

2017 HONG KONG INTERNATIONAL FUR & FASHION FAIR

For Immediate Release

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Hong Kong Fur Gala 2017 Showcasing the Fashion-forward Glamour of Furs

(16 February 2017 - Hong Kong) The Hong Kong International Fur & Fashion Fair from 16 to 18 February, an annual highlight on the fashion calendar, kicked off today at the Hong Kong Convention and Exhibition Centre. An exceptionally all-rounded range of exhibits, ranging from raw materials to fur apparel and accessories were in the limelight. The total exhibition space reached 30,000 square meters to congregate over 210 local and overseas exhibitors from 13 countries and regions, including two national pavilions from Germany and Greece.

The grand occasion opened with the glamorous Fur Gala 2017. Hong Kong has long been regarded as one of the biggest garment exporters in the world, yet many may not realize that this cosmopolitan in South East Asia also is the largest fur exporter and fur trading centre in the world! With decades of experience and expertise in fur production and exports, Hong Kong furriers are today shipping their stylish fur accessories and apparel to over 30 countries around the world, gracing the racks of reputable stores and boutiques in traditional as well as emerging markets.

The spectacular event saw the honorable presence of Mr. Gregory So Kam-leung, GBS, JP, Secretary for Commerce and Economic Development of the HKSAR Government and Ms. Margaret Fong, Executive Director of the Hong Kong Trade Development Council as the Guests of Honor, highlighting the government's recognition for the remarkable achievements of the Hong Kong fur industry on the international stage. Meanwhile, Mr. Henry Sun, Chairman of Hong Kong Fur Federation, noted, "Hong Kong furriers' persistence in refining their technology, craftsmanship and design in all these years continuously making this city upholding its position as the fur world's most reputable trading partner. The long-term support of and collaboration between the HKSAR Government, and local and overseas business partners also established Hong Kong as a world recognized premium fur apparel label."

At the highly anticipated presentation themed as "An Evening of Moments", 15 original collections presented by local furriers impressed the audience with over a hundred unique fur looks that celebrate the romantic, passionate, glamorous and cheerful charm of the opulent material and its versatility. From the romantic and sporty silhouettes, to urban chic styles and gorgeous evening gowns, every piece complements modern femininity with its sensational visual effect and luxury texture. Amongst the newest collections, 2 men's collections were debuted this year, showcasing the urban elegance for men. Creative and innovative furriers in Hong Kong have never failed to amaze international buyers with timeless chic and fashion-forward fur fashion.

Today, "Fur by Hong Kong" has become a distinguished label around the globe, synonymous with state-of-the-art technologies, unrivalled craftsmanship and original design. Revealing the latest trends of fur fashion, Fur Gala 2017 offered the perfect platform for buyers and professionals worldwide to explore new inspiration and share latest market trend with industry players.

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The dazzling night also saw the elegant presence of many celebrities, including Mr. Andy Wong, Ms. Grace Chan, Ms. Dada Chan, Ms. Lily Ho, Ms. Rose Chan, Ms. Rebecca Zhu, Ms. Ava Liu, Ms. Bobo Li and Ms. Angelika Nikolaeva.

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The Hong Kong Fur Federation was established in 1979 to coordinate Hong Kong fur trade activities and to promote its development. The vast majority of raw materials used by Hong Kong fur manufacturers are sourced from modern fur farms in Scandinavia, the USA and Canada. All wild furs come from overpopulated species so as to maintain the ecological balance. Industry players also work closely with their local governments to ensure that no endangered species are being used.

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