

HKETO, Brussels supports “Fashion Hong Kong Pop-Up Store in Milan” (with photos)

The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) sponsors the "Fashion Hong Kong Pop-Up Store in Milan" (Pop-Up Store) organised by the Hong Kong Trade and Development Council in Milan, Italy from March 7 to 30 (Milan time) as part of the Fashion Hong Kong series.

At the opening of the Pop-Up Store on March 13 (Milan time), the Special Representative for Hong Kong Economic and Trade Affairs to the European Union, Ms Shirley Yung, said "The Pop-Up Store represents an exciting opportunity to experience the creative vitality of Hong Kong's fashion scene, offering a glimpse into Hong Kong's unique design through a carefully curated selection of fashion, accessories, jewelry, and lifestyle products by talented Hong Kong designers."

Ms Yung highlighted this initiative as part of ongoing promotion efforts aimed at strengthening the connection between Hong Kong's creative talent and the vibrant Italian fashion scene. She said "While Hong Kong aspires to be the world's East-meets-West center for international cultural exchange, our true strength lies in our designers and artists. Their ambition, creativity, and dedication shine through their work, reinforcing Hong Kong's reputation as a global creative hub." Ms Yung also reaffirmed the Hong Kong Special Administrative Region Government's commitment to supporting the dynamic and vibrant creative sector, and strengthening its ties with Italy in various areas, including arts, culture, and business.

Alongside the fashion items by the Hong Kong designers, HKETO, Brussels also supports the participation of Crafts on Peel, a charitable organisation in Hong Kong, in the Pop-Up Store featuring four impressive and delicate artworks. These artworks reinterpret traditional Hong Kong craftsmanship through contemporary design, reflecting another important aspect of Hong Kong's rich artistic and cultural heritage.

Since its inception in 2015, Fashion Hong Kong has actively participated in prestigious fashion weeks and international events across major cities, providing a unique platform to showcase Hong Kong's innovative and diverse design aesthetics.

