

**SME Development Fund/  
Dedicated Fund on Branding, Upgrading and Domestic Sales  
(Organisation Support Programme)**

**Final Report of Approved Project**

Project ref. no. : BUD 13 1 003  
Project title : Promoting HK Fashion SMEs thru Showroom  
Format in the Mainland  
Period covered : From 01/09/13 to 31/08/14  
(dd/mm/yy) (dd/mm/yy)

## 1. Project Details

(Please mark with "\*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

### **Project Reference and Title**

Promoting HK Fashion SMEs thru Showroom Format in the Mainland

### **Project Summary (in not more than 150 words)**

**Purpose:** Bringing the emerging fashion SMEs/companies/labels to explore the mainland market. Fashion SMEs included apparel, shoes and handbags, hat and accessories. The Project brought BtoB and/or BtoC to the fashion companies/SMEs and let them test the water and plan their fashion business in mainland.

**Content:** Bringing 9 fashion companies/SMEs to Shanghai and Beijing while showcasing another 10 SME's products. The companies showcased their latest collections to the buyers/retailers and/or end consumers. The companies were responsible to decorate the showroom and doing the visual merchandise for their own spaces. Invitation sent to all related organizations/companies/media for attracting them to look at the HK fashion companies.

**Differentiation:** Most of the existing programme for fashion industry is competition-based or sourcing-based. Few organizations are helping the young and emerging fashion companies to explore and test the water of mainland market. By leverage on the selected city's fashion events and the foot-traffic of the destination, bringing mainland high-end buyers and retailers to the showroom for long term business development. At the same time, by bringing end consumers to the showroom, designers able to get the immediately feedback from consumers, hence improve their products more fits to the domestic market and also a very good networking chance with the local potential consumers.

**Benefit:** the fashion industry and fashion designers will be benefited. The selected companies can develop the mainland market in long-term since we are targeting corporates and domestic retailers. The companies can improve their product by meeting the potential consumers since the consumers can give immediate feedback to the participants. In long term, will lead HK fashion companies to be the major players of mainland fashion market. 9 HK fashion companies/SMEs were selected while showcasing another 10 SME's products. For the Fashion industry, this is very important to have new blood every years, this can sustain the whole industry. For education, those who participated the project will hold a sharing seminar/session in school for those who are studying fashion design.

### **Project Objective(s) (in not more than 80 words)**

- Bringing the emerging HK fashion companies to mainland with financial support since they are lack of capital
- Letting the selected companies to explore the mainland market and test the water of mainland fashion market
- Bringing B to B and B to C at the same time, introducing potential business collaboration with

Domestic companies and bring in end-consumers to give immediately feedback to the SMEs. Hence, they can Improve their products to fit the china market in short time.

### **Grantee /Collaborating/Implementation Organisation Agent**

Grantee

: Fashion Farm Foundation Limited

Collaborating Organisation(s) : Hong Kong Trade Development Council, Hong Kong Design Centre,  
Hong Kong Polytechnic University, China Fashion Designer Association,  
China Knitting Industry Association, China National Textile and Apparel  
Council

Implementation Agent(s) : \_\_\_\_\_  
\_\_\_\_\_

**Key Personnel**

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	: <u>Ms. Edith Law</u>	<u>Fashion Farm Foundation Limited</u>	<u>2371 1482</u>
Deputy Project Co-ordinator	: <u>Prof Raymond Au</u>	<u>Hong Kong Polytechnic University</u>	<u>2371 1482</u>

**Project Period**

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>01 September 2013</u>	<u>31 August 2014</u>	<u>12</u>
Revised (if applicable)	_____	_____	_____

**Methodology Employed**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 2. Summary of Project Results

### **Project Deliverables**

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

The SMEs were selected by a panel of judges by the selection criteria are included the number of staff employed, year of establishment, business registration region, distribution channels, portfolio, latest collections, and marketability. The judges were: (1) Mr Li Dang Qi, Chairman of Mercedes-Benz China Fashion Week; (2) Ms Qi Jing, the Honor secretary of China Knitting Industry Association; (3) Prof Raymond Au, Professor of ITC PolyUniversity; (4) Ms Edith Law, Director of Lawsgroup; (5) Ms Gloria Lam, Editor-in-Chief of ELLE Magazine HK.

#### **(i) Contemporary fashion showrooms in Beijing and Shanghai.**

A contemporary fashion showroom is set up in Beijing and Shanghai during 26<sup>th</sup> -29<sup>th</sup> March 2014 and 1<sup>st</sup> -3<sup>rd</sup> April 2014.

