



FASHION FARM FOUNDATION

Press Invitation

10 Local Fashion Brands Spark Hong Kong Modern Aesthetics in All Dimensions “FRIDAY RUNWAY” Unveils a New Grand Series of Fashion Activities

Creativity is manifested in everyday life. Hong Kong-based fashion designers, cultural practitioners, industry experts and retailers join forces to present the city’s first large-scale fashion project of the year – “FRIDAY”, which will take place from late May to September. Presented by Fashion Farm Foundation (FFF), an organisation dedicated to the promotion of home-grown fashion, the brand new campaign “FRIDAY” will bring over 40 local independent brands, showcasing the unique aesthetics of the young Hong Kong fashion, into Hongkongers' closets and wardrobes through platforms ranging from fashion shows, exhibitions, window display, social media, pop-up stores to celebrity ambassadors.

To take the lead is the fashion show **FRIDAY RUNWAY** scheduled on 29 May. Ten emerging local fashion brands, including Classics Anew, handkerchief, Harrison Wong, KENAXLEUNG, methodology, MODEMENT, SKETCH Δ ROUND, TwS, Yeung Chin and Chen Dao, will present their latest collections at Hong Kong design landmark PMQ.

The ten participating local fashion brands will unleash their unlimited potentials in Hong Kong fashion in a fascinating way full of their distinctiveness and playful ideas.

1. Fashion Across Disciplines – Art x Fashion Design

Handkerchief, which was co-founded by the conceptual artist Amy Cheung and the media art performer Erkkka Nissinen, is a brand offering great wearable fun between fashion and everyday wear. Yeung Chin, a brand named after the designer, integrates art forms such as dance and art installations, creating new definitions to traditional aesthetics of fashion and its unique style. With his Chen Dao Fashion as a starting point, Chen Dao has found his way through an image director to a cat-love writer, who witnesses the city’s changes with an 1970’s perspective.

2. Fashion Across Nations – Global Spotlights

TwS’s first collection by Maria Mak debuted at CIFF in Copenhagen, Denmark and at “In Fashion Munich” in Germany in 2011. Since then much international press and even

Hollywood stars have shown interests in the line; and the line was also showcased in fashion places like Paris and Japan. Harrison Wong, with his men’s brand named after him, was selected as the only Hong Kong representative and won the International Woolmark Prize organized by the International Wool Secretariat (IWS) in 2014. Over the years, he has continuously launched his personal collections on key international runways in Milan, New York and Paris. KENAXLEUNG by designer Leung Ka-kin features high street wear. Combination of innovative materials and exquisite digital print has been its signature and his collections were shown in Amsterdam, Tokyo and Shanghai.

3. Fashion Reborn – the Eco Trend

Janko Lam is known for sustainable fashion design. Her brand Classics Anew is a fashion line founded upon Chinese heritage and modernity, revitalising Chinese costumes. With Glori Tsui’s brand methodology and its transformable design of unique cutting and materials, there is not a certain way to wear a garment, and yet to epitomise a sustainable possibility in fashion.

4. Fashion Upstart – Chic and Androgynous

The young local brands, all marked with distinctive personalities, have been popular among local artists. In 2010, Aries Sin established her high fashion brand MODEMENT. By using minimal cutting and outstanding silhouettes to craft a unisex image, her design is greatly loved by musicians such as Denise Ho, Endy Chow and Ellen Loo. SKETCHAROUND was founded in 2013 by two young fashion designers born in the 1980s, Priscilla and Kan. It is a brand focusing on unisex tailoring and a purity of form, of which it has gained constant support from fashionistas as well as recording artists like Eason Chan and Hins Cheung.

Edith Law, the Chairlady of Fashion Farm Foundation says, “As an all-round platform for cultivation of fashion brands, FFF strives to arouse citizens’ attention to the creativity and possibilities of local designs.”

Details of the opening ceremony of FRIDAY RUNWAY are as follows. You are cordially invited to join us on the exciting occasion. Interview with the ten local designers and the event organisers, is also welcome by appointment.

