

## FASHION ASIA HONG KONG 2020 DRAWS TO A SUCCESSFUL CLOSE

### Global fashion leaders addressing the next step forward for the fashion industry at Fashion Asia 2020



(HONG KONG – December 7, 2020) Fashion Asia 2020 was broadcasted live to a global audience from Hong Kong on December 2 and 3 this year. Launching concurrently is the “10 Asian Designers To Watch 2020 Virtual Exhibition”, which showcases ten specially designed three-dimensional showrooms to further promote the exchange of international creative elites.

In such uncertain times, it is integral that we came together as a community to discuss how to survive and adapt to the “new normal.” Held alongside the annual Business of Design Week (BODW) and conceived by the Hong Kong Design Centre (HKDC) with CreateHK as the lead sponsor, FASHION ASIA continued to facilitate insightful and thought-provoking exchanges between the industry’s most powerful creators and thinkers. Over 20 speakers from around the world will participate in the “Fashion Challenges Digital Forum” which explored the various business challenges facing the global fashion sector during this period of uncertainty.

#### **“Fashion Challenges Digital Forum”**

The “Fashion Challenges Digital Forum” tackled some of the biggest issues facing the industry from adapting to the new normal and survival tactics to the fresh opportunities that have presented themselves for two consecutive days. As the industry opens a new chapter and challenges old systems, it is an opportune time to regroup and drive the way forward collectively through collaboration and discourse.

Speakers include Andrew Y. WU, LVMH Group Greater China Presiden; Alexis Bonhomme, Vice President, Greater China & APAC – Commercial, Farfetch; Anya Hindmarch, Managing Director & Creative Director, Anya Hindmarch; Arnault Castel, Founder, kapok; Ariane Zagury, Founder & CEO, Rue Madame Fashion Group; Brandon Chang, CEO, TEAMWANG; Caroline Issa, CEO, TANK Group; Chloé Reuter, Founding Partner, Gusto Luxe & Gusto Collective; Coral Chung, Founder & CEO, SENREVE; Divia Harilela, Editor and founder, The D’Vine; Jillian Xin, Buying Director, LABELHOOD; Simon Tye, Executive Director, CSG Intage Group; Tina Craig, Entrepreneur, Digital Marketer and Fashion Blogger (Bag Snob); Veronica Chou, Founder & CEO, Everybody & Everyone; Vittorio Cordella, CEO & Creative Director, and Vice President of Merchandising, Product Development and Sales, JOSHUA SANDERS and IRENEISGOOD; Wesley Ng, CEO and co-founder, Casetify; Ze Ping Yu, Founder, The Fashion Door, among many more.

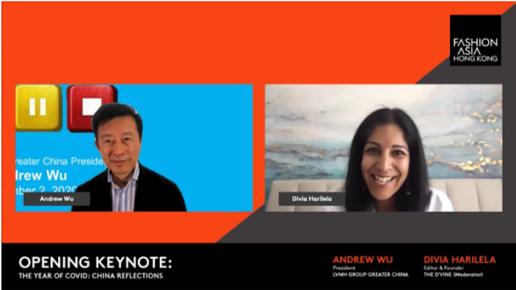
The first day themed ‘What Is The New Normal?’ addressed topics over how luxury brands held physical events after the pandemic, such as holding fashion shows in China to stimulate the desire of purchases and capture retail market rebound in Mainland China. Meanwhile, founders of fashion brands shared how the rapid development of China’s e-commerce platforms have expanded their market presence and enabled their use of effective marketing tactics such as livestreaming to attract younger audiences. On another note, it is believed that human experience forms the core fundamentals of retailing, both online and offline. Therefore, brick and motor will still stay as the primary integral strategy for luxury fashion brand’s long-term survival.

Day two titled ‘The Digital Drive’ delved into the industry’s most influential visionaries in discussing how international brands responded to the crisis and embraced new business opportunities throughout the epidemic. Topics included the new e-commerce landscape, how to build communities online, and effective digital tools in customers engagement with the brand. Visionaries behind the industry’s most successful influencer brands discussed how influencers build a strong brand, connect its own strong and unique brand concept with its target audience, and strategies in sustaining brand relations and dialogue with Generation Z for long-term success.

