

**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 16 4 002  
Project title : Hong Kong Fashion Brands Crossover Collaborate  
with Mainland Retailers  
Period covered : From 16/7/2017 to 15/4/2018  
(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)

Bringing 20 HK fashion SMEs to Shanghai and Beijing for catwalk and exhibition. The project was held in Shanghai Fashion Week and Beijing Fashion Week.

Total 20 HK fashion SMEs were selected to participate this project. 8 out of 20 did were selected to do catwalk show while all 20 SMEs were selected to do exhibition.

### Project Objective(s) (in about 80 words)

(1) Bring the HK fashion SMEs to explore the domestic market by doing exhibition

(2) Give the HK fashion SMEs an opportunities to showcase their products to potential buyers

(3) Build a good image for HK fashion SMEs by doing a catwalk in mainland major cities.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Design Renaissance Foundation Limited

Mercedes-Benz China Fashion Week, Shanghai Fashion Week, Caritas Bianchi College of Career, Community College of City University, Fashion Farm Foundation, HK Federation of Design Associations, HK Apparel Society Ltd, HK Designers Association, HK Design Centre, HKDI, IDA, Knitwear Innovation & Design Society, PMQ, Polytechnic University,

Collaborating Organisation(s) : REDRESS

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

### Key Personnel

|                               | <u>Name</u>            | <u>Company/Organisation</u>          | <u>Tel No. &amp; Fax No.</u> |
|-------------------------------|------------------------|--------------------------------------|------------------------------|
| Project Co-ordinator :        | <u>Ms. Vanessa Lam</u> | <u>Design Renaissance Foundation</u> | <u>NIL</u>                   |
| Deputy Project Co-ordinator : | <u>Prof Raymond Au</u> | <u>Design Renaissance Foundation</u> | <u>NIL</u>                   |

### Project Period

|                                | <u>Commencement Date</u><br>(day/month/year) | <u>Completion Date</u><br>(day/month/year) | <u>Project Duration</u><br>(No. of months) |
|--------------------------------|--|--|--|
| As stated in project agreement | <u>16/7/2017</u>                             | <u>15/4/2018</u>                           | <u>9</u>                                   |
| Revised (if applicable)        | _____  | _____                                      | _____                                      |

## 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 related to the actual result achieved for each of them.)

|    | Project deliverable                             | Quantifiable target number<br>(e.g. 100 participants) | Actual result achieved<br>(e.g. 90 participants) | Reasons for not achieving the target, if applicable<br>(e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.) |
|----|---|---|--|---|
| a) | Catwalk Shows X 2<br>(Shanghai & Beijing)       | SH: 4 brands<br>BJ: 4 brands                          | SH: 4 brands<br>BJ: 4 brands                     | Archived target   |
| b) | Showroom Exhibition X 2<br>(Shanghai & Beijing) | SH: 20 brands<br>BJ: 20 brands                        | SH: 20 brands<br>BJ: 20 brands                   | Archived target   |
| c) | HK Fashion Guide                                | 10,000 copies<br>50 brands                            | 10,000 copies<br>52 brands                       | Archived target   |
| d) | Invitation Cards                                | 10,000 copies   | 10,000 copies                                    | Archived target   |
| e) | Posters   | 400 copies  | 400 copies                                       | Archived target   |
| f) | Sharing Session                                 | 4 sessions  | 2 sessions                                       | Two Sharing sessions were done in Beijing. One in Shanghai  |
| g) | Photos and Video                                | 1 set   | 1 set  | Archived target   |
| h) | Media Coverage                                  | 1 set   | 1 set  | Archived target   |
|    |   |   |  |   |
|    |   |   |  |   |

### Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

(a) The two catwalks were done in Shanghai and Beijing Fashion Weeks. Shanghai catwalk was done on 16 Oct 2017 at Xiantiandi, 600 VIP attended the catwalk even heavy rain. HK Economic Trader Officers base in Shanghai was invited. Beijing Catwalk was done on 30 Oct 2017 at 751 D-Park, 1000 VIP attended the catwalk. HK Economic Trader Officers base in Beijing was invited. Total 8 brands were participated in the catwalks. Open recruitment was implemented. Applicants were filtered by a panel, the panel was formed by HK fashion retailer, media, educator, senior designer as well as representatives from Beijing and Shanghai Fashion Weeks.

