Organiser

SFXX

Funded by Trade and Industrial Organisation Support Fund, Trade and Industry Department



Implementation Agent





Collaborating Organisations (in arbitrary order)









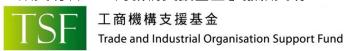














香港館@

FaW Tokyo 2024 及 FashionSZshow 2025

活動簡介會

2024年6月25日 15:00-18:00

向內地及日本的潛在買家展示香港時裝設計業在 "可持續時尚"方面的技術實力 T23 002 008

合作機構 (排名不分先後)



















免責聲明

在此刊物上/活動內(或項目小組成員)表達的任何意見、研究成果、結論或建議,並不代表香 港特別行政區政府或工商機構支援基金評審委員會的觀點。

香港館@FaW Tokyo 2024 及 FashionSZshow 2025

活動簡介會

時間	內容	講者
15:00-15:05	歡迎辭	朱惠靖女士 榮譽教育顧問 SFAA Foundation
15:00-15:20	介紹香港館 @ FaW Tokyo 2024 及 FashionSZshow 2025	林沛欣女士 高級顧問(智能製造部) 香港生產力促進局
15:20-15:55	中國內地及日本可持續時尚 市場經驗分享	劉子能先生 創會會長 SFAA Foundation
15:55-16:30	中國內地可持續時尚市場心得	劉平先生 國際品牌高管 蕉下、斯凱奇 (中國)、 安踏體育、亞瑟士、耐克
16:30-16:45	小休	
16:45-17:20	日本可持續時尚市場心得	中越洋佑先生 負責人 Dawning Asia
17:20-18:00	介紹中國內地及日本可持續時尚 市場發展及市場機遇	朱惠靖女士 講座教授 上海杉達學院
		陳亞彬博士 時裝資料館主任 香港知專設計學院
18:00	· · · · · · · · · · · · · · · · · · ·	



歡迎辭

朱惠靖女士 榮譽教育顧問 SFAA Foundation



介紹香港館

林沛欣女士 高級顧問(智能製造部) 香港生產力促進局





香港時裝設計業在"可持續時尚"的商機

- 快時尚 Fast fashion
- 設計、材料、製造、運輸、銷售

香港時裝設計師

- 美感設計
- 技術設計
- 物料選擇
- 生產工藝









日本市場的機遇

- 第三大時裝市場,對外國品牌感興趣
- 60%的消費者對可持續時尚感興趣
- 日本消費者期待透過可持續供應鏈生產的高科技、 高品質服裝和簡約設計的 產品









內地市場的機遇

- ★灣區:推廣綠色消費意識, 鼓勵環保纖維,促進循環利用產業
- 消費者:意識到環境足跡;願意為可持續時尚產品支付 5-20% 的溢價
- 2027 年,預計內地可持續時尚市場將 達到 8.579 億美元









項目目標

- 透過在亞洲的國際展覽中展示"可持續時尚"的技術實力, 提升擁有設計師品牌的時尚企業的競爭力與曝光度
- 為香港時裝設計業擁有設計師品牌的企業建立「可持續時尚」 的形象







項目成果

國際展覽 x 2

展覽	地點	展覽日期
日本東京時尚產業展 Fashion World Tokyo (FaW Tokyo)	日本東京	2024年10月15至17日
中國(深圳)國際品牌服裝服飾交易會 China International Fashion Brand Fair – Shenzhen (FashionSZshow)	中國 深圳	(詳細日期待定)







香港館@FaW Tokyo 2024



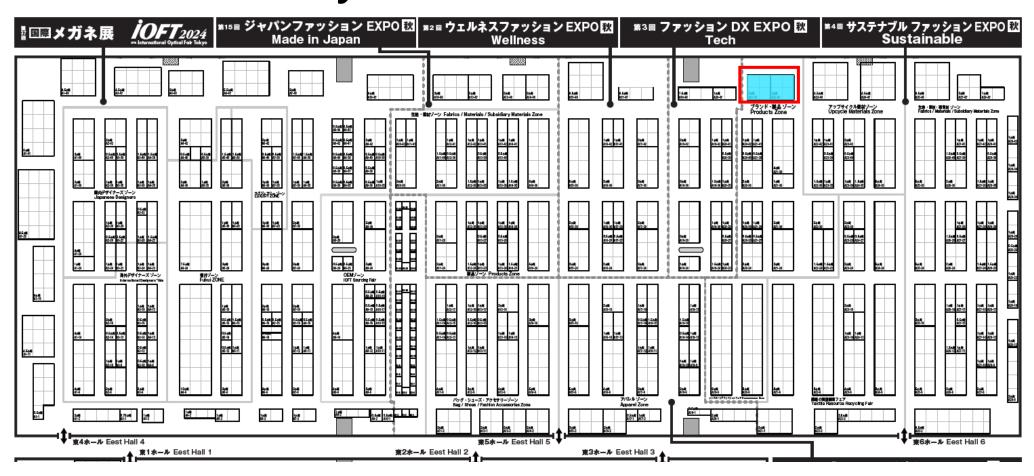
- 日期: 2024年10月15-17日(星期二至四)
- 地點: 東京Big Sight (135-0063 東京都江東區有明3-11-1)
- 展館位置: A21-47, A22-47
- 設立64.8平方米的香港館
- 展示區: 可持續時裝區
- 展示來自約10間中小企,約35件可持續概念時尚成品(成衣和配飾)
- 配合輔料(紗線和布料樣板)及圖像展示,突出可持續概念細節







香港館@FaW Tokyo 2024 平面圖

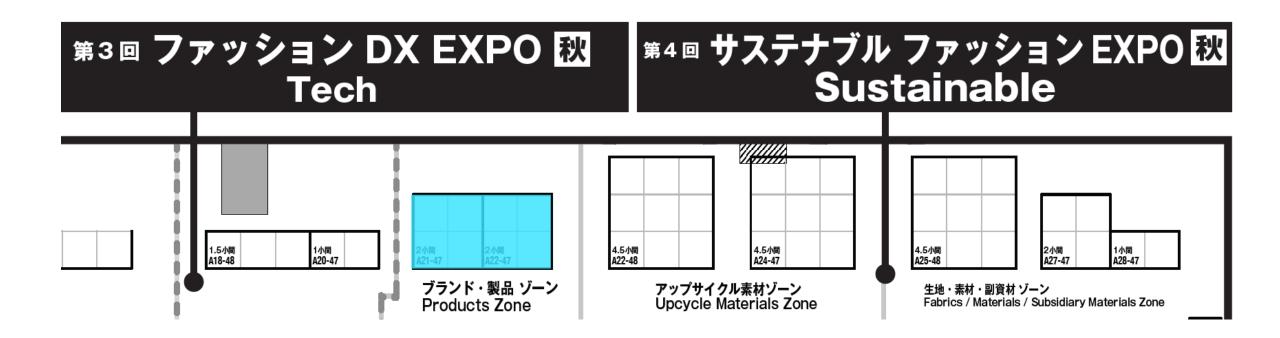








香港館@FaW Tokyo 2024 平面圖









香港館@FaW Tokyo 2024 (參考圖片)







Premium Plan

香港館@FaW Tokyo 2024 廣告 (參考圖片)

Premium Plan

Business Activation Plan

01 Banner Ads on Official Show Website

Image



Official Show Website has a huge amount of traffic as the show is approaching!

You can inform your participation widely to your potential customers.

*The location of the banners is subject to change

08 Show Entrance Floor Ads

Limited to 1 Company/Entrance

Your graphic design will be placed on the floor of the exhibition hall entrance during the show. Every visitor will see your Floor Ad when entering the hall. You can lead visitors effectively to your booth. Naturally, more people will visit your booth.

You can promote your presence at the entrance!

Image









政府資助

- 場地租用、展館設計裝修
- 在現場協助的項目成員
- 現場傳譯員 (日文-英語) x2
- 宣傳(廣告、宣傳單張)
- 運輸*

參展商自費

- 產品
- 親身參加展會的旅費和住宿









17

立即登記參展 香港館@FaW Tokyo 2024

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2024年10月15至17日

東京Big Sight 135-0063 東京都 江東區有明3-11-1

日文及英文 (提供現場翻譯員) 有興趣參展「香港館」 之中小型企業

在香港特別行政區政府「工商機構支援基金」資助下,並由生產力局擔任執行機構, Sustainable Fashion Apparel Association將於日本東京設立「香港館」。

東京時尚產業展是日本最大的國際時尚貿易展會,由8個專業展覽組成,是企業展示可持續時尚、採購解決方案以及最新時尚技術的平台。主辦單位預計2024年10月的展會將迎來逾千家參展廠商,吸引來自世界各地逾兩萬名買家、進口商和製造商。

「香港館」將向日本的潛在買家展示香港在「可持續時尚」方面的技術實力,進一步拓展本港時裝設計業商機。屆時,場館將展出「可持續時尚」概念的成品與配飾,配合輔料(紗線和布料樣板)及圖像展示,突出可持續概念細節。

立即登記成為參展商,把握免費的宣傳推廣機會!

立即登記

https://campaigns.hkp c.org/tc_rsvp_fawtokyo-2024



截止報名: 2024年7月17日







香港館@FSZS 2025

- 日期: 2025年7月(詳細日期待定)
- 地點: 深圳 深圳會展中心(福田區)
- 展館位置: 待定
- 設立108平方米的香港館
- 展示區: 可持續區
- 展示來自約12間中小企,約60件可持續概念時尚成品(成衣和配飾)
- 參與走秀(約20分鐘),展示約約30件時尚成品
- 現場吊旗、展覽場刊內頁廣告









項目成果



短片

- 展示香港時裝設計業在可持續發展方面的能力
- 可持續設計元素、升級再造概念、物料的運用等
- 包含香港時尚品牌



宣傳單張

- 英文、日文、中文
- 1,000 張



分享研討會

- 展覽結束後舉辦
- 分享內地及日本貿易的商機







項目成果



網頁

• 發佈項目活動資訊



https://www.sfaahk.com/tsf-projects







參與展會或查詢更多資訊

聯絡人: Mike Leung

電話: (852) 2788 6335

電郵: mikeleung@hkpc.org



電郵查詢









Thank you

Hong Kong Productivity Council 香港生產力促進局

HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong 香港九龍達之路78號生產力大樓 Tel: +852 2788 5678 Whatsapp: +852 5283 4131 www.hkpc.org





中國內地及日本 可持續時尚市場 經驗分享

劉子能先生 創會會長 SFAA Foundation



Index (15 mins presentation, 10 mins Q&A)

- 1) Macro environment needs ESG -> Life cycle assessment
- 2) Certificates of Sustainable materials
- 3) Brand images Customer requirement
- 4) Opportunities and Challenges

1) Macro environment needs – ESG -> Life cycle assessment

SUSTAINABILITY IS NOT AN OPTION. IT'S THE ONLY WAY.

We believe that it is our duty to lead the denim industry toward a more sustainable, clean, and ethical future. Not just because it's what our customers want, but because it's the right thing to do.

It is only by innovating, experimenting, and challenging ourselves every day can we hope to lead to a better tomorrow.

Learn more about Sustainability at Prosperity Textiles.

68.83

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Higg Index

Tones of Water Recycled

Discharge

Back to

Life-cycle assessment (LCA)

A process of evaluating the effects that a product has on the environment over the entire period of its life thereby increasing resource-use efficiency and decreasing

liabilities.



