

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

### 1. Project Details

- 1.1 Project Reference No.** : PS202014
- 1.2 Project Title** : Fashion Port – Professional Exchange and Promotion of Hong Kong Fashion Design Services in Mainland China
- 1.3 Grantee** : Fashion Farm Foundation Limited (FFF)
- 1.4 Collaborating Organisation(s)** : (i) Hong Kong Trade Development Council  
(ii) The Hong Kong Federation of Design and Creative Industries Ltd. (formerly known as Hong Kong Federation of Design Association)  
(iii) Hong Kong Design Centre  
(iv) The Hong Kong Polytechnic University  
(v) Caritas Bianchi College of Careers  
(vi) Hong Kong Design Institute  
(vii) PMQ  
(viii) Hong Kong Apparel Society  
(ix) Hong Kong & Kowloon Textile Fabrics Wholesalers Association Limited
- 1.5 Implementation Agent(s)** : (i) 深圳南友圈網絡科技有限公司  
(ii) Lea Marketing Company Limited
- 1.6 Sponsoring Organisation(s)** : (i) Novelty Lane  
(ii) Quickfine Investments Limited
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) Mr Kelvin Ma (Post title) Chairman
- 1.9 Deputy Project Co-ordinator** : (Name) Ms Edith Law (Post title) Director
- 1.10 Project Period (duration)** : from 17/05/2021 to 16/05/2022 (12 months)
- 1.11 Major Beneficiary Sector(s)** : Design services
- 1.12 Approved PASS Grant (HK\$)** : 2,311,000

## 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.)*

This Project aims to –

1. Provide an opportunity for Hong Kong fashion designers to exchange with counterparts in the Mainland and overseas;
2. Promote Hong Kong fashion design services in the Mainland; and
3. Enhance the market knowledge of Hong Kong fashion designers.

### 2.2 Project Deliverables

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

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
01/08/2021 to 31/08/2021  One Hong Kong Fashion Guidebook	60-70 selected Hong Kong fashion designers <i>and browsers on the internet</i>	24/08/2021  One Hong Kong Fashion Guidebook	77 selected Hong Kong fashion designers  (For Hong Kong professionals: <b>110%</b> of the target met)
09/10/2021 to 12/10/2021  One 4-day showroom exhibition at Shanghai Fashion Week (SFW)	20 selected Hong Kong fashion designers <i>and visitors of the exhibition</i>	08/10/2021 to 12/10/2021  One 4-day showroom exhibition at SFW	20 selected Hong Kong fashion designers (4 attended physically and 16 attended online) <i>and 24,000 visitors of the exhibition</i>  (For Hong Kong professionals: <b>100%</b> of the target met)
12/10/2021  One catwalk at SFW	4 selected Hong Kong fashion designers <i>and attendees of the catwalk</i>	12/10/2021  One catwalk at SFW	4 selected Hong Kong fashion designers <i>and 620 attendees of the catwalk</i>  (For Hong Kong professionals: <b>100%</b> of the target met)

<b>Agreed Targets</b>		<b>Actual Results Achieved</b> (Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
08/10/2021 to 31/01/2022  Post-event videos and photos on the internet	Browsers on internet	08/10/2021 to 31/01/2022  Post-event videos and photos on the internet	Browsers on internet
16/12/2021 to 31/01/2022  One 1-day dissemination seminar	150 participants (including 120 Hong Kong fashion designers and 30 industry partners)	08/10/2021  One 1-day dissemination seminar	348 participants (including 160 Hong Kong fashion designers, 49 industry partners, and 139 others participants)  (For Hong Kong professionals: <b>133%</b> of the target met)

