



[Press Release for immediate release]

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

**Fashion Future Challenge Award 2019 announced --  
Winning team from The Hong Kong Polytechnic University  
promotes use of sustainable organic dyes**

(30 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, part of the growing design philosophy and movement towards environmental and social sustainability in the fashion industry and in society. In September 2019, the Summit launched its Fashion Future Challenge Award, a six-month challenge that invited students from tertiary institutions interested in fashion issues to present innovative proposals on ways in which the industry can address sustainability challenges in the next five to ten years. The award was set up to inspire the next generation to give more attention to sustainability issues in the development of fashion.

The four team finalists in the Fashion Future Challenge Award were made up of students from The University of Hong Kong, The Hong Kong University of Science and Technology, and The Hong Kong Polytechnic University. All four teams presented unique and insightful solutions aimed at pushing sustainable fashion forward. Based on the innovativeness, feasibility, sustainability and comprehensiveness of the proposals, the judging panel agreed that this year's Fashion Future Challenge Award would go to the team from The Hong Kong Polytechnic University. The winning team will be given a HKD 15,000 cash prize sponsored by The Mills Fabrica, and the individual team member will each be offered an internship at Nan Fung Group.

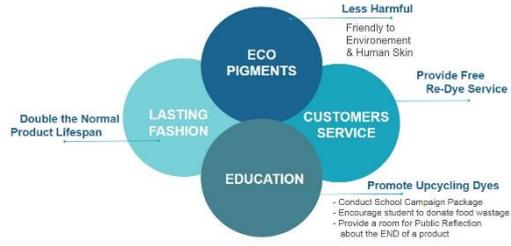
The winning team was made up of LEUNG Wai Chi (Vincci), LO Ching Yin (Michelle), NG Hoi Kei (Kylah) and YU Ying Wa (Sophos), who are all students from The Hong Kong Polytechnic University. Their innovative proposal, which impressed the judges, involved promoting the use of sustainable organic dyes during garment production by utilising food waste produced daily in the community, thus reducing chemical pollutants. By setting up an eco-fashion brand, the team suggested using fabric dyes produced from organic waste such as food scraps, garden waste and lawn clippings for all of their products. Customers would also be encouraged to recycle their old clothes from the brand and re-dye them in a new colour or add a print, using sustainable organic dyes, from time to time. This can both help raise awareness of organic dyeing and extend the life span of each piece of clothing. For further details of this and the other proposals by all four finalists, please refer to Annex 1.

One of the judges, Hon. Felix Chung Kwok-pan, Member of the HKSAR Legislative Council (Textiles & Garment) and Chairman of Fashion Summit (HK) 2019, commented, "All the

proposals this year were forward-looking and innovative, and the ideas contained in them were both practical and inspiring. All the teams tried to put themselves in the customers' shoes, so that their proposals are able to satisfy customers' needs and at the same time, attract customers for trying to be sustainable in fashion. The winning team this year proposed the best solution, which is both attractive and all-rounded, among the other three. I believe more customers will be encouraged to make changes and take part in sustainable fashion if continuous researches and studies are being done in the future. We hope this experience could inspire our next generation to think innovatively for developing a sustainable and environmental-friendly fashion industry. Also participants should definitely take this valuable opportunity to better equip themselves by learning from the experts in the field during this Award."

The annual Fashion Future Challenge Award is open to all tertiary institution students in Hong Kong. The judging panel for this year's Fashion Future Challenge Award was made up of Hon. Felix Chung Kwok-pan, Member of the HKSAR Legislative Council (Textiles & Garment) and Chairman of Fashion Summit (HK) 2019; Mr. Alexander Chan, Co-Director of The Mills Fabrica; Prof. Philip Yeung Kwok-wing, Executive Director of the Clothing Industry Training Authority (CITA); Ms. Kay Liu, Circular Fashion Programme Director of REDRESS; Ms. Karen Ho, Head of Corporate and Community Sustainability of WWF-Hong Kong; and Mr. Kelvin Cheuk, Managing Director & Senior VP Asia of American & Efird (HK) Ltd.

Photos with captions:

	<p><b>Photo 1:</b> The team from The Hong Kong Polytechnic University won this year's Fashion Future Challenge Award for their proposal promoting the concept of sustainable organic dyes.</p> <p>Team members (from left):</p> <ul style="list-style-type: none"> <li>▪ NG Hoi Kei, Kylah</li> <li>▪ LEUNG Wai Chi, Vincci</li> <li>▪ YU Ying Wa, Sophos</li> <li>▪ LO Ching Yin, Michelle</li> </ul>
<p><b>5 Business Model</b></p>  <ul style="list-style-type: none"> <li><b>ECO PIGMENTS</b>: Less Harmful, Friendly to Environment &amp; Human Skin</li> <li><b>LASTING FASHION</b>: Double the Normal Product Lifespan</li> <li><b>CUSTOMERS SERVICE</b>: Provide Free Re-Dye Service</li> <li><b>EDUCATION</b>: Promote Upcycling Dyes             <ul style="list-style-type: none"> <li>- Conduct School Campaign Package</li> <li>- Encourage student to donate food/wastage</li> <li>- Provide a room for Public Reflection about the END of a product</li> </ul> </li> </ul>	<p><b>Photo 2:</b> The winning team's proposal included innovative ideas for the future development of sustainable fashion.</p>