2) Certificates of Sustainable materials

CERTIFICATES & INITIATIVES

























PER TRUIT 63



SCOPE CERTIFICATE

Scope Certificate Number

No.EGL/257049/1338604/1

ECOCERT GREENLIFE SAS declares that

STELLA BLU TEXTILE LIMITED Licence number 257049

BLK E.G & H. 21/F., Superluck Industrial Centre (Phase 2),57 Sha Tsui Road. Tsuen Wan

HONG KONG CHINA

has been inspected and assessed according to the

GLOBAL ORGANIC TEXTILE STANDARD (GOTS) - VERSION 6.0 -

and that products of the categories as mentioned below (and further specified in the annex) comply with this standard.

Product categories: Dyed fabrics PC0028

Processing steps / activities carried out under responsibility of the above mentioned company (by the operations as detailed in the annex) for the certified products:

Trading(PR0000)

This Certificate is valid until: 10 January 2023

Place and Date of Issue

Stancy of the inquire body

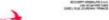
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ECOCERT Greenlife

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POTOTAL DIMENSION TAX - CHIEF STORE - SP 2" - SEEK LIGHT JOHNSON - PRANCE CANNESS TO A - CHIEF STORE STORE AND ALCOHOMOSTICS

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ECOCERT SCOPE CERTIFICATE

Scope Certificate Number

No.EGL/257049/1338606/1

ECOCERT GREENLIFE SAS declares that

STELLA BLU TEXTILE LIMITED Licence number 257049

BLK E.G & H. 21/F., Superluck Industrial Centre (Phase 2),57 Sha Tsui Road. Tsuen Wan HONG KONG CHINA

has been inspected and assessed according to the

ORGANIC CONTENT STANDARD (OCS) **VERSION 3.0**

and that products of the categories as mentioned below (and further specified in the annex) comply with this standard:

Product categories: Dyed fabrics PC0025

Processing steps / activities canned out under responsibility of the above mentioned company (by the operations as detailed in the annex) for the certified products:

Trading(PR0000)

This Certificate is valid until: 13 January 2023

Place and Date of hour

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ECOCERT Greenlife





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SCOPE CERTIFICATE

Scope Certificate Number

No.EGL/257049/1038605/1

ECOCERT GREENLIFE SAS declares that

STELLA BLU TEXTILE LIMITED

Licence number 257049 BLK E.G & H. 21/F., Superluck Industrial Centre (Phase 2),57 Sha Tsui Road, Tsuen Wen

HONG KONG CHINA

has been inspected and assessed according to the

GLOBAL RECYCLED STANDARD (GRS) **VERSION 4.0**

and that products of the categories as mentioned below (and further specified in the annex) comply with this standard:

Product categories: Dyed fabrics PC0025

Processing steps / activities carried out under responsibility of the above mentioned company (by the operations as detailed in the annex) for the certified products:

Trading(PR0000)

This Certificate is valid until: 13 January 2023

Place and Date of lauge

Emile CHERNAL

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L'inle Jourdain, France 14 January 2022

ECOCERT Gevenlife



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NUMBER OF

ECOCERT

SCOPE CERTIFICATE

Scope Certificate Number

No.EQL/257048/1338607/1

ECOCERT GREENLIFE SAS declares that

STELLA BLU TEXTILE LIMITED

Licence number 257049

BLK E.G & H. 21/F., Superluck Industrial Centre (Phase 2).57 Sha Tsui Road. Tsuen Wan

HONG KONG CHINA

has been inspected and assessed according to the

RECYCLED CLAIM STANDARD (RCS) **VERSION 2.0**

and that products of the categories as mentioned below (and further specified in the annex) comply with this standard.

Product categories: Dyed fabrics PC0025

Processing steps / activities carried out under responsibility of the above mentioned company (by the operations as detailed in the annex) for the certified products:

Trading(PR0000)

This Certificate is valid until: 13 January 2023

Place and Date of hour

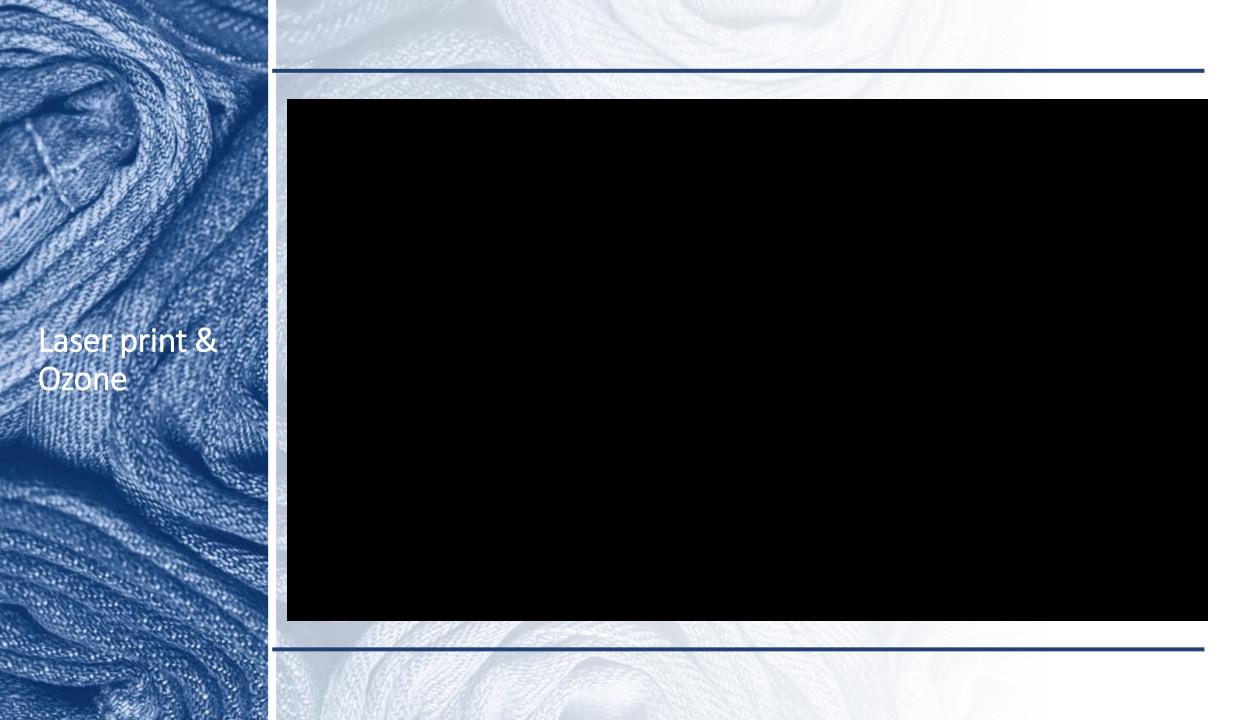
L'Isle Jourdain, France 14 January 2022





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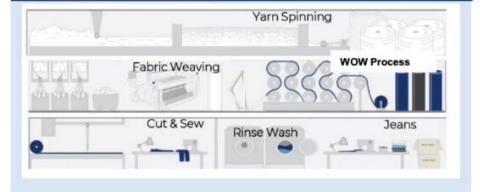
Cool Transfer

REINVENTING THE WAY OF MAKING JEANS

wow printing is a newer process that transfers a design from film to fabric without the use of heat.

This waterless technology makes it possible to achieve high quality, photo-realistic, denim images to be printed on fabric and made into jeans without the need of denim dyeing and jeans-laundry.

A Brand-New Way To Make Jeans







R-Evolution on Denim

R-EVOLUTION ON DENIM

Traditional Denim











Waterless Denim







4) Opportunities and Challenges

Opportunities:

Sustainable fashion is very popular and customer needs

Challenges: How to have good brand identity x cutting edge innovation for sustainable fashion.

Reference

Opportunities:

- Econchain
 - -Textile Magazine
 - Kohan Textile Journal
 - Textile World
 - Textile Focus





中國內地可持續時尚市場心得

劉平先生 國際品牌高管 蕉下、斯凱奇 (中國)、 安踏體育、亞瑟士、耐克

Edlas

SFAA x HKPC- Go Green – China

Carbon reduction: The emphasis of the Chinese government today

During the 75th United Nations General Assembly in 2020, President Xi Jinping announced China's commitment to reaching carbon peak before 2030 and carbon neutrality by 2060 (the "30-60" dual-carbon goal). This announcement received an active response from the entire nation, with local governments hosting events to encourage citizens to adopt a low-carbon lifestyle, and many companies adopting new technologies and packaging in an effort to comply with the policy.

Index (15 mins presentation,10 mins Q&A)

What is the impact on Sustainability Global Warming of 1.5°C

How's China Sustainability, by industry

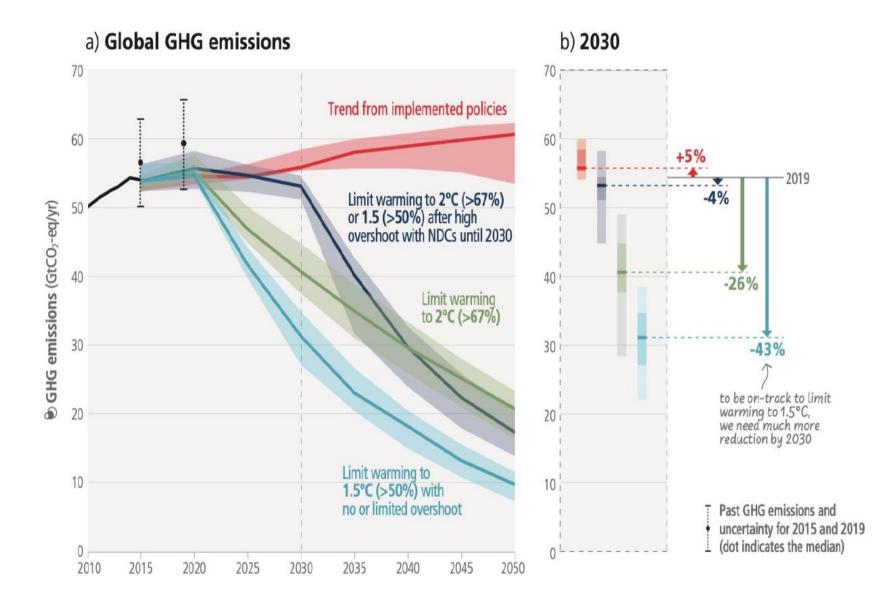
Chinese consumer support the sustainability and ESG, what's the concerns

China Sustainability in Fashion

Domestic Brands in Fashion

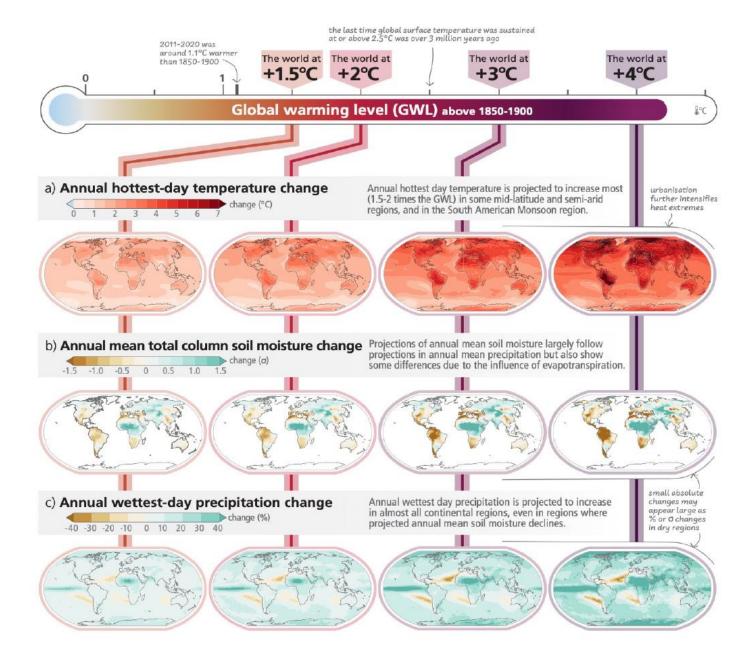
Projected global GHG emissions from NDCs announced prior to COP26 would make it *likely* that warming will exceed 1.5°C and also make it harder after 2030 to limit warming to below 2°C

