

To promote Macao's fruits of fashion development to the world as well as to support Macao's fashion industry to expand their business to the world, Macau Productivity and Technology Transfer Center (CPTTM) will take five Macao fashion brands to hold their own fashion show at the <Hong Kong Fashion Week for Spring/Summer 2015> on 9<sup>th</sup> July. These fashion brands will also display their collections at a related exhibition.

The fashion show will be held at the Hong Kong Convention and Exhibition Centre. Participating fashion brands include "MaConsef", "AURALO ARTE", "NUBIANO", "Salut, ça va?", and "Worker Playground". A total of about 70 created-in-Macao original pieces will be shown at the show, including creative fashion wear, trendy men's wear, and elegant evening wear. The show is a great opportunity for Macao to showcase its unique creative fashion culture to the world.

CPTTM took four fashion brands to Hong Kong Fashion Week last year for the first time. The fashion show received rave reviews and encouraging critic's acclaims. This year, on the thread of last year's success, CPTTM will lead five prominent Macao design teams and their brands to participate in the Hong Kong Fashion Week. The aim is to give Macao fashion brands their deserved opportunity to introduce their 2015 Spring/Summer collections at an international fashion platform in Hong Kong. By showcasing the created-in-Macao fashion on an international platform, it is hoped that this international audience can feel inspired by the positive energy and unique spirit of Macao's fashion design industry.

The <Hong Kong Fashion Week for Spring/Summer 2015> event is organized by Hong Kong Trade Development Council. It is the second largest fashion show in the world and the premiere event in Asia. Last year, close to 1,300 exhibitors from 20 countries and regions were attracted to the show. More than 18,000 buyers from 76 countries and regions also participated. CPTTM hopes to be able to leverage this platform to increase Macao fashion design industry's exposure to the international market, helping local brands to set foot on an international stage and find the right partners to expand their business to the world.

The Macao Fashion Show and Exhibition are open to the public. People of Macao and those who are interested in fashion are welcome to attend. Interested parties can contact Miss Ao of CPTTM House of Apparel Technology at 8898 0701 to request for tickets.

M A C A O

FASHION PARADE

09/07/2014 Wednesday 星期三  
14:00 – 14:30

Admission: 30 minutes before show time  
Hall 3C, Hong Kong Convention and  
Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong

入場: 演出前三十分鐘  
香港灣仔博覽道1號香港會議展覽中心展覽廳 3C

Organiser



香港貿易發展局

Show Participant



ALUMINUM GROUP

Brands



Acknowledge



Pi4 ZING<sup>®</sup> the makeup school



Hong Kong Fashion Week for Spring/Summer  
香港時裝節春夏系列