

HONG KONG FASHION WEEK, HONG KONG

Lakshmi Narayanan, Superintendent

The 47th edition of the Hong Kong Fashion Week was inaugurated at the Hong Kong Convention and Exhibition Center, Hong Kong from 18th to 21st January 2016. The event was organized by Hong Kong Trade Development Council (HKTDC).

According to the fair organizer, over 1,500 exhibitors from 21 countries displayed all kinds of fall/winter clothing, fashion & clothing accessories, garment related products, active wear & swim wear, cashmere & wool, fabrics, yarn etc. This year companies from Myanmar, New Zealand, Romania, Uzbekistan and Vietnam joined the fair for the first time. The Hong Kong Fashion Week for fall/winter presented over ten themed areas in an exhibition space of 30,000 square meters. Due to popular demand of winter clothing in Asia “Knitwear” and “Women's Wear” were also added. More than ten fashion shows, presentations to constitute a platform for upcoming designers as well as brands to present their collections were held during the fair. The HKTDC also organized a series of seminars and forums, with experts of market intelligence, while renowned fashion advisory institutions WGSN and Fashion Snoops presented “forecast and analyses of major trends for the 2017 Spring/Summer season”. With the theme of “Fashion of Music”, a fashion avenue was created with different thematic decoration. Thermal Clothing and Down Jacket products displayed in pop style area (Hall 1B), infant & children's garments featured in music hall (Halls 1A-B) while knitwear, fashion accessories, sewing supplies and fabrics displayed in Hall No.3 B to E.



In the current edition, a couple of things have changed. The previously simultaneously held World Boutique, Hong Kong, would now take place from 7-10 September, 2016, and go by the new name Centre-stage.

According to press release, the HKTDC organized 90 buying missions from 43 countries and regions. More than 5,000 buyers, including representatives from fashion brands, major chain stores, and distributors from ASEAN and other emerging markets, such as Malaysia, Singapore, UAE and Thailand have participated in the fair.

As per IMF data, the GDP of Hong Kong during 2013-14 was USD275 billion and projected to be USD289 billion during 2014-15 and USD310 billion during 2015-16. The GDP per capita during 2013-14 was USD38059 and projected to be USD39871 and USD42437 during 2014-15 and 2015-16 respectively. As per DGCI&S data, export of handwoven textiles to Hong Kong has declined from Rs.3.78 crore (2011-12) to Rs.2.14 crore (2013-14). As a strategy to target the market potential of this region, Council has participated in this event with 13 EUPEA (Eastern Uttar Pradesh Exporters Association) members from Varanasi under Comprehensive Handloom Cluster Development Scheme of the Development Commissioner for Handlooms, Ministry of Textiles. All the participants were accommodated in Hall No.3D.



Fair Report

Shri Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong visited the fair on 18.1.16 and interacted with our member participants.



Shri Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong interacting with member participants and Council's representative

Shri Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong interacting with member participants



As per feedback received from Member participants, 193 business visitors visited their booths. Total business generated through participation in this edition is US\$ 384683 (spot orders US\$ 155865 enquiries US\$ 228818). Most of the participants have shown their interest to repeat the participation through HEPC.

Lakshmi Narayanan, Superintendent, HEPC RO, New Delhi