

MELBOURNE FASHION TO BE CELEBRATED ON A GLOBAL SCALE IN HONG KONG

The largest-ever international presentation of Victorian fashion will be showcased in Hong Kong in December 2018.

Running from 1–9 December, the 'Melbourne Fashion Showcase' will comprise three exhibitions and two smaller showcases including more than 50 Victorian designers.

The Melbourne Fashion Showcase forms part of Hong Kong Business of Design Week (BoDW), Asia's premier design event, where the international spotlight will be on Melbourne as the event's official Partner City. Melbourne is the first Southern Hemisphere city to partner this major event, following 2017 Country Partner, Italy.

BoDW presents an unprecedented opportunity for Melbourne's most influential fashion designers, and emerging brands, to tell their story to the world. Melbourne will send its most outstanding design masters and influential fashion business figures to Hong Kong where they can use the valuable platform to exchange ideas, network and explore new business opportunities.

The Victorian Government, through Creative Victoria, is supporting the mission to promote local fashion into a global marketplace.

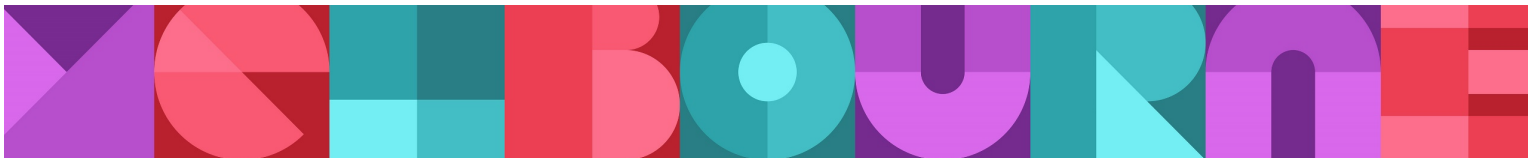
"This is an incredible platform to showcase Melbourne's design strengths to an audience of potential collaborators and trade partners and we are proud to be backing our designers to take on the world." –
Martin Foley, Minister for Creative Industries

The Melbourne Fashion Showcase at 7 Mallory Street, Wanchai, will include jewellers, fashion designers, costume, shoe and textile designers, artists and makers.

'Recognition', a First Peoples Fashion Exhibition, will feature six designers and is curated by Melbourne-based creative director, Philip Boon. This presentation of First Peoples fashion designers from Melbourne, as well as artists and collaborators, includes eveningwear, swimwear and both men's and womenswear. Philip is also the Producer of fashion film, of the same name, shot in Hong Kong by award-winning film and animation director Helen Clemens, which will be launched at BoDW. It will feature First Peoples models set against the city's iconic backdrop and will draw parallels to Melbourne's own strong urban design culture.

'WE ARE LUXURY' will present an exhibition of nearly 40 leading artisans and makers, who represent a 'new luxury', born in Melbourne. Handpicked by creative stylist Virginia Dowzer, designers such as Martin Grant, Jason Grech and Linda Jackson will be on show. This exhibition will amplify Melbourne's sub-culture and thriving trade of bespoke creation and unique design.

The Australian Fashion Council's CURATED program, driven by CEO David Giles-Kaye, will create a platform of collaboration for both Melbourne and Hong Kong-based emerging designers. Seven Melbourne designers will be showcased in an exhibition at 7 Mallory Street, connected through the theme of sustainability. Attendees will also have the opportunity to touch, shop and purchase a capsule collection at the AFC Curated Shop in the PMQ Building.



RMIT University's School of Fashion and Textiles, a world-renowned educational leader whose graduates can be found working for Dior, Alexander McQueen and Louis Vuitton, will present their exhibition, 'Fashion territories; so, what is fashion?' from their Bachelor of Fashion (Design) (Honours) and Master of Fashion (Design) program students.

Kangan Institute and the Textile and Fashion Hub will present the exhibition 'Great Southern Style – Mindful Australian Design' showcasing its design and millinery prowess. Incorporating sustainable techniques and mindful design, this theme explores all things Australian, from the beauty of the expansive landscapes to the unique flora and fauna. Also included in the exhibition will be a collection of couture dog coats, created to support the Guide Dogs of Victoria.

In addition to the exhibition program, the FASHION ASIA Forum, facilitated by Virgin Australia Melbourne Fashion Festival (VAMFF) CEO Graeme Lewsey, will feature Melbourne speakers including designer Bianca Spender; owner and director of Frank Body, Jess Hatzis; MD of Marketing & Events at David Jones, Rachel Trew; and stylist, Kate Gaskin.

During the week, Hong Kong hosts 130,000 delegates from more than 30 countries, attracting an audience from design and non-design firms, start-ups, SMEs, multi-national corporations, entrepreneurs, innovators, policy makers, industry and professional associations and design educators.

BUSINESS OF DESIGN WEEK
3 – 8 December 2018

MELBOURNE FASHION SHOWCASE
1 – 9 December 2018

HONG KONG
#melbdesignhk #melbfashionhk
<https://creative.vic.gov.au/design>

FOR BoDW FASHION MEDIA ENQUIRIES AND IMAGE REQUESTS PLEASE CONTACT KATE & CO:
Kate Evans | 0408 128 290 | kateevans@kateco.com.au
Claudia Hackworth | 0417 012 512 | claudia@kateco.com.au

