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**Organised by the Hong Kong Design Institute (HKDI) and funded by the
Cultural and Creative Industries Development Agency (CCIDA)
The 4th Hong Kong Denim Festival – Denim Artistry
Designers × Musicians × Artists Driving Cross –disciplinary Creative
Development**

Local Designers Step onto the International Stage at Paris Fashion Week

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##HongKongDenimFestival #香港牛仔節 #香港知專設計學院 #HKDI #tfu #hkfashionfest
#HongKongFashionFest #香港時裝薈 #CSTB #文化體育及旅遊局 #CCIDA #文創產業發展處

【Hong Kong, 25 November 2025】 The 4th Hong Kong Denim Festival – Denim Artistry, together with the Hong Kong Denim Festival “Denim Delight Party”, organised by the Hong Kong Design Institute (HKDI) and funded by the Cultural and Creative Industries Development Agency (CCIDA), was successfully held on 24 November 2025.

This year's Hong Kong Denim Festival presented a series of creative programmes throughout November, including The Denim Edit” – In Store Concept, “The Denim Edit” – In Mall Concept Exhibition and a design series developed under the second cohort of the Global Denim Talents Programme (GDTP). These initiatives complemented international exchange activities in connection with Paris Fashion Week, bringing local design talent onto the global fashion stage. The programmes showcased the international competitiveness and innovative vision of Hong Kong designers, further reinforcing Hong Kong's position within the international fashion landscape.

The Hong Kong Denim Festival “Denim Delight Party”, held on 24 November at the “Ocean Terminal Deck”, Harbour City, Tsim Sha Tsui, featured opening remarks delivered respectively by Ms. Vivian Sum, JP, Permanent Secretary for Culture, Sports and Tourism Bureau, and Mr Tony Tai, Chairman of the Vocational Training Council. Both speakers expressed their aspiration for the Hong Kong Denim Festival to continue serving as a leading platform for exchange in denim culture and fashion design, while advancing the development of the creative industries. The event opened with an energetic street music performance by V Music, a music brand established by the Vocational Training Council (VTC), setting the tone for the fusion of music and fashion. Programme highlights also included the Music & Fashion Gala, during which Denim Ambassador Tyson Yoshi engaged the audience in a fashion-focused discussion on stage. Live performances were delivered by singer Kaho Hung, band Pandora and singer Lo Lok. The evening concluded

with a finale performance by veteran DJ Chi Chung Wong, whose dynamic DJ set brought the atmosphere to its peak.

The programme concluded with a denim fashion show presenting themed works that fully demonstrated the diverse creative expressions of denim culture. The fashion show was structured into three chapters:

- Part I: The fashion show opened with Peace & After, a streetwear brand led by a Hong Kong fashion influencer, presenting its distinctive denim style and aesthetics through the brand's unique creative perspective;
- Part II: Denim collections presented by participants of the first cohort of the Global Denim Talents Programme, highlighting emerging designers' keen observations of denim materials and their multi-layered interpretations;
- Part III: New Fall Winter 2026–27 collections presented by designers of the second cohort of the Global Denim Talents Programme, integrating avant-garde tailoring with sustainable concepts. The segment also featured creative denim works by four outstanding local designers; Jason Lee, Max Tsang, Jesse Lee and Jasmine Cheuk who showcased meticulously crafted pieces that explore new possibilities in denim and fashion through diverse silhouettes, eco-friendly materials and forward-looking design language.

The four designers have each become representatives of local denim design through their distinctive styles and innovative design philosophies:

- LEE Kui Kei (Jason) is renowned for his Neo-Orientalist style that integrates fashion and art. He has received multiple accolades, including the DFA Asia Design Awards Gold Award and the Young Fashion Designers' Contest. In 2016, he founded the high-end streetwear brand YMDH, reinterpreting denim through innovation and cultural storytelling by blending Chinese historical elements with Western tailoring and street aesthetics. His gender-neutral designs emphasise individuality and sustainability. His works have been showcased at pop-up stores in Paris, where handcrafted denim patchwork designs presented new expressions of street fashion.





➤ TSANG Chi Fung (Max) is recognised for his expertise in ergonomic and modular design, with a focus on creating future-oriented workwear that combines sustainability and functionality. He graduated with First Class Honours from Nottingham Trent University in 2015 and has gained professional experience through internships with the UK-based brand FENG CHEN WANG and the Nigerian brand MONAD. He is the founder of IP-AXIS INDUSTRIAL STUDIO, a fashion label centred on functionality and sci-fi aesthetics, advocating a forward-looking design philosophy.

