

【For Immediate Release】

HKFG PARIS SS18

Organized by Fashion Farm Foundation
Hong Kong talents showcase in Paris Fashion Week



Fashion Farm Foundation (FFF), a non-profit organization supporting local fashion designers, is now gearing up for Paris Fashion Week SS18. Fully supported and sponsored by CreateHK, it will be the fourth time for FFF to organize runway show in the world fashion stage - Paris Fashion Week. Showcasing Hong Kong designs in form of runway and showroom, massive positive feedback and support had been received from various sectors. Under the project of HKFG Paris SS18 (formerly known as Fashion Guerilla), FFF will again lead 8 brands to participate in this global fashion event where well-known designers showcase their latest designs to the world.

Three emerging fashion label, **Cynthia & Xiao, id** and **KENAXLEUNG**, will be the first of the group to kick off the week, unveiling their SS18 collection in a runway show on 26th September, 2017. Three participating labels are known for their uniqueness and creativity, specializing in different aspects. **Cynthia & Xiao** utilizes bold graphics infused with simple modernity.**id** integrates opposing contrasts of romanticism and realism. **KENAXLEUNG** presents a combination of sportswear elements and installation arts.

Apart from runway show, 8 brands are receiving sponsorship to join showroom and tradeshow. Introducing Hong Kong designs to overseas media and buyers, a Reception will be held on 27 September 2017. The 8 brands are **Berayah, Cecilia Ma, Cynthia & Xiao, HANG, id, KENAXLEUNG, MODEMENT** and **Vanessa Tao**.

All participating brands were selected by a panel of judges from fashion industry, including Former President of Kering Asia-Pacific, Ms. Mimi Tang, Fame Glory Creative Director, Mr. Tianyo Ma, Professor of Fashion Marketing and Management of SCAD Hong Kong, Prof. Robert Meeder, The Hong Kong Polytechnic University Institute of Textiles & Clothing Professor of Practice, Prof. Raymond Au, among others.

| RUNWAY |
26 September 2017

3:30 p.m.

18 rue Larrey
75005 Paris

| RECEPTION |
27 September 2017

5:00 - 7:00p.m.

14 Showroomby
14 rue d'Uzès
75002 Paris

Brands in the Runway Show:

CYNTHIA & XIAO

Cynthia & Xiao is a womenswear brand founded on bold graphics infused with simple modernity. Launched in 2014, the duo Chinese Fashion Designer Cynthia Mak & Xiao Xiao work together to bring out a collection where the aesthetics takes the root of Cynthia's background of Graphic Design and Fashion design. As well as Injecting Xiao specialists in Fashion Knitwear design, the garments combine a striking bold character yet minimalistic and easy shapes.

CYNTHIA & XIAO AW17:



id

Established by Hong Kong designers Julio and Cyrus, "id" has become a front runner in the world of emerging fashion. Founded on the inspiration between the designers' chemistry and relationship of the counterbalance between opposing contrasts of romanticism and realism, their concept for the brand is stemmed from the unique and aggressive contrast in terms of their personalities, styles and aesthetics to bring forth a wholly complete identity - a masterful unity as of the yin and yang.

id AW17:



KENAXLEUNG

Established in 2012, the contemporary fashion label "KENAXLEUNG" is a presentation of the combination of sportswear elements, installation arts, architecture and ethnic craftsmanship – the combination of innovative materials and exquisite digital prints is the brand's signature. Inspired by flipping his label "KENAXLEUNG", Kenax created the mirror-like logo carrying an important message – one must pay attention to every detail from the inside out. His collections had been shown in Copenhagen, Paris, Amsterdam, Tokyo, Singapore, Shanghai, Beijing and Hong Kong.

KENAXLEUNG AW17:



Website:

Berayah www.berayah.com

Cecilia Ma www.ceciliama.com

Cynthia & Xiao www.cynthiaandxiao.com

HANG www.hanggggggg.com

id www.id-ism.com

KENAXLEUNG www.kenaxleung.com

MODEMENT www.modement.hk

Vanessa Tao www.vanessatao.com

High res photos: <https://goo.gl/CFZ1ap>

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 fashion educators 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.

<http://www.fashionfarmfoundation.org/>

About Create Hong Kong:

The Create Hong Kong is a dedicated agency set up under the Commerce and Economic Development Bureau in June 2009 to lead, champion and drive the development of the creative economy in Hong Kong. It co-ordinates Government effort regarding creative industries, focuses Government's resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries.

<http://www.createhk.gov.hk/>

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