



毛織創新及設計協會有限公司

KNITWEAR INNOVATION AND DESIGN SOCIETY LIMITED (KIDS)

7th September, 2018
For Immediate Release

Annual Mega Event of the Knitwear Industry Knitwear Symphony and Hong Kong Young Knitwear Designers'

HONG KONG, CHINA Knitwear Symphony 2018 and The 8th Hong Kong Young Knitwear Designers Contest, presented by Knitwear Innovation and Design Society (KIDS), is held on 7th September, 2018 at the Hong Kong Convention and Exhibition Centre. This catwalk event designed to promote the culture of wool and provide a platform for the younger generation of designers in Hong Kong to break through the framework, to perform their creativity and show their strengths.

This year, KIDS has invited 3 brands, Japanese fashion brand, Shima Seiki, International fashion brand, HIDY N.G. and local creation brand HEAVEN PLEASE+ to bring us a knitwear fashion show. And This year's "Knitwear Symphony 2018" conference was honored to invite Mr. Richie Jen Hsien-chi, a well-known singer, He is appointed as the Knitwear Ambassador to support the local fashion design industry and young designers. As the guest model, He dressed in the design of one of the contestants, for the runway show.

The judging panel comprises many highly respected professionals – Mr. Ikuto Umeda, CEO of the Shima Seiki (Hong Kong) Limited; Mr. Anthony Keung, President and CEO of Fenix Group Holdings Ltd, Ms. Janet Cheung, Vice Chairman of Hong Kong Fashion Designers Association; Mr. Brian Tam, Project Manager of The Woolmark Company; Ms. Karen Ling, Deputy Editor-In-Chief of Ming's Magazine and Professor Raymond Au Wai Man, PhD, MH, Director of Fashion Farm Foundation.

For the contest, there is a total of 10 finale contestants were chosen from over hundreds of contestants. They are going to compete for the champion, 1st runner-up, 2nd runner-up, Shima Seiki Award and Best Use of Australian Merino Wool Award. For champion, 1st runner-up, 2nd runner-up, a total cash amount of HKD\$ 35,000 will be awarded. In addition, the Shima Seiki Award winners will receive a one-week internship offered by Shima Seiki (Hong Kong) Limited. And the internship will be held at the headquarters of Wakayama, Japan. Of course, the flight ticket and the accommodation are also included in the reward. The prizes for the Best Use of Australian Merino Wool Award winners are also attractive. The winner can get a seven-to ten-day trip to Australia for a round-trip airfare and free accommodation, he can learn more about using wool during this time.

KIDS aims to promote local knitwear culture in Hong Kong every year and expands the woolen market. At the same time, the public aware that woolen products are not monotonous or outdated. This event provide the opportunity to every new designer to create unlimited creativity, attract more graduates, and nurture new generations from generation to generation.

Knitwear Symphony 2018 and The 8th Hong Kong Young Knitwear Designers Contest is an excellent platform for everyone to see the development of the wool industry, trendy design, innovative technology, and encourage local designers to show their strengths. This competition can be seen as the cradle of designers, a platform for creative designers and graduates to spur creativity.

For further information, please contact Knitwear Innovation and Design Society:
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About Knitwear Symphony

Organized by KIDS since 2009. Knitwear Symphony is a mega fashion show to display the latest collections of famous designers, and also launch the Hong Kong Young Knitwear Designers' Contest since 2011. Knitwear Symphony aims to nurture the new generation of wool designers, to promote Hong Kong's Knitwear design and manufacturing capabilities and also to enhance our hometown as a world wool procurement hub.

More details information: www.hkkids.org

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