

Press Release [Immediate Release]

## **#ddInMotions: FASCINATION STREET**

### **Sham Shui Po Reinvented: Mundane Street Transformed into a Surreal Fashion Runway**

#### **With 5 Instagrammable Selfie Spots**

#### **Walk Around the 40-Metre-Long "Mirror Maze" Runway**

(Hong Kong, December 1, 2018) Presented by Tourism Commission, organised by Hong Kong Design Centre (HKDC), and having the Hong Kong Comics & Animation Federation (HKCAF) as a strategic partner (for programme or work related to local comics only), "Design District Hong Kong" (#ddHK) is a 3-year Creative Tourism Project aiming at establishing Wan Chai and Sham Shui Po as Design Districts of Hong Kong with the theme of "Connected City: Hong Kong Stories" through a series of creative projects on design, placemaking as well as street events. "#ddInMotions: FASCINATION STREET" is one of the highlights of #ddHK, inviting the founder of fashion brand INJURY and a frequent guest in international fashion weeks Eugene Leung as Curator and Creative Director; a group of emerging local fashion designers joined hands to hold a fashion parade at Cheung Yee Street in Sham Shui Po today (1 December) to transform the traditional fabrics and fashion accessories paradise into a fashion parade combining fashion, music and stage design, to interpret different Hong Kong authentic stories. What's more, in addition to the huge "mirror maze" of the main stage of the fashion parade, visitors who are interested in the creative integration of fashion and urban space can also take selfies at the other 4 instagrammable spots there, upload the photos to the social platform and be a fashion blogger!

#### **"FASCINATION STREET" Transforming Street of Sham Shui Po into a Surreal Stage of Fashion**

Sham Shui Po is a gem for everyone in Hong Kong's fashion and design industry. In the past, during the heyday of the cloth industry, textile industry and fashion industry, the streets of Tai Nan Street, Ki Lung Street and Yu Chau Street were replete with numerous fabrics and raw material stores. It was a paradise for many creators to get their inspirations, and it also gave birth to a large number of local creativities. #ddHK is organising "FASCINATION STREET" inspired by the architecture of Hong Kong, to transform the mundane local streets into a surreal fashion stage, so as to reinvigorate the unique charm of Sham Shui Po into the public eyes.

A group of nine local fashion designers and brands have been selected to join the event, including: Angus Tsui, Andy Chiu, Derek Chan, Jason Lee, Kay Kwok, Kay Wong, Polly Ho, Walter Kong & Jessica Lau and Yeung Chin. The curator connects them together by local cultural essence, from traditional lifestyles, leisure and entertainment, urban landscapes to modern multiculturalism, community inclusiveness and environmental protection – everything is deconstructed and re-assembled and integrated, to show the public a set of fashion images that represent Sham Shui Po and represent the changing times and social vision of Hong Kong. *(Please refer to the attachment for the design concepts and related materials of the nine local fashion designers)*

These unique fashion pieces are shown for the first time at the "#ddInMotions: FASCINATION STREET" fashion parade at Cheung Yee Street in Sham Shui Po today. The fabulous fashion styling photos will also be exhibited at 7 Mallory Street in Wan Chai from today until 9 December, allowing public to re-discover the story of Hong Kong through fashion in this pre-war building.

### **5 Instagrammable Selfie Spots**

In the "#ddInMotions: FASCINATION STREET" fashion parade today, in addition to the opportunity to admire the fashion masterpieces full of Hong Kong's unique taste, the audience can also enter the modern main stage installation "Mirror Maze" which is over 40 metres long after the show. A playful FASCINATION STREET transparent card will be freely distributed at the venue for public to find the best symbolic local spots for selfies' background.

