

# LCQ10: Developing Hong Kong into fashion design hub in Asia

Following is a question by the Hon Sunny Tan and a written reply by the Secretary for Culture, Sports and Tourism, Miss Rosanna Law, in the Legislative Council today (March 19):

Question:

As proposed by the Chief Executive in the 2023 Policy Address, the Hong Kong Fashion Design Week (Fashion Week), branded as Hong Kong Fashion Fest (Fashion Fest), would be held annually starting from 2024. In the 2024 Policy Address, it is proposed to make the new flagship Fashion Week an annual signature event to develop Hong Kong into a fashion design hub in Asia. It has been reported that the inaugural Fashion Fest was held in early December last year with resounding success. In this connection, will the Government inform this Council:

(1) whether it has compiled statistics on the performance of the inaugural Fashion Fest, including the number of participants, the countries or regions from which the participants or attendees of the Fashion Fest came, and the media effectiveness, etc.;

(2) of the plans and measures in place to make the Fashion Fest an annual signature event with more international and spectacular elements (including how to step up overseas publicity on the Fashion Fest in the international fashion arena, the industrial and commercial sectors, etc.), and to reinforce Hong Kong's positioning as the premier textile and fashion hub in the Asian region; and

(3) as I have learnt that the fashion collections of an overseas brand were well received and successfully sold at the inaugural Fashion Fest, and the brand's founder cum designer subsequently moved to Hong Kong to develop his/her career and business, whether the Government will consider adopting more proactive policy incentives and initiatives (e.g. reduction of profits tax and business registration fees) to attract brands and designers from the Mainland and regions along the Belt and Road such as Southeast Asia to move to Hong Kong to set up their presence, so as to establish more Asian international brands based in Hong Kong?

Reply:

President,

The Chief Executive has announced in his 2024 Policy Address to make the Hong Kong Fashion Design Week an annual signature event, developing Hong Kong into a fashion design hub in Asia. The Culture, Sports and Tourism Bureau (CSTB) has branded the event as Hong Kong Fashion Fest to consolidate

different fashion design events and introduce innovative elements and affiliate activities annually, promoting Hong Kong's fashion and textile design brands as well as promoting Hong Kong as a prime destination for hosting major cultural and creative events.

In consultation with Invest Hong Kong (InvestHK), my reply to the question raised by the Hon Sunny Tan is as follows:

(1) The inaugural Hong Kong Fashion Fest was funded by the Cultural and Creative Industries Development Agency (CCIDA) under the CSTB, with the core programmes took place from November 20 to December 4, 2024. During the period, the CCIDA carried out online and offline publicity and promotion, and invited local and international media to Hong Kong to experience in person the atmosphere of Hong Kong fashion scene. The inaugural Hong Kong Fashion Fest gathered around 160 000 participants from the industries and the public across 25 countries or regions. More than 500 media outlets and related representatives attended the events, and the event-related videos on social media garnered over 4.6 million views.

(2) The inaugural Hong Kong Fashion Fest fully showcased Hong Kong's potential and advantages as a fashion design hub in Asia, laying the foundation for its future development into an annual signature event.

Preparation work for the Hong Kong Fashion Fest 2025 commenced at the end of last year. The CCIDA will fund and promote potential fashion design projects that align with the objectives of the Hong Kong Fashion Fest through the CreateSmart Initiative (CSI), and actively encourage collaboration within the local fashion industry. We will continue to promote the Hong Kong Fashion Fest to countries in Europe and along the Belt and Road, attracting prestigious fashion brands and industry players to Hong Kong to participate in the event and expand their collaboration opportunities with international fashion organisations and brands. We will also continue to optimise and enrich the content of the Hong Kong Fashion Fest, actively introducing different types of fashion design events to further strengthen the international appeal and influence of the Hong Kong Fashion Fest, fostering Hong Kong's role as a prominent textile and fashion hub in Asia.

On publicity, the CCIDA will adopt comprehensive public relations and marketing strategies, such as utilising digital media promotions, inviting local and overseas fashion celebrities to participate in the event, and organising networking activities for industry stakeholders, etc. in order to enhance the international visibility of the Hong Kong Fashion Fest and local fashion design.

(3) The Hong Kong Fashion Fest creates a platform for local and overseas fashion designers and brands, as well as industry leaders and relevant professionals, by providing opportunities for exchanges and showcasing their works. We are pleased to note that a local fashion designer has received multiple inquiries for retail and business collaborations from both local and international sources after showcasing his works at the inaugural Hong Kong Fashion Fest. The fashion designer subsequently met with the leading figures

in French fashion design industry to discuss potential collaborations for entering the French market. In addition, a Southeast Asian fashion designer has successfully increased her brand's exposure and sold a few thousand high-end fashion pieces through her participation in the international fashion show of the Hong Kong Fashion Fest. Eventually, she decided to continue developing her fashion career and business in Hong Kong. We believe that the Hong Kong Fashion Fest will help attract more international brands and talents from Asia to establish their base in Hong Kong.

Hong Kong offers an ideal business environment for foreign investors, featuring the advantages of low tax rates and a simple tax system, as well as simple and efficient procedures for foreign entrepreneurs to register their companies and apply for work visas. The CCIDA will actively liaise with InvestHK to provide support for local and overseas fashion brands seeking to develop their businesses in Hong Kong, and assist creative talent and enterprises in establishing themselves here.