

[Press release: for immediate release]

To: General News / Feature / Fashion - Editors and Reporters

Fashion Summit (HK) 2021's Kick-off Event "DIY Sustainable Dyeing Workshop" Receives Enthusiastic Public Response

(19 February 2021, Hong Kong) Starting from February 2021, Fashion Summit (HK) 2021 will organize a variety of events in both online and offline formats for discussing the future of sustainable fashion and design.

Kick-Off Event "DIY Sustainable Dyeing Workshop" Enthusiastically Received

The first event of Fashion Summit (HK) 2021, "DIY Sustainable Dyeing Workshop" will be held on 26 February 2021. The workshop will teach participants how to use natural dyes made from food wastes to dye their daily fashion products, substituting chemical dyes and hence reducing the pollution caused by dyeing. In addition to learning about the different types of natural dyes, participants will also get hands-on experience in DIY dyeing a fashion accessories.

The public has responded enthusiastically to the workshop, filling up the 150 available seats online and on-site shortly after the event was announced. As of today, over 500 people have enrolled in the workshop. For interested parties, they can join the workshop online and learn about sustainable fashion and design on the following platforms, from 2:30pm to 6:00 pm on 26 February 2021:


1. **FB:** <https://www.facebook.com/fashionsummithk>
2. **YouTube:** <https://www.youtube.com/channel/UCk71VdEOS6qI9GmmfCpHk7w>

Promoting Sustainable Fashion through Monthly Events

Over the next few months, Fashion Summit (HK) 2021 will roll out various events for promoting sustainable fashion. In March, Fashion Summit (HK) will feature in Hong Kong Trade Development Council's online exhibition – HKTDC International Sourcing Show 2021, followed by an online class in April on how to select sustainable fashion materials and products, understand and read clothing labels and in May, an outdoor learning guided tour organized in collaboration with WWF-Hong Kong.

For more details on the events of Fashion Summit (HK) 2021, please stay tuned

to the announcements on their website (<https://www.fashionsummit.hk>) and social media channels (@fashionsummitkh).

	<p>Themed as “Design for the future”, Fashion Summit (HK) 2021 aims to bring together fashion designers and fashion industry players who aspire to apply innovative design thinking in future business operations, to create a platform of inspiration, information and education for implementing and achieving the goal of sustainable fashion.</p>
	<p>“DIY Sustainable Dyeing Workshop”, the kick-off event of Fashion Summit (HK) 2021, has received an enthusiastic response from the public, with its 150 online and on-site available seats all filled up in a short period of time.</p>
	<p>Eric Cheung, speaker of the “DIY Sustainable Dyeing Workshop”, will share his experience on making natural dyes from food wastes to turn daily clothing into colorful fashion products.</p>

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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. Fashion Summit



(HK) consists of a 2-Day Conference and a series of events. 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) 2021, please visit: www.fashionsummit.hk

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