Global GHG emissions of modelled pathways (funnels in Panel a), and projected emission outcomes from near-term policy assessments for 2030 (Panel b). Panel a shows global GHG emissions over 2015-2050 for four types of assessed modelled global pathways:

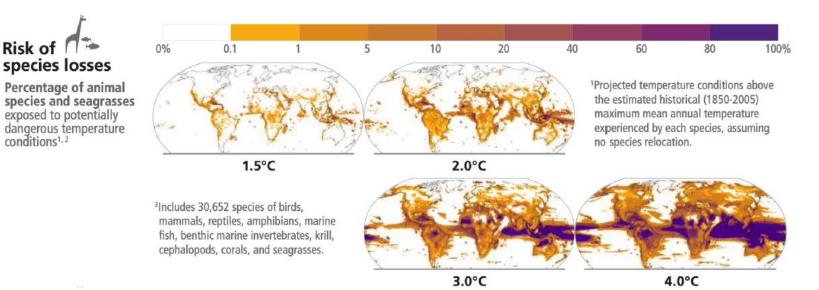


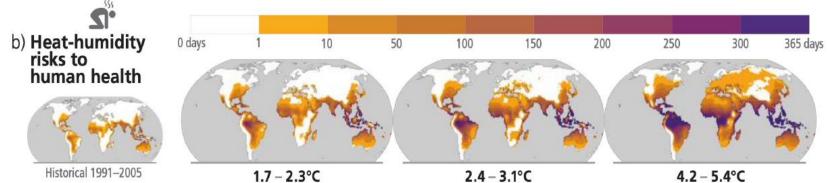
With every increment of global warming, regional changes in mean climate and extremes become more widespread and pronounced

Projected changes of annual maximum daily temperature, annual mean total column soil moisture CMIP and annual maximum daily precipitation at global warming levels of 1.5°C, 2°C, 3°C, and 4°C relative to 1850-1900. Simulated (a) annual maximum temperature change (°C), (b) annual mean total column soil moisture (standard deviation), (c) annual maximum daily precipitation change (%). Changes correspond to CMIP6 multi-model median changes. In panels (b) and (c), large positive relative changes in dry regions may correspond to small absolute changes. In panel (b), the unit is the standard deviation of interannual variability in soil moisture during 1850-1900. Standard deviation is a widely used metric in characterising drought severity. A projected reduction in mean soil moisture by one standard deviation corresponds to soil moisture conditions typical of droughts that occurred about once every six years during 1850-1900.



Future climate change is projected to increase the severity of impacts across natural and human systems and will increase regional differences Examples of impacts without additional adaptation





Days per year where combined temperature and of mortality to individuals3

a) Risk of

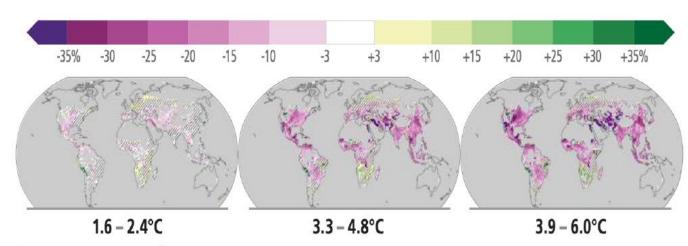
³Projected regional impacts utilize a global threshold beyond which daily mean surface air temperature and relative humidity may induce hyperthermia that poses a risk of mortality. The duration and intensity of heatwaves are not presented here. Heat-related health outcomes humidity conditions pose a risk vary by location and are highly moderated by socio-economic, occupational and other non-climatic determinants of individual health and socio-economic vulnerability. The threshold used in these maps is based on a single study that synthesized data from 783 cases to determine the relationship between heat-humidity conditions and mortality drawn largely from observations in temperate climates.

Future climate change is projected to increase the severity of impacts across natural and human systems and will increase regional differences Examples of impacts without additional adaptation

c) Food production impacts



c1) Maize yield⁴ Changes (%) in yield

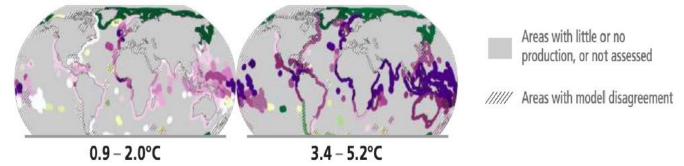


⁴Projected regional impacts reflect biophysical responses to changing temperature, precipitation, solar radiation, humidity, wind, and CO₂ enhancement of growth and water retention in currently cultivated areas. Models assume that irrigated areas are not water-limited. Models do not represent pests, diseases, future agro-technological changes and some extreme climate responses.



c2) Fisheries yield⁵

Changes (%) in maximum catch potential



⁵Projected regional impacts reflect fisheries and marine ecosystem responses to ocean physical and biogeochemical conditions such as temperature, oxygen level and net primary production. Models do not represent changes in fishing activities and some extreme climatic conditions. Projected changes in the Arctic regions have low confidence due to uncertainties associated with modelling multiple interacting drivers and ecosystem responses.

How is "sustainability" interpreted in China?

The term "sustainability" is a very broad concept in the Chinese language and can be interpreted into many different terms. From our **social listening**, here are some common definitions shared by Chinese netizens online.











What industries are typically associated with sustainability

Based on social listening extractions, what industries are mentioned with the terms "可持续, 环保, 自然, 地球"













Most Chinese people support sustainable fashion, while some have doubts

Numerous international brands have taken sustainable actions by introducing collections made of eco-friendly materials and innovative green fashion technologies. We analyzed 144 of the top Zhihu comments (excluding comments with unclear meanings) to gain insight into the Chinese perception of sustainable fashion.

18% of the comments suggest that **buying less** is **more environmentally friendly** than buying fashion made of sustainable materials.

Z 0 61

Ø □ 6 57



"Not buying is the most environmentally friendly."

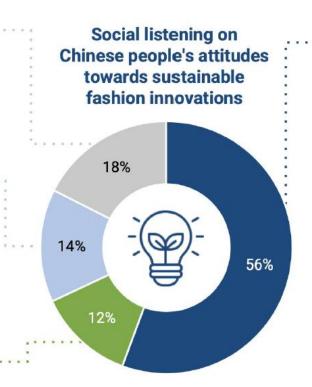
14% of the comments expressed concern about the high cost of sustainable fashion.

"I feel that designs using eco-friendly materials are being sold at **high prices** nowadays. It's still too **expensive** for ordinary people to afford."

12% of the comments expressed scepticism about the sustainability of the fashion industry.



"Can fashion really be environmentally friendly?"



56% of the comments showed a **positive** attitude towards the introduction of fashion items made from **eco-friendly materials** and **green fashion technologies**.

"Environmental protection and sustainability have

always been what we pursue, and the fashion industry is no exception."

cherry小东西 👑 :超喜欢的,环保真的很重要,要从每一个细节做起23-3-30 17:04 来自湖南

"I really love it. Environmental protection is really important, and we should **start from every detail**."

D 0 0 2

区日白1

爱你沒商量3698 (2013):感觉要是把环保做成潮流就好了。 23-3-30 17:12 来自黑龙江

"I feel like it would be great if environmental protection could **become a trend**."

How easy is it for Chinese consumers to find green products?

Although there are "green" certified stamps, they are not widely used, as it is easy to find products marketed as 'organic' without the organic stamp. In an effort to reach the 2060 carbon neutrality goal, the government could place more weight on these stamps.

JD's sustainable product section

JD is a pioneer for green shopping in Chinese e-commerce, being the first e-commerce platform to launch a green shopping section called 青绿计划 or "Green Plan".



Low carbon packaging: sustainable packaging, recyclable packaging, FSC certified



Green food: organic and environmentally friendly food, organic food stamp, eco-origin stamp



Green furniture: low carbon, recyclable, green product stamp, environmentally friendly stamp

Chinese sustainable stamps

These stamps are used for food, electronic appliances, and product packaging but often aren't showed proudly by sellers.



Forest stewardship council



Green product



Environmental friendly stamp



Ecolabelling



Low carbon product



Organic food product



Energy conservation stamp



Environmental protection industry stamp



Water conservation stamp

Health

Chinese consumers, especially parents and caretakers, are very sensitive to pollutants in products. This is very evident in F&B, beauty, and household cleaning products.

Citizenship

The government is a major driver of sustainable consumption via propaganda and policy. We predict this will become the **largest driver in the future** as the government plans to be Carbon Neutral by 2060.

Societal expectations

As a collectivist society, Chinese people have high pressure to be seen as "doing the right thing" among peers.

Frugalism

Many families are already **mindful about wasting food and resources** due to financial reasons. It is common for parents to ask kids to eat their plates clean. Now, frugalism has been replaced with minimalism, not for the sake of saving money but for the pursuit of non-material happiness.

"Natural" 75%

"Durable" 6%

"Reduce consumption" 3%



Three of the top eco-friendly Chinese fashion brands

	Position	Price	Materials	Process	Unique points	Pain points
klee klee	 Slow lifestyle Minimalist Natural Related to Chinese minority cultures 	~¥200 to ¥7,000	Organic CottonOrganic WoolLinen	Natural plant dyes	 Preserving ethnic minorities Enhancing women's working process 	Perceived as product line of parent company rather than brand
ICICLE (MinimalNaturalQualityRelated to French culture	~¥200 to ¥40,000	Organic linenSilkOrganic cottonCashmereWool	 Plant dye Vegetable tanned leather Rain treated Linen Traditional Chinese painting 	Highly durable Merge of western & eastern philosophy	Over priced for target market
 LILYSILK	 Zero-waste Simple Chinese but expanded international	~¥50 to ¥5,000	SilkMulberry treeBiodegradable fibers	Garments produced per order, no waste	Recycling programHighly biodegradable	Hard to take care of, easily creases

CONVINCED THAT SUSTAINABLE DEVELOPMENT IS A COLLECTIVE RESPONSIBILITY, ICICLE IS COMMITTED TO BEING A POSITIVE PLAYER IN THE FASHION INDUSTRY. A FAMILY-OWNED AND INDEPENDENT COMPANY, ICICLE EXPLORES NEW INNOVATIVE PATHS SINCE 1997 TO DEVELOP SUSTAINABLE PRACTICES.

Is social responsibility a big part of what you do?

Icicle owns its production facilities and carefully controls its materials suppliers by selecting the best in terms of plant quality, SER, fabrics and dyeing processes (undyed, or vegetable dyed). The company provides the highest working standards for the workers, and their housing. Our simple yet sophisticated design avoids fabric waste. So throughout the whole value chain, Icicle pursues a new fashion road traced by the respect of Nature and People.

What values are important to Icicle?

Honest products, socially and environmentally respectful, with a beautiful look and feeling through the quality of their natural materials and their pure design.

