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文化體育及旅遊局
Culture, Sports and Tourism Bureau
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FASHION ASIA HONG KONG 2025 ILLUMINATES THE FUTURE OF FASHION

HONG KONG – 9 December 2025 - FASHION ASIA HONG KONG (Fashion Asia), a cornerstone of Hong Kong's vibrant fashion scene, returned with a dynamic programme celebrating creativity and innovation, fostering the vigorous development of the fashion industry. Fashion Asia organised by Hong Kong Design Centre (HKDC) and supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, is a programme of the Hong Kong Fashion Fest which is presented by the Government of the Hong Kong Special Administrative Region.

Fashion Asia 2025 captivated audiences with two flagship events: the Fashion Challenges Forum and the 10 Asian Designers To Watch exhibition, showcasing global visionaries and Asian exceptional design talent redefining the fashion industry.

FASHION CHALLENGES FORUM 2025: SHAPES FASHION'S FUTURE

The Fashion Challenges Forum, held on 5 December 2025 at the Pavilion Hall, Rosewood Hong Kong, offered an inspiring deep dive of the forces shaping the future of fashion. This dynamic platform brought together global industry leaders and esteemed guests, including high-level executives from leading fashion retailers, designers, and influential industry voices, to share insights and inspire transformative ideas. The forum engaged both local and international audiences with discussions on emerging trends, innovative strategies, and opportunities for growth. Key topics included:

- The Global Fashion Landscape: Insiders revealed the forces shaping fashion's evolving ecosystem.
- Fashion Business Leadership: Top executives shared strategic perspectives on industry growth.
- Storytelling in Fashion: Media experts and curators unpacked authentic narratives driving brand impact.
- Designer Conversations: Emerging and established designers from Asia and beyond shared their success stories.
- Art, Culture & Cross-brand Collaboration: Creative experts dived into fashion's cultural significance and innovative cross-brand partnerships.

The forum featured an impressive lineup, including:

- Andre Hou, Former APAC President, Boucheron
- Blake Abbie, Editor in Chief, A Magazine Curated By

- Bosse Myhr, Director of Buying – Menswear, Womenswear and Childrenswear, Selfridges
- Caroline Issa, CEO, Tank
- Danai Sorakraikitikul, Founder and CEO, ALIST
- Divia Harilela, Principal, The D’Vine
- Gloria Tso, Online and Features Editor, STYLE by SCMP
- Jian DeLeon, Men's Fashion Director, Nordstrom
- Jingwei Yin, Founder and Creative Director, OUDE WAAG
- Jitpon Siri wattanamathangkur, Co-founder, Gentlewoman
- Kay Kwok, Founder and Creative Director, KWK by KAY KWOK
- Liushu Lei, Founder and Creative Director, SHUSHU/TONG
- Lv Xiaolei, Secretary General of the Shanghai Fashion Week Organizing Committee; Executive Vice Chairman, SFDA
- Oscar Wang, Founder, Open Work Studio
- Peggy Hu, Chief Executive Officer, Audemars Piguet Greater China Region
- Rok Hwang, Founder and Creative Director, ROKH
- Ruohan Nie, Founder and Creative Director, RUOHAN
- Sara Sozzani Maino, Creative Director, Fondazione Sozzani
- Satoshi Kuwata, Founder and Creative Director, SETCHU
- Sophia Yu, Managing Director and Publisher of SCMP Hearst
- Tasha Liu, Co-founder, LABELHOOD
- Tracey Cheng, Vice President of Merchandising Planning and Business Development, I.T

Selected panels will be available for viewing on the official Fashion Asia website (<https://fashionasiahk.com/>) in January 2026, allowing the public to revisit these insightful and inspiring conversations.

[Image Download](#)

10 ASIAN DESIGNERS TO WATCH 2025: WHEN FASHION MEETS MUSIC

The 10 Asian Designers To Watch exhibition, in its 9th edition, returned from 5 to 7 December 2025 at the Clockenflap Music & Arts Festival, Central Harbourfront. This vibrant showcase presented ten exceptional Asian designers, highlighting their innovative collections and reaffirming Fashion Asia’s commitment to nurturing regional talent.

Themed The Fashion Compass, this year’s exhibition weaved together the best of fashion, music, art, and self-expression, offering attendees an immersive journey through the latest fashion trends. The event featured signature pieces from the winners of ‘10 Asian Designers To Watch 2025’, meticulously handpicked by a distinguished panel of industry experts.

Celebrated local stylist Chloe Mak curated one music-festival-inspired ‘mix-and-match’ look

from each winning designer brand's collection, which was transformed into stunning illustrated artwork by renowned illustrator Jenny Chui.

An intimate Designer Meet-and-Greet session was held on 6 December 2025 at the exhibition venue, fostering meaningful exchanges and deeper connections between the winning designers and Hong Kong's vibrant local fashion community.