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Challenge Award

<h3>10 Action Plan</h3> <p><b>Transferring Clothes</b> After the payment is done, the clothes of the customers will be transferred to the dyeing site.</p> <p><b>Collecting Clothes &amp; Making Orders</b> The clothes of the customer will be collected and the information of the preferences on how to redye the old clothes will be collected from the customer.</p> <p><b>Preparation of the clothes &amp; dyes</b></p> <p><b>Preparing dyes from the supplier</b> Organic dye companies such as Dyelicious, will supplies enough varieties of organic dye for our company.</p> <p><b>Redye</b> Workers will redye each clothes based on the orders made by the customers like some is deepening the colour or some may be adding prints.</p> <p><b>Re-dye Site</b></p> <p><b>Pick-up Site</b></p> <p><b>Picking-up &amp; Delivering</b> Customers will receive the pick-up message by phone call or message then the customers can get back their clothes from our store directly or delivering service is available too.</p>	
	<p>Photo 3: Hon. Felix Chung Kwok-pan, Member of the HKSAR Legislative Council (Textiles &amp; Garment) and Chairman of Fashion Summit (HK) 2019, one of the judges of the Award, thinks that it is important to let our new generation to understand the value of developing sustainable fashion.</p>

High Resolution Photos:

<https://drive.google.com/drive/folders/1tE6BpoSDfYupsT8qn208TAFwf8kwOgHM?usp=sharing>

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Annex 1:

Team	Institution	Abstract
<p><u>Team A</u> Ali SHAMAZ WAN Kok Yiu, Yolanda</p>	<p>The Hong Kong University of Science and Technology (Integrative Systems and Design)(Ali SHAMAZ)</p> <p>The Hong Kong University (Economics and Finance)(WAN Kok Yiu, Yolanda)</p>	<p>The proposal introduces an application with artificial intelligence (AI) to suggest personalized outfits for each customers, which initiate them to BUY LESS but having the BEST STYLING options. Their AI programme can suggest tailored styling options for the customers by studying the data of the users' basic information like body shape, height, skin colour and customers' styling preferences etc. On the other hand, with all the fashion-related data collected by AI, fashion brands will be able to adjust their inventory and understand the market trend easily.</p>
<p><u>Team B</u> MA Hoi Yan, Phyllis WONG Lok Tin, Jackson</p>	<p>The Hong Kong Polytechnic University (Fashion &amp; Textiles)</p>	<p>'One in All, All in One' is the theme of the proposal. The team intends to launch an innovative fashion that can eliminate the vicious circle of fast fashion. A functional "rayon recycled fabric" is used to design garments in components. Combined with the "Futuristic style" design concept, multiple components can be used to combine into a shirt, customers can freely assemble unique and existing personalized parts. This is definitely the potential of sustainable fashion design with the use of the functional renewable fabrics.</p>
<p><u>Team C</u> LAM Ching Yee, Karen LI Sin Yau, Suey</p>	<p>The Hong Kong University of Science and Technology (Logistics Management and Engineering &amp; General Business Management)(Lam Ching Yee, Karen)</p> <p>The Hong Kong University of Science and Technology (Industrial Engineering and Engineering Management)(Li Sin Yau, Suey)</p>	<p>The proposal suggests a concept "Clothllage" to be the alternative of fast fashion, which helps to reduce the amount of fashion waste. "Clothllage" uses the concept of collage, a design method with the use of buttons and zippers, to stick clothes with different patterns together for providing more styling variations for customers. With the special design, customers can purchase clothes as a whole set or as a component. Customers can mix and match from the clothing components they have for designing their best style.</p>

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<p><u>Team D</u> LEUNG Wai Chi, Vincci LO Ching Yin, Michelle NG Hoi Kei, Kyla YU Ying Wa, Sophos</p>	<p>The Hong Kong Polytechnic University (Fashion &amp; Textiles)</p>	<p>This proposal aims to elongate the life span of each cloth, reduce chemical pollution of textiles and clothing and local food waste by promoting the use of sustainable organic dyes. By setting up an eco-fashion brand, the team suggested using fabric dyes produced from organic waste such as food scraps, garden waste and lawn clippings for all of their products. Customers would also be encouraged to recycle their old clothes from the brand and re-dye them in a new colour or add a print, using sustainable organic dyes, from time to time. The idea helps to promote the concepts of organic dyeing and lower the unnecessary or excessive purchase of clothing by the consumers.</p>
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- The End -

## **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.

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

Fashion Summit (Hong Kong) is an Asian event focusing on "Sustainable Development In Fashion". It brings 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 2-Day Conference and Fashion Future Challenge Award. It plays a vital role to provide a sharing platform for participants from around the world to exchange insights on the latest sustainable fashion trends, technology, best practice, solutions, and opportunities. For more information on Fashion Summit (HK) 2019, please visit: <http://www.fashionsummit.hk>

This press release is dispatched by **Mention PR Consultants Ltd.** on behalf of Fashion Summit (HK) 2019. For media enquiries, please contact:

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