### 2.3 Project Promotion and Dissemination

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

<b>Agreed Activities</b>	<b>Actual Means Used / Outcomes</b> (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.)
(a) For Project Promotion:	
<b>Open call eDM</b>	To announce the designer recruitment and promote the project. It is blasted and shared by partners and FFF, and reached over 15,000 contacts in the industry.
<b>E-invitation of catwalk</b>	It is blasted and shared by the selected Hong Kong fashion designers, partners and FFF, and reached over 25,000 contacts.
<b>E-invitation of showroom exhibition</b>	It is blasted and shared by the selected Hong Kong fashion designers, partners and FFF, and reached over 40,000 contacts
<b>Printed invitation card of catwalk</b>	1,000 copies were distributed to partners, guests, VIPs and SFW partners in the Mainland.
<b>Printed invitation card of showroom exhibition</b>	3,000 copies were distributed to partners, guests, VIPs and SFW partners in the Mainland.
<b>Digital invitation of catwalk</b>	It is blasted and shared by the selected Hong Kong fashion designers, partners and FFF, and reached over 25,000 contacts.
<b>E-banner of catwalk for Facebook</b>	It is blasted and shared by partners and FFF, and reached over 15,000 contacts in the industry. ( <a href="https://www.facebook.com/photo/?fbid=5166980769984724&amp;set=a.616521133376869">https://www.facebook.com/photo/?fbid=5166980769984724&amp;set=a.616521133376869</a> )
<b>E-banner of catwalk for website</b>	It is blasted and shared by partners and FFF, and reached over 40,000 contacts in the industry. ( <a href="https://www.fashionfarmfoundation.org/fashionport">https://www.fashionfarmfoundation.org/fashionport</a> )

<b>Agreed Activities</b>	<b>Actual Means Used / Outcomes</b> (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.)
<b>Printed poster of catwalk</b>	800 copies were distributed to partners and SFW partners in the Mainland.
<b>Printed invitation of showroom exhibition</b>	800 copies were distributed to partners and SFW partners in the Mainland.
<b>E-invitation of 1-day dissemination seminar</b>	It is blasted and shared by the selected Hong Kong fashion designers, partners and FFF, and reached over 40,000 contacts
(b) For Dissemination of Project Deliverables:	
<b>Hong Kong Fashion Guidebook</b>	A fashion guidebook of the project and 77 selected Hong Kong fashion designers was published. 2,500 copies have been distributed during SFW. ( <a href="https://www.fashionfarmfoundation.org/hongkongfashionguidebook">https://www.fashionfarmfoundation.org/hongkongfashionguidebook</a> )
<b>Event video and Photos</b>	Uploaded to FFF website and social media platform and to notify all parties involved in the events in Shanghai and Hong Kong (Link: <a href="https://www.fashionfarmfoundation.org/fashionport">https://www.fashionfarmfoundation.org/fashionport</a> )
<b>Feedback survey reports of the events in Shanghai and Hong Kong</b>	Gathered feedback from involved designers, visitor and partners from the events in Shanghai and Hong Kong <ul style="list-style-type: none"> <li>➤ Showroom exhibition designers</li> <li>➤ Showroom exhibition visitors</li> <li>➤ Catwalk designers</li> <li>➤ Catwalk visitors</li> <li>➤ Dissemination seminar</li> </ul> ( <a href="https://www.fashionfarmfoundation.org/fashionport">https://www.fashionfarmfoundation.org/fashionport</a> )
<b>Media clippings and reports</b>	A media & PR report about the project. ( <a href="https://drive.google.com/drive/folders/1vorCx-8AAR14gRwnw-Gr5syNX1u0_Hjq?usp=sharing">https://drive.google.com/drive/folders/1vorCx-8AAR14gRwnw-Gr5syNX1u0_Hjq?usp=sharing</a> )

### 3. Achievements and Grantee's Evaluation of the Project

#### 3.1 Number of participants and eligible beneficiaries

<b>Project Deliverables</b>	<b>Eligible Number of Beneficiaries (if known)</b>
(i) Hong Kong Fashion Guidebook	77 selected Hong Kong fashion designers
(ii) 5-day showroom exhibition at SFW	20 selected Hong Kong fashion designers and 24,000 visitors of the exhibition
(iii) Catwalk at SFW	4 selected Hong Kong fashion designers and 620 attendees of the catwalk
(iv) Post-event videos and photos on the internet	Browsers on internet
(v) 1-day dissemination seminar	160 Hong Kong fashion designers, 49 industry partners and 139 others participants

### 3.2 Feedback from participants / users / professional services sectors

FFF has implemented the Project in line with the prevailing government requirements during the pandemic and received positive feedback from both designers, partners and the public.

FFF have invited designers, visitor, and audiences to finish a questionnaire after each event. Data were collected through the use of a structured online questionnaire, please find the below link to the questionnaire files for the summarized feedback.

