

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

**【New Era of Sustainable Fashion】
Fashion Summit (Hong Kong)
Unite Top Talents and Professionals
Step Towards A New Chapter of Sustainable Fashion**



As the leader in sustainable fashion in Hong Kong, Fashion Summit (Hong Kong) brings together designers and industry professionals to share their successful experiences in combining creativity and sustainable fashion in their own brands and to exchange ideas on sustainable fashion issues, leading the fashion industry to discuss the current and future development of sustainable fashion.

【2022/11/15·Hong Kong】Sustainable fashion has become a global trend in recent years, and fashion designers are incorporating it. Sustainable fashion is a long and arduous mission that necessitates action to improve and innovate, and various stakeholders in the fashion supply chain, such as raw materials suppliers, garment manufacturers, fashion retailers, and consumers alike, must become more aware of the concept.

The Fashion Summit (Hong Kong) is an Asian event focusing on sustainable fashion, organised by the Clothing Industry Training Authority (CITA) and lead sponsored by Create

If you have any questions, please feel free to contact us. This press release is issued by MEMO Plus PR on behalf of the media, for media inquiries, please contact:

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Hong Kong, The Government of the HKSAR. Beginning in 2022, the event will focus on "fashion designers" and "fashion consumers." The theme for this year is "Actions to the Sustainability Journey." Fashion Summit (Hong Kong) organised the "Designers' Sharing: Our Sustainable Fashion Journey" to raise awareness of sustainable fashion among various stakeholders in the fashion supply chain, such as raw materials suppliers, garment manufacturers, fashion retailers, and consumers. Guest speakers at the event included designers, academics, entrepreneurs, and media professionals who shared their successful experiences combining creativity and sustainable fashion with their own brands, as well as exchanged views on sustainable fashion issues, prompting the fashion industry to discuss the development of sustainable fashion today and in the future.

The findings of a survey on consumer perceptions of sustainable fashion in Hong Kong and Macau were presented to the audience by Dr. Chris Lo, Associate Professor at the School of Fashion and Textiles, The Hong Kong Polytechnic University. The results showed that Hong Kong and Macau are 8% more concerned with sustainable development goals than the global average. "Through the survey results, we intend to urge enterprises to pay greater attention to market trends, reinforce the positioning of sustainable fashion, and use sustainable components in all parts of production and design to further boost the legitimacy of brands," he said. Dr. Lo also exhorts customers to pay closer attention when buying fashion items, not just to the aesthetics of the item but also to the sustainability ethos of the company.

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During the sharing session, Dr. Chris Loo, Associate Professor at School of Fashion & Textiles, The Hong Kong Polytechnic University, highlighted the perspectives of Hong Kong and Macau consumers on sustainable fashion and Sustainable Development Goals (SDGs).

In order to enhance confidence in the future of sustainable fashion, two local fashion designers were also invited to showcase their successful sustainable fashion businesses. Julius Group's Managing Director and INNOTIER's Founder, Ms. Juliana Lam, stated, "My company's foundation is sustainable development, and its designs creatively incorporate lifestyle, sustainability, and hygiene technology. The product is sustainable and practical. Silver thread is woven into the fabric by INNOTIER using ionic+ technology, and this fabric destroys 99% of viruses. This allows the garment to be reused repeatedly, significantly boosting the product's functionality and sustainability."

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Juliana Lam, President and Founder of INNOTIER, has ingeniously incorporated hygiene technology, sustainability, and lifestyle factors into her designs.

Ms. Vickie Au, Founder and Creative Director of V VISIONARY DESIGN STUDIO, emphasized sustainable fashion as a potent platform for a change in the world's sustainability. With a commitment to sustainable fashion, the fashion industry is reinventing all aspects of its operations, from design to production, to progress from the present to the future of sustainable fashion. She uses her own company, V VISSI (:revisit), as an example of a company emphasizing green fashion by promoting itself as eco-friendly and offering sustainable and fashionable products to a global clientele. She emphasized that the brand will collaborate with designers, artists, weavers, manufacturers, and eco-conscious people throughout the entire product development process to create things that will reintroduce a new way of fashion lifestyle.

