

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

Final Report on Approved Project

This report is for (please put "√" in either one box only):

SDF Final Report

BUD Fund (OSP) Final Report

Project ref. no. : BUD 18 1 005
Project title : Fashion Now 2018 - HK fashion brands crossover
collaborate with Mainland retailers
Period covered : From 25/09/2018 to 24/08/2019
(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)

Based on the global fashion economy, no one can deny that all Europe and US fashion retailers are going down. China as an emerging market which attracted all the international famous brands open their shops in China. For fashion now project 2017, it received many positive feedbacks. In fashion now 2017, we brought 20 SMEs to Beijing and Shanghai. After the showroom exhibitions and catwalks, a questionnaire was conducted. The questionnaire result shows that 90% of the SMEs respondents thought the project was very useful for them, and hope to join the project fashion now in 2018 again. The participated SMEs also obtained around 50 business contacts on average (measured by number of business cards collected) during the Beijing and Shanghai trips. Participated SMEs average had 3 potential deal with mainland side after the project. Some SMEs managed to have collaboration opportunities with the mainland companies. The actual number of participants have exceeded the targets.

Project Objective(s) (in about 80 words)

- (1) Bring HK fashion brands to explore mainland market. HK fashion brands included but not limited to apparels, accessories, shoes and hand bags.
- (2) Give HK fashion brand an opportunity to meet up the industry practitioners in mainland. Not only offering BtoB opportunities, also BtoC exposure.
- (3) demonstrating the business model of hk fashion SMEs work with domestic retailers. Building up a positive image for HK fashion industry in mainland. Let the domestic retailers/brands perceive higher value of the hk fashion.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Design Renaissance Foundation Limited

Hong Kong Trade Development Council , Hong Kong Design Centre, Hong Kong Federation of Design Association, Caritas Bianchi College of Careers, Hong Kong Apparel Society Limited, HK Designers Association, Hong Kong Design Institute, Fashion Farm Foundation, Shenzhen Fashion Week

Collaborating Organisation(s) : Kong Design Institute, Fashion Farm Foundation, Shenzhen Fashion Week

Implementation Agent(s) : Frame Works

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</u>	<u>23107318</u>
Deputy Project Co-ordinator	<u>Prof Raymond Au</u>	<u>Design Renaissance Foundation</u>	<u>27666452</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>25/09/2018</u>	<u>24/08/2019</u>	<u>11</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 (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (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 (Shenzhen & Beijing)	SZ: 4 brands BJ: 4 brands	SZ: 4 brands BJ: 4 brands	Achieved target
b)	Showroom Exhibition X 2 (Shenzhen & Beijing)	SZ: 20 brands BJ: 20 brands 2 business networking sessions (1 BJ and 1 SZ) 70 participants each (50 Mainland and 20 Hong Kong)	SZ: 20 brands BJ: 20 brands SZ business networking: 70 participants (50 Mainland and 20 Hong Kong) BJ business networking: 150 adults plus some kids (50 Mainland and 20 Hong Kong)	Achieved target
c)	HK Fashion Guide	10,000 copies 50 brands	10,000 copies 57 brands	Achieved target
d)	Invitation Cards	10,000 copies	10,000 copies	Achieved target
e)	Posters	400 copies	400 copies	Achieved target
f)	Promotional seminars in the Mainland x 2	one in Beijing and one in Shenzhen 60 participants. each	SZ seminar: No. of participants: 60 in morning session; 80 in evening session BJ seminar: No. of participants: 80 in morning session; 120 in afternoon session	Achieved target
g)	Photos and Video	2 videos (1 around 4 minutes and 1 around 7 minutes)	2 videos (1 around 30-45 second and 1 around 4 minutes)	We had 2 videos, one of around 30-45 seconds and one is around 4 min. The practical reason is that no one want to watch long project video based on the industry pattern. And there is limitation to put video in the china social media. China social media limited to 30-45

				seconds each, That's why we had one short version for china social media and promotional purpose, and one 4 min version for institute or industry parties.
h)	Media Coverage	1 hardcopy	1 hardcopy	Achieved target

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

(Please list out in table format if necessary.)

	Project deliverable	Date and Time	Duration	Venue	Remarks
(a)	Two Catwalk Shows (Shenzhen & Beijing)	Beijing: 26 Oct 2018, 5:30pm Shenzhen: 16 Mar 2019, 6pm	1hr 1hr	China Fashion Week, 751 DPark, North JiuXianQian Road, Beijing Shenzhen Fashion Week, OCT Harbour, No 8 East of Baishi Road, Nanshan District, Shenzhen,	
(b)	Two Showroom Exhibition (Shenzhen & Beijing)	Beijing showroom exhibition: 26 – 29 Oct 2018	10am – 6pm	DHub Beijing, 79 Tank, 751 DPark, No 2 JiuXianQiao Road, Beijing	
		Business networking: 26 Oct 2018	Business networking: 17:30		
		Shenzhen showroom exhibition: 15 -18 Mar 2019	10am- 6pm	Shenzhen Fashion Week, OCT Harbour, No 8 East of Baishi Road, Nanshan District, Shenzhen	
		Business networking: 17 Mar 2019	Business networking: 18:00		
(c)	HK Fashion Guide				The Guide book was done before the 15 Oct 2018 since we had to ship to Beijing before the fashion week
(d)	Invitation Cards				Invitation cards were printed 2 weeks in advance and sent to guests.
(e)	Posters				Posters were printed a week in advance before the catwalks and exhibitions
(f)	Two promotional seminars in Mainland	Beijing sharing: 24 Oct 2018	Morning session: 10:30 Afternoon session: 15:00	China Fashion Week, 751 DPark, North JiuXianQian Road, Beijing	
		Shenzhen	Morning	OCT Harbour, No 8	

		sharing: 13 Mar 2019	session: 11:30 Evening session: 16:00	East of Baishi Road, Nanshan District, Shenzhen	
(g)	Photos and Video				Photos and videos were taken 1 days before the event and during the event. And it was done
(h)	Media Coverage				Media coverage were collected after the whole project. During the project, the PR agency kept tracking all media coverage and collected them.

