

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

Final Report on Approved Project

Project ref. no. : BUD 13 3 014
Project title : HK Fashion SMEs in Mainland Stores
Period covered : From 01/07/14 to 30/06/15
(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 Summary (in about 150 words)

Purpose: Promote HK fashion SMEs in mainland. Fashion SMEs included apparel, shoes and handbags, hat and accessories. Let the mainland consumer aware and recognise the HK Fashion SMEs. Hence, lead the SMEs easier to step into the mainland market. The ultimate goal is promoting the awareness of HK fashion SMEs in mainland.

Content: Partner with few mainland retailers / HK retailers in mainland / shopping mall. By riding on their existing retail stores, bring in HK fashion SMEs to the selected stores. Around 20 SMEs will be selected to showcase their products at the selected venue. Another 50 SMEs will be introduced in the catalogue. The selected SMEs will have to display their products in the venues separately. The organizer is planning to get the window display areas / cashier areas for the HK fashion SMEs. (Target to get eye-catching areas in order to achieve the goal). The showcase will be at least 1.5 msq for accessory SMEs, 3 msq for shoes/handbag/apparel SMEs. The showcase duration will be 3-4 weeks. In order to draw more attention in mainland, The organizer will select 3 SMEs to do a crossover project (1 women's wear, 1 men's wear and 1 accessory). The crossover products mainly for promotion purpose, no sales involved. The final products will sell and donate to charity, donation details to be confirm at later stage.

Regarding the showcasing venues for exhibiting the HK fashion SMEs, the organizer should select both chain stores and independent shops. Tentatively, Independent shops, such as Shine (www.shinegroup.com.hk), Triple Major (www.triple-major.com), BNC (www.brandnewchina.cn). Tentatively, Chain Stores, such as Cocktail (www.cocktail.com.hk), Bread n Butter (www.breadnbutter.fr), Crocodile (www.crocodile.com.hk)

*** Declare: The chairlady of the applicant is the CEO of Crocodile, crocodile given out free space, no any rental fee will be charged to this project***

Differentiation: this is a very fresh concept that bringing the HK fashion SMEs to mainland by working with retailers. Most people think of the competitiveness when introducing another SMEs in their shops. But, it actually can be a win-win strategy. The retailers can import HK SMEs's products and sell at their shop if the showcase received good feedback from end-consumers. From the point of HK fashion SMEs, nothing better than put the products to customers, this not only help on promotion, also able to test the consumer acceptance of their products. This project bring positive noise to both retailers and SMEs since this able to help each other attract customers.

Benefit: the fashion industry and fashion designers will be benefited. The selected SMEs can get good exposure in mainland and able to develop the market thru existing retailers. The retailers will be benefit too since they can attract various target, customers while testing the product acceptance in mainland before they import the HK SMEs's products.

Project Objective(s) (in about 80 words)

- Bringing the emerging HK fashion SMEs to mainland without adding extra cost to the HK SMEs.
- Letting the selected SMEs to get marketing exposure in mainland by showcasing the products in retail shops and drawing media attention. Hence, develop the mainland market long term.
- Gain feedback from end consumers. Help the HK SMEs to improve their products in order to fit into the particular markets. Hence, develop better product for the mainland market.
- Build a good reputation for HK SMEs, create a positive image for HK Fashion SMEs.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Design Renaissance Foundation Limited

Collaborating Organisation(s) : Hong Kong Trade Development Council, Hong Kong Design Centre,
Hong Kong Polytechnic University, China Fashion Designer Association,

Implementation Agent(s) : Fashion Farm Foundation

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Ms. Vanessa Lam</u>	<u>Design Renaissance Foundation Limited</u>	<u>2371 1482</u>
Deputy Project Co-ordinator	: <u>Prof. Raymond Au</u>	<u>Hong Kong Design Institute</u>	<u>2371 1482</u>

Project Period

	<u>Commencement Date (day/month/year)</u>	<u>Completion Date (day/month/year)</u>	<u>Project Duration (No. of months)</u>
As stated in project agreement	<u>1 July 2014</u>	<u>30 June 2015</u>	<u>12</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

2. Summary of Project Results

Project Deliverables

(Please list out the 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, participating chain store and independent shops in Mainland were selected by a panel of judges by the selection criteria are based on the number of staff, Employed, year of established, business registration region, distribution channels, portfolio, latest collections and marketability, etc. 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, Associate Academic Director of Hong Kong Design Institute, 4) Ms. Vanessa Lam, Executive Director of Crocodile Garments Ltd.

2.1.1_SMEs crossover project for Opening catwalk show, cocktail, networking and charitable auction.

