

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

| |
|---------------------------|
| 1. Project Details |
|---------------------------|

| | |
|--|--|
| 1.1 Project Reference No. | : <u>PS181002</u> |
| 1.2 Project Title | : <u>Hong Kong Young Fashion Profession in London</u> |
| 1.3 Grantee | : <u>Design Renaissance Foundation Limited (DRF)</u> |
| 1.4 Collaborating Organisation(s) | : <u>Hong Kong Design Centre</u> |
| 1.5 Implementation Agent(s) | : <u>Nil</u> |
| 1.6 Sponsoring Organisation(s) | : <u>Northwest Networking Co. Ltd</u> |
| 1.7 Consultant(s) | : <u>Nil</u> |
| 1.8 Project Co-ordinator | : (Name) Ms Nichol Kong (Post title) Project Director |
| 1.9 Deputy Project Co-ordinator | : (Name) Ms Vanessa Lam (Post title) Chairlady |
| 1.10 Project Period (duration) | : <u>from 01/04/2019 to 31/12/2019 (9 months)</u> |
| 1.11 Major Beneficiary Sector(s) | : <u>Design services</u> |
| 1.12 Approved PASS Grant (HK\$) | : <u>2,775,000</u> |

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

Demonstrate the professionalism and creativities of Hong Kong fashion talents in a world recognised fashion capital, London.

Bringing homegrown fashion talents to an international platform and provide an opportunity for them to exchange with international industry players and seeks collaborations.

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

| Agreed Targets | | Actual Results Achieved (Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.) | |
|---|---|---|---|
| Date / Deliverables (with quantity) | Beneficiaries (estimated no. of local / non-local participants) | Date / Deliverables (with actual quantity) | Beneficiaries (actual no. of local / non-local participants) |
| 01/09/2019 to 30/09/2019 One 4 to 5-day exhibition in the United Kingdom | 20 Hong Kong designers to be featured <i>and over 10 000 visitors</i> | Completed 13/09/2019 to 16/09/2019 One 4-day exhibition in the United Kingdom | 20 Hong Kong designers were featured <i>and over 10 000 visitors</i> (For Hong Kong professionals: 100% of the target met) |
| 01/09/2019 to 30/09/2019 One 1-hour catwalk in the United Kingdom | 4 Hong Kong fashion designers to be featured <i>and over 500 VIP visitors</i> | Completed 12/09/2019 One 1-hour catwalk in the United Kingdom | 4 Hong Kong fashion designers were featured <i>and over 500 VIP visitors</i> (For Hong Kong professionals: 100% of the target met) |
| 01/09/2019 to 30/09/2019 One booklet featuring the work of Hong Kong fashion designers (Around 40 pages with full color, to be distributed in the London Fashion Week) | 50 Hong Kong fashion designers to be featured <i>and 8 000 exhibition visitors and browsers on internet</i> | Completed 12/09/2019 One booklet featuring the work of Hong Kong fashion designers (Around 40 pages with full color) | 40 Hong Kong fashion designers were featured <i>and 8 000 exhibition visitors and browsers on internet</i> (For Hong Kong professionals: 80% of the target met) |

| Agreed Targets | | Actual Results Achieved (Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.) | |
|--|---|---|---|
| Date / Deliverables (with quantity) | Beneficiaries (estimated no. of local / non-local participants) | Date / Deliverables (with actual quantity) | Beneficiaries (actual no. of local / non-local participants) |
| 01/11/2019 to 31/12/2019 One set of videography and photography | Browsers on internet | Completed 20/09/2019 One set of videography and photography | Browsers on internet |

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

| Agreed Activities | Actual Means Used / Outcomes (Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.) | Remarks |
|--|---|---------|
| (a) For Project Promotion: | | |
| Open recruitment of Hong Kong designers | Facebook posts were posted to call for all Hong Kong designers to apply for catwalk show, exhibition and booklet: https://www.facebook.com/share/p/15fRyYW1qa/ https://www.facebook.com/share/p/1AzaeXmU1p/ | |
| Create free promotion channels (e.g.: facebook, wechat). | Promotion channel was not created and DRF's Facebook channel was adopted as the free promotion channels as it was more effective to put all information under one account https://www.facebook.com/designrenaissancefoundation | |
| Promote the events on DRF's website. | Events were promoted on DRF website | |
| Send out invitations | Digital Invitations were sent thru all the collaborating and supporting organisations. | |
| (b) For Dissemination of Project Deliverables: | | |
| Post the information of fashion designers through all possible channels. | The information of fashion designers were posted to DRF's Facebook channel https://www.facebook.com/designrenaissancefoundation | |

| Agreed Activities | Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i> | Remarks |
|--|--|----------------|
| Collect all media coverage clippings | Media coverage clippings were collected and posted to DRF's Facebook channel https://www.facebook.com/share/p/15hJQ9PbGX/ https://www.facebook.com/share/p/14pd9NhtAS/ https://www.facebook.com/share/p/15W1r26xFg/ https://www.facebook.com/share/p/15uuRQ6fWy/ | |
| Compile feedback report | A set of questionnaire were sent out for participants and audiences. 20 feedback from participating Hong Kong fashion designers and around 40 from visitors were received. In general, most visitors were impressed since it was the first time a collective of Hong Kong designer brands in London Fashion Week. They found that the overall presentation as well as the location were good choices. | |
| Upload photo and video recordings and all materials developed from the events conducted under this project on DRF's website | All photos and videos, the booklet e-copy can be download in Facebook for free https://www.facebook.com/designrenaissancfoundation | |
| Issue electronic notices free-of-charge to the participants, related faculties of local universities and institutions, DRF members and all relevant professional organisation. | Electronic notice of all materials available online for free was sent to all participants, collaborating and supporting organisations. | |

