

Macao Fashion Festival 2019-Press Information

Macao Fashion Festival 2019, which is jointly organized by Macao Productivity and Technology Transfer Center (CPTTM) and Macao Trade and Investment Promotion Institute (IPIM), will be held from 17th to 19th October at Florence Room of the Macao Venetian, during the same time with the 24th Macao International Trade & Investment Fair (MIF). This year, there will be a total of 47 designers and fashion labels coming from Hong Kong, Macao, Mainland China, and overseas to participate in the festival. Through this annual fashion industry gala event, the organizers hope to showcase to the society and the outside world, the accomplishments achieved by original Macao designs and prowess demonstrated by Macao fashion professional during the last year. It will help to heighten their recognition, creating more business opportunities for the designers and their labels.

The theme of the fashion festival for this year is “Fashion Collaboration”. It is a manifestation of the activities that lead to regional fashion industry collaboration between Macao and different parts of the world. Under the notion of “discussing, creating, and sharing with each other”, it aims to energize the development potential of the Macao fashion design industry, solidifying the status of Macao designs in the international fashion industry.

This year, besides having a Fashion Exhibition Area equipped with specially designed devices to showcase the charms and glamor of Macao fashion and accessories labels, various sub-events and activities such as fashion style area, souvenir area, shake-you-mobile game, and fashion tours will be set up to increase participant interaction. There will be six professional fashion shows, including the “Opening Ceremony and the Belt-and-Road Initiative Fashion Parade”, the “<Style Encounter Moment> Fashion Parade of the Subsidy Programme for Fashion Design on Sample Making” organized by the Cultural Affairs Bureau (ICM) of the Macao SAR Government, the “Graduation Show for the CPTTM 2018/2019 Diploma Program for Fashion Design and Manufacture”, a jewelry show, and two fashion shows by distinguished fashion labels.

During the three-day fashion festival, the main attraction is the opening show, “Opening Ceremony and the Belt-and-Road Initiative Fashion Parade”, which will start at 4:00 p.m. on 17th October. The show features fashion designers from Guangzhou, Shenzhen, Taipei, Hong Kong, Macao, Jakarta, as well as Praia (Cape Verde) and Victoria (Brazil), both cities of Portuguese-speaking countries. It will be a show that manifest the profound Chinese culture

while showing its seamless integration with other diverse cultures. Each designer brings a unique style with distinctive personality, giving the audience an appreciation of the diversity of designs stemming from interpretation of styles by different cultural backgrounds around the globe.

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 2019” and “24th International Trade and Investment Fair (MIF)” at the same venue and the same time, the organizers hope to create better impacts and influences, using fashion festival as a bridge to connect Macao fashion labels to the well-established MIF trade and commerce platform. This will 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.

All Macao Fashion Festival shows and exhibitions are open to public without charge. All interested parties are welcome to attend. Seats are limited and will be available on a first-come-first-served basis. Detailed information about the “Macao Fashion Festival 2019” program can be obtained by contacting Miss Mak or Miss Leong at Tel: 8898 0701 during office hours or by browsing the CPTTM website at www.cpttm.org.mo .