**“Fashion Challenges Digital Forum” Details:  
DAY 1 - What Is The New Normal?**

**OPENING KEYNOTE: The Year of Covid: China Reflections**

While many of the world’s economies are plunging into recession, the retail market in Mainland China has strongly rebounded. Andrew Wu shares his views and discusses Chinese consumption trends.



(L to R) ANDREW WU, President, LVMH Group Greater China; DIVIA HARILELA, Editor & Founder, The D’Vine

**PIVOTING FASHION RETAIL**

While many businesses are downsizing during the pandemic, others are finding new opportunities for growth. Two local retailers discuss how they have redefined their business strategies to explore new categories or expand their footprint during these uncertain times.



(L to R) ARIANE ZAGURY, Founder & CEO, Rue Madame Fashion Group; ARNAULD CASTEL, Founder, kapok; DIVIA HARILELA, Editor & Founder, The D’Vine

**COURTING THE CHINESE CUSTOMER**

Retail is booming in Mainland China as consumers are shifting their loyalty to local brands. One of China’s top fashion retailers reveals its strategies on engaging and retaining the local customer during the Covid-19 pandemic.



(L to R) RENEE LU, Chief Marketing Officer, The Fashion Door; ZE PING YU, Founder, The Fashion Door; JILLIAN XIN, Buying Director, LABELHOOD

## WINNING IN CHINA

Luxury brands looking to win in China must engage with the country's digitally savvy consumers. A China-based expert uncovers the key trends shaping China post Covid and how luxury brands must adapt to reach consumers.



(L to R) CHLOÉ REUTER, Founding Partner, Gusto Luxe & Gusto Collective; CAROLINE ISSA, CEO, TANK Group

## THE HUMAN EXPERIENCE

British designer Anya Hindmarch returns to one of the core fundamentals of retailing - the human experience – to discuss how leading with humanity and purpose is essential for any luxury brand's long-term survival.



(L to R) ANYA HINDMARCH, Managing Director & Creative Director, Anya Hindmarch; CAROLINE ISSA, CEO, TANK Group

## INNOVATING WITHIN THE FASHION LANDSCAPE

It is essential that the new generation of designers challenge old systems and create new foundations from which the industry can recover and thrive. Three International Woolmark Prize alumni reveal how they are galvanising change in fashion.

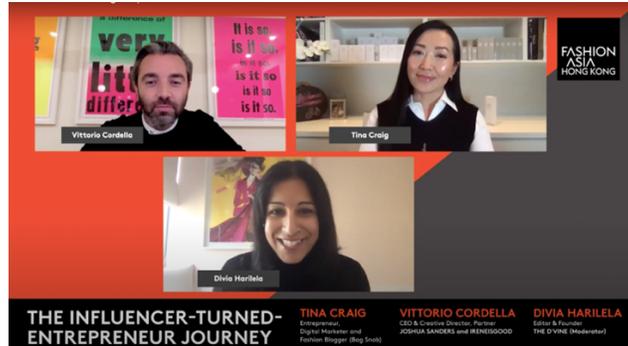


(L1) ANGEL CHEN, Founder & Creative Director, Angel Chen; (L2) KA WA KEY CHOW & JARNO LEPPANEN, Fashion Designer, Ka Wa Key; (R1) RICHARD MALONE, Fashion Designer, Richard Malone; (R2) MITCHELL OAKLEY SMITH, Editor-in-Chief, Esquire Singapore

## DAY 2 - The Digital Drive

### THE INFLUENCER-TURNED-ENTREPRENEUR JOURNEY

Influencer-created brands have proven to be highly lucrative. The visionaries behind the industry's most successful influencer-inspired businesses discuss how to distill their voice and vision into products that sell.