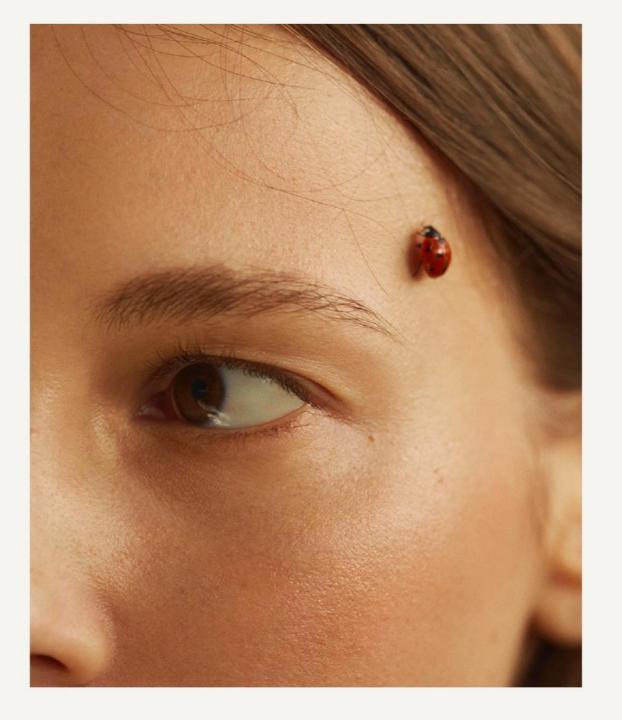
Tell us about the materials you choose to use?

Japanese organic cotton, Belgian linen, Italian wools, Mongolian cashmere kept in their original colours, Chinese heavy silk that is cruelty-free.

Why do you feel transparency is so important to sustainability?

In a century where internet uncovers so much, transparency must be a tool for honesty. For Icicle, it implies a trust between the brand and its customers through the explanation of value and story behind each garment. In the long term, it shall result in making our consumption more responsible at a time where natural resources are getting more and more limited by making the consumer more aware of its actions and power.





COMMITMENTS

Since 1997, ICICLE has been committed to sustainable development with a conviction: for fashion to be beautiful, it must be timeless, ethical, and environmentally friendly. This approach is part of a sustainable and responsible creative ecosystem, where the garment, the individual, and nature are intertwined.

With a responsible and comprehensive perspective on challenges related to materisourcing, product design, manufacturing, retail, and community experience, ICICLE seeks harmony between development, the environment, and society.

ICICLE designs, manufactures, and distributes clothing and accessories with the environment in mind and applying the principles of "anti-excess design" to create pieces with pure simplicity, subliming only the essential. Our eco-friendly garments are timeless, functional, and easy to wear.



NATURAL TREATMENTS

ICICLE's garments and accessories are treated with natural extracts, following ecofriendly techniques and with utter respect for the environment. Plant dyes unveil subtle shades, subliming the beauty of natural fibres and enhancing the pleasure of a skin-friendly experience.

Besides traditional plant dyes, with pigments extracted from organic elements such as pu'er tea, chestnut bur, pomegranate skin or walnut bark, which have been used for thousands of years, ICICLE is also on a quest for fearless sustainable innovation. The latest projects included "food waste made beautiful": a new solution based on the recycling of food waste for textile treatment.

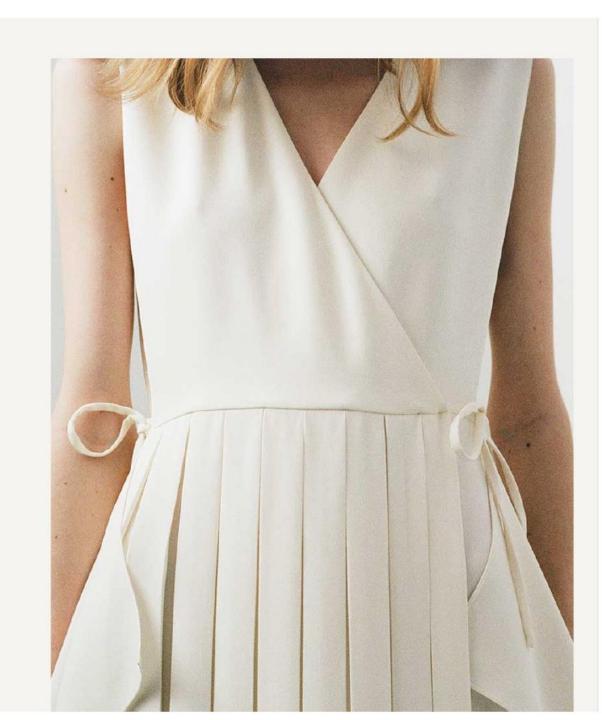
Dedicated to minimising its environmental footprint, ICICLE is unwavering in its commitment to promoting natural treatments throughout every phase of the manufacturing process. That's why we choose to soak linen in rainwater and wax the sewing threads of our double face coats to enhance their durability. Our dedication to sustainable creation even extends to the most subtle details, demonstrating ICICLE's resolute attention to environmental responsibility.

NATURAL FABRICS

ICICLE favours organic natural fabrics, and enhances their unique properties. Cashmere, linen, wool, silk, and cotton are our five core natural raw materials. ICICLE works with outstanding textile producers with irreproachable ethical practices, and brings special care to choose the most beautiful fabrics: cashmere from Afghanistan and Inner Mongolia, linen from Belgium, wool from Italy, silk from China or cotton from Japan.

Driven by a quest for the most outstanding quality, ICICLE makes sure that these fabrics are compliant with exacting norms.

Cultivation and production of organic fibres protect soils, waterways and ecosystems, since they do not use chemicals. They also turn out to be more respectful for the people, more pleasant to wear and longer-lasting, in line with our committed approach to create purposeful garments, combining comfort with timeless



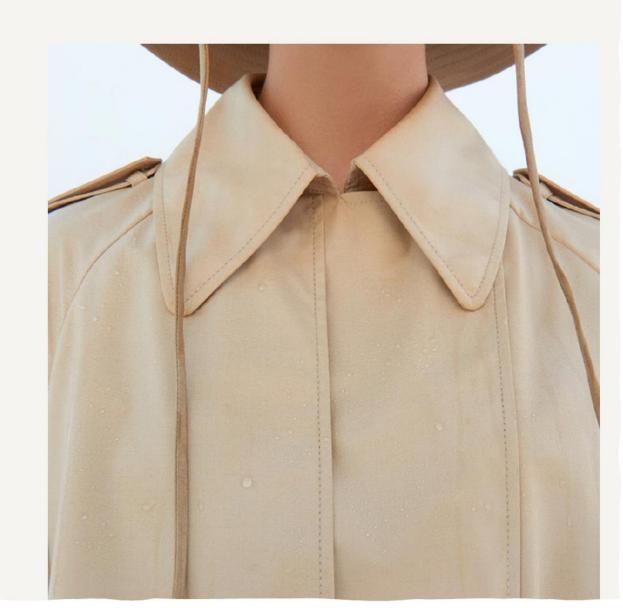
SUSTAINABLE INNOVATION

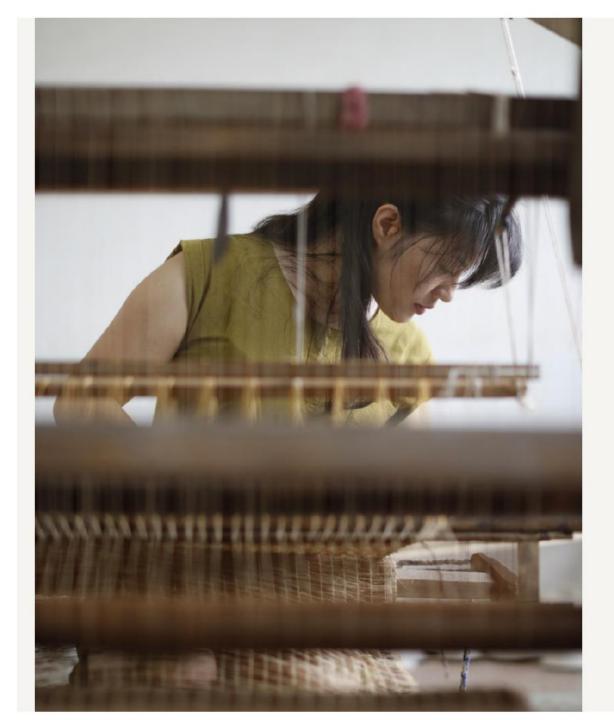
Committed to replacing disposable fashion with purposeful garments, ICICLE is carrying out a research and development strategy to design new innovative and sustainable materials.

Driven by an eco-friendly vision, ICICLE strives to limit its impact on the environment and to preserve nature, the source of our exceptional materials and our main inspiration.

ICICLE endeavours to be a force for positive change, and to offer sustainable alternatives to traditional fabrics whose water, energy or chemical products consumptions go against our values.

Following our "Made in Earth" philosophy for mindful creation and production, ICICLE has developed unique and patented technologies, such as the naturally weather-resistant DEW fabric or the eco-conscious Earth Denim line.





Sustainable development is our purpose. ICICLE practises the responsible manufacturing of ethical products in its two manufacturing centres in Shanghai and Haimen.

Our manufacturing centres avoid unnecessary expenditure of water or energy, preserve natural resources, and seek to minimise environmental impact. The main ICICLE manufacturing centre in Haimen has obtained ISO9001, ISO14001, and ISO45001 certifications.

ICICLE uncompromisingly works with partners driven by the same environmentally conscious values. All the suppliers selected by ICICLE meet the standards of Chinese and international environmental certificates. This shared commitment to the Earth makes it possible to ensure the traceability of materials, and auarantee that production is compliant with our exactina

Sustainable Eashionin

Thank You!

小休



日本可持續時尚市場心得

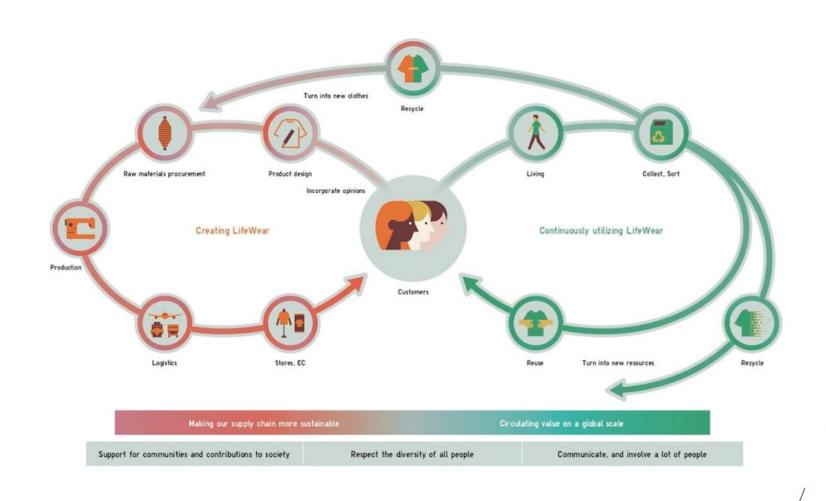
中越洋佑先生 負責人 Dawning Asia



INDEX (15 MINS PRESENTATION, 10 MINS Q&A

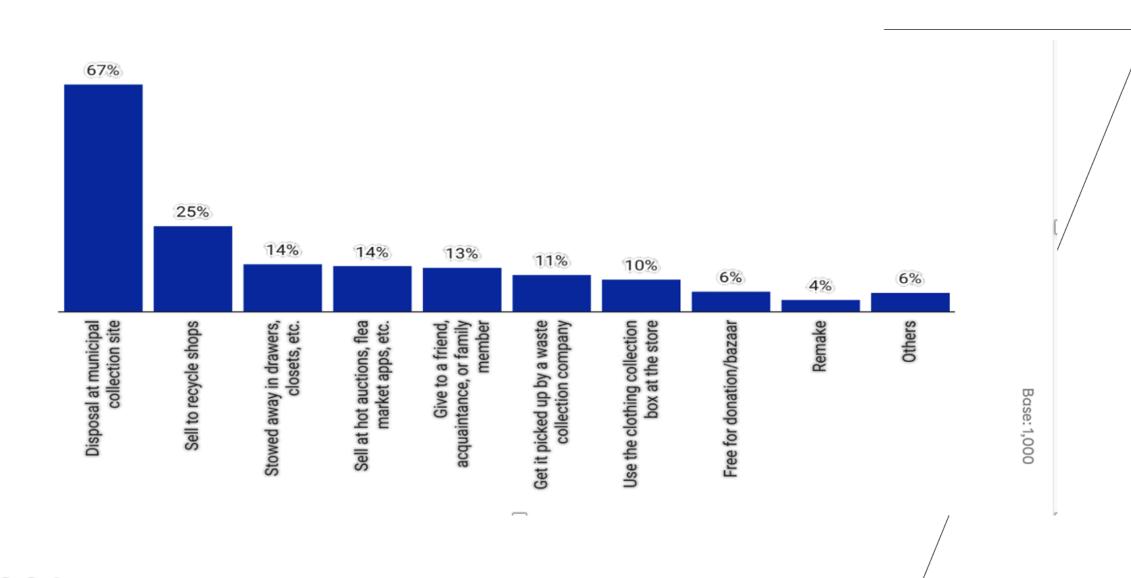
- 1) Life wear: A New Industry Sustainable fashion Product life cycle vs JAPAN****
- 2) Consumer behavior / mindset for sustainable
- 3) Company behavior / mindset for sustainable
- 4) Domestic brands. Big brands/Small brands
- 5) Distribution channels
- 6) Opportunities and Challenges

1) LIFE WEAR: A NEW INDUSTRY



2) JAPANESE CONSUMER BEHAVIOR

*HOW TO DISPOSE OF THE CLOTHING YOU NO LONGER WEAR?