Date	29 May 2015 (Friday)
Venue	Courtyard, PMQ (35 Aberdeen Street, Central)
Time	Media Tour*: 3:30 p.m. Fashion Show: 6:30 p.m. (tentative)
Participating	Classics Anew, handkerchief, Harrison Wong, KENAXLEUNG,

Fashion Brands	methodology, MODEMENT, SKETCH Δ ROUND, TwS, Yeung Chin and Chen Dao
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*Fashion models will be arranged on site for photo shooting. For media who are interested in interviewing the designers, joining the media tour, or photo shooting with their works, please register with the PR contacts in advance.

Media enquiries:

Press release sent by Cultural Connections on behalf of Fashion Farm Foundation. For media enquiry, please contact: :

Emily Kwong (9313-9914 / emilykwong@culturalconnections.hk)

Dominica Yung (9636-4118 / dominica@culturalconnections.hk)

Keith Wong (6101-8592 / keith.wong@fashionfarmfoundation.org)

About Fashion Farm Foundation

Fashion Farm Foundation (FFF) is a non-profit organization established in 2012, founded by a group of enthusiastic fashion entrepreneurs and creative industry veterans in Hong Kong.

Aiming to build a synergy of Hong Kong-based fashion designers, cultural practitioners, industry experts and retailers, FFF pledges to promote Hong Kong's fashion design by encouraging and fostering collaborations among business, lifestyle, education and cultural sectors.

FFF also provides a communication gateway between young designers and fashion experts to share experiences and exchange ideas through different interactive events such as catwalk shows, professional seminars, individual interviews, forums and group discussions. FFF has been commended by the media, buyers and participating designers at all its previous events.

FFF debuted the Fashion Forward Festival in 2013, promoting Hong Kong fashion design through an array of activities including catwalk shows, retail events and exhibitions. Besides local events, FFF continues to engage designers in the international fashion arena. Since 2012, over 30 Hong Kong brands have participated in FFF overseas programme "Fashion Guerilla" in Paris, Singapore, Tokyo, Beijing and Shanghai.

About FRIDAY

In order to promote local fashion brands to the general public, Fashion Farm Foundation (FFF) is presenting the brand new project FRIDAY.



Be it for social purpose, self-assurance or an expression of one's aesthetics, dressing up has become one of the indispensable elements to our daily life. When we look into our closets, however, majority of the items are conceived by designers from the US, France, Japan or even as far as Sweden in Scandinavia. Home-grown designs are often neglected by their fellow Hongkongers.

While it seems a general impression that the city is a desert for culture and design, FFF is convinced that Hong Kong can glow with its with creativity. Local designs deserve at least the same price tags as those on foreign brands.

Let's get started every Friday from now on: No matter what your plans are, a hangout, a date, a movie night, or a coffee break with a good book, try brighten your life with fascinating designs from local fashion brands!

This four-month FRIDAY programme will bring over 40 local independent brands, showcasing the unique aesthetics of Hong Kong fashion, into Hongkongers' closets and wardrobes through platforms such as bazaar, exhibitions, window installations, and social media.

Activity Overview

FRIDAY RUNWAY

Ten emerging local fashion brands which include Classics Anew, handkerchief, Harrison Wong, kenaxleung, methodology, modement, SKETCHΔROUND, TwS, Yeung Chin and Chen Dao will present their latest collections at Hong Kong design landmark PMQ.

Date: 29 May 2015 (Friday)

Time: 6pm

Venue: PMQ (35 Aberdeen Street, Central)

FRIDAY SOCIETY

Majority of Hong Kong people are smartphone addicts. With the internet, the latest fashion news is just a finger tip away. **FRIDAY SOCIETY** will keep you posted on local brands' retail

information, styling of celebrities and stories of brands through mobile APPs and the official website.

FRIDAY SHOP

FRIDAY SHOP provides you a chance to support local fashion brands! We will open Pop-up stores at various shopping hot spots all around the city. From men's attire, women's clothing to accessories, you are most welcomed to bring home all these 'Made in Hong Kong' fashion items.