<b>Photo Spot</b>	<b>Description</b>
1. "Mirror Maze" Main Stage	<p>The runway of a fashion show is normally an exclusive place for designers and models, rarely open to the ordinary audience. Yet with the spirit of combining fashion shows and urban landscapes, the "#ddInMotions: FASCINATION STREET" fashion parade allows viewers to step on the runway after the show, and get close to the giant stage that is usually out of reach.</p> <p>The "Mirror Maze" stage installation is over 40 metres long. The centre is built with a large LED screen with a width of 10 meters and a height of 2 meters. More than 30 mirror-pillars look like the miniature of Hong Kong's skyscrapers which would be fascinating walking into the maze.</p>
2. #ddHK Mirror Installation	<p>Large scale installations of the names of local places have been hot instagrammable spots abroad. Now, it's a chance for Hong Kong! This unique "#ddHK" logo mirror installation is about 2-meter-high. Show your creativeness and take a selfie there your way.</p>
3. #ddInMotions: FASCINATION STREET screen wall	<p>Since you are at the "#ddInMotions: FASCINATION STREET" fashion parade, you must learn to be a fashion show star, and pose for a photo in front of the logo screen wall. Don't forget to use the playful FASCINATION STREET transparent card as your props!</p>
4. Interactive Mosaic IG Wall	<p>The audience can participate in the production of the ultimate Instagram wall! Everyone can upload a photo taken at the event to Instagram with the hashtag #ddHK2018. You can immediately get a sticker version of your photo on this interactive IG wall and it will appear on the IG wall as well be</p>

	collaged and become a Bird's eye view of landscape of Sham Shui Po.
5. Fashion Show 3D Display Zone	This area shows the collection of 3D fashion photos from streets in Sham Shui Po, including Kweilin Street, Fuk Wa Street, Apliu Street, Un Chau Street, Yen Chow Street and Tai Po Road. On the other side, a giant 3D inflatable silver head installation called "Create Your Avatar" will be exhibited, leading the audience to experience the unique charm of Sham Shui Po.

**#ddInMotions: #ddFashionParade FASCINATION STREET Exhibition**

Date: From now until 9 December 2018

Time: 10am-10pm

Location: 7 Mallory Street, Wan Chai

For details, please visit the #ddHK website: [www.designdistrict.hk](http://www.designdistrict.hk)

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**About Design District Hong Kong**

Design District Hong Kong (#ddHK) is a 3-year Creative Tourism Project presented by Tourism Commission, organised by Hong Kong Design Centre (HKDC), with Hong Kong Comics & Animation Federation (HKCAF) as Strategic Partner (on programme or work related to local comic). #ddHK is a vibrant hub of creativity in the heart of the city. It is a fantastic blueprint for the visitors and public to explore the city in a brand new way, it also aligns HKDC's public mission to promote future betterment of the society and community resilience through design. In 2018, the theme is "**Connected City: Hong Kong Stories**".

**About Hong Kong Design Centre**

Hong Kong Design Centre (HKDC) was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission to promote wider and strategic use of design and design thinking to create business value and improve societal well-being. Our initiatives are anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE**.



HKDC's flagship programmes include Business of Design Week (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; DFA Awards (since 2003) – a widely recognised design awards that celebrates outstanding designs with Asian perspectives; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2016) – 2-year incubation programmes to nurture 4 future design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a fashion initiative combining conversations, interactions and cultural exchanges to energise the city's image, and position it as an Asian hub for fashion trade and business development; Knowledge of Design Week (since 2006) – an annual thematic design knowledge sharing platform that explores how design can solve complex challenges of our society.