➤ LEE Hin Fung (Jesse) focuses on the upcycling of recycled denim, incorporating environmental and ocean-inspired elements into his designs. He is a recipient of the Redress Design Award. Born and raised in Hong Kong, he holds a Master's degree in Menswear from the University of Westminster. Viewing fashion as a medium for driving change, he is committed to redefining the role of denim within the industry, with sustainability, innovation and culture at the core of his design practice.



➤ CHEUK Tsz Fa (Jasmine) is active in both local and international fashion events. She is adept at integrating Eastern and Western aesthetics, creating denim fashion that balances individuality and wearability through refined tailoring and textured detailing. With a focus on sustainable womenswear design, she was selected in 2024 as a first-cohort participant of the Global Denim Talents Programme (GDTP). Her works were showcased at the Kingpins New York trade show, further deepening her exploration of denim craftsmanship and sustainable practices.

Over the years, the Hong Kong Denim Festival has served as a key platform for showcasing local denim culture and creative design, providing opportunities for industry exchange and international promotion within the creative sector. This year, the Festival's programmes not only feature a wide range of local exhibitions, cross-brand collaborations and designer showcases, but also extend their reach to Paris Fashion Week 2026, bringing Hong Kong design onto the global stage.

The successful staging of the event not only showcased the creativity and diverse aesthetics of local designers, but also further strengthened Hong Kong's position as an international hub for creative fashion. Looking ahead, the Hong Kong Denim Festival will continue to promote the development of denim culture and the creative industries, injecting renewed vitality into contemporary fashion culture. The Organisers would like to express their sincere gratitude to all supporting organisations, designers and partners for contributing to the success of this year's Festival, and warmly invite members of the media and the public to continue following the Hong Kong Denim Festival and the creative strength of local designers.

Details of The 4th Hong Kong Denim Festival

Activities timetable

Date	Time	Event	Venue
25 Nov 2025	5:30pm - 7:00pm	Denim Forum	A001, Lecture Theatre, 3 King Ling Road, Tiu Keng Leng, 3 King Ling Rd, Tseung Kwan O
7-17 Nov 2025	10:00am - 10:00pm	"The Denim Edit" – In Mall Concept Exhibition: Emerging Talents Showcase	Atrium I, Gateway Arcade, Harbour City
18 Nov 2025 -11 Dec 2025	10:00am - 10:00pm	Exhibition: A Fusion of Heritage and Artistry	
21 Nov 2025 - 4 Dec 2025	12:00nn - 9:00pm 12:00nn - 9:00pm 11:30am - 8:30pm (Mon - Thu) and 11:00am - 9:00pm (Fri - Sun) 12:00nn - 9:00pm	"The Denim Edit" – In Store Concept	10 Hong Kong Brand Retail Stores: 4 Major Retail Stores: 4 Major POPCORN Retail Stores: Hysan Place Store, Causeway Bay (POPCORN Supply) K11 Art Mall Store, Tsim Sha Tsui (POPCORN Supply) K11 MUSEA Store, Tsim Sha Tsui (POPCORN General) Yau Ma Tei Store (POPCORN General)
10 Dec 2025	4:00pm - 5:30pm	GDTP Designers' Networking Day	POPCORN Supply, Shop G15b & G16a, Ground Floor, K11 Art Mall, Tsim Sha Tsui, Kowloon.
5 - 8 Mar 2026	10:00am - 7:00pm (Thu - Sat) and 10:00am - 6:00pm (Sun)	Global Denim Talents Programme Designers' trade show - TRANOÏ PARIS	Palais Brongniart, 16 Place de la bourse, Paris

Media Contact

Small Jupiter Workshop Limited

Shadow Choy

Tel: (852) 5918 1848

Email: info@smalljupiter.com

Event enquiry

Hong Kong Denim Festival

Jenny Tse

Tel: (852) 3928 2961

Email: hkdenimfestival@vtc.edu.hk

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About Cultural and Creative Industries Development Agency (CCIDA)

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.

About Hong Kong Design Institute (HKDI)

The Hong Kong Design Institute (HKDI) is a leading design institution under the VTC Group. It provides high-quality education to cultivate knowledge and professionalism and produces emerging talents who underpin the creative industries in Hong Kong. With years of experience in design education, HKDI brings together the strengths of four design departments – Architecture, Interior and Product Design, Communication Design and Digital Media, and Fashion and Image Design – to offer more than 20 design programmes. Highly flexible in articulation and advanced education, HKDI offers students a three-year university degree pathway from a Higher Diploma to a Bachelor's degree offered by reputable universities in the UK. HKDI adopts a "think-and-do" approach through its contemporary curriculum and active collaborations with local and international academic and industry partners. Students are given opportunities to acquire hands-on experience and participate in global exchange programmes to expand their horizons while enhancing their creative thinking and social sensitivity.

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