JAPANESE CONSUMER'S MINDSET OF SUSTAINABILITY FOR FASHION

From some of the research result

Consumer's prioritize factors in fashion are

- -Price (79.1% of consumers)
- -Design (70% of consumers)
- -Ease of mix-and-match (49.9% consumers)

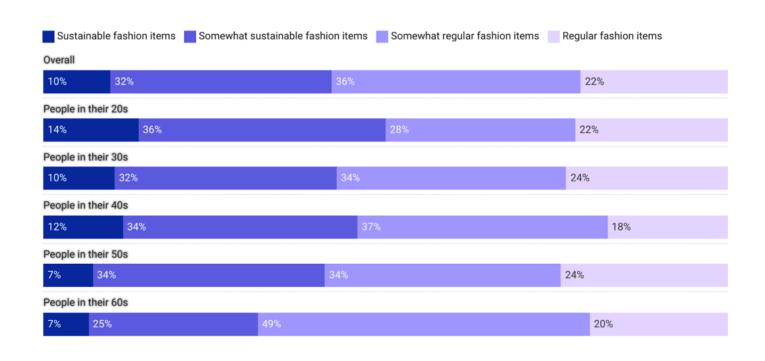
However, considering sustainability aspects such as 'whether the production method and materials are environmentally and socially conscious' or 'whether recycling and remaking are feasible' received responses of less than 2%.

Therefore, it can be said that

Consumers who prioritize sustainable fashion are relatively few still in this moment.

But in fact consumer awareness of sustainable initiatives is increasing.

WILLINGNESS TO PURCHASE SUSTAINABLE FASHION ITEMS AND REGULAR FASHION ITEMS







3) JAPANESE COMPANY'S BEHAVIOR AND MINDSET OF SUSTAINABILITY FOR FASHION

Of course, a lot of Japanese fashion industry companies are implementing sustainable activity go through the business.

Why??

- -Companies need to make social contributions.
- -Japanese government support the company social contributions.
- -Increasing of consumer consciousness of sustainable.

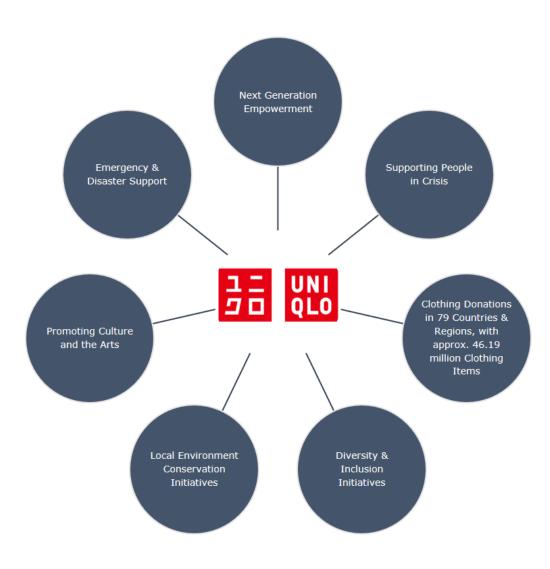
That meaning is

While the government sets goals, corporate initiatives remain voluntary and are not mandatory.

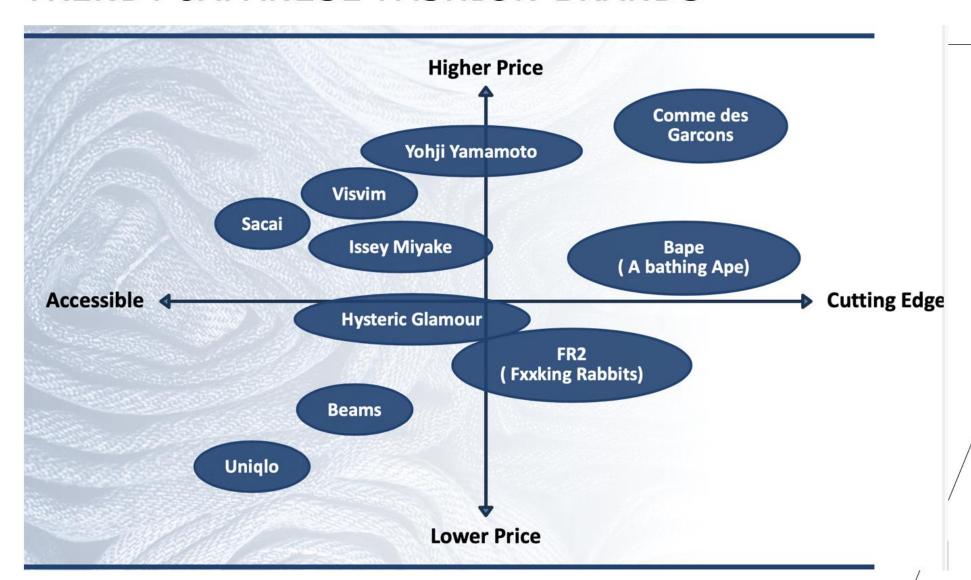
Corporate sustainable initiatives should be somewhat mandatory and enforceable, following the government goals.



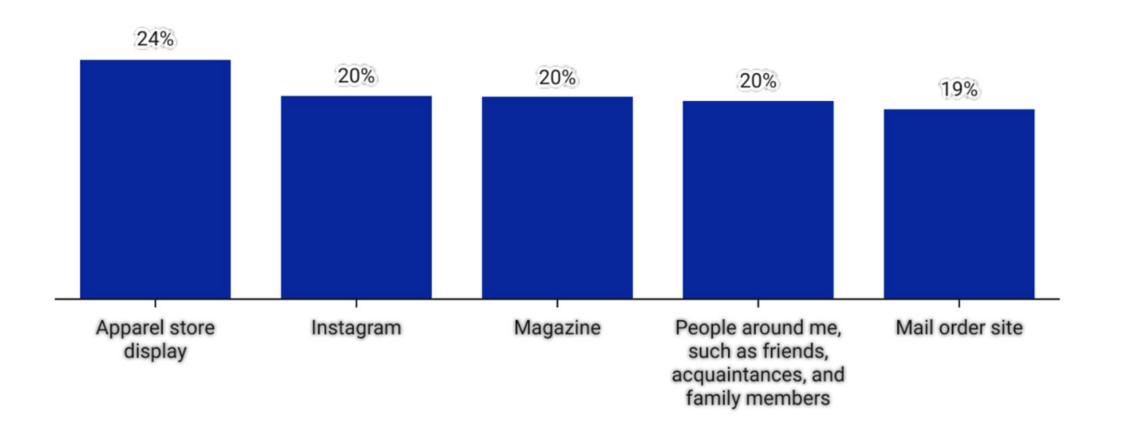
UNIQLO IN SUSTAINABLE JOBS



4) DOMESTIC BRANDS. BIG BRANDS/SMALL BRANDS TRENDY JAPANESE FASHION BRANDS



TOP SOURCES OF INFORMATION

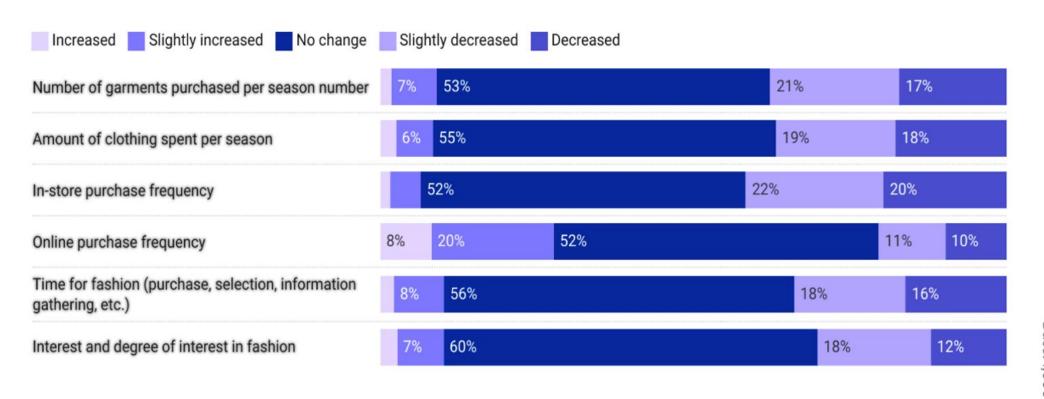


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Base: 1,000



CHANGES IN THE LEVEL OF INTEREST IN FASHION DURING COVID



Base: 1.000



5) DISTRIBUTION CHANNELS

Point of sales

- Department stores
- Multi brands/Concept stores
- Popup stores +Online shop (Omnichannel)

Explore Japan Market channels

- Licensing
- Consignment
- Domestic agents

REFERENCE

- Sustainability Report by Uniqlo
- 10 Trendy Japanese Fashion brands 2024, Guide to Modern Cool Fashion Brands from Japan Hiro K, Jan 29, 2024
- The state of sustainability in Japan
- Japan Survey on fashion by Rakuten insight, April 2023



ありがとうございました

Thank you very much



介紹中國內地及日本可持續時尚市場發展 及市場機遇

朱惠靖女士 講座教授 上海杉達學院 陳亞彬博士 時裝資料館主任 香港知專設計學院

Sustainable Fashion Market Development in Mainland and Japan and Market Opportunities

SPEAKERS:
PROFESSOR ALICE CHU
SANDA UNIVERSITY

Content

- ▶ Introduction
- ► Key Elements in Sustainable Fashion
- ▶ Development of Sustainable Fashion
- ► Market Opportunity
- ► Key aspects in building sustainable fashion brands
- ► Local Sustainable Fashion Brands
- \triangleright Q and A

Introduction

- ► Sustainable fashion refers to clothing, shoes, and accessories that are designed, manufactured, distributed, and used in environmentally friendly ways.
- ► It aims to minimize the environmental impact throughout the entire lifecycle of the product, from production to disposal
- ► Overall, it is to mitigate the negative impacts of the fashion industry on the environment and society, promoting a more ethical and environmentally responsible approach to clothing production and consumption.