(L) VITTORIO CORDELLA, CEO and Creative Director, Vice President of Merchandising, Product Development and Sales JOSHUA SANDERS and IRENEISGOOD ; (R) TINA CRAIG, Entrepreneur, Digital Marketer and Fashion Blogger (Bag Snob); (M) DIVIA HARILELA, Editor & Founder, The D'Vine

### THE DTC DILEMMA

As the traditional wholesale model becomes less viable, emerging brands are finding success by going direct to the consumer. Two fashion entrepreneurs discuss the opportunities and challenges encountered when adopting a DTC business model.



(L) CORAL CHUNG, Founder & CEO, SENREVE; (R) VERONICA CHOU, Founder & CEO, Everybody & Everyone; (M) DIVIA HARILELA, Editor & Founder, The D'Vine

### BUILDING A SOCIAL COMMUNITY FOR YOUR BRAND

Building an authentic connection with customers is a solid foundation from which you can launch a successful business. The leaders behind two lifestyle brands discuss how they have nurtured and created communities that have helped them propel their businesses.



(L) WESLEY NG, CEO & Co-founder, Casetify; (R) BRANDON CHANG, CEO, TEAMWANG; (M) JONATHAN YEE, Founder & Fashion Director, Manifesto Magazine

## GEN Z VALUES

Across Asia a new generation of digitally savvy consumers are coming to the fore. Simon Tye delves into the mindset of Generation Z and investigates how their values and behaviour will define the future of luxury.



(L to R) SIMON TYE, Executive Director, CSG Intage Group; JONATHAN YEE, Founder & Fashion Director, Manifesto Magazine

## FASHION WEEK REDUX

Numerous fashion weeks around the world have gone digital with mixed results. Designers STAFFONLY and CHENPENG debate the future of runway shows and share their first-hand experiences showing their collections in the pandemic landscape.



(L) PENG CHEN, Fashion Designer, CHENPENG; (R) SHIMO ZHOU, Fashion Designer, STAFFONLY; (M) JILLIAN XIN, Buying Director, LABELHOOD

## CLOSING KEYNOTE: CHINA'S NEW E-COMMERCE WORLD

With new investments from giants Alibaba and Richemont, Farfetch is on the path to becoming one of the largest luxury e-commerce platforms in China. Alexis Bonhomme shares the brand's latest insights and developments.

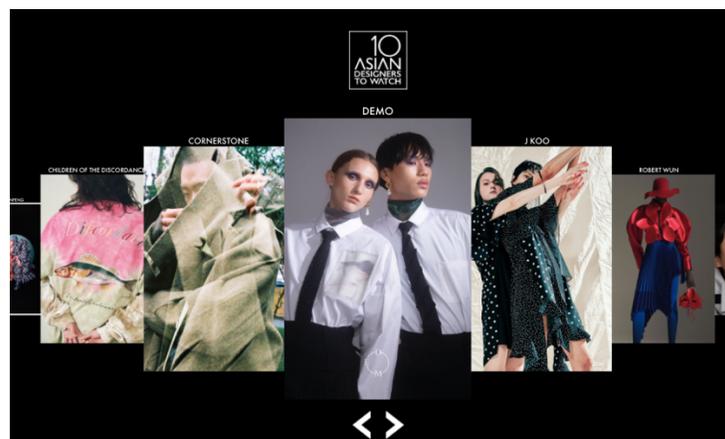


(L to R) ALEXIS BONHOMME, Vice President Greater China & APAC - Commercial, Farfetch; CAROLINE ISSA, CEO, TANK Group