(b) Showroom exhibitions were done in Shanghai and Beijing. Shanghai Showroom was from 12 – 15 Oct 2017. It was a 4 days BtoB and BtoC exhibition, attracted around 10,000 visitors. Beijing Showroom was from 29 Oct – 1 Nov 2017. It was a 4 days exhibition, attracted around 10,000 visitors. Totally 20 brands were participated. Each showroom exhibitions lasted 4 days due to the official schedule arranged by the organizers. First two days exhibitions were for BtoB and by appointment, last two days were for public. Visitors came to network and meet the SMEs. Applicants were filtered by a panel, the panel was formed by HK fashion retailer, media, educator, senior designer as well as representatives from Beijing and Shanghai Fashion Weeks.

(c) HK fashion guidebook were printed. Total covered 52 HK fashion SMEs. The fashion guide book included the applicants who qualified to be listed. The guide book was to provide channel to potential mainland retailer to find HK SMEs with contact details. The e-version will upload to social media, to generate more potential business for SMEs.

(d) Invitation cards were printed and sent to VIP for inviting them to catwalk and exhibition. 8000 showroom exhibitions invitation cards were printed to invite guests. And 2000 catwalk invitation card printed to invite VIPs. Total 10,000 invitation cards were printed.

(e) Posters were printed and distributed thru various channels, eg: onsite, signage. 200 hardcopies of posters for promotion of each showroom exhibition were printed.

(f) Two Sharing sessions were done in Beijing during the showroom exhibition. Each sharing session attracted around 60 audiences who were from various fashion companies in Mainland. The other two sharing session will be done in Feb-Mar 2018 in HK.

(g) Photos and Videos were taken, a set of photos and videos can share to the government departments. Two videos, one was short version and one was long version. The videos were shared in social media in order to promote the HK fashion SMEs. The videos featured HK fashion SMEs and documented the whole project. Also shown the interaction with the mainland potential customers.

(h) Media coverage for Shanghai and Beijing were collected, will share the link with the funding department. This was use to estimate the cost-effectiveness of the project.

### 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><br>(as set out in the approved project proposal appended to the project agreement)     | <u>Original target completion date</u> | <u>Revised completion date</u><br>(if applicable) | <u>Status</u><br>(C/D/N) # |
|---|--|---|----------------------------|
| 1)confirm the funding approval  | Aug 2017                               | C   |                            |
| 2)Liaise with Beijing and shanghai Fashion Week organisers to confirm the time and venue of the catwalk |  |   |                            |
| (a) 3)confirm all partners  |  |   |                            |
| 1)design the project identity   | Aug 2017                               | C   |                            |
| 2)create free promotion channels (ie: facebook)   |  |   |                            |
| (b) 3)start promoting the project   |  |   |                            |
| 1)open recruitment, call for all HK fashion brands to apply   | Aug 2017                               | C   |                            |
| 2)select those brands for catwalk shows, showroom exhibition and for the guide listing                  |  |   |                            |
| (c) 3)the selection panel will be formed  |  |   |                            |
| 1)design and confirm the catwalk show details, include the lighting, audio, video                       | Sept 2017                              | C   |                            |
| 2)select models, hair team, makeup team, confirm backstage arrangement                                  |  |   |                            |
| (d) 1)design and confirm the venue and other details,   | Sept 2017                              | C   |                            |
| (e) 2)setup and dismantling arrangement   |  |   |                            |
| 1)send out invitations  | Oct 2017                               | C   |                            |
| 2)post the information thru all possible channels   |  |   |                            |
| 3)invitation cards, posters, guide design and printing  |  |   |                            |
| (f) 1)arrange flight and hotel for project crew   | Oct 2017                               | C   |                            |
| (g) 1)catwalk show and exhibition will be carry out in Beijing and Shanghai                             | Oct 2017                               | C   |                            |
| 2)crew return to HK   |  |   |                            |
| (h) 3)photo and video will be taken   |  |   |                            |
| (i) 1)sharing sessions  | Oct 2017                               | C   |                            |

|  |          |   |
|--|----------|---|
| 1)collect media coverage                 | Feb 2018 | C |
| (j) 2)collect feedback from participants |          |   |
| (k) !)submit report to BUD               | Apr 2018 | P |

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

NIL

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