- 9 SMEs were selected to showcase their products and demonstrate their products on-site. The 9 SMEs are included: 112 mountainyam, Daydream Nation, Hei Lau, TwS, Injury, KC Gideon, MJM, FAVE by kennyli, GLUSH/.
- 10 SMEs were selected to showcase their products, the SMEs including: Handkerchief, Loom Loop, MODEMENT, Sarah Lai, Without You, Big Horn, Ginger, POMCH, Harrisonwong, NUMB.
- 4 SMEs were selected for Beijing Catwalk, the SMEs are: 112 mountainyam, Daydream Nation, Injury and KC Gideon
- Total 19 SMEs did the model presentation in Shanghai, the SMEs were: 112 mountainyam, Daydream Nation, Hei Lau, TwS, Injury, KC Gideon, MJM, FAVE by kennyli, GLUSH/, Handkerchief, Loom Loop, MODEMENT, Sarah Lai, Without You, Big Horn, Ginger, POMCH, Harrisonwong, NUMB.

There are 500 visitors visited the showroom in Beijing and 1000 visitors visited the Shanghai one. Both Showroom were opened to buyer, media and general public. The interested buyers came to discuss for collaboration. Media came for interviewing designers and public came to meet the designers and understood more about the design concept.

#### **(ii) A catalogue introducing Hong Kong fashion SMEs (4,000 copies) and A series of publicity materials, such as invitation cards (4,000 copies), posters (600 copies) and souvenirs (500) etc.**

- A project catalog listing 19 SMEs and 42 SMEs were successfully reach 2000 visitors in Beijing and Shanghai.
- Mercedes- Benz China Fashion Week distributed 50 sets of the project materials to each of their domestic brands, which able to reach around 2500 corporates.
- In general, the SMEs received around 70 business cards. Around 20 were useful business cards and they will do follow up accordingly.
- More than 30 media came to the project. The press clipping was sent to BUD for record.
- BAZAAR 每日時尚快訊 featured the project and they was distributing around 10,000 copies at the Beijing Fashion Week media center and VIP lounge. The estimated readership was 50,000.
- Shanghai partners distributed the project materials to their members. Which was around 8,000 companies.

#### **(iii) Opening cocktails and fashion shows.**

- The organizer did a catwalk opening on 25<sup>th</sup> March 2014 in Mercedes-Benz China Fashion Week in Beijing. The SMEs were able to network with a lot of buyers and media thru the biggest fashion week in china. Around 400 participants from Mainland media, high-end buyers, domestic retailers, luxury department store owners, apparel investors who franchise fashion labels, suppliers and manufactures organization participated the catwalk and the cocktail under the organizer own expense.
- The organizer did a model presentation on 1<sup>st</sup> April 2014 in Shanghai Fashion Week in Shanghai. The SMEs were able to network with a lot of buyers and media thru the event. Around 300 participants from Mainland media, high-end buyers, domestic retailers, luxury department store owners, apparel investors who franchise fashion labels, suppliers and manufactures organization participated the catwalk and the cocktail under the organizer own expense.

**(iv) Six workshops or seminars to interact with buyers, retailers and consumers, etc.**

The organizer did 3 workshops/ seminars in Beijing and 3 workshops/ seminars in Shanghai. There were around 50 buyers/retailers/ end-consumers participated each workshops/ seminars. The participating SMEs presented and shared the information about their fashion labels/ companies.

**(v)**

After the activities in Beijing and Shanghai, SMEs received average 30 useful business card and they can further follow up for future collaboration. Few successful cases:

- Injury (SME) received more than 100,000 RMB orders from Beijing, Shanghai and Chengdu Buyers.
- KC Gideon (SME) received more than 150,000 RMB orders from Beijing and Shanghai buyers
- 112 mountainyam (SME) received more than 70,000 RMB orders from shanghai buyers.