## “10 Asian Designers to Watch 2020 Virtual Exhibition”



「10 ASIAN DESIGNERS TO WATCH 2020 VIRTUAL EXHIBITION」 CAMPAIGN VISUAL



「10 ASIAN DESIGNERS TO WATCH 2020 VIRTUAL EXHIBITION」 HOMEPAGE INTERFACE

<https://www.fashionasiahk.com/en/programme/10-asian-designers-to-watch/>

Launching concurrently from December 2020 is the “10 Asian Designers to Watch 2020 Virtual Exhibition”, which will highlight the work of 10 of the region’s most promising talents, namely DEMO, ROBERT WUN, Cornerstone, CHENPENG, Caroline Hu, STAFFONLY, Children of the discordance, BLINDNESS, J KOO and ASAI. Handpicked by a panel of esteemed industry experts, these award-winning designers have been honoured with various accolades both at home and abroad, only further proving their remarkable talent. In addition to the opportunity to connect with international buyers and editors, designers will be able to maximise their exposure through virtual collection showcases that are accessible to a global audience.

Find out more and stay connected on social media:

Website: [www.fashionasiahk.com](http://www.fashionasiahk.com)

“10 Asian Designers to Watch 2020 Virtual Exhibition” website:

<https://www.fashionasiahk.com/en/programme/10-asian-designers-to-watch/>

Facebook: [www.facebook.com/fashionasiahk](http://www.facebook.com/fashionasiahk)

Instagram: [www.instagram.com/fashionasiahk](http://www.instagram.com/fashionasiahk)

LinkedIn: <https://www.linkedin.com/in/fashionasiahk/>

Hashtags: #FashionChallengesDigitalForum

#FashionAsia2020 #10ADTW2020 #FashionAsia

#10ADTW #fahk

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### **About Hong Kong Design Centre**

Design for Society is the major undertaking of Hong Kong Design Centre (HKDC). HKDC is a non-profit organisation and a strategic partner of the HKSAR Government in developing Hong Kong as an international design hub in Asia. Since 2002, HKDC has been on a public mission to (i) champion strategic and wider use of design for creating business value and community benefits; (ii) promote and celebrate design excellence; and (iii) educate the professions and the community to be resourceful champions for sustained developments through design and innovation.

### **About FASHION ASIA HONG KONG**

Launched in 2016, FASHION ASIA HONG KONG is an inspiring initiative by the HKSAR Government aimed to re-energise the local fashion scene and reinforce Hong Kong's position as Asia's leading fashion capital. The forum brings together leaders, creators and innovators from various areas within the fashion industry to discuss and address current issues challenging the industry. Past speakers and participants have included Andrew Keith, Former President, Lane Crawford & Joyce; Andrew Wu, Group President Greater China, LMVH; Humberton Leon, Founder, Opening Ceremony; Kevin Ma, Founder, Hypbeast; Tom Chapman, Chairman, MATCHESFASHION.COM; Fashion Designers Yoon, Jason Wu, Jimmy Choo, Vivienne Tam and Han Chong; Influencers Jessica Jung, Margaret Zhang and Susie Bubble.

### **About Business of Design Week**

Business of Design Week (BODW) is a flagship event organized by Hong Kong Design Centre since 2002. The week-long design, innovation and branding event is a valuable platform for participants to network, exchange ideas and explore business cooperation. With CreateHK as major sponsor, each year BODW attracts to Hong Kong outstanding international designers and influential design executives who inspire with their creative thinking and design management.

### **About Create Hong Kong**

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC and other organisations to organise projects to promote Hong Kong fashion design.

### **Hong Kong Design Centre**

Kennis Chan  
Director  
Tel: (+852) 9701 0590  
Email: [kennis.chan@hkdesigncentre.org](mailto:kennis.chan@hkdesigncentre.org)

Denise Lau  
Manager  
Tel: (+852) 6273 6275  
Email: [denise.lau@hkdesigncentre.org](mailto:denise.lau@hkdesigncentre.org)

### **Activation PR**

Jessica Mok  
Tel: (+852) 2803 0890 / (+852) 6680 9023  
Email: [jessica\\_mok@activation-gp.com](mailto:jessica_mok@activation-gp.com)

Jacqueline Wong  
Tel: (+852) 3468 6383 / (+852) 9223 6690  
Email: [jacqueline\\_wong@activation-gp.com](mailto:jacqueline_wong@activation-gp.com)

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