Key Elements in Sustainable Fashion

- ▶ Ethical Manufacturing: Ensuring fair wages, safe working conditions, and respectful treatment of workers throughout the supply chain.
- ▶ Reduced Environmental Impact: Using eco-friendly materials (e.g., organic cotton, hemp), reducing water and energy consumption during production, and minimizing waste and carbon emissions.
- ► Circular Economy Practices: Emphasizing reuse, recycling, upcycling, and creating designs that are durable, repairable, and made to last, thus reducing the overall consumption of resources.

Key Elements in Sustainable Fashion

- ► Transparency and Accountability: Brands that practice sustainable fashion are often transparent about their processes, materials, and supply chains, allowing consumers to make informed choices.
- ► Consumer Awareness and Education: Encouraging consumers to make sustainable choices by informing them about the environmental and social impacts of their purchasing decisions.

1970s: The Start of Awareness

1980s: Subcultures, Thrifting, Icons, and Fur

1990s: Fast Fashion and its Discontents

2000s: Fast Fashion and the Slow Fashion Response

2010s: Tragedy, Turning Points, and Transformations

2020s: A New Era for Transparency and Accountability

The Start of Awareness

Counterculture movements

Hippies and punk rock fans rejected massproduced products, set a new trend of social norm

Fast Fashion and its Discontents

Birth of Fast Fashion

Rising Climate Concerns

Pioneers in Sustainability – Patogonia, People Tree used organic cotton Tragedy, Turning Points, and Transformations

Rana Plaza Tragedy

The Rise of Ethical Fashion

1980s 2000s 2020s

1970s

1990s

2010s

Subcultures, Thrifting, Icons, and Fur

Vintage Shopping

Katharine Hamnett promoted fashion's social impact

Anit-fur movement

Fast Fashion and the Slow Fashion Response

Introduction of Slow Fashion

Stella McCartney

A New Era for Transparency and Accountability

Demand for Transparency

Secondhand shopping revived

Innovation in Sustainable Materials

- ► As of 2020, Copenhagen Fashion Week launched its sustainability Action Plan 2020-2022 (sets of sustainable standards for brands to conform to)which encouraged the fashion industry to reduce carbon emissions and resource waste.
- ► More brands and designers have started focusing on environmentally friendly fashion
- ▶ President Xi announced at the 2020 United Nations General Assembly that China will reach the peak of carbon emission 碳達峰 targets by 2030, and achieve carbon neutrality 碳中和 by 2060. More vigorous policies and measures were then adopted.

▶ Source: https://copenhagenfashionweek.com/sustainability-requirements

- ► In 2021, the cop 26 Summit at Glasgow brought parties to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change
- ▶ The ending of COP 26 represented a new beginning of the carbon emission task.
- ► UN Fashion Charter: launched in 2018 and renewed in 2021, aims to drive the fashion industry to net zero emissions no later than 2050.
- ▶ Japan also pledged climate commitments to reach net zero 淨零排放 by 2050
- ► More than 130 companies (including brands, retailers, and suppliers) have joined the Charter taking accountability for reducing emissions and minimizing their adverse effects on climate.

Growth of Market Size

- ► Global Sustainable Fashion Market Size: valued at USD7.8 Bn in 2023, expected to grow to USD33.05 Bn by 2030 with a compound annual growth rate (CACR) of 22.9%
- ▶ Japan Green Fashion Market Size: valued at USD 455.9m in 2023, expected CACR is more than 9% (2023-2028)
- ► China Green Fashion Market Size: valued at USD1.95 Bn in 2023, expected CACR is more than 9 % (2023-2028)

Source: https://journal.gocirculaire.com/global-sustainable-fashion-market-set-to-surge-to-33-05-billion-by-2030 https://www.globaldata.com/store/report/japan-green-fashion-market-analysis

Key Drivers for Growth

- 1. Growing Consumer Demand:
 - Increasing Awareness of environmental and social sustainability:

 Consumers, especially the younger generation, are becoming more conscious of environmental and social issues, such as water pollution and sweatshop issues, driving demand for sustainable fashion products.
 - Preference for Ethical Brands: There is a growing preference for brands that provide eco-conscious products, prioritize transparency, ethical sourcing, fair labor practices

Key Drivers for Growth

- 2. Innovation and Technology:
 - Advancements in Materials: Innovations in sustainable fabrics and materials (e.g., biodegradable textiles, recycled fibers, organic cottons) offer new possibilities for eco-friendly fashion. E.g Lenzing, Krop (sourcing organic cotton)
 - AI and Digital Solutions: AI-driven design tools, virtual prototyping, and personalized marketing enhance efficiency and sustainability in fashion production and marketing. E.g. CLO, Browswear etc

Key Drivers for Growth

- 3. Regulatory Support and Standards:
 - Policy Initiatives: Governments and international organizations are increasingly implementing regulations and standards that promote sustainability in fashion. E.g Redress Design Award, Fashion Summit supported by Create HK,HKRITA
 - Stringent Governmental Regulations: Mandating sustainable practices within the fashion sector further propel market expansion
 - Certifications: Recognized certifications (e.g., GOTS for organic textiles, Fair Trade) help validate sustainable practices and build consumer trust.

•

Key Drivers for Growth

4. Circular Economy Opportunities:

- Resale and Rental Models: The growing popularity of second-hand marketplaces and rental services promotes circularity and reduces waste.
 E.g Rent the Runway, Brand OFF, Pret-a-dress (HK company)
- Upcycling and Recycling: Opportunities to innovate in recycling technologies and upcycling processes to extend the lifecycle of fashion products.

Key Drivers for Growth

- 5. Brand Differentiation and Market Advantage:
 - Competitive Edge: Brands that prioritize sustainability can differentiate themselves in the market and appeal to environmentally conscious consumers.
 - Long-term Resilience: Building a sustainable brand can enhance long-term resilience against environmental risks and regulatory changes.

1. Consumer Acceptance

China

- Growing Awareness: Chinese consumers are becoming more conscious of environmental issues and are increasingly concerned about the impact of fast fashion.
- Youth Influence: Younger generations, especially millennials and Gen Z, are driving demand for sustainable products and are more likely to support brands with transparent and ethical practices.
- Urbanization: Major cities like Beijing, Shanghai, and Guangzhou have a significant market for sustainable fashion due to higher education levels and exposure to global trends.

Japan

- Early Adoption: the long history of environmental consciousness and a culture of craftsmanship, making it receptive to sustainable fashion.
- Aging Population: Not only young consumers, older consumers are also showing interest in sustainable products, driven by concerns about environmental impact and product longevity.
- Urban Influence: Tokyo and other major cities lead in sustainable fashion adoption, influenced by fashion-forward trends and a strong retail market

2. Target Consumers

China

- ► Urban Millennials and Gen Z: These demographics are particularly receptive to sustainable fashion due to their higher education levels, awareness of global trends, and social media influence.
- ► Affluent Consumers: Wealthier segments in urban areas who prioritize quality and brand reputation may be willing to invest in sustainable luxury fashion.
- ► Corporate and B2B: Increasing corporate sustainability initiatives and demand for ethically sourced uniforms or workwear provide opportunities in the B2B segment.

Japan

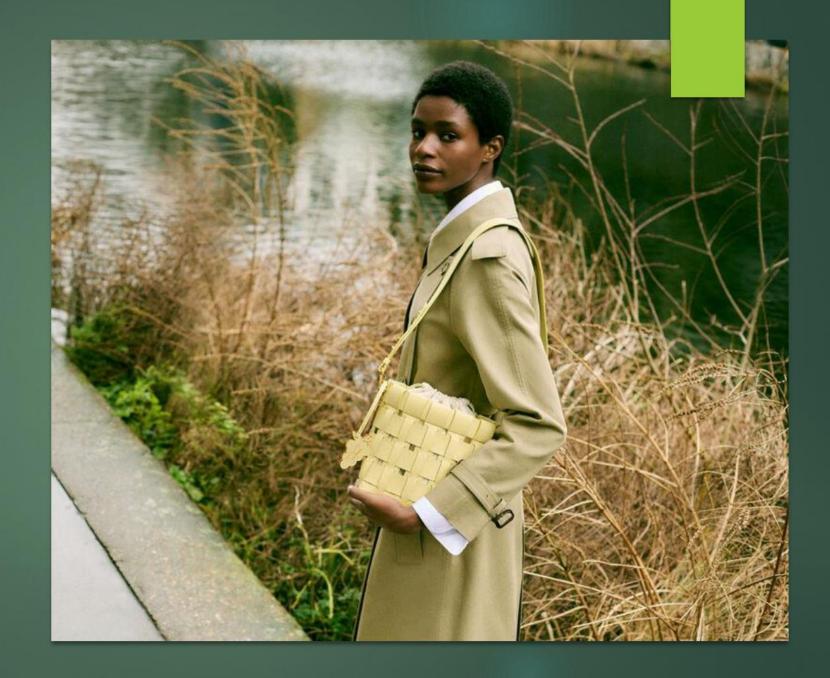
- ▶ Urban Millennials and Gen Z: Similar to China, younger generations in Japan are key segments due to their awareness of environmental issues and their influence on fashion trends.
- ► Fashion Innovators: Early adopters who are willing to pay a premium for innovative sustainable products and technologies.
- ► Traditional Crafts: Collaborations with local artisans and promoting traditional craftsmanship aligned with sustainability can appeal to both domestic and international markets.

3. Product Design

- ► Materials: Choose sustainable and eco-friendly materials such as organic cotton, hemp, recycled fabrics, or innovative materials with lower environmental impact.
- ▶ **Durability**: Design products that are **durable** and made to last, reducing the need for frequent replacements.
- ▶ Versatility: Create versatile pieces that can be styled in multiple ways, encouraging longevity and reducing waste.
- ▶ Modularity: Consider designs that can be easily repaired, upgraded, or recycled at the end of their lifecycle.
- ▶ Innovativeness: research new sustainable materials, zero-wastage techniques and technologies for garment /accessories production, e.g. Stella McCartney partners with Veuve Clicquot to create a vegan alternative to leather
- Customisation and easy to care

Stella McCartney x Veuve Clicquot: Turning grape waste into vegan luxury

▶https://www.stellamccartney.com /us/en/stellas-world/veuve-clicquotgrape-based-veganalternative.html



4. Packaging

- ► Minimalism: Use minimal and eco-friendly packaging materials, opting for recycled and recyclable options.
- ▶ **Biodegradability**: Choose packaging materials that biodegrade easily or can be reused or recycled by consumers.
- ► Efficiency: Optimize packaging sizes to reduce material usage and transportation emissions.

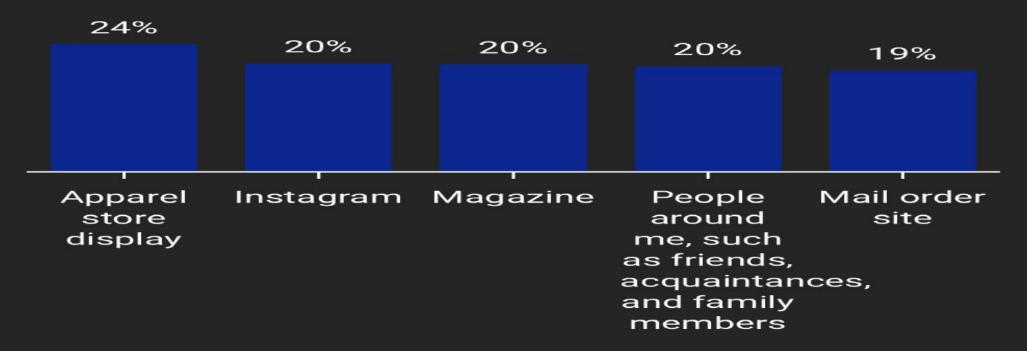
5. Marketing

- ► Transparency: Communicate openly about your brand's sustainability practices, including material sourcing, manufacturing processes, and social responsibility initiatives.
- ► Education: Educate consumers about the environmental and social impact of their fashion choices and how your brand contributes to positive change.
- ► Storytelling: Share stories about designers, communities, or innovative processes behind your products to create emotional connections with consumers.