[https://www.fashionfarmfoundation.org/\\_files/ugd/cc091e\\_ddec9b1484d44adfb7d0594dfa01e82a.pdf](https://www.fashionfarmfoundation.org/_files/ugd/cc091e_ddec9b1484d44adfb7d0594dfa01e82a.pdf)

There are some feedback excerpts from designers and partners about the project.

「Fashion Farm Foundation 一直不遺餘力協助香港新興時裝品牌及潛質優秀年輕設計師。去年十月更帶領 20 位香港時裝設計師參與 2022 春夏上海時裝周，一方面為本地時裝設計師提供與內地業界人士交流的平台，提升本地時裝設計師對內地市場的認識及聯繫，另一方面向內地市場推廣香港時裝設計業，展現香港創意力量。創意是社會更新與動力，社會創新的土壤。創意來自人才，人才需要培育，亦需要機會作出嘗試及展示實力的平台。『FASHION PORT 時尚•海港』正好為香港時裝界新晉創意人才提供機會及平台。特區政府好高興能透過專業服務協進支援計劃去贊助今次活動，希望從而鼓勵香港專才，包括一眾時裝設計師，與內地城市的同行加強聯繫和溝通，為日後更多合作鋪路，建設香港時尚未來。」

Dr. CHAN Pak Li, Bernard, Under Secretary for Commerce & Econ Dev

-----

「上海時裝週代表了現時內銷市場的整體發展，推銷和經營模式都正在不斷演變，香港政府應投放更多資源給時裝設計師品牌，由其是從年輕的學生開始，向他們展示時裝行業的遠景及機會，支持他們發展不局限於香港，能去到大灣區甚至內地其他市場。而整體國家發展迅速，轉變代表着機會、機遇，所以我們必須捉緊這些機遇去帶動時裝設計師的發展。」

- Hon Sunny Tan (Hong Kong Legislative Council member - Textiles and Garment Functional Constituency)

-----

「期望與 FASHION FARM FOUNDATION 繼續加強合作，為本地業界及香港時裝設計師提供平台及相關支持。」

Mr. Will Li (Associate Director, Business Development, HKTD)

-----

「FASHION PORT 時尚•海港」支持香港時裝設計師需要從學生時代開始，提供平台給予設計學生以及香港時裝設計師，一方面可以集合香港時裝設計讓不同市場認識，同時幫助新晉時裝設計師以相宜價錢開展業務。」

Dr. Magnum Lam (Research Assistant Professor, Institute of Textiles and Clothing, The Hong Kong Polytechnic University)

-----  
「FASHION PORT 時尚•海港企劃帶領香港時裝設計師進入內地市場，亦與各方合作，支援本地時裝同時促進市場交流。」

Mr. Derek Chan (Founder, DEMO)

-----  
「FASHION PORT 時尚•海港 讓本地設計更容易接觸到海內外客人，客人能夠了解設計背後的故事，同時設計師亦能更容易知道客人的需求，如近年的環保元素、可持續時裝等。」

Mr. Angus Tsui (Founder, ANGUS TSUI)

-----  
「參與『FASHION PORT 時尚•海港』的經驗令品牌認識到不同國內外買手及合作單位，可以直接了解市場對品牌及未來探索有很大幫助。」

Ms. Doris Chan (Co-founder, athenaeum(m.))

-----  
「參與『FASHION PORT 時尚•海港』的經驗令品牌互動有助建立支持者，而參展亦有互補作用，令大眾認識香港品牌特色。」

Mr. Wayne Lo (Co-founder, hoopla)

-----  
「國內市場對不同品牌的接受度日漸提高，『FASHION PORT 時尚•海港』企劃讓設計師即使遙距參與亦可以跟買手或有意的合作方在網上平台交流，獲得行業內不同意見，有利品牌長遠發展。」

Mr. Auston Tse (Founder, Midnight Factory)

### 3.3 Dissemination of project deliverables to relevant professionals

#### **Dissemination seminar**

An online dissemination seminar was held on 21 January 2022, the seminar was held in online broadcast format due to the 5<sup>th</sup> wave of Covid 19 pandemic. FFF and our project partners invited 8 participants for the dissemination seminar to share the experience obtained from SFW and the latest market information of mainland fashion industry.