FRIDAY WINDOW

Fashion is an expression of aesthetics. **FRIDAY WINDOW** will be refurbishing fashion hubs and window displays of different shops to present local brands and let their creativity shines.

FRIDAY AMBASSAOR

Celebrities are always the best models. We will be inviting political and business big names, together with famous faces from showbiz to put on clothing from local brands.

FRIDAY TERMINAL

Hong Kong brands have to expend their territories to a more international scenario. The airport then seems to be a perfect venue for introducing Hong Kong fashion to the hundred thousand visitors to the city every month.

FRIDAY AIR

Hong Kong people love travelling and spending according to their prepared shopping list. But Hong Kong indeed has wonder designs to offer. **FRIDAY AIR** will collaborate with in-flight magazines to promote Hong Kong fashion to both tourists visiting this vibrant city and travellers returning to their hometown.

Brand Introductions and Designers' bios

(Please download the portraits, brand logos and photos of design works from :
<https://goo.gl/9h82Cq>)

Classics Anew

Brand Introduction:

新裝如初
classics anew

Classics Anew is a fashion line founded upon Chinese heritage and modernity. Through craftsmanship of Chinese ingenuity, the line melds the finest traditional Chinese heritage and modern aesthetics, to create daily contemporary pieces for women. Personal tailoring service is also available.

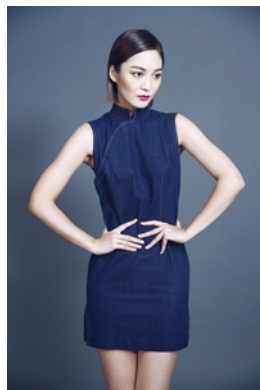
Designer's Bio:



Janko is currently working as an independent fashion designer. After graduating from Caritas Bianchi College with an Associate Degree in Fashion Design in 2008, Janko commenced her career as a costume designer for stage and drama productions at TVB, a television broadcaster in Hong Kong.

In 2010, she co-founded the Mutt Museum Design Company Limited and a workshop at the InnoCentre with another designer. In 2011, she won the EcoChic Design Award, a fashion design competition for Asia's emerging design talent organised by Redress, a Hong Kong-based charity organisation that drives environmental sustainability in the fashion industry. As the winner, Janko interned with top sustainable fashion brand in London.

She established her brand Classics Anew in 2014.



Design works

Handkerchief

Brand Introduction:



Our handkerchief refers to the little piece of fabric used by the magician. The world shall be a better place after you have applied handkerchief – a platform/tool/blank canvas/interface for time to pause and for magic to take place. We work across different fields such as fashion and wearable; visual and installation art; video and animation... We also organize talks, workshops, exhibitions

and cultural exchange activities. In everything we do, we play with devotion the magic handkerchief spirit!

Designers' Bio:



Amy Cheung is a conceptual artist, co-founder of art and design label "handkerchief" and a part-time lecturer at the Fine Art Department, CUHK. She specializes in large-scale installation, and has participated in many international exhibitions and cultural exchange programme. She once inscribed a plane decor in a running tram at Helsinki, made an immersive theatre at an abandoned Citi Bank at the heart of Manhattan, represented Hong Kong at the 52th La Biennale di Venezia. Recently she has collaborated with legendary psychologist Philip Zimbardo, film director, robotic engineer and interviewed a female astronaut at NASA. She now works in between New York and Hong Kong.

Erkka Nissinen is known for original performative media art that escapes specific genre definitions. He often combines unpredictability, rhythm of comedy with the narrative of time that challenges the viewer's preconceptions and the ideas of good and bad tastes.



