

Press Information

“Macao Fashion Festival 2018”, an event jointly organized by Macao Productivity and Technology Transfer Center (CPTTM) and Macao Trade and Investment Promotion Institute (IPIM), will be a three-day event that is held from 18th to 20th October at Florence Room of The Venetian Macao – Resort – Hotel, during the same time as the “23

rd International Trade and Investment Fair (MIF)”. Through this annual gala event of the Macao fashion industry, the organizers hope to showcase the brilliant original Macao design works to the world, present the outstanding efforts and achievements of the Macao fashion industry during last year, and demonstrate the prowess of Macao fashion professionals to the society and the outside world, helping to create visibility and business opportunities for participating fashion labels.

This year, a total of 31 design labels will participate in Macao Fashion Festival. Fashion Style Exhibition areas will be set up to display the charms and creativity of Macao fashion labels. There will also be six fashion shows, including the “Opening Ceremony and Belt and Road Initiative Fashion Parade”, the “<Style□ Encounter Moment> Fashion Parade of the 5th Subsidy Programme for Fashion Design on Sample Making” which is organized by the Cultural Affairs Bureau (ICM) of the Macao SAR Government, as well as four fashion shows by distinguished Macao fashion labels.

The “Opening Ceremony and Belt and Road Initiative Fashion Parade” will start at 4:30 pm on 18th October. The nine designers are from Guangzhou, Taipei, Hongkong, Macao, Bangkok, Cebu, Bissau, and Maputo, the last two are cities of Portuguese-speaking countries. The show aims to convey the concept of fusing mainstream Chinese culture with diverse multi-culture of the world. Each designer brings a unique style of fashion that stand out in their own culture. Besides experiencing fascinating designs from different geographic regions, it is also an experience of how different cultures interpret creativity and fashion.

This year, CPTTM continues to invite buyers from all over the world to visit and conduct business at the Macao Fashion Festival, including Guangdong Fashion Buyers Association, Hongkong fashion buyers, and representatives of department stores and online stores. Many fashion media will also be invited to attend the event, hoping that the series of fashion activities will be able to create exposure and business opportunities for the fashion industry. By running “Macao Fashion Festival 2018” and “23rd International Trade and Investment Fair (MIF)” at the same venue and the same time, the organizers hope to create more impacts and influence, using fashion festival as a bridge to connect Macao fashion labels to the well-established MIF trade and commerce platform. This will also allow designers and fashion labels to make direct contact and exchange ideas with exhibitors and buyers from around the world, helping to promote trade business for Macao.

On 18th October, MIF and Macao Fashion Festival 2018 will only be open to trade visitors and guests. If the public wish to attend, they will need to pre-register online at www.mif.co.m.mo

Successful registrants will receive confirmation email with electronic barcode issued by the event organizer. They can then present their barcode at the event registration counter to receive their entrance pass. They can also do onsite registration at the registration counter upon arrival at the venue. Anyone with an entrance pass can attend the “Opening Ceremony and Belt and Road Initiative Fashion Parade”, which will be held at Florence Room. On 19th and 20th

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October, anyone with an entrance pass or ticket can attend the event. A small amount of tickets will be distributed at the entrance of Florence Room before the show. People who are interested in the event are welcome to request the ticket and enjoy the fabulous fashion shows.

For detailed information about the “Macao Fashion Festival 2018” program, they can be found in the Macao Fashion Festival pages at www.cpttm.org.mo