



[Press Release for immediate release]

Attention to: Editors / Assignment Editors / Reporters, General News, Feature, Education

Results of Fashion Future Challenge Award announced -- SCAD wins prize with innovative proposal for visual blockchain APP

(26th March 2019, Hong Kong) One of Asia's major events in the sustainable fashion industry, Fashion Summit (Hong Kong), aims to promote the concept of sustainable fashion, which is a part of the growing design philosophy and movement towards environmental and social sustainability, in the fashion industry as well as in society. In September 2018, the Summit launched its six-month Fashion Future Challenge Award, which invited students from tertiary institutions interested in fashion issues to present innovative proposals on how the industry can deal with sustainability challenges in the next five to ten years. The organiser set up the award in the hope that it will inspire the next generation to give more attention to sustainability issues in the development of fashion. The grand final and award ceremony was held today.

The five finalists in the Fashion Future Challenge Award came from three institutions: the Hong Kong Polytechnic University (three teams), the Savannah College of Art and Design (SCAD), and the Hong Kong Design Institute. It was SCAD that produced the winning team, which submitted a proposal that impressed the judges with its innovation. For details of the proposals of all five finalists, please refer to Annex 1.

The annual Fashion Future Challenge Award is open to all tertiary institution students in Hong Kong. One of the judges was Mr Edwin Keh, CEO of the Hong Kong Research Institute of Textiles and Apparel (HKRITA). He commented, "This is the second year that the Award has been held. All this year's proposals were forward-looking and innovative, and the ideas contained in them were both practical and inspiring. We hope this Award could be a chance to the students who are interested in fashion issues to acquire the latest knowledge concerning sustainable development and environmental protection in relation to the fashion industry, through their interaction with experts in the field. We also urge the Hong Kong Government to increase its support for the development of a sustainable fashion industry in the coming future, enabling consumers to gain a deeper understanding of the importance of sustainability in fashion."

The prizes for the winning team of this year's *Fashion Future Challenge Award* included an internship at The Mills, a former textile factory in Tsuen Wan that has been transformed into a business incubator, experiential retail, and non-profit cultural institution, along with a HKD 15,000 Cash Prize sponsored by The Mills Fabrica.

Photos with captions



The five finalists in the Fashion Future Challenge Award competed for the highest honor today.



It was Savannah College of Art and Design (SCAD) that produced the winning team, which submitted a proposal that impressed the judges with its innovation.



Judges of the Fashion Future Challenge Award include (from left to right) Mr Arkin Ng, Director, L Plus H Fashion Limited; Mr Kelvin Cheuk, Vice Chairman, Sustainable Fashion Business Consortium; Mr Alexander Chan, Co-director, the Mills Fabrica; Mr Edwin Keh, CEO, The Hong Kong Research Institute of Textiles and Apparel (HKRITA); Mr Michael Yeung, Administration Director, Clothing Industry Training Authority and Ms Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong.

High Resolution Photos:

https://drive.google.com/drive/folders/1gCBQeYryhYaC1RlXpUreRmVOqPX7nQ_q?usp=sharing

Annex 1 :

Team	Institution	Abstract
<u>Team 1</u> Wang Shiya, Shuai Yue, Chan Sui-shan, Yang Shiqi	The Hong Kong Polytechnic University (MA Fashion Merchandising)	Through the PP Sustainable Fashion Online Platform, a directly-to-consumer marketing campaign will be launched, which would provide the consumers relevant information that promote sustainable fashion brands around the world
<u>Team 2</u> Cheng Chau-yi, Tsang Yuk-wa, Ng Hoi-lam, Cheng Po-ling, Cheung Pui-suen	The Hong Kong Polytechnic University (Fashion & Textiles – Fashion Retailing) (Cheng Chau-yi, Ng Hoi-lam, Cheng Po-ling, Cheung Pui-suen) The Hong Kong Polytechnic University (Fashion & Textiles – Fashion Marketing) (Tsang Yuk-wa)	Lifelong Wardrobe - an experiential pop-up store which is divided into 5 zones that analyse the 5 main domains in the fashion industry: sourcing the raw materials, garment production, transportation & consumption, disposal & upcycle and sustainable market
<u>Team 3</u> Li Ka-wing Alison, Ma Kit-ming, Chan Wing-shan	The Hong Kong Polytechnic (Fashion & Textiles – Fashion and Textile Technology) (Li Ka-wing Alison, Ma Kit-ming) The Hong Kong Polytechnic (Fashion & Textiles - FashionRetailing) (Chan Wing-shan)	The proposal suggests to raise the public awareness on sustainable fashion by developing a team mobile game. In the game, players will be designated as auditor who performs audit check secretly to save the life of workers in the fashion industry. The game will be in form of dialogues, in which players communicate with different characters and cooperate with team members to find the hints and evidence. The first stage of the game includes 4 scenarios, covering child labour, overtime work, forced labour and safety in working environment
<u>Team 4</u> Mackenzie James, Elisa Hangasjaervi, Joanne Kang, Nathalie Gratas, Bea Trisha Pazcoguin	Savannah College of Art and Design (SCAD) (Fashion Marketing)	By making use of the concepts of visual blockchain, the proposal aims at helping the consumers understand every production stages of their garments
<u>Team 5</u> Siu Tsui-tan, Cheung Tsz-ki, Chan Ka-man	Hong Kong Design Institute (Fashion Branding and Buying)	The proposal aims at introducing the concept of wardrobe-sharing service to promote “buy less, reduce waste and last longer”. With wardrobe-sharing service, consumers can pay less for more options



About Fashion Future Challenge Award

The Fashion Future Challenge Award is launched by Fashion Summit (Hong Kong) to provide a platform for the next generation to brew, exchange and share their creative ideas to help tackle fashion future challenges. Students from all disciplines are welcome to apply as a team (2 to 5 students per team). Each team has to submit an abstract and a proposal on how to solve fashion challenges in the future 5 to 10 years.

Judges:

- Mr Edwin Keh, CEO, The Hong Kong Research Institute of Textiles and Apparel (HKRITA)
- Mr Michael Yeung, Administration Director, Clothing Industry Training Authority
- Mr Kelvin Cheuk, Vice Chairman, Sustainable Fashion Business Consortium
- Ms Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong
- Mr Alexander Chan, Co-director, the Mills Fabrica
- Mr Arkin Ng, Director, L Plus H Fashion Limited

About Fashion Summit (HK)

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.

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