Design works

HARRISON WONG

Brand Introduction:

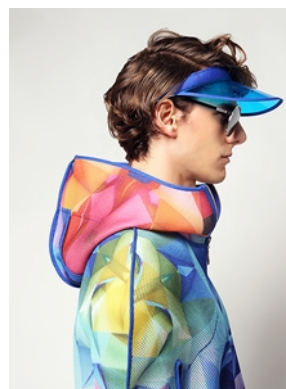


Original and contemporary apparel and accessories especially designed for fit and urban male. The garments are of edgy and aggressive design but also emit a sense of understated elegance. Clients are typically equipped with fashion sense with a good eye for design and who tend to incorporate art and taste into their daily life. The apparel and accessories will be of the highest quality yet affordable which demonstrates the fact that fine design and taste are not determined by price tags.

Designer's Bio:



Harrison Wong, founder of Harrison Wong Ltd, made his fashion debut by winning both the Hong Kong Young Designer's Contest and the Grand Prix Contest in Japan in 1996. He went on to earn a Master degree with distinction from the London College of Fashion. Over the past years, he has continuously launched women's and men's seasonal collections on international runways in New York, Milan, Shanghai, Taipei, Sydney and Hong Kong. In addition, as the Design Director of several fashion houses in Hong Kong and China, Wong has built up substantial creative expertise working at fashion corporates. Now, Harrison Wong has entered a new chapter in his career - his first menswear retail shop was opened in 2014 at PMQ, an arts and design hub in Central, Hong Kong.



Design works

KENAXLEUNG

Brand Introduction:

KENAXLEUNG
gnuxlxnux

KENAXLEUNG's high street wear comes alive with graffiti, architecture, craftsmanship and art installations as inspiration. Beginning from the first season, combination of innovative materials and exquisite digital print is the signature of Kenax's design. His collections were shown in Paris, Amsterdam, Tokyo, Singapore, Shanghai, Beijing and Hong Kong. He has been styling and tailor-making costume for various celebrities and recording artists, including Eason CHAN, Anthony WONG, Hins CHEUNG, Louis CHEUNG, Kay TSE, Landy WEN, etc.

Designer's Bio:



Kenax LEUNG founded his eponymous brand kenaxleung in 2012. The flipped namesake logo reveals the brand's mission - paying attention to every detail on garment from inside out. He obtained his Master of Art in Fashion Design from Polytechnic University of Hong Kong in 2012, and won the Hong Kong Young Fashion Designers' Contest (HKYDC) in the same year. Kenax also devoted himself to cross-disciplinary creation. In August 2012, he collaborated with City Contemporary Dance Company and presented a techno-styled costume collection for Bruce WONG's choreography "Dress Me Down".



Design works

Methodology

Brand Introduction:



Methodology is a Hong Kong based designer label, inspired by the concept of Cubism painting. Methodology suggests designing garments that can be worn in more than one way, in order to give a second life to the garment. With Methodology, there is not a certain way to wear a garment. With its transformable design, and your creativity, various possibilities and styles could be created.

Designer's Bio:



Before turning to a fashion designer, Glori Tsui studied illustration in Art Center College of Design, southern California. She worked for Disney on graphics for children's wear and participated in different gallery shows in Los Angeles.

She found her interest in sustainable fashion design after moving back to Hong Kong. In order to strengthen her fashion design knowledge, she went back to school in 2010 and gained her Master in Sustainable Fashion Design in United Kingdom and worked in Paul Smith while studying. Because of her illustration background, her inspiration always comes from fine art painting.



Design works

MODEMENT

Brand Introduction:



MODEMENT

MODEMENT is a Hong Kong based fashion label established in 2010. For years, Aries has been crafting unisex image for both genders (with a rare emphasis on menswear) by using minimal cutting and outstanding silhouettes. Most of her collection is strongly influenced by the multi-faceted culture of Hong Kong, ranging from hybridised city landscape to vernacular food stores. It is of essence to MODEMENT that every single piece of fashion carries a meaning of its own which inspires, communicates and finally enhances the wearers.