**Actual Benefits to SMEs/Enterprises**

(Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

- Some SMEs received their orders thru the projects, since the money is a little sensitive, the SMEs gave a rough figure for the organizers and they hope the organizer does the same project every season
- Eg: Injury (SME) received total around 100,000 RMB from Shanghai and Chengdu buyers
- Eg: KC Gideon (SME) received total around 150,000 from Beijing and Shanghai buyers
- Eg: 112 Mountainyam (SME) received total around 70,000 RMB from buyers
- Eg: 112 mountainyam (SME) was approached by a Shanghai fashion company and interested to work with him lon-term after the Shaghai event.
- Eg: KC Gideon (SME) was approached by a Zhong Shan fashion company for crossover project after meeting him thru the project.
- Eg: Ginger (SME) collaborated with few designers after the project since they met various designers thru the project. They launched special T-shirt collection with different designers.
- Eg: Big Horn (SME) was very happy to receive many consumer feedbacks. His company is doing sunglasses, he found it so important for him to meet the consumers and understand their need, hence modify his product fit.
- Eg: 9 SMEs including: 112 mountainyam, Daydream Nation, Hei Lau, TwS, Injury, KC Gideon, MJM, FAVE by kennyli, GLUSH/ did the demonstration at both showrooms. They thought that overall was a great opportunity for them to present in China, also through this project they can know more about the market in China. It helped them to build and run their brand/ business. However they thought it would be great to have a catwalk show in Beijing, since Mercedes-Benz China Fashion Week in Beijing is the greatest fashion event in Beijing, they can get more exposures during the catwalk.
- Eg: 10 SMEs including: Handkerchief, Loom Loop, MODEMENT, Sarah Lai, Without You, Big Horn, Ginger, POMCH, Harrisonwong, NUMB showcased their products. Overall are positive about this project and thought that it was a good platform for them to display their product in China as it was difficult for them to showcase their product individually and some of the brands received enquire/ contacts after the project. However they believed it is more efficient if they were there they could communicate immediately with the buyer/ consumer and they could tell more details about their SMEs/ product to them directly.
- Eg: 4 SMEs including: 112 mountainyam, Daydream Nation, Injury and KC Gideon did Catwalk in Beijing. They thought it was very great as they had a chance to showcase their collection in Mercedes-Benz China Fashion Week in Beijing. And they thought the catwalk show is very helpful for them. Since it is more attractive to showcase their collection to participants and they gained more exposure during the Mercedes-Benz China Fashion Week in Beijing.
- Eg: 19 SMEs including: 112 mountainyam, Daydream Nation, Hei Lau, TwS, Injury, KC Gideon, MJM, FAVE by kennyli, GLUSH/, Handkerchief, Loom Loop, MODEMENT, Sarah Lai, Without You, Big Horn, Ginger, POMCH, Harrisonwong, NUMB did the model presentation in Shanghai. They thought it was good to presented/ showcased their collection by the model. Since it's more attractive and interesting for the participants.

### Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

	<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	Venue confirmation and pop up period confirmation	1 Nov 2013		C
(b)	Fashion Label/SMEs recruitment	31 Dec 2013	3 Feb 2014	D
(c)	Fashion Labels/SMEs Selection & Confirmation	1 Feb 2014	20 Feb 2014	D
(d)	Promotion materials design and production	2 Mar 2014	28 Feb 2014	C
(e)	Venue setup design and shipping/logistic confirmation	15 Mar 2014	14 Mar 2014	C

(f)	Showroom setup, opening, onsite seminar/workshop and show days	30 Apr 2014	3 Apr 2014	C
(g)	Finalize the project and collection information from SMEs	31 Jun 2014	20 Nov 2014	D
(h)	Summary report and media clipping submit to BUD	31 Aug 2014	30 Nov 2014	D

**Marketing/Dissemination Activities (in chronological order)**

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
Dec 2013- Jan 2014	e-mail advertisement through collaborating organizations. The organizer database is over 2000. Except from partners' databases. The advertisement should reach out not less than 5000 SMEs	61
Dec 2013- 3 Feb 2014	Advertisements in magazine. The magazine readership estimated as 50,000	61
25 Mar 2014	Catwalk show in Mercedes- Benz China Fashion Week. Due to the time and budget constraint, only 4 SMEs can be selected.	4
25 Mar- 29 Mar 2014	Showroom in Beijing and seminars in Mercedes- Benz China Fashion Week. Total 19 SMEs, around 2000 visitors	19
26 Mar 2014	Opening party during Mercedes- Benz China Fashion Week. The opening party hosted 19 SMEs and around 150 VIPs. This was by invitation only, the VIPs were from fashion corporate or related industry.	19
1 Apr	Opening party and seminar, 19 SMEs joined the opening and around 200 VIP attended the opening.	19
1 Apr	19 SMEs did the model presentation in Shanghai	19
1 Apr-3 Apr 2014	19 SMEs showcasing in Shanghai showroom during Shanghai Fashion Week and seminars. Around 2000 visitors came	19
Total no. of beneficiaries :		61

**Future Plan for Promoting the Project Deliverables**

N/A