6. Promotion

- ▶ **Digital Marketing**: Use social media platforms and content marketing to build brand awareness and **engage with environmentally conscious consumers** at a low cost. Xiaohongshu, Instagram, Youtube, websites, line, etc
- ► Livestreaming popular in China
- ▶ Key Opinion leaders (KOL) to promote the brand
- ► traditional magazines cannot be overlooked Japanese market as it is still one of the popular media for local consumers

Top sources of information



Source: Online Survey among 1,000 respondents aged 20-69 years old from Rakuten Insight Japan proprietary panel - February 2023 • Created with Datawrapper

7. Pricing

- ► Value Proposition: Highlight the value of sustainability to justify premium pricing, emphasizing durability, ethical production, and environmental benefits.
- ► Accessibility: Offer options at different price points to cater to a broader audience, making sustainable fashion more accessible

8. Supply Chain

- ► Ethical Sourcing: Ensure fair wages, safe working conditions, and ethical treatment of workers throughout your supply chain.
- ► Local Sourcing: Prioritize local suppliers to reduce transportation emissions and support local economies.
- ► Certifications: Work with suppliers who adhere to recognized environmental and social certifications (e.g., Fair Trade, Global Organic Textile Standard (GOTS))

9. Technology Application

- Virtual Prototyping and 3D Design:
 - **Browzwear**: Provides 3D virtual prototyping software for fashion design to reduce physical sampling and waste.
 - **CLO Virtual Fashion**: Offers 3D garment visualization and simulation software for designers and brands.

> AI-Powered Design Tools:

- Adobe Sensei: Adobe's AI and machine learning framework that enhances design workflows and customization
- Midjourney: generative AI that creates images based on text prompts
- resleeve.ai

Generative Ai- Midjourney

https://sprinkleofai.com/25-freebest-midjourney-fashionprompts/



9. Technology Application

- **Supply Chain Transparency:**
 - Blockchain Technology: Implement blockchain for transparent supply chain management, tracking the journey of materials and ensuring ethical sourcing.
 - **RFID and IoT**: Use RFID tags and IoT devices to monitor and optimize inventory management, reducing overproduction and waste
- Digital Printing and Waterless Printing techniques, 3D printing etc

10. Collaboration

- ▶ Partner with like-minded organizations or influencers to amplify your sustainability message
- ► Example: Stella McCartney partners with Protein Evolution to turn unused polyester and nylon fabrics into "good-as-new" products

Stella McCartney 's Parka made from rigid packaging waste and industrial textile strappings

▶ Protein Evolution's Biopure technology leverages Al-designed enzymes to break down polyester waste into the raw materials of new polyester that are indistinguishable to the petroleum-derived raw materials used in polyester manufacturing today



11. Distribution

- **▶** Covid Influence, wide use of iPhones and e-platforms
- ▶ online platform convenient, 24/7, wider reach, lower overhead e.g. Mercari app (Japanese flea market app for reuse and vintage clothes)
- ▶ Offline platform tangible experience, immediate gratification, personal service etc
- ▶ Omnichannel Retailing: by integrating online and offline channels, you can offer your customers more convenience, choice, and personalization, while also increasing your brand awareness, loyalty, and revenue

12. Community Engagement:

- Build Relationships: Engage with your community through events, pop-ups, or online forums to gather feedback and build a loyal customer base.
- Feedback Loop: Use feedback to iterate and improve your products and processes, demonstrating your commitment to continuous improvement.

13. Seeking Support and Resources:

- Grants and Funding: Explore grants, competitions, or crowdfunding platforms that support sustainable startups. E.g. HKSAR government supported programmes include FIP, DIP by HKDC, Fashion Summit, Redress etc
- Networking: Connect with other sustainable entrepreneurs, mentors, or industry experts for guidance and collaboration opportunities. E.g. HKDC organizes different networking events such as Fashion Asia, BODW, and mentor gatherings

Local Sustainable Fashion Brands

Angus Tsui

Dedicated to bridging high fashion with environmental sustainability, this brand is known for its futuristic and experimental designs. Many of its collections upcycle textile waste while applying zero-waste and eco-printing techniques.



Local Sustainable Fashion Brands

The R Collectives

A social impact business in rescuing, reusing and recycling fashion's waste to create responsible circular products and recycling solutions for global businesses

https://thercollective.com/



Local Sustainable Fashion Brands

Classic Anew

It gives the traditional Qipao a contemporary twist by blending materials such as organic cotton, linen and denim materials with classic Chinese elements like mandarin collars and buttons



https://classicsanew.com/

Local Sustainable Fashion Brands

Good Days

It uses a range of recycled fabrics, including recycled polyester, nylon, and cotton blends. It also creates fabrics using recycled plastic bottles, fishing nets, and nylon carpets, all of which would otherwise end up in a landfill.



https://gooddaysactivewear.com/

Local Sustainable Fashion Brands

Tove & Libra

Believe in doing the right thing. From sustainable sourcing to thoughtful design and ethical production, the team is committed to making fashion that's better for both customers' closets and the planet



https://www.toveandlibra.com/

Conclusion

"The success of sustainable fashion in China may hinge on tailoring the sustainability narrative to resonate more deeply with Chinese consumers, focusing on health, familial ties, and emotional connections, and intertwining sustainability with personal and societal well-being."

Source: What's new in Chinese sustainable fashion? Shanghai Fashion Week reveals latest in London Jing Daily

Conclusion

In summary, while the markets for sustainable fashion in China and Japan are promising, success hinges on understanding local consumer preferences, leveraging digital platforms effectively, and aligning with regulatory and cultural expectations.

Q & A

HONG KONG DESIGN INSTITUTE 香港 勢院



Six Knowledge Centres Interdisciplinary platforms fostering students' project engagement with industry partners

HKDI Centre for Communication Design



HKDI DESIS Lab





HKDI Fashion Archive



HKDI Centre of Design Services and Solutions HKDI Centre of Innovative Material and Technology



HKDI Media Lab



CINT CENTRE OF INNOUATIVE MATERIAL AND TECHNOLOGY

The Centre of Innovative Material and Technology is a comprehensive material lab for all design disciplines. It aims to inspire the creativity of students and facilitate material innovation, multidisciplinary studies and collaborations.

Housing over 2,000 kinds of cross-disciplinary classical, sustainable and innovative materials sourced locally and globally, it offers students first-hand experience of a wide range of cutting-edge materials, unconventional multi-material applications, and innovative end-products from different design industries.

Material Archive

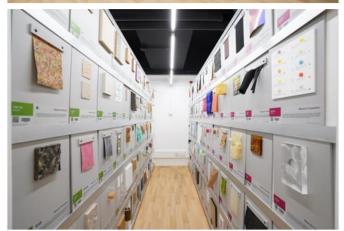
Research & Development

Industries

Smart Technologies







Our Facilities

Physical Material Archiving System

All physical materials will be kept and displayed in a permanent venue located in the HKDI campus. The venue will be open to public upon request.

Material e-learning platform

An on-line material learning platform will be shared among secondary schools, post-secondary design institutes and the design community. User registration is required to access the system.

Exhibitions

Regular theme-based exhibitions will be held and are open to public.

Applied research projects

Applied material research project will be developed, with research outcomes contributed to the centre, in the form of 3D art works, reports and publications

Upcycling Corner

Area showcases the usage of environmentally sustainable materials as creative solutions.



Knowledge on material processing



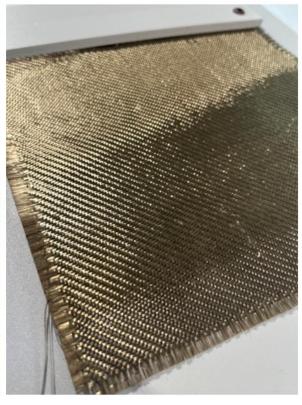
Knowledge bank of Materials



Interactive Material Media Wall

Innovative and Sustainable Materials | Material ConneXion









Made of recycled paper yarns

Biodegradable, Compostable Mulching Mat | 100% Flax

Rice Straw 47.5%, Paper Pulp 47.5%, Fire Retardant 5%

Nonwoven Fabric composed of jute fibers, rapidly renewable bast fiber | Biodegradable

Hong Kong DESIGN INSTITUTE 香油 計

Upcycling Denim Workshop and Exhibition

Venue: Hong Kong Convention and Exhibition Centre Collaborators & Sponsors: Levi's and C Window

Led by alumnus Mr. Au and supported by student helpers, this workshop provided participants with an exciting opportunity to transform leftover jeans and fabrics contributed by Levi's into remarkable denim creations. Attendees were guided through the process of creating stunning denim roses, allowing them to explore their creativity while acquiring new upcycling skills. The workshop received enthusiastic feedback, as participants embraced the chance for creative expression and the chance to repurpose materials in an environmentally friendly manner.





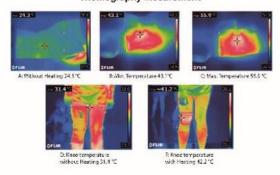


Material 101 Series

CIMT STUDIO



Themography Mesurement



In order to investigate the impact of the heated knee sleeves, the heating performance of the knee sleeves. was evaluated by professional consultancy company. The temperature distribution and thermal images of the knee sleeves were recorded for analysis. The result shown the knee sleeves can provide a stable heat to wearer with safe and comfortable experience.



Design Institute 2023 Hong Kong

HONG HONG DESIGN INSTITUTE 香港學院

Posture Sense: Utilising a Stretchable Conductive Sensor Tape as a Wearable Device for Assessing Cyclist's Posture



POSTURESENSE

STRETCHEABLE W/ WEARABILITY REAL-TIME

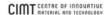
SOFT/ LIGHT/ SENSITIVE

REVOLUTIONIZE YOUR GAME WITH POSTURESENSE

Cycling posture is a crucial factor related to performance and injury prevention. By maintaining correct cycling posture, cyclists can recruit more muscle groups, increase power, improve balance, and control their bike over longer distances, while reducing the risk of unnecessary injuries. Our goal is to provide real-time feedback to cyclists on their posture, enabling them to optimize their performance and health. Our pilot study has shown that the IMU sensor for cycling posture analysis is significantly useful in reflecting the degree of trunk inclination, providing valuable feedback to cyclists in the form of a message. PostureSense brings a more accessible tracking and sensing technology to cyclists, and we believe that by establishing a wearable sensor with mobile application of stretchable conductive sensor tape in the future stage of project implementation, we can further realize the impact of cycling posture on exercise performance.

PostureSense provides a technical innovation in terms of hardware for further phases, such as a Smart Interactive Cycling Sensing Tape with Mobile Application. The ultimate objective of this project is to improve cyclists' well-being, from professional athletes to daily bike users and commuters. Join us at the invention exhibition and experience the future of cycling with PostureSense;













PRESENTED BY HONG KONG DESIGN INSTITUTE | VTC

the winner of the prestigious Red Dot Award: Design Concept 2023 in the category of Wearable Technology and the Bronze Medal in 48th Geneva International Exhibition of Inventions.

