

## **Contemporary Cheongsam Exhibition to Showcase Hong Kong's Unique Heritage and Fashion Design Excellence in Japan**

Exquisite masterpieces of timeless beauty and elegance from some of Hong Kong's leading fashion designers will be on display during "The Chic of Hybridity: a Collection of Contemporary Cheongsam" Showcase, which is an event of Hong Kong Week in Japan.

The exhibition of cheongsam (or qipao), organised by the Hong Kong Arts Centre (HKAC), will be held in Tokyo at Shibuya Hikarie (Nov 3-11) featuring 10 modern cheongsam dresses from acclaimed designers and fashion labels, demonstrating the diversity of cheongsam across generations.

Cheongsam is a cultural icon that remains fashionable today, and also happens to be a favourite fashion choice of Carrie Lam, Chief Executive of the Hong Kong Special Administrative Region, who will be visiting Japan during Hong Kong Week.

Traditional cheongsam sewing techniques are officially recognised as being part of Hong Kong's intangible cultural heritage, explained Connie Lam, Executive Director of the HKAC. "Cheongsam represents the mixed cultures in Hong Kong that keep evolving with the environment, like Hong Kong itself, embracing the hybridity of diverse cultures and generating the energy in a changing world," she said.

On display at the exhibition are works from renowned designers including Vivienne Tam, Barney Cheng, Grace Choi, Mary Yu and Fion Fung. Design labels G.O.D. and Loom Loop are also presenting their designs at the event. Other designers taking part in the Showcase are Raneek Kok, Janco Lam and Amy Wong, with the trio traveling to Tokyo to attend the event.

"Cheongsam remains a classic yet trendy style of Hong Kong fashion," said Ms Lam. "Highlights of the showcase would be a diverse selection of cheongsam that represents the variation of their contemporary designs, from the timeless features of the classical cuts to the trendy styles cross-bred between elements of cheongsam itself and arts and cultural touches."

The iconic status and timeless beauty of cheongsam is likely to resonate with

people in Japan, where the enduring affection and admiration of kimono is reflected by the popularity of this attire amongst people of all ages.

“Similar to kimono in Japan, cheongsam is also one of the most internationally well-known intangible cultural heritage entities, and they are both iconic symbols of cultures and still fashionable as an everyday outfit,” said Ms Lam. “Cheongsam and kimono are both nurtured from the traditional costumes and developed their own uniqueness and are both wearable arts that are timeless in the fashion and cultural contexts.”

The exhibition of contemporary cheongsam is among a variety of events organised during Hong Kong Week in Tokyo, which runs from October 29 to November 11.

“In the Showcase, we would like to share what Hong Kong contemporary cheongsam is with the audiences in Japan,” Ms Lam said. “When Chinese traditional qipao tailoring absorbed the new nutrition of ‘dyapiag’ from its European counterpart and gave birth to the unique Hong Kong style dress: cheongsam.”

Underscoring the cultural significance of cheongsam and kimono as well as the strong mutual respect and affection between people of Japan and Hong Kong for each other’s culture, a kimono workshop will be held in Hong Kong at the HKAC in mid-November.

“It has long been the mandate of the HKAC to promote contemporary arts and culture in Hong Kong and overseas,” Ms Lam said. “The parallel events will facilitate cultural exchange between designers from Hong Kong and Tokyo.”



*Designed by Amy Wong*



*Designed by Barney Cheng*



*Designed by Grace Choi*



*Designed by Mary Yu*



*Designed by Vivienne Tam*