2 selected designers from catwalk  
- Mr. Derek Chan (Founder, DEMO)  
- Mr. Angus Tsui (Founder, ANGUS TSUI)

3 selected designers from showroom exhibition  
- Ms. Doris Chan (Co-founder, athenaeum(m.))  
- Mr. Wayne Lo (Co-founder, hoopla)  
- Mr. Auston Tse (Founder, Midnight Factory)

FFF have invited Dr. CHAN Pak Li, Bernard, Under Secretary for Commerce & Econ Dev as the officiating guest and to give an opening speech for the seminar. Dr Chan has highly praised and affirmed the Fashion Port project.

Apart from 5 selected designers shared their experience during the seminars, FFF also invited 3 industry Partners Hon Sunny Tan (Hong Kong Legislative Council member - Textiles and Garment Functional Constituency), Mr. Will Li (Associate Director, Business Development, HKTDC) and Dr. Magnum Lam (Research Assistant Professor, Institute of Textiles and Clothing, The Hong Kong Polytechnic University) to share their point of view of the latest fashion industry development in Mainland and Hong Kong.

All our partners have shared the online seminar's event promotion in their channel and the seminar attracted 160 Hong Kong fashion designers, 49 industry partners and 139 others participants, total 348 audience to join. Besides the sharing, there are also a Q&A section in the live broadcast, the audience could raise their questions in the chat box.

#### **Documentary Video and event photos of Shanghai events**

A documentary video and event photos of Shanghai events were presented in the online dissemination seminar and uploaded to FFF's website afterwards. We have also posted in the social media such as Facebook, Instagram to further promote the project.

#### **Event highlight Video and event photos of the entire project**

An event highlight video about the entire project was produced after the online dissemination seminar and uploaded to FFF's website afterwards. We have also posted in the social media such as Facebook, Instagram to further promote the project.

FFF has also dispatch the above event materials to all the partners for project promotion.

### **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

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

#### Hong Kong Fashion Guidebook

FFF featured the work of 77 Hong Kong fashion designers and included a Hong Kong Fashion Map listing out the information of all Hong Kong Designer labels' which have presence at the SFW FW2021 season. The guidebook has been distributed in the showroom exhibition and catwalk venue during the SFW. It is the first printed and digital guidebook to introduce our Hong Kong fashion designers in the mainland China and distributed in an international level Fashion Week – SFW. It has successfully helped to promote the whole fashion design industry of Hong Kong in mainland China and Asia and to promote relevant publicity activities.

#### 5-day showroom exhibition at SFW

The showroom exhibition was hosted in SFW's official fair – “MODE 上海服裝服飾展” from 8-12 October 2021. The venue of the showroom exhibition is around 200m<sup>2</sup>. The work of 20 selected Hong Kong fashion designers were featured in the showroom exhibition during the SFW. According to the data from SFW, there were around 24,000 footfalls in this season.

Although some selected designers for showroom exhibition could not attend the event physically in Shanghai, but their works has been showcased in the showroom, and designers has been connected to the visitors through instant online meeting tools, such as Voov and Zoom etc. They were able to present their work to the visitors, exchange and discuss the co-operation opportunity with potential counterparts in the mainland. The showroom exhibition helped to increase the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets.

#### Catwalk at SFW

The Catwalk show was hosted in SFW's official fashion show venue - “上海時裝周@XiTianDi” on 12 Oct 2021 and the venue is around 4,000m<sup>2</sup>. There were 4 selected designer's work showcased in the Catwalk show. Angus Tsui showcased 10 outfits, Derek Chan showcased 10 outfits, Tak Lee showcased 10 outfits and Derek Chan showcased 12 outfits. Total 42 outfits showcased in the show. According to the data from SFW, around 620 guests attended the show. It helped enhancing the standards and external competitiveness of Hong Kong's professional services.

### **3.5 Overall achievements of the project**

Hong Kong's fashion industry has faced several challenges in recent years, including the ongoing US-China trade frictions and Covid-19 pandemic. The fashion industry is one of the sectors hardest hit by the pandemic, after aviation, tourism and hospitality. Mainland China is one of the largest fashion markets in the world and its growth potential is immense, and fashion retail has become one of the major forces driving the recovery of Mainland China's retail market in the recovery from the COVID-19 pandemic.

Shanghai has always been the center of China's fashion trends. With the increase in the consumption power of the mainland, SFW, as an important event in the domestic fashion industry, is also becoming more and more influential internationally, which provides a perfect platform for Hong Kong designers to the domestic and global fashion industry showcases their masterpieces, bringing Hong Kong design to the international fashion stage.