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**Appendix : 「#ddHK: FASCINATION STREET」 Local Fashion Designers Bio with the Collection Concept Statement**

Designers Bio	Collection Concept Statement	Manuscript
<p><u>Andy Chiu</u></p> <p>Graduated from Hong Kong Polytechnic University with a major in Knitwear Design with Technology, Andy Chiu started as a technical knitwear designer in a local manufacturer, collaborated with numerous of companies and organizations on various project development. Most recently he has been preparing for his own design label “VACANT” which will be debuted in 2019.</p>	<p>Since the 70’s Hong Kong has been a great precinct for knitwear. We make use of different woolen fabric and materials sourced from Sham Shui Po to create the collection, which is greatly inspired by the forms and shapes of buildings around Hong Kong. With all kinds of sources and knitting technology, we craft different stereoscopic shapes and textures to showcase the modern landscape of the city.</p>	
<p><u>Angus Tsui</u></p> <p>The founder and creative director of “ANGUS TSUI”, Angus Tsui has won a number of awards at both local and international design contests, including the renowned “DFA Design for Asia Awards”, “Young Design Talent Award” and “Design Student Of The Year”. The brand is devoted to sustainable supply chain, from design to manufacturing and retailing to after-sales services.</p>	<p>Capturing the multicultural characteristics and old history of Sham Shui Po, this collection blends the brand’s unique aesthetic and edgy craftsmanship with diverse materials. Every combination represents different cultures and ethnic groups in order to raise awareness of our cultural diversity. While creating the work we ensure to use zero-waste and up-cycling design techniques as a tribute to the district.</p>	

Derek Chan

Walked on a thin line between contemporary element and traditional artistic spirit, Derek Chan found the sweet spot in 2013 and created his own brand “DEMO”, short for DEMONSTRATION. Imbued with an antiquated spirit, an attention to detail and erudite tailoring, his designs strike the delicate balance between classic and traditional style with modern touch.

Hong Kong is a place where different cultures, style and characteristic can co-exist in harmony, and this series of “DEMO” ’s outfit shares the same concept. A female touch is added on the menswear silhouette and cutting, highlighting both features of menswear and womenswear on the same piece.



Jason Lee

The founding designer of “YMDH”, Jason Lee was a graduate of Fashion Design with a minor in Accessories Design. He experiments the fine lines between modern thoughts, Chinese culture and street fashion, to redefine the beauty of contemporary fashion. In 2017, he won the “Best Footwear Awards” in Young Fashion Designer Contest by HKTDC.

“KING OF KOWLOON”, is the continuance of “KINGDOM OF THE UNDERGROUND”. Inspired by the “King of Kowloon” and exotic experience from Europe, the design blends luxurious Chinese brocade with denim, a symbol of western street culture, to accentuate the charm of the calligraphy graffiti from the King. The Emperor's New Clothes, literally, are displayed right before your very eyes.



Kay Kwok

Kay Kwok graduated in the Fashion Design from Hong Kong Polytechnic University before moving to the London College of Fashion during which he interned at Alexander McQueen. Known for his futuristic and contemporary menswear, Kay established his brand “KAY KWOK” and debuted his collection in London in 2013, making him the first Hong Kong menswear designer featured in London Fashion Week.

My Pen, My City

Being part of the technological generation, when was the last time we picked up the pen? In Hong Kong we once had a bunch of creative talents who used a pen to unfold amazing stories - they wrote beautiful lyrics and wuxia novels that celebrate the Lion Rock Spirit or Chinese history; they drew comics and plaques that entertain and serve all folks; and they shaped the unique culture of ours. Let’s recall the ‘pen culture’ through fashion, and inherit the spirit of Hong Kong!



Polly Ho

A graduate from the Hong Kong Polytechnic University, Polly Ho furthered her studies at the University of Central England and worked for Misa Harada Millinery in London. Polly launched “LOOM LOOP”’s first collection after a special encounter of the 300-year-old heritage fabric “Canton silk” in Guangdong province. The brand DNA has a strong emphasis on sustainable fashion and conservation of traditional craftsmanship.

For decades, playing Mahjong has been a favourite pastime for Hong Kong people. However, a recent survey reveals that only 1 in 50 youngsters in Hong Kong have played the game, implying this tradition is fading out. The creation has Mahjong’s oriental elements and subtle details drawn from a hint of childhood memories interpreted into the printed fabric, in order to retell our own stories and pass our culture to the next generation.



