



# Strike a Pose

Models brush back the wintry doldrums at the **HKTDC** Hong Kong Fashion Week for autumn/winter 2013

**Clockwise From Left**

Models on the catwalk at last year's HKTDC Hong Kong Fashion Week for autumn/winter; buyers browse the stalls; exhibitors and traders at the Hong Kong Convention Exhibition Centre

The music blares over the sound system as a bevy of models parade down the runway in elaborately designed outfits. Their sky-high heels defy gravity as they saunter under the spotlight. Each reaches the end of the catwalk and strikes a pose, their intense gazes looking out to the crowd and flashing cameras. This isn't the scene of Fashion Week in Milan or Paris; it's the HKTDC Hong Kong Fashion Week for fall/winter 2013, which takes place from January 14 to 17.

Now in its 44th year, the four-day event is one of the largest of its kind in Asia and plays host to a collection of accomplished global designers, and up-and-coming names looking to fill the vast closets of Hong Kong and China. Various pavilions and zones attract exhibitors and buyers from across Asia, including those from Mainland China, India, Macau and Taiwan. International brands scheduled to showcase the newest collections and latest designs include Hong Kong's own Johanna Ho, Parisians Nana Aganovich and Brooke Taylor of Aganovich, and Chi Zhang from Beijing, among others. Local celebrity favourites Ho and Zhang are sure to reel

in notable personalities and fashion-savvies, while Aganovich has been a Paris Fashion Week regular since 2009.

Running concurrently with the HKTDC Hong Kong Fashion Week for fall/winter is the Hong Kong Young Fashion Designers' Contest—a platform to nurture budding fashion designers—and the 11th edition of the HKTDC World Boutique Hong Kong. Designer collections from Che Che New York, Ika Butoni, Marcaain and Pashma will dress the ample space of the Hong Kong Convention and Exhibition Centre. This year, acclaimed Peruvian designer Sumy Kujon show soff her threads of blended baby alpaca and silk, symbolic of her Chinese and Peruvian design heritage.

Make sure to be runway-ready for the rest of winter with a visit to the Hong Kong Fashion Week for autumn/winter 2013. ■

**HONG KONG FASHION WEEK FOR AUTUMN/WINTER 2013**

Where: Hong Kong Convention and Exhibition Centre  
When: January 14–17  
[www.hktdc.com](http://www.hktdc.com)