Given the above, FFF believed that facilitating professional exchange and promoting Hong Kong fashion design services in the mainland to grasp the opportunities in the vast growing market of the mainland is one of the ways to stimulate the Hong Kong fashion industry.



There were total 20 Hong Kong fashion designers featured in the events and 77 Hong Kong fashion designers listed in the Hong Kong Fashion Guidebook. Both designers have all gone through the selection panel. For ensuring the selection process of designer were done in a fair and open manner, the organizer conducted a selection panel on 25 June 2021 at Law's Plaza, in Lai Chi Kok.

Selection panel member included:

- Prof Raymond Au (Director of FFF, Former Professor of Practice (The Hong Kong Polytechnic University Institute of Textiles & Clothing))
- Mr. Mayao Ma (Director of FFF and Creative Director of Fame Glory)
- Mr. Brian Tam (Project Manager Fashion & Marketing HK of Woolmark)
- Mr. Peter Wong (Culture Editor of Vogue Hong Kong)

The selection criteria were based on marketability, brand style, price range, target customer group, distribution channels, portfolio, latest collections and production support.

FFF and our project partners also invite some VIP to attend the Catwalk show, such as 謝丹毅 (西班牙駐上海領事館商務處, 代表及領事助理), 龐錦輝 (香港特別行政區政府駐上海經濟貿易辦事處, 經貿關係總監), 戴靜源 (香港貿易發展局上海代表處, 主任助理), 張小文 (上海紡織集團, 市場總監), 余澤平 (一尚門, 創始人), Catherine Pu (Moncler, Marketing & Communication Director, Asia Pacific), 烏昂 (liberte 集合空間, 主理人), 戚茂盛 (men's uno, Fashion Feature Director), Cherry Mui (Tatler Hong Kong, Fashion Director), 苑國祥 (上海東華大學, 時裝系副教授), 姜西峰 (TENPALACE, 主理人), 呂曉磊 (上海時裝周組委會, 副秘書長).

FFF have also arranged a post-event meeting with SFW committee on 15 October 2021 to further discuss how to deepen exchanges and cooperation between Shanghai and Hong Kong's fashion industry.

Attendee:

- 呂曉磊女士 (上海時裝周組委會副秘書長)
- Ms. Tasha Liu (LABELHOOD 聯合創始人)
- Ms. Edith Law (FFF Director, Fashion Farm Foundation)
- 張汶鋒先生 (香港貿發局上海代表)
- 沈建萍 (香港貿發局副主任)
- 周星星女士 (上海時裝周組委會項目經理)
- Yale Yeung (Project Director, Fashion Farm Foundation)
- Thomas Kung (Project Manager, Fashion Farm Foundation)
- Angus Tsui 徐逸升 (香港設計品牌 ANGUS TSUI 創始人)
- Derek Chan 陳進傑 (香港設計品牌 DEMO 創始人)
- Wilson Choi 蔡鴻成 (香港設計品牌 Redemptive 創始人)
- Tak Lee 李德誠 (香港設計品牌 Tak L. 創始人)

During the meeting, SFW committee has highly praised and affirmed the Fashion Port project. Representative from HKTDC and FFF also suggested to work closely and cooperate actively with Shanghai fashion industry, such as to host a regular meeting and to create a special portal for Hong Kong designers to apply SFW, SFW committee agreed these methods could help the industries build up a closer partner relationship. 4 selected fashion designers also express their point of view about the SFW and mainland market, SFW committee was happy to have a direct conversation with our Hong Kong fashion designer as they wanted to generate demand for innovation and creativity and expanding the fashion market size for the mainland creative industries.

For the publicity, there were some media coverage such as 今日頭條, 搜狐, 鳳凰新聞, 網易新聞, 中國網, 新浪網, Harper's BAZAAR, 解放日報, 環球網, 澎湃新聞, 風尚, ELLE 中文網, 中國時尚 and etc. Total 43 media coverage from Hong Kong and 39 media coverage from mainland. PR company estimated the key message of Fashion Port project were spread to the community and reach around 30 million public in mainland and 1.15 million public in Hong Kong (included online and offline) and media value around HK\$6.1 million in Greater Bay Area and HK\$1.9 million in Hong Kong.

**The Project Final Report is prepared by the Grantee.**