The winning designers of '10 Asian Designers To Watch 2025' include:

- Luca Lin of [ACT N°1](#) (Chinese Mainland)
- Koki Abe of [KHOKI](#) (Japan)
- Kit Wan of [KIT WAN STUDIOS](#) (Hong Kong)
- Hung La of [LƯU ĐÀN](#) (Vietnam)
- Oscar Ouyang of [OSCAR OUYANG](#) (Chinese Mainland)
- Xiang Gao of [Penultimate](#) (Chinese Mainland)
- ShaSha Wong of [swaying/knit](#) (Chinese Mainland)
- Tatsuya Tamada of [Tamme](#) (Japan)
- Youngshin Hong and Sanglim Lee of [young n sang](#) (South Korea)
- Zixin Zhong of [Zhong Zixin](#) (Chinese Mainland)

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This collaboration also enabled the featured designers to style selected Clockenflap artists, seamlessly blending music performance and fashion. Highlights included Hong Kong icon Panther Chan in KIT WAN STUDIOS, Taiwan-based four-piece instrumental band Robot Swing in Penultimate, Hong Kong singer Jace Chan (Coat in Louis Shengtao Chen) with her band members in DEMO and PONDER.ER, and Estonian nu-folk duo Puuluup in YMDH (You Make Daddy Happy).

Panther Chan in KIT WAN STUDIOS

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Robot Swing in Penultimate

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Jace Chan (Coat in Louis Shengtao Chen)

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Band Members:

Nelson (Bass) - DEMO and PONDER.ER

John (Drum) - DEMO

Teriver (Guitar) - PONDER.ER

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Puuluup in YMDH

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Social media hashtags

@fashionasiahk @hkffashionfest @hkdesigncentre

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About FASHION ASIA HONG KONG

FASHION ASIA HONG KONG (Fashion Asia), a fashion industry development initiative solely funded by CCIDA of the Hong Kong SAR Government to establish a vibrant image for Hong Kong and position Hong Kong as the fashion trade development hub in Asia.

The first event was held in 2016, bringing together leaders, creative elites and reform pioneers from all fields of the fashion industry to discuss and respond to current challenges in the fashion industry.

Previous speakers include Andrew Wu, President of LVMH Greater China; Laura Weir, CEO of the

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British Fashion Council; Nicolas Morineaux, Chief Executive Officer of Galeries Lafayette China, Tom Chapman; fashion designers Prabal Gurung, Phillip Lim, Anya Hindmarch, Guo Pei, Han Chong, Jason Wu, Tomo Koizumi, Robert Wun and heavyweight fashion media figures Caroline Issa and Desiree Au.

Official Website: <https://www.fashionasiahk.com/>

Facebook: <https://www.facebook.com/fashionasiahk>

Instagram: <https://www.instagram.com/fashionasiahk/>

About Hong Kong Design Centre

Hong Kong Design Centre is a strategic partner of the HKSAR Government, harnessing the city's distinctive East-meets-West position to create value through design.

To achieve our goals, we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

Learn more about us at www.hkdesigncentre.org

About CLOCKENFLAP

Clockenflap is Asia's premier outdoor music and arts festival, and a major highlight of Hong Kong's annual cultural calendar. Cultivating and celebrating creativity, the festival is an unrivalled mix of local and international talent with a mission to inspire through music and arts. With a dazzling and diverse selection of activities and attractions, Clockenflap is a world-class festival that encourages people to come together with openness and imagination. Official website: Clockenflap.com

About Hong Kong Fashion Fest

Announced by the Hong Kong Special Administrative Region Chief Executive in the 2023 Policy Address, "Hong Kong Fashion Fest" will be organised to develop Hong Kong into a fashion design hub in Asia. Through consolidating various fashion design events and introducing innovative elements and affiliate activities annually, the Hong Kong Fashion Fest promotes Hong Kong's fashion and textile design brands and boosts Hong Kong's position as a prime destination for hosting mega cultural and creative events. The second edition of Hong Kong Fashion Fest will be held from 22 November and 7 December 2025 at various cultural landmarks and iconic design and fashion locations in Hong Kong. The event will promote digital fashion and sustainable fashion in collaboration with Paris Fashion Week and Milan Fashion Week; attract fashion design industry players from all over the world to participate in Hong Kong; foster

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collaboration, innovation and business opportunities; establish platform for local and international fashion designers and brands and connect with different sectors in the fashion design industry of Hong Kong, the Chinese Mainland and overseas, thereby consolidating Hong Kong's position as the East-meets-West centre for international cultural exchange. Website: www.hongkongfashionfest.com

About Cultural and Creative Industries Development Agency

The Cultural and Creative Industries Development Agency ("CCIDA") established in June 2024, formerly known as Create Hong Kong ("CreateHK"), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan. Website: www.ccidahk.gov.hk.

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