymous with young fashion at the cutting edge.

I.T operates a unique multi-brand, multi-layer business model with distinct stores catering to specific

fashion-loving groups in targeted regions. Our flagship multi-brand stores, I.T, i.t, EXI.T, double-park, and online platform ITeSHOP offer diverse fashion choices. We support new and unknown brands, helping them test new markets and potentially expand into standalone stores.

Disclaimer: Create Hong Kong of the Government Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.