Follow us on















F A S H I O N A R C H I U E



FOCUS & DIRECTIONS

Innovation X Design X Education X Networking

Fashion and Cultural Fashion Platform Digital Archive and Fashion Design Exhibition and Workshop Space Pattern Technology and Garment Construction Studies Sustainability and Recycle Publications



Fashion and Culture Knowledge Platform

#archiving
#storage cabinet
#fashion culture
#iconic items
#education
#social platform
#knowledge
transfer

The Fashion Archive attracted thousands of visitors throughout the years, including students, alumni, designers and industry practitioners, and general public at large. It also served as a valuable platform projecting HKDI as a dedicated and committed Institute in the excellence of fashion and design



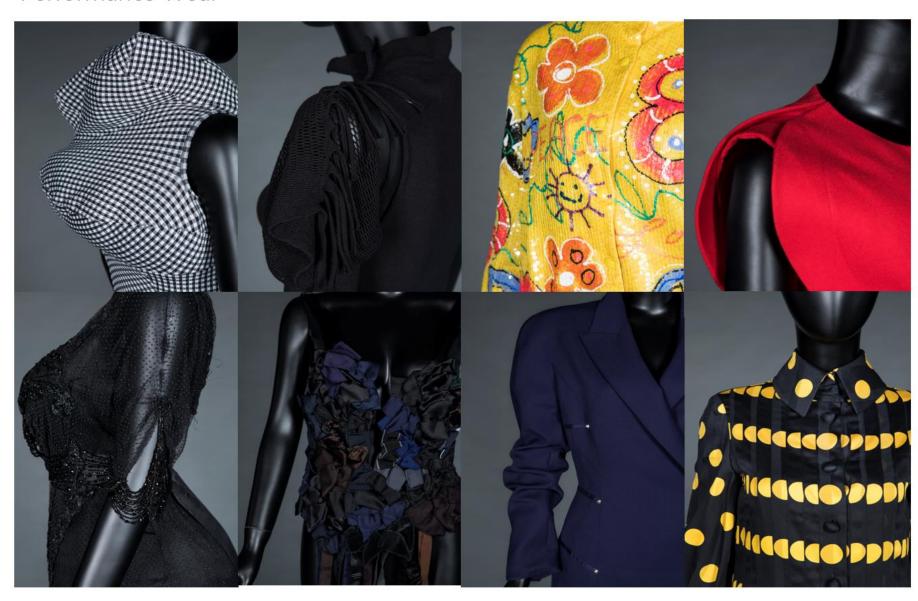




Four categories of Archive Collection: Fashion Brands/ Historical Costume/ Ethnic & Performance Wear

Fashion and Culture Knowledge Platform

#Brand #Historical #Ethnic #Performance

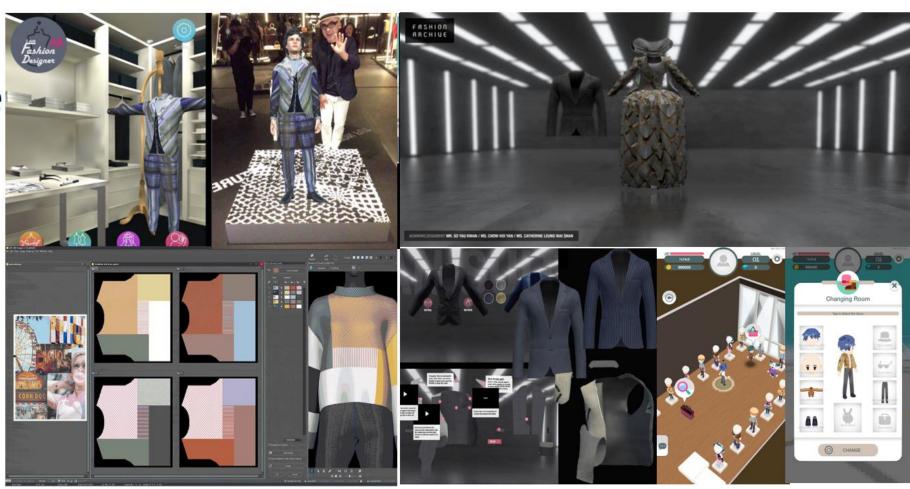




An extensive range of interactive digital archive including an online database system and interactive display technologies have been developed and put into service, aiming to enhance students' learning and motivation in fashion related topics such as fashion history, fashion technology and garment construction.

Digital Archive and Fashion Design

#digitalization
#i-wall
#Interactive design
#fashion
technology
#CLO software
#Animation





Virtual Fashion Kiosk and Smart classroom System

Digital Archive and Fashion Design

#Fashion Kiosk #Smart classroom #AR/ VR





Exhibition and Worksho p Space

#sub-cultural studies #fashion history #fashion value #local/international design #programme promotion To cultivate and exchange fashion design knowledge through showcasing theme-based fashion and culture exhibition as well as outstanding students' works from local and international design institutions. In addition, the FA regularly organizes and supports different types of fashion related workshops, aiming to enhance students' appreciation and knowledge of fashion design.



To cultivate and exchange fashion design knowledge through different local/ mainland travelling exhibitions, collaborative fashion projects, fashion presentations and shows.



Exhibition and Workshop Space

#sub-cultural studies
#fashion history
#fashion value
#local/international
design
#programme promotion





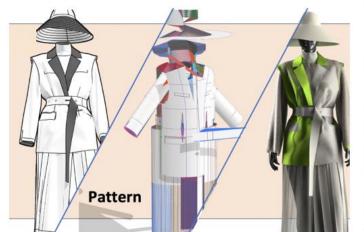


To enrich pattern design and garment construction knowledge through different digital applications/ software (CLO virtual fashion), innovating the way for students communicate fashion through both the 2D and true-to-life 3D garment simulation pattern and design technology

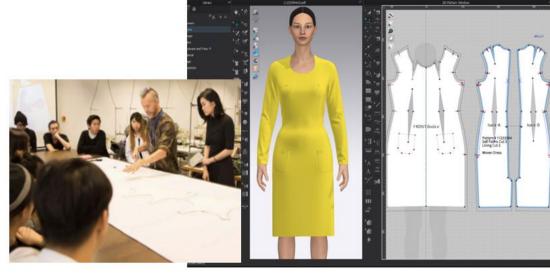
Pattern Technology and Garment Construction **Studies**

#2D/3D garment pattern simulation #3D Archive #AR/ VR #Interactive wall #Magic mirror #Virtual fashion kiosk #fashion appreciation day #sharing









F A S H I O N A R C H I U E

Follow us on FaceBook & Instagram



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hkdi_fashionarchive

HKDI Fashion Archive

時裝資料館

A707, HKDI, 3 King Ling Road, Tiu King Leng, N.T. Hong Kong 香港新界將軍澳景嶺3路號A707室





About Centre of Design Services and Solutions

The Centre of Design Services and Solutions was established in 2019 as one of the Knowledge Centres at HKDI.

Its services comprise four areas:

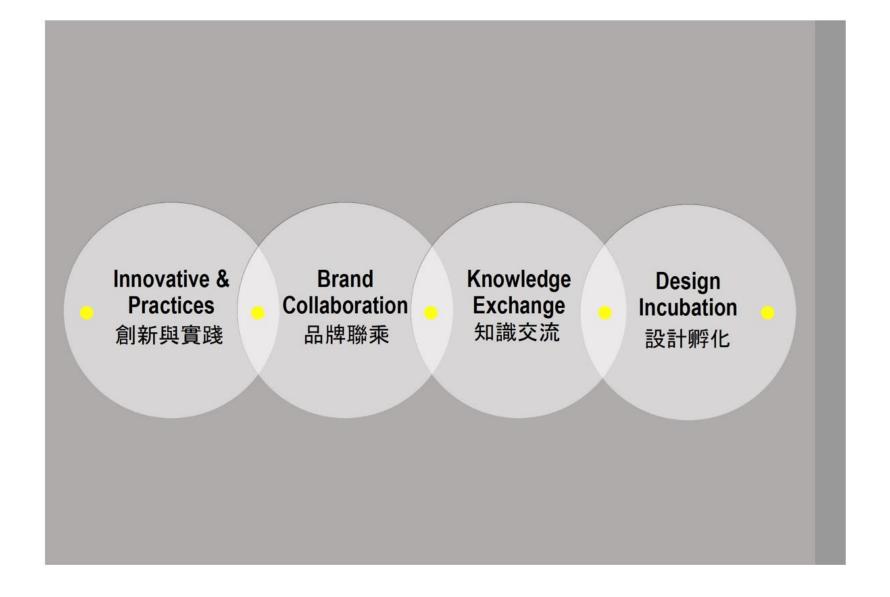
- i) Design Incubation
- ii) E-Commerce
- ii) Big Data Analysis
- iv) Technology-driven In-store Experience.

The Centre is commissioned to serve as a knowledge exchange hub for academics and retailers locally, regionally and internationally, and to synergise latest developments, innovative ideas and best practices, with a vision to build business strategies and design solutions for future challenges.





MISSIONS 使命







Upcycle Denim Workshop Participants: Alumnus Jason Lee and HD in Fashion Design students

The collaboration with Alumnus Jason Lee and our organization resulted in an upcycling denim collection with the theme of "Denim Monster". This collection involved taking upcycle factories past season denim and transforming it into new, fashionable clothing items.





CDSS Summer Workshops Participants: FID, DCD, AIP Students, Alumni

- In August 2023, CDSS organized a diverse series of workshops, providing students with a unique opportunity to work alongside alumni and industry professionals to create innovative products. These hands-on workshops aimed to enhance students' expertise in various design practices.
- One of the primary objectives of the workshops was to increase students' awareness and understanding of sustainable design. Through active participation, students gained insight into the significance of preserving the environment and learned about upcycling design concepts. The aim was to inspire students to explore new design approaches that promote environmental preservation and sustainability.







Natural Dye Workshop Participants: Alumnus Lam Kin Yan and HD in

Fashion Design, Fashion Branding and Buying, Communication Design and illustration students

Students created graphics and made silk screens during the workshop, then printed their graphics using natural dyestuff. By using natural print methods, fashion accessories like cushions and totes can be created.









Handmade Tote Bag Designed by student



Designed by student



landmade Tote Bag lesioned by studiest



andmade Tote flag.



endmade Yote Bug exigned by studient



Bundle dye workshop

Date: Mid of Aug

Participants: Indigood House and HD in Fashion Design, Fashion Branding and Buying, Communication Design and Illustration students

Indigood House promotes local indigo dyeing in Hong Kong, restores Hong Kong Hakka indigo, and provides a new generation of natural dyeing solutions.

In collaboration with Indigood House, students created a collection of silk scarves and wool hats by using the bundle dye technique.





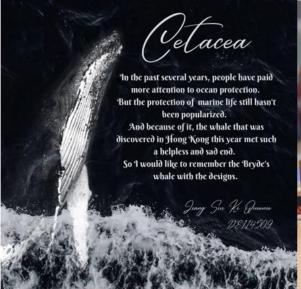


Upcycle glass Jewellery workshop Participants: HD in Jewellery Design and Technology

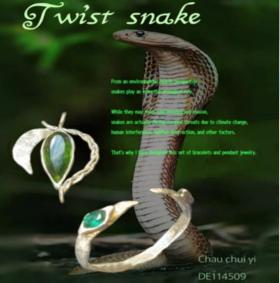
Working with the shop "A little something" to create a DIY Jewellery workshop using upcycled glass bottles. This workshop aims to promote sustainability in the jewellery industry by using eco-friendly practices.















問答環節

歡迎大家提問

立即登記參展 香港館@FaW Tokyo 2024



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Organiser

SFXX

Funded by Trade and Industrial Organisation Support Fund, Trade and Industry Department



Implementation Agent





Collaborating Organisations (in arbitrary order)

