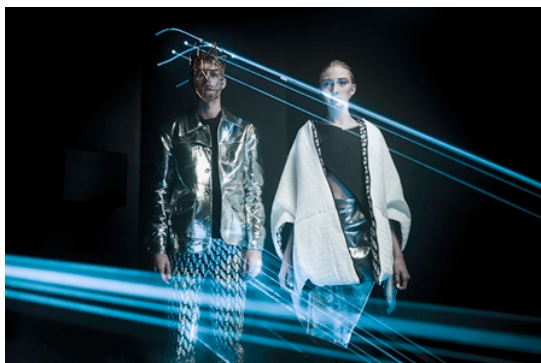
Designer's Bio:



Before Aries Sin Mei-Yuk earned her Higher Diploma in Fashion Design and Product Development from the Hong Kong Design Institute (HKDI) in 2008, she was already a design enthusiast recognised by the fashion sector through a number of scholarships and awards, some of which even offered her valuable overseas working experience such as in Peclers Paris. In 2013, she was among the winners of "40 Under 40" awards, an award for young design talents, and also winning a bronze award at Design for Asia

Awards 2013.

Over the years, Aries' unique unisex collections have been the favourites of local artists such as Miriam Yeung, Candy Lo, Denise Ho, Andy Hui, Endy Chow and Ellen Loo. Recently, Aries' works were selected for "The Past is Continuing" exhibition at the Hong Kong Heritage Museum for six months. Last August, she was supported by HKDI and cooperated with Joyce Boutique, an Asian leading fashion retailer, for a pop-up shop project - Joyce Talent Shop in PMQ - with great impact.



Design works

SKETCHAROUND

Brand Introduction:

SKETCHAROUND

ORIGINALITY SURPASS GENDER []

SKETCHAROUND was founded in 2013 by two Hong Kong young fashion designers. This is a brand focusing on iconography, unisex tailoring and a purity of form, challenging conventions of normal practice by using a mixture of innovative materials to create something relaxed yet chic and distinctive. We offer a "timeless modern simple" style on a foundation of simplicity pairing with a formula of unisex silhouette for both contemporary women and men who want unusual design and best textiles with high wearability as well as fine quality.

The label highly values the two spirits of **ORIGINALITY SURPASS GENDER** and **SIMPLICITY COMPACTED WITH DELICACY**, which have been highly supported by local and foreign fashionistas, bloggers as well as recording artists such like Eason Chan, Hins Cheung, Eric Kwok, Robynn & Kendy, and Shino Lin.s

Currently, three collections are launched at eight select shops and online shops in Hong Kong and Taiwan.

Designer's Bio:



The two founders were born in Hong Kong. Priscilla (1987-) graduated in Fashion Textile from London College of Fashion, and Kan (1989-) is a fashion graduate of the University of Huddersfield. Both were once colleagues at an international high fashion brand, and have worked for more than 2-3 years in modern fashion industry, hence are well experienced in delicate contemporary daywear and fashion show. The two designers further explore in different fields, with Kan being a professional illustrator while Priscilla managing another elegant womenswear line, before launching their own line in 2013 with a new definition of modern chic.



Design works

TwS

Brand Introduction:



TwS Show the World from Inside Out is a brand that epitomizes the personality and style of its wearer. TwS's first collection debuted in Copenhagen and since then much press has interest in the line and featured on US magazines, such as *Creem*, *Chaos*, *Zink*, *Accessories US*, *noi.se*, and *Body Magazine*. Hollywood celebrities, such as Neon Hitch and Angela Simmons had also worn TwS in their music videos and events. TwS was awarded with the Bronze award under Apparel category in the Design for Asia Award in 2013. And in October 2014, TwS presented its first shoe collection with Titikaka at Beijing Mercedes Benz Fashion Week.

The line is selling in US, Canada, Japan, Singapore, Australia, Korea, Kuwait, China, Taiwan, and Hong Kong. We sincerely believe that every woman has the right and ability to show the world how beautiful they are by expressing their true self.