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

| Project Deliverables | Eligible Number of Beneficiaries (if known) |
|---|---|
| (i) One 4-day exhibition in the United Kingdom | 20 Hong Kong fashion designers |
| (ii) One 1-hour catwalk in the United Kingdom | 4 Hong Kong fashion designers |
| (iii) One booklet featuring the work of Hong Kong fashion designers | 40 Hong Kong fashion designers |
| (iv) One set of videography and photography | Browsers on internet |

3.2 Feedback from participants / users / professional services sectors

The organiser gathered feedback from all 20 participating Hong Kong fashion brands, and the consensus is overwhelmingly positive regarding the London Fashion Week project. Many brands expressed their enjoyment of the event and expressed a desire for it to become a recurring initiative each season.

Some brands suggested that the organisers may consider allowing more participants in the catwalk sessions. They noted that hosting a catwalk as individual brands during London Fashion Week can be quite challenging. To enhance participation and visibility, they proposed the idea of hosting two catwalks, which would enable more brands to showcase their designs and benefit from the exposure.

Additionally, feedback from visitors highlighted the positive impact of the HKSAR government's promotion of Hong Kong fashion brands in London. Many visitors were unaware of the wealth of young talent emerging from Hong Kong, and they appreciated the opportunity to discover these designers. They believe that establishing a long-term showroom dedicated to showcasing Hong Kong brands would further enhance awareness and support for local talent.

3.3 Dissemination of project deliverables to relevant professionals

The physical booklet was distributed to all supporting partners to enhance engagement among relevant professionals and to showcase the expertise of Hong Kong fashion brands. This distribution included prominent organisations such as the British Fashion Council, London Fashion Week, Magazine P, Caritas Bianchi College of Careers, Creative Tomorrow Foundation, Fashion Farm Foundation, The Federation of Hong Kong Footwear, and Hong Kong Apparel Society, among others.

By sharing this booklet, we aim to promote the talents, innovations, and unique offerings within the Hong Kong fashion industry. The initiative not only fosters collaboration but also raises awareness of the diverse and vibrant fashion scene in Hong Kong, ultimately strengthening the connections between local designers and international markets.

In addition to the physical distribution, an e-copy of the booklet, along with accompanying videos and photos, has been published online on our Facebook page, making it accessible for download. This digital presence further enhances the promotion of Hong Kong fashion professionals, allowing a wider audience to engage with and appreciate the creativity and craftsmanship that define our local fashion industry.

3.4 PASS and other objectives reached *(May choose more than one)*

- ☒ Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- ☒ Promoting relevant publicity activities
- ☒ Enhancing the standards and external competitiveness of Hong Kong's professional services
- ☒ Others (make the HK fashion professionals more united through the project)

Please elaborate on how the objective(s) was/were met:

The London Fashion Week Project played a pivotal role in increasing the exchanges and cooperation between Hong Kong's fashion professional services and their counterparts in external markets. By facilitating direct interactions and collaborations, the project enabled Hong Kong professionals to engage with international designers, industry leaders, and potential partners, fostering a dynamic exchange of ideas and practices.

Through prominent catwalk shows and exhibitions during London Fashion Week, the project not only showcased the creativity and talent of Hong Kong fashion professionals but also significantly promoted their visibility in the international fashion market. These high-profile platforms provided invaluable opportunities for local designers to present their work to a global audience, thereby enhancing their reputation and expanding their market reach.

Furthermore, the standards and external competitiveness of Hong Kong's professional services were notably elevated through participation in this prestigious event. The exposure to international trends and best practices allowed Hong Kong professionals to refine their skills and adapt to the evolving demands of the global market. As a result, the project not only highlighted the unique offerings of Hong Kong's fashion industry but also reinforced its position as a key player in the competitive international fashion landscape.

3.5 Overall achievements of the project

The London Fashion Week Project significantly enhanced the exchanges and cooperation between Hong Kong's fashion professional services and their counterparts in external markets. By providing a platform for collaboration, the project facilitated valuable interactions that allowed Hong Kong professionals to share insights and best practices with international peers.

Additionally, the initiative effectively promoted Hong Kong fashion professionals within the global fashion market. This exposure not only showcased local talent but also positioned Hong Kong as a vibrant hub for innovation and creativity in fashion. As a result, the standards and external competitiveness of Hong Kong's professional services were notably elevated, enabling local designers and businesses to better compete on the international stage.

Moreover, the project fostered a sense of unity among Hong Kong fashion professionals. By participating in a shared initiative, these professionals were able to forge stronger connections and collaborate more effectively, enhancing their collective identity within the industry. This newfound camaraderie will likely lead to continued partnerships and collaborations, further strengthening Hong Kong's presence in the

global fashion arena.

The Project Final Report is prepared by the Grantee.