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Press Release

For Immediate Release

## **Fashion Summit (HK) 2018 –**

### **Asia's Largest Sustainable Fashion Conference launches in September**

More than 50 international experts and policymakers gather in Hong Kong

(20th August, 2018 – Hong Kong) Fashion Summit (HK) 2018, under the theme of "Circular Economy", will be held at the Hong Kong Convention and Exhibition Centre for two days from September 6 to 7. Over 50 international experts, policy makers, academics, fashion industry and NGO leaders coming from 10 countries and regions will gather in Hong Kong to participate in more than 20 activities, ranging from keynote speeches, panel discussions and roundtable discussions. Fashion Summit (HK) is funded by Create Hong Kong and jointly organised by seven organisations, namely Clothing Industry Training Authority, Office of the Hon Felix CHUNG Kwok-pan, Member of the Legislative Council (Textile and Garment Sector), Hong Kong Design Institute, The Hong Kong Research Institute of Textiles and Apparel, Redress, Sustainable Fashion Business Consortium and WWF-HK.

Fashion Summit (HK) 2018 aims to raise public understanding and awareness on the role of the fashion industry in leading the revolutionary change to achieve sustainable fashion as well as inspire and nurture our young generation to develop a sustainable fashion mindset. The summit also aims to provide a platform for participants from around the world to exchange insights, and connect companies with different perspectives to catalyse collaboration of industries. This event is highly recognised and valued by the local and international fashion industry, as well as the environmental and technology sectors.

Keynote speakers include the Secretary for Commerce and Economic Development, Mr Edward Yau Tang-wah, GBS, JP, who will share his views and expectations on Hong Kong's development of sustainable fashion; the Vice Chairman of China National Textile and Apparel Council, Mr Sun Huai-bin will discuss how Hong Kong and mainland China's textile industry can collaborate to look for overseas investment opportunities through "One Belt One Road", as well as incorporating innovative technology such as, artificial intelligence, big data and cloud on sustainable development; Chief of the Chemical and Health Branch, Economy Division of UNEP, Mr Jacob Duer will talk about global challenges and how health, nature and economic growth are intertwined.

During the two day summit, roundtables, panel discussions and keynote speeches on various topics will be held, including: “Sustainable Manufacturing and Supply Chain”, “Sustainable Fashion Evolution”, “Innovation and Inspiration”, “Innovation and Inspiration”, “How to use design thinking on fashion design”, “Exploring fashion for circularity from the designer’s perspective”, and “Who takes the role in consumer education”.

In addition, a global survey on sustainable fashion consumption, sponsored by the Hong Kong and Shanghai Banking Corporation Limited and commissioned to KPMG, will be launched in the summit. The study surveyed over 5,000 consumers in Hong Kong, Shanghai, London, New York and Tokyo (at least 1,000 respondents from each market) assessing their views and consumption habits on sustainable fashion, also analyse the challenges and opportunities facing the sector.

Some key findings from the survey include:

- In terms of the understanding of sustainable fashion, consumers in Asian markets focus more on environmental matters, whilst those in the Western markets have a more holistic view on both environmental and social aspects
- 78% of the respondents across the market say they are concern about the environment/ pollution/wastage, only 64% of the surveyed consumers regard themselves as supportive of sustainable fashion; 43% think that their society is supportive of the concept
- 60% of the respondents across the markets prefer sustainable fashion only if its price is the same as normal fashion, while 22% of Shanghai consumers are willing to pay a higher price for sustainable fashion
- 64% agree that sustainability score or labelling system will encourage them to purchase sustainable fashion to some extent
- When clothes come to the end of their lives, over half of the consumers in the western markets tend to donate them to those who are in need, while Hong Kong consumers have also developed similar donation culture (41%)

Mr Pat-nie WOO, Partner, Business Reporting and Sustainability, KPMG China, says: “Our survey finds that a large majority of consumers in Hong Kong and mainland China are supportive of sustainable fashion. This demonstrates a real opportunity for local and international manufacturers to explore this market. More education on the topic, as well as higher transparency in the manufacturing process can help consumers understand the importance and value of sustainable fashion, and its implications for the environment and workers in the industry.”

Further details of the survey will be discussed in the summit on September 6 and 7.

Fashion Summit (HK) 2018 welcomes anyone as well as young people from Hong Kong and all parts of the world who has an innovative vision to participate in the event. For more information about Fashion Summit (HK) 2018, please visit the official website at [[www.fashionsummit.hk](http://www.fashionsummit.hk)].

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### **About Fashion Summit (HK) 2018**

Fashion Summit (Hong Kong) is a result of continuous learning and discovering process, bringing together leading academics, key players from the fashion industry, NGOs, media, decision-makers and leaders to achieve sustainable fashion in Asia. The summit consists of a 2-Day Conference and Fashion Future Challenge Award. It plays a vital role in providing a sharing platform for participants from around the world to exchange insights on the latest sustainable fashion trends, technology, best practice, solutions, and opportunities.

The press release is dispatched by Mention PR Consultants Limited on behalf of Fashion Summit (HK) 2018. For media enquiries, please contact

Olivia PANG | + 852 3749 9878 / + 852 9630 6990 | [olivia.pang@mansumpr.com](mailto:olivia.pang@mansumpr.com)

Miriam LEUNG | + 852 3749 9878 / + 852 6773 0591 | [miriam.leung@mansumpr.com](mailto:miriam.leung@mansumpr.com)

### **Images with Captions**



Photo 1

Guests come together for the launch ceremony of Fashion Summit (HK) 2018. (From the left: Mr Alexander CHAN, Co-director of the Mills Fabrica; Mr Milton CHAN, Chairman of Sustainable Fashion Business Consortium; Prof. Philip Yeung, Executive Director of Clothing Industry Training Authority; the Hon Felix CHUNG Kwok-pan, Member of the Legislative Council (Textile and Garment Sector); Mr Victor Tsang,

	<p>Head of Create HK; Mr Edwin Keh, CEO of HKRITA; Ms Anneleise Smillie, Executive Director of Redress; Mr Johnny WAN, Director of Exhibition's Market Development of HKTDC; Mr Pat-nie WOO, Partner, Business Reporting and Sustainability, KPMG China; and</p>
	<p>Photo 2 Mr Pat-nie Woo announced the preliminary results of the Global Sustainable Fashion Consumption Survey, sponsored by the Hong Kong and Shanghai Banking Corporation Limited and commissioned to KPMG.</p>
	<p>Photo 3 The Hon Felix CHUNG Kwok-pan introduced the programme highlight of Fashion Summit (HK) 2018.</p>

For high resolution photos and other information, please visit

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