- 4 SMEs included: KC Gideon (men's wear), kenaxleung (women's wear), TwS (Accessory) and Volare (Accessory) were selected for crossover project with the selected retailers/stores included Crocodile, bread n butter and Titikaka. For attracting more media and end-consumers' attention, all crossover items (76 items in total) were displayed on the catwalk show during both Beijing and Shanghai fashion weeks (2015 Spring Summer session). Also arranged few exhibitions, online platform and charitable auction after the catwalk show.
- **Opening catwalk show (with cocktail) in Shanghai**_Organizer did an opening catwalk on 20 October 2014 and the Shanghai Organizer invited the SMEs to join the trade show from 20-22 October 2014 in Shanghai New International Expo Centre. Total 76 crossover items were showcased on the show. And there were around 500 VIPs and 3000 visitors from Mainland media, high-end buyers, domestic retailers, luxury department store owners, apparel investors who franchise fashion labels, suppliers, manufactures organization and fashion designer participated the catwalk and trade show.
- **Opening catwalk show (with cocktail) in Beijing**_Organizer did an Opening, which is a catwalk show during Mercedes- Benz China fashion weeks in Beijing on 27 October, 2014 at 79 Tank, 751 D Park, No. 2 Jiuxianqiao Road. Total 76 crossover items were showcased on the show. And there were around 500 VIPs participated from Mainland media, high-end buyers, domestic retailers, luxury department store owners, apparel investors who franchise fashion labels, suppliers, manufactures organization and fashion designer participated the catwalk.
- **Charitable auction**_Organizer did charitable auction on the online platform <http://www.noveltylane.com> from 19 January 2015. The feedback of auction was very good, there were many philanthropist interested about it however due to the limitation of the products such as size and limited quantity, they decided to purchase the other products from the SMEs directly.

2.1.2_Showcasing SME products in the Mainland stores

- 20 fashion SMEs were selected for showcasing their products in the Mainland store, however 4 brands (including INJURY, Niin, Daydream Nation and Créature de keis) were refused due to taxation in China, registration of trademark and the constrains of the existing fashion companies/ agency/ retailers/ boutique/ department store and e-shopping commerce inside Mainland China. And it is confliction for them. And the 16 selected brands are included: FromAtwoG, Harrison Wong, KC Gideon, MODEMENT, 112 mountainyam, Blind by JW, Fave by Kenny Li, kenaxleung, loom loop, methodology, TwS , Big Horn, Playback Concept, POMCH, ROOM13 by MANIQUE, Volare, at the selected stores in Mainland included: 潮牌CRZ, 玩物SERIOUS, 走心生活館, 貶眼集合店, 星奢SyncChic, 伍蘊買手集合店, JKVBLACK創意生活, JC&MAXZOLA, 合一創意, 蘋房尚品 APPLE HOUSE, 偶嶼, 克洛索高級定制CLOTHO and CROCODILE. Those stores offered a space for displaying the SMEs' product (included shoes, bags/apparel) and the promotion materials from April to May 2015 (within 3-4 weeks).
- A feedback book/ comment book was allocated in every shops/ stores. It was provided to the end-consumers to write down their opinions therefore SMEs are able to get the quality feedback on the products and improve their products in order to fit in the market. During the SMEs showcasing their products in the stores, it's about 400 visitor visited the stores averagely. We received 20 comment books with numerous feedback/ comments from the visitors. Comments are including the expected price rage of the product, the preference of color/ style from end-consumers etc.

2.1.3_Publication Fashion SMEs listed in a project catalogue (10,000 copies) and a series of publicity material included invitation cards (5,000 copies), posters (1,000 copies) and souvenirs (3,000 copies)

- A catalogue was printed and distributes during the project. It introduced total 65 fashion SMEs (including 20 fashion SMEs that display their product in the Mainland stores) were listed in a project catalogue and the catalogue were successfully reach 2,000 visitors in Beijing and Shanghai. The catalogue had been sent to all participated shops/stores, partners, media and SMEs.
 - Organizer promoted the project with a series of publicity material included invitation cards (5,000 copies), posters (1,000 copies) and souvenirs (3,000 copies) to all related partners and media.
 - Mercedes- Benz China Fashion Week distributed their official catalogue and project materials 50 sets to each of their domestic brands, which able to reach around 1000 audiences.
 - In general, the SMEs received around 35 business cards. Around 20 were useful business cards and they will do follow up accordingly.
 - More than 20 media came to the project. The press clipping was sent to BUD for record. They are including 新浪視頻, 搜狐視頻, 愛奇藝, 樂視網, 產品設計, MILK, 戀物志, 精品購物指南, Bazaar Men's Style, Men's Joker, 紳Peerage, insider and etc.
 - BAZAAR 每日時尚快訊 and the press release of Mercedes- Benz China Fashion Week featured the project and they was distributing around 3,000 copies at the Beijing Fashion Week media center and VIP lounge. The estimated readership was 5,000.
 - Shanghai partners distributed the project materials to their members. Which was around 80 companies.
 - Listed in Shanghai PH Value & Pure Shanghai official catalogue, and distributed to more than 450 exhibitors, 400 manufacture, 20 partners and 10 media. Some Fashion SMEs from UK, Italy, France, Denmark, Belgium, Netherlands, Ireland, Thailand and Korea were visited to the mentioned event. During the event our SMEs were invited to be a speakers at the seminar.
 - Listed on Shenzhen Fashion Week official catalogue, and distributed to more than 300 exhibitors, 10 partners and 10 media
 - Listed on Fashion Forward Festival official catalogue, and distributed to more than 50 exhibitors, 10 partners and 5 media
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2.1.4_Organizer arranged 6 cocktails and networking in Shanghai, Beijing and Shenzhen.