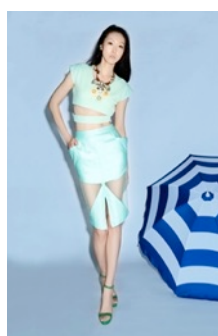
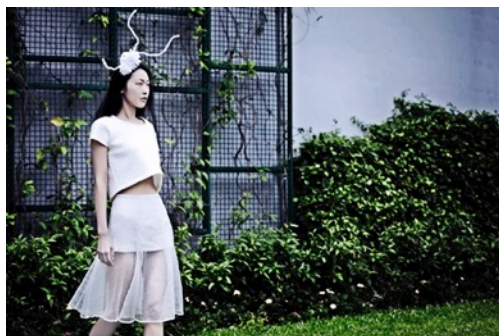
Designer's Bio:



Raised in Toronto, Maria Mak graduated at Ryerson University and impressed the city with her graduation show collection, which was sponsored by Fur Council of Canada as a reward to her outstanding performance throughout the years. She was also awarded to present the collection in the International Fur Show in Montreal, and showcased the collection in Holt Renfrew as well. She was one of the top ten finalists for Young International Fashion Designer Competition in 2002.

Maria has also won a few fashion awards during her years in university, including the Best Ladies Wear and Best Futuristic Wear in CCFDA (Toronto, Canada).

Maria's love for out-of-the norm continues to develop throughout her years of designing for multiple international brand names. Her ambition of turning timeless tradition styles into distinctive pieces with edgy details urges her to develop the brand, Twisted Sisters.



Design works

Yeung Chin

Brand Introduction:



My design philosophy has always been challenging the accepted aesthetics. To build up new aesthetics, old ones must first be broken. The most direct method is by trial and error. I use different concepts of art to impact the old aesthetic standards in the fashion industry, in which I have found new ways to perform fashion. For example, I changed and limited dance moves by clothes. This is to challenge the accepted aesthetics in dancing, and at the same time, that on the catwalk runway. Another example would be using “Fat is Fashion” as the topic. By designing an installation art in a gallery, I challenged the traditional aesthetics by making visitors wear inflatable clothes.

In the future, I will continue to explore different means to present my views of fashion. Film and sculpture would also be my future directions.

Designer's Bio:



Yeung Chin is an ex-student and member of the Alternatif Fashion Workshop, and has studied in the Clothing Industry Training Authority and HKU SPACE. Being an active member of Alternatif, he won a top creative award in Hong Kong Young Designer's Contests (YDC) held by The Hong Kong Trade Development Council in 2003. He participated in the Hong Kong Fashion week fashion show from 2003 to 2006. Besides, he also assisted the stage costume design for City Contemporary Dance Company's (CCDC) performances *Nijinsky* and *Iron and Silk* in 2009. He worked in Li Ning, a Chinese sportswear company, as a senior fashion designer from 2006 to 2008, and designed sportswear for the Chinese Team for the Beijing Olympics. He obtained his MA in Fashion Design from the University of Westminster in 2009. In the same year, he won the YDC Special mention award by Hong Kong Design Centre and exhibited his works in the exhibition *Cheers 2009* in London.

In 2010 he designed the stage costume for *Happily N'ever After*, another stage work by CCDC.

After being the Chief Fashion Designer in G2000, he is now a guest lecturer at the Hong Kong Design Institute of VTC, and has established his own fashion brand in PMQ, named after himself as Yeung Chin. ◦



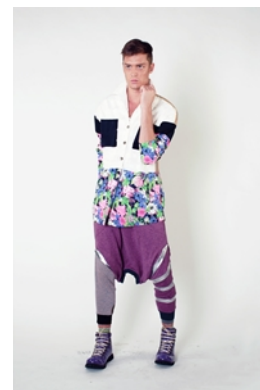
Design works of Yeung Chin

Chen Dao

Designer's bio:

Chen Dao Fashion has the most cutting-edge in fashion; Dao designs wearable, stylish looks for the young generation who are opened to image experimentation.

Chen was named as one of the “New Future Talent” by the leading international fashion magazine *i-D* and was nominated for Hong Kong's Ten Outstanding Designer Award 2013.



Designer (left) and his design works (right)