

To Local, Fashion, Economy, Lifestyle and environment sections' hosts/editors/reporters:

**【Venture into the Possibility of Sustainable Fashion】**

**Curtain Call of the CENTRESTAGE2022 Fashion Exhibition**

**時尚高峰(香港)Fashion Summit (HK)**

**Proudly Gathered Numerous Foreign and Local Renowned Fashion designers**

**Uncovered the Future Path of Success in Sustainable Fashion**



【11 Sept 2022 · Hong Kong】 The annual Asia fashion event, CENTERSTAGE 2022 delighted the fashion sphere with much-awaited runway shows by HKTDC, promoting fashion designers and their brands across the globe. Last year, the Fashion Summit (HK) 時尚高峰 (香港) showcased a total of 20 sustainable fashion designs in CENTRESTAGE

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2021, bringing the sustainable fashion concept to Hong Kong. With all the effort from The Fashion Summit (HK), the event received high praise from both designers and visitors. This year, Fashion Summit once again invited fashion designers from different regions to exhibit new series of sustainable fashion designs, showing the possibility of sustainable fashion to the public.

In recent years, the concept of ESG has become exceedingly important to the society while environmental awareness and circular economy has also been on the rise worldwide. With this in mind, The Fashion Summit (HK) returned again to the CENTRESTAGE 2022 at the HKCEC (Hong Kong Convention and Exhibition Center) from 9/9-11/9. This year's exhibition shines a spotlight on the theme of sustainable fashion. The Fashion Summit (HK) has proudly invited 22 fabulous designers from both local and foreign countries to the fashion showcase, including: Ann-Louise Andrén, Cecilia Eduards, Chen Wen, Debbie Leung, Doris Kath Chan, Dr. Ify Ubby, Enzo Chan, Glori Tsui, Ji Qingsong, Juliana Lam, Prof. Karen Chan, JP, Maxjenny Forslund, Mountain Yam, Natalia Pavanelli, Rain Chan, Wayne Lo, Rickyy Wong, Stevie Crowne, Supei Ho, Wilson Ma, Yeung Chin, Zhao Jing (Listed in no particular order).

The exhibition showcased the painstakingly created sustainable fashion garments from

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these fabulous designers as successful examples of sustainable fashion promoters. Such showcases successfully encourage the industry and the public to explore the infinite possibilities of the local sustainable fashion, leading one step closer to the future trend of sustainable fashion.



Many visitors arrived at the Fashion Summit (HK) to support their favourite fashion designers and admire different sustainable fashion garments.

### **Designers see sustainability as a top priority in the branding process**

Juliana Lam, Founder Chairman of INNOTIER, said, "Sustainability is the main concept of the brand, with the main use of eco-friendly materials. In our latest collection, we have

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not only added sustainable elements, but also innovatively incorporated technology into the design. For example, our mask brand is not only environmentally friendly and durable, but also incorporates iconic+ technology to kill 99% of viruses, which greatly enhances the functionality and sustainability of the product.



*Juliana Lam, Founder Chairman of the  
brand INNOTIER*



*INNOTIER's latest collection  
Technology and sustainability are  
integrated into the design*

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**Modern and creative fashion brand is invited to participate in the exhibition**

Karen Chan, founder, creative director and chief fashion designer of SPARKLE COLLECTION and SPARKLE, said in an interview, "We are honored to be invited by Fashion Summit to exhibit at CENTRESTAGE 2022. Our fashionable modern cheongsams and tang coats retain the intricacies of Chinese craftsmanship while incorporating Western design concepts such as patterns, fabrics and durability to breathe new life and game-changing ideas into this priceless national heritage. All of these are important elements of sustainable development. "SPARKLE combines traditional cheongsam and tang coats into a colorful and fun fashion with artistic flair and sparkling Hong Kong elements.

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*Founder of Sparkle Collection*

*Karen Chan*



*SPARKLE COLLECTION's fashionable modern cheongsams and Tang coats preserve the intricacies of Chinese craftsmanship while incorporating Western design concepts*

### **Hong Kong local brand combines fashion and comfort in the design**

"It is an honor to exhibit the fashion designs at CENTRESTAGE with the Fashion Summit. Quarter Past Three represents the best of quality and craftsmanship in Hong Kong, and we have sourced our garments strictly locally and learned from master craftsmen in an effort to combine fashion and comfort." said Wilson Ma, founder of Quarter Past Three.

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*Quarter Past 3hree Brand Founder*

*Wilson Ma*



*The Quarter Past 3hree brand focuses on quality and aims to maintain a high level of service manufacturing in Hong Kong with excellent quality and craftsmanship.*

### **A local niche fashion brand puts dreams into design**

Enzo Chan, founder of local niche brand Vo-yage said, "Sustainable fashion has become the mainstream of fashion, and the concept of sustainability should be integrated into the design to improve the quality of clothing materials, so that the life cycle of clothing can be extended.

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Enzo presented a few fashion sets inspired by a fishing experience, hoping to bring out the message of love and peace, saying, "It's not easy to establish your own fashion brand in Hong Kong, especially a niche brand. I hope my brand can stand out in the fashion industry. The "-" in the brand name means continuing, hoping the brand will stand out in the fashion industry and that the local brands will continue to shine in the fashion industry and contribute to sustainable fashion."

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*Vo-yage Brand Founder*

*Enzo Chan*



*The Vo-yage brand uses sustainable materials as the core of its design, creating multi-purpose fashion pieces to reduce the rapid obsolescence of old clothing.*

This year in 2022, the **5th edition of Fashion Summit (HK)** has got a theme of **“Actions to the Sustainability Journey”** with a series of events for promoting Hong Kong as a creative fashion hub and also encouraging fashion designers and fashion industry players to integrate their creative and innovative thinking and also the sustainability concepts into business processes and practices.

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For press release and event information, please visit:

<https://bit.ly/3TNeFPi>



**About Fashion Summit**

**FASHION SUMMIT (HK)** is **Asia's leading sustainable fashion event** funded by Create Hong Kong of the HKSAR Government. Since 2017, it has played a vital role in the development of sustainable fashion, bringing together key players from the fashion industry, NGOs, media, decision makers and leaders from around the world to exchange insights on the latest sustainable fashion trends, technology, best practice, solutions and opportunities.

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