- **Cocktail and networking**_ Besides cocktail in Shanghai and Beijing during the fashion week, for enhancing the distribution of the SMEs, Organizer organized 4 trips to Shenzhen for the SMEs at their own cost. In May- June 2015. Organizer arranged the networking parties/ cocktails between SMEs and mainly with the mainland distributors / fashion investor and buyers. Also Mainland media, high-end buyers, domestic retailers, luxury department store owners, apparel investors who franchise fashion labels, suppliers, manufactures organization and fashion designer in Mainland were also be invited. There were 15 SMEs and 200 VIPs joined at each party and total 800 VIPs in total.

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 about 400 words.)

- 4 SMEs crossover SMEs KC Gideon, kenaxleung, TwS and Volar (catwak)

- 3 crossover brands: Crocodile, bread n butter and Titikaka (catwalk)

- 65 fashion SMEs (catalogue)

- 16 exhibition brands: FromAtwoG, Harrison Wong, KC Gideon, MODEMENT, 112 mountainyam, Blind by JW, Fave by Kenny Li, kenaxleung, loom loop, methodology, TwS , Big Horn, Playback Concept, POMCH, ROOM13 by MANIQUE, Volare, (exhibition)

- 20 exhibition shops: 潮牌CRZ X 5 Shops, 玩物SERIOUS, 走心生活館, 貶眼集合店, 星奢SyncChic, 伍蘊買手集合店·JKVBLACK創意生活, JC&MAXZOLA, 合一創意, 蘋房尚品APPLE HOUSE, 偶嶼, 克洛索高級定制CLOTHO and CROCODILE X 4 Shops (exhibition)

- 3 SMEs: KC Gideon, kenaxleung, TwS exhibited at Fashion Forward Festival 2014

- 4 SMEs: KC Gideon, kenaxleung, TwS and Volare joined charitable auction

-2 SMEs: KC Gideon and SIXLEE joined ShenZhen Fashion Week

- 15 SMEs joined networking trip

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) Preparation on the selection of participants, venue and promotion	31 Jul 2014	11 Jul 2014	C
(b) Selection of participants for Mainland store display, crossover projects etc.	15 Sept 2014	11 Sept 2014	C
(c) Promotion Materials design and preparation	15 Oct 2014	10 Oct 2014	C
(d) Crossover Project Catwalk to launch the project in mainland	30 Nov 2014	20 Oct 2014	C
(e) Venue setup design and shipping/ logistic confirmation	31 Dec 2014	30 Mar 2015	D
(f) Showcasing period and cocktail sessions	31 Mar 2014	17 May 2015	D

(g)	Finalize the project and survey	30 May 2015	30 May 2015	C
(h)	Summary report and media clipping submit to BUD	30 Jun 2015	30 Jun 2015	C

Promotional/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 seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
July 2014- Sept 2014	e-mail advertisement through collaborating organizations	65
July 2014- Sept 2014	Printed promotion material (including catalogue, listing book, poster and postcard etc) distributed through collaborating organizations	65
Sept 2014- Oct 2014	Printed promotion material (including catalogue, listing book, poster and postcard etc) distributed during China Fashion Week in Shanghai and Beijing	65
Sept 2014	4 selected SMEs crossover a collection with 3 retailers/stores	7
Oct 20 2014	Catwalk show during Shanghai Fashion Week in the event PH Value & Pure Shanghai, only 4 SMEs can be selected	4
Oct 20- 22 2014	Showroom during Shanghai Fashion Week in the event PH Value & Pure Shanghai, only 4 SMEs can be selected	4
Oct 27 2014	Catwalk show during Mercedes- Benz China fashion week in Beijing only 4 SMEs can be selected	4
19 Jan 2015	Charitable auction on the online platform, only 4 SMEs (76 crossover items in total) can be selected	4
Apr 8- 17 May 2015	Selected 20 SMEs and showcased 16 SMEs' product in 20 stores in Mainland (included Shanghai, Beijing, The Pearl River Delta etc.)	16
2015 May-June	6 Cocktail and networking in mainland with distributors, investor, buyer and store owner	15
Total no. of beneficiaries :		<u>65</u>

Future Plan for Promoting the Project Deliverables (Nil if not applicable)

N/A