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Vickie Au is the Founder and Creative Director of V VISIONARY DESIGN STUDIO. V VISSI (:revisit) is a new eco-friendly lifestyle brand. Displaying a modern and fashionable lifestyle.

Ms. Natalie Chan, Managing Director of PIE Strategy Ltd., stated during the sharing session that Hong Kong has a comparatively low recycling rate because there is no legislation governing recycling. She added that a lot of well-known international brands are working to develop sustainable fashion by utilising cutting-edge technology to maximise the use of textile waste and "turning recycled clothing into materials," which can significantly lower carbon emissions from the production process by 15%. She also hopes that more businesses will utilise technology to transform garbage and recycled garments into materials and support fashion brands on the path to sustainability.

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Ms. Natalie Chan, Managing Director of PIE Strategy Ltd., thinks that more businesses will utilise technology to transform trash or recycled clothing into materials. Encouraging the fashion industry to adopt a sustainable fashion development strategy.

REDRESS, one of the co-organisers of Fashion Summit (HK), also invited Ms. Laura Westbrook, Journalist at South China Morning Post; Ms. Meiyen Chan, Redress Design Award Alumni; Dr. Chris Lo, Associate Professor at School of Fashion and Textiles, The Hong Kong Polytechnic University; Mr. Greg Cole, Co-founder of deJaWOOO; and Ms. Marianne Mclean-Atkins, Sustainable Fashion Education Director of REDRESS, to discuss whether emerging fashion professionals have the right skills and insights for sustainable fashion.

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Different speakers are sharing their perspectives on sustainable fashion in the panel discussion. During the panel discussion, guests are sharing their perspectives on the qualities which a fashion designers should have nowadays.

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To know more about Designers' Sharing Seminar, please visit:

<https://bit.ly/3hrvd0xFSDesignerSharing>



About Fashion Summit (HK):

Fashion Summit (Hong Kong) is an Asian event with a focus on "sustainable fashion," organised by the Clothing Industry Training Authority (CITA) and lead sponsored by Create Hong Kong. Since 2017, Fashion Summit (HK) has held an annual two-day international conference (with the exception of the postponement in 2020 due to the new Covid-19 pandemic), bringing together prominent fashion industry figures, renowned academics, representatives of non-governmental organisations (NGOs), media friends, and leaders and decision-makers from all walks of life in Hong Kong to exchange thoughts and views on the newest trends, innovations, solutions, and opportunities on sustainable fashion. Working together to achieve a sustainable fashion industry.

Fashion Summit (HK) will continue to place a strong emphasis on "sustainable fashion," "fashion designers," and "fashion consumers" starting in 2022. A number of events will be staged to advertise Hong Kong as a creative fashion hub, including a two-day international conference, exhibitions, workshops, guided tours, and overseas study trips. It aims to motivate fashion designers and other industry stakeholders to apply their design, creative thinking, and sustainability concepts into their business operations and practices. Additionally, it aims to encourage consumers of fashion to engage in sustainable consumption.

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"Actions to the Sustainability Journey" is the them of Fashion Summit (HK) 2022–2023. Step-by-step action is required to improve and accelerate the pace of the path toward sustainable fashion. What steps have the participants in the fashion business taken along the way? What are a few of the several actions that need to be evaluated and acknowledged? The moment has come to talk about the world view and global perspective of the fashion industry, as well as solutions and actions for sustainable fashion now and in the future. We cordially invite you to join us at the Fashion Summit (Hong Kong) for a series of events to discuss the various sustainable fashion solutions and to take action towards sustainable fashion!

To know more about Fashion Summit (HK), please visit:

www.fashionsummit.hk

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