Jessica Lau & Walter Kong

Fashion brand “Blind by JW” was founded in 2012. Jessica was graduated from Central Saint Martins Art and Design College from London before working at Alexander McQueen and John Galliano. Walter was graduated from Hong Kong Polytechnic University and had won ‘The overall championship of Hong Kong Young Fashion Designers’ contest 2007. Though with different background, both designers have the same passion and vision towards how they see fashion.

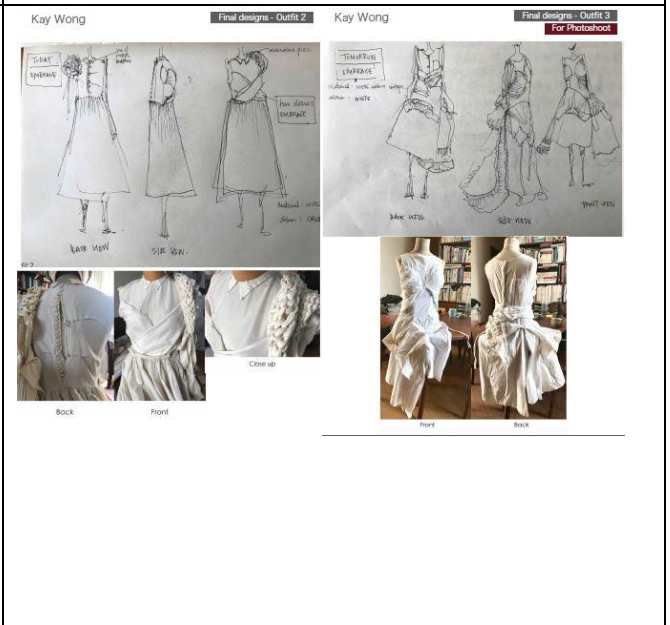
It all started from a well-kept photo of my father, in which he was wearing wide leg trousers with no fastening, only folded down to fit around his waist. It was a popular wear fisherman would put on during the olden days, and this led to our journey and development of Time Flies – Victoria Harbour. In this collection we tell a story of a girl dressing in her dad’s fisherman wear in memory of her father and childhood.



Wong Kay

Graduated from Central Saint Martins and Royal College of Art, Kay founded fashion-arts label “Daydream Nation” in 2006, with her brother Jing Wong. Together, they weaved story and theatre into their collections, bringing magic to Fashion Weeks with their whimsical designs and performances. The brand’s new line, called “Tomorrow by Daydream Nation”, only utilizes remnant or abandoned material, hoping to design for a better TOMORROW.

EMBRACE is a story of garment making, storytelling, and a way of spreading love. We play with the deconstruction and construction of sleeves, suggesting ideas of human “connection”, the presence of our loved ones. It is the manifestation of fusing, joining, connecting both of garments and of people.



### Yeung Chin

An ex-student in Alternatif Fashion Workshop, Yeung Chin was graduated with a MA in Fashion Design from the University of Westminster. From 2015 to 2017, he had been invited to join Fashion Week in New York, Paris and Shanghai, and in between he took part in Singapore Design Centre exhibition and Pop-up store of ISETAN and PARCO in Japan. He is now a guest lecturer at the Hong Kong Design Institute of VTC and has opened his own concept store.

The collection theme “SSP Fabric Map” shows the opportunistic characters of Sham Shui Po (SSP)’s fabrics and materials. Nam Cheong Street is known for its leather; Ki Lung Street is well known for cotton embroidery string; Yen Chow Street is famous for knitted fabric; Tai Nan Street is famous for trims; and even Ap Liu Street has fabric to showcase. The artist maps out the route he used to go for material and fabric sourcing in the past 20 years, venturing into all alley and paths ranging from Yen Chow Street Hawker Bazaar, Ki Lung Street, Yu Chau Street, Wong Chuk Street, Shek Kip Mei Street, Boundary Street, Maple Street, Tai Nan Street and even Ap Liu Street.