(a) The two catwalks were done in Shenzhen and Beijing Fashion Weeks. Beijing catwalk was done on 26 Oct 2018 at 751 D-Park at 798 Art Zone, 1000 VIP attended the catwalk. HK Economic Trader Officers base in Beijing was invited. Shenzhen Catwalk was done on 16 Mar 2019 at OCT Shenzhen, 800 VIP attended the catwalk. BUD 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 Shenzhen Fashion Weeks.

We did not do any recruitment for the internship. The Hong Kong Polytechnic University (PolyU) and Caritas Bianchi College of Careers (CBCC) selected 2 students for volunteering on this project. They work from Sept 2018 to March 2019, worked 2 days a week.

One student call Betty Au who was from Poly U, she volunteering on the project from 25 Spet 2018 to 31 Mar 2019. Apartment from her school days and public holidays, she came to work on the project twice a week.

One student call Sarah Tss who was from CBCC, she volunteering on the project from 25 Spet 2018 to 31 Mar 2019. Apartment from her school days and public holidays, she came to work on the project twice a week.

(b) Showroom exhibitions were done in Shenzhen and Beijing. Beijing Showroom was from 26-29 Oct 2018. It was a 4 days BtoB and BtoC exhibition, attracted around 10,000 visitors. Shenzhen Showroom was from 15-18 Mar 2019. It was a 4 days exhibition, attracted around 30,000 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 57 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, e.g. onsite, signage. 200 hardcopies of posters for promotion of each showroom exhibition were printed.

(f) 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.

(g) Media coverage for Shenzhen 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> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a) Confirm the funding approval from BUD	30 Sep 2018		C
(b) Liaise with Beijing and Shenzhen Fashion Week organising committees to confirm the time and venue of catwalk shows	30 Sep 2018		C
(c) Confirm all partnerships (e.g.: overseas partners, media partners)	30 Sep 2018		C
(d) Design the project identity	30 Sep 2018		C
(e) Create free promotion channels	30 Sep 2018		C
(f) Start to promote the project	30 Sep 2018		C
(g) Open recruitment, call for all HK fashion brands to apply	30 Sep 2018		C
(h) Select those brands for catwalk shows, showroom exhibitions and for the guide listing	30 Sep 2018		C
(i) The selection panel will be formed by representatives from the Hong Kong fashion retailers, fashion education, media and business	30 Sep 2018		C
(j) Design and confirm the catwalk show details, include the lighting, audio, video	15 Oct 2018		C
(k) Select models, hairstyle team, makeup team confirm the backstage arrangement	15 Oct 2018		C
(l) Design and confirm the venue and other details, include the lighting, music, furniture	15 Oct 2018		C
(m) Setup and dismantling arrangement	15 Oct 2018		C
(n) Sending out invitations	15 Oct 2018		C
(o) Post the information of Hong Kong fashion brands through all possible channels	15 Oct 2018		C
(p) Invitation cards, posters, guide design and printing	15 Oct 2018		C
(q) Arrange flight and hotel accommodation for project crew	15 Oct 2018		C
(r) Catwalk show and showroom exhibition with business networking session will be carried out.	31 Oct 2018		C

(s)	Photos and videos will be taken to document the project	31 Oct 2018		C
(t)	Project crew and the Hong Kong fashion brands will travel to Beijing	31 Oct 2018		C
(u)	Collect all media coverage clippings to estimate the cost effectiveness of the project	30 Nov 2018		C
(v)	Design and confirm the catwalk show details, include the lighting, audio, video	31 Jan 2019		C
(w)	Select models, hairstyle team, makeup team confirm the backstage arrangement	31 Jan 2019		C
(x)	Design and confirm the venue and other details, include the lighting, music, furniture	28 Feb 2019		C
(y)	Setup and dismantling arrangement	28 Feb 2019		
(z)	Sending out invitations	15 Mar 2019		C
(aa)	Post the information of Hong Kong fashion bands through all possible channels	15 Mar 2019		C
(bb)	Invitation cards, posters, guide design and printing	15 Mar 2019		C
(cc)	Catwalk show and showroom exhibition with business networking session will be carried out.	31 Mar 2019		C
(dd)	Photos and videos will be taken to document the project	31 Mar 2019		C
(ee)	Project crew and the Hong Kong fashion brands will travel to Shenzhen	31 Mar 2019		C
(ff)	Collect all media coverage clippings to estimate the cost effectiveness of the project	30 Apr 2019		C
(gg)	Collect feedback by conducting survey from fashion brands (e.g.: measured in terms of how many business cards received, how many potential buyers, any potential collaborations, number of enquiries)	31 May 2019		C
(hh)	Design and print the archive booklet and dispatch to all related departments, organisations, companies.	31 May 2019		C
(ii)	Submit the report and audit	30 Jun 2019	5 June 2020	D

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

We are planning to host the same project again
