

5th World Boutique, Hong Kong Gathers Momentum for mid-January

World Boutique, Hong Kong, the annual fashion extravaganza organised by the Hong Kong Trade Development Council (HKTDC) will be held from January 15 to 18 at the Hong Kong Convention and Exhibition Centre.

It will showcase collections of talented and creative designers from around the world, as well as fashion and lifestyle items offered by notable brand names.

The fair will also offer a unique mix of premium quality apparel, handbags, shoes, watches, and fashion jewellery from Hong Kong, Austria, Australia, Canada, the Chinese mainland, France, India, Indonesia, Italy, Singapore, Switzerland, Taiwan and Ukraine. Over 300 notable fashion brands such as Escada, Laurel, MOISELLE, Artini, Apriori, IKA, Playboy, Princess, Sister Joli, Q'ggle and designers' labels like Cecilia Yau, William Tang, PETER LAU, ranee_k will be featured.

Over 20 fashion shows, salon shows and mini parades will be staged to feature the latest collections of talented designers as well as world-class branded lifestyle products. Fashion stalwarts can capture up-to-date trend information and exchange market intelligence with industry players from around the world.

Since its inception in 2003, World Boutique, Hong Kong has been successfully established as the vital showcase for designers' collections and brand names from all corners of the globe. It will run concurrently with Hong Kong Fashion Week for Fall/Winter 2007, which will feature a wide range of garments and fashion accessories from about 1,300 companies.

To give visitors a preview of the unparalleled designs and flair of exhibitors, TDC arranged a photoshoot with Hong Kong's renowned models, Ana R., Lisa S. and Amanda Strang, presenting some of the branded outfits to be exhibited at World Boutique, Hong Kong. The photoshoot took place at special furniture shops with in style décor, namely Artura Ficus, Rimba Rhyme, Shambala Furniture Warehouse and Tequila Kola.