



[Press release: for immediate release]

To: General News / International News / Finance / Feature / Fashion – Editors and Reporters

**Fashion Summit (HK) 2021 to take place on 9th – 10th September
Looking ahead at the future development of fashion design**

(Hong Kong, 6 August, 2021) Fashion Summit (HK) 2021 (“the Summit”), the largest event on sustainable fashion in Asia, will be held on 9th and 10th September at Hong Kong Convention and Exhibition Centre.

Since its inaugural edition in 2017, Fashion Summit (HK) 2021 is the fourth edition of the event. The Summit aims to foster the sustainable development of the fashion industry by bringing together leaders and policy makers along the fashion supply chain to exchange the latest developments, innovative technologies, best solutions and opportunities in sustainable fashion. As an important fashion event in Asia, the Summit has received enthusiastic support from the industry, attracting the participation of over 1,000 industry players every year.

With a theme of “Design for the Future”, Fashion Summit (HK) 2021 will be the stage where dozens of speakers from Hong Kong and all over the world, through a simultaneous format of physical and online participation, present the latest situation in the fashion industry, explore practical plans for implementing sustainable fashion in future, and discuss how to shape the future direction of fashion.

Looking ahead at the future development of fashion design

The programme of the 2-day summit is packed with a series of keynote speeches and panel discussions that focus on the future and direction of fashion design. Panel discussion topics on Day 1 include “What are the Designs for the Future?”, “Consumer Engagement in the Digital Age: Strategic Marketing for a Global and Local Audience” and “Are We Failing the Future of Fashion With the Lack of Sustainability Education?”. On Day 2, the keynote presentation will be delivered by Lindita Xhaferi-Salihi, Sectors Engagement Lead of UN Climate Change – Global Climate Action, followed by panel discussions on “Future Fashion Materials”, “Multifaceted Virtual Fashion” and “Green Finance – Resilient to Changes”. (Please refer to the Appendix for the detailed programme)

A number of panel discussions will take place at the Summit. Karen Ho, Head of Corporate and Community Sustainability of WWF-Hong Kong, Dr. Alison Gwilt, Associate Professor of Design at University of New South Wales, Vincent Li, Director & Designer of VINCENT LI and Prof. Thomas C. C. Wong, Chairman of Institute of

International Sustainable Development, will explore the designs for the future; Janice Wang, CEO of Alvanon, Julian Ho, Director & General Manager of Byford, a British brand of business casual clothing, Giovanni Musillo, General Manager of Hong Kong & SEA of Goxip, hailed as the Google of the fashion industry and Fiona Tang, Business Development Executive (Asia Pacific) of Hawke Media which specializes in marketing, will give their views on how to engage global and local consumers in today's Digital Age with strategic marketing; Tanja Wessels, Co-founder & Head of Communications from Revive Consulting, Dr. Chris Lo, Associate Professor at the Institute of Textiles and Clothing of The Hong Kong Polytechnic University, Morgane Parizot, Education Director of REDRESS, Sara Stefanski, Senior Director, Global Sustainability & Responsibility Strategy of VF Corporation which owns multiple outdoor sportswear brands and Miruna Vlad, Dirty Laundry – Amsterdam Fashion Institute (AMFI) , will discuss whether we are failing the future of fashion with the lack of sustainability education.

Joyce Chau, Director Asia Pacific of amfori, Bruce Atherley, Executive Director of Cotton Council International, Amit Gautam, CEO & Founder of TextileGenesis, Hong Lee, Assurance Specialist of Textile Exchange, Peter Majeranowski, CEO of Circ and Rex Mok, Global VP Technical Marketing & Development of Lenzing Group will address how to create design materials for the fashion of the future; Speakers including Alexander Chan, Co-Director of The Mills Fabrica, Roger Chan, Chief Operation Officer of Cobalt Fashion Holding Ltd., Well Lam, Executive Director of High Fashion International Limited, Sharon Lim, Co-founder & CEO of Browzwear and Ayumi Takeyama, Digital Solution Consultant of SHIMA SEIKI, will share the latest developments pertaining to the multifaceted virtual fashion; And finally, speakers including Prof. Emil Chan, FinTech Committee Chairman of Smart City Consortium, Dr. Peter Cheng, Chairman of Hanbo Enterprises Limited, Jenny Chow, Chief Compliance Officer, UNDP SDG Innovative Finance, Mr. Hugo Petit, CFO of Re:newcell, Paul Yeung, Managing Director and Head of Sales & Client Coverage, Business Banking, Commercial Banking, HSBC, will talk about the trends in Green Finance.

Announcing survey result at the Summit

In order to understand the impact of the pandemic on fashion designers in Hong Kong and overseas, how well they have adapted to life during the COVID-19 era and their views on the future of fashion design, Fashion Summit (HK) 2021 has conducted a survey on dozens of fashion designers during May and June 2021. The result of this survey will be officially unveiled at the Summit.

The Summit is jointly organized by Clothing Industry Training Authority (CITA), Office of the Hon Felix CHUNG Kwok-pan, Member of the Legislative Council, Redress, Sustainable Fashion Business Consortium (SFBC), The Mills Fabrica and WWF-Hong Kong, and funded by the lead sponsor, Create Hong Kong of the Hong Kong SAR



Government. Public can participate in the Summit either in-person at HKCEC, or via Fashion Summit (HK) online live platforms. Participation is free-of-charge. Register online at <http://www.fashionsummit.hk/programme/>. For more details on Fashion Summit (HK) 2021, please visit: <http://www.fashionsummit.hk>.

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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

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

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Appendix: Fashion Summit (HK) 2021 Programme

Day 1: 9th September 2021 (Thursday)

0930	Registration
1000	Day 1 Opening Welcome Remarks: <ul style="list-style-type: none"> - Hon. Felix Chung Kwok-pan, Chairman of Fashion Summit (HK) 2021 Keynote Speech by Guest of Honour: <ul style="list-style-type: none"> - Mr. Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development, HKSAR Government Opening Speech: <ul style="list-style-type: none"> - Mr. Richard Cheng, Chairman of Clothing Industry Training Authority
1030	Panel Discussion: What are the Designs for the Future?
1200	Lunch
1400	Panel Discussion: Consumer Engagement in the Digital Age: Strategic Marketing for a Global and Local Audience
1600	Panel Discussion: Are We Failing the Future of Fashion With the Lack of Sustainability Education?

Day 2: 10th September 2021 (Friday)

0930	Registration
1000	Day 2 Opening Opening Address: <ul style="list-style-type: none"> - Ms. Jersey Yuen, Assistant Head of Create Hong Kong, HKSAR Government - Ms. Vanessa Cheung, Group Managing Director of Nan Fung Development Ltd.
1010	Keynote Presentation: <ul style="list-style-type: none"> - Ms. Lindita Xhaferi-Salih, Sectors Engagement Lead, UN Climate Change – Global Climate Action
1030	Panel Discussion: Future Fashion Materials
1200	Lunch
1400	Panel Discussion: Multifaceted Virtual Fashion
1550	Panel Discussion: Green Finance – Resilient to Changes