



March 2019

## Denim Festival

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### Recommended Citation

(2019) "Denim Festival," *SIGNED: The Magazine of The Hong Kong Design Institute*, 38-43.

Available at: <https://repository.vtc.edu.hk/ive-de-signed/vol21/iss21/29>

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# CELEBRATING NEARLY 150 YEARS OF DENIM CULTURE

Hong Kong Denim Festival  
11-27 JAN 2019  
PMQ & Sham Shui Po Fabric Wholesale District

Organised by Hong Kong Design Institute (HKDI), the inaugural Hong Kong Denim Festival was a three-week cultural and design event to promote the promulgation of denim — the iconic material invented in 1873 by Jacob Davis and Levi Strauss (and named after the Italian city of Genoa, where the cotton corduroy from which denim evolved was made).

This one-of-a-kind festival featured a dynamic series of activities including a denim bazaar, exhibitions, design workshops, seminars and presentations that embraced both the history and future of denim. Visitors from all walks of life were intrigued by the chronological development of the denim culture — mixing the nostalgia of the fabric with new techniques in manufacturing as well as fashion trends and styles.

This dual-location festival featured three distinct tracks: “King of Fashion: Denim” Exhibition, a Denim Bazaar and Sham Shui

Po Downtown Denim. Together, they comprised a comprehensive timeline of the brands, manufacturers and talents that have shaped today’s denim culture.

To help visitors understand the evolution of trends in denim, HKDI Fashion Archive put together 10 pieces from brands including Christian Dior, Jean Paul Gaultier, Moschino and Comme des Garçons from the 1980s to the 2000s — led by Ms Elita Lam, Head of the HKDI’s Department of Fashion and Image Design and Director of its Fashion Archive.

Levi’s participation didn’t disappoint: it exhibited one of the oldest pairs of blue jeans in the world, made in Nevada in 1880. Also on show by Levi Strauss & Co. were the classic 501 Homer jeans (1917) worn by an Arizona miner every day for three years except on Sundays; and a pair belonging to the late Apple founder Steve Jobs from the 1980s.

**EXHIBITION** 展覽  
**SEMINAR** 講座  
**MUSIC SHOW** 音樂表演  
**BAZAAR** 市集  
**WORKSHOP** 工作坊

香港牛仔節 1.11 — 1.27 | PMQ 元創方 | SHAM SHUI PO STREET 深水埗基隆街

#HKDF #HKDENIMFESTIVAL

Website 網址

**ORGANISER** 主辦單位: HKDI HONG KONG DESIGN INSTITUTE 香港設計學院

**MAJOR SPONSOR** 主要贊助: CREATHEK

**VENUE PARTNER** 場地夥伴: PMQ 元創方

**STRATEGIC PARTNER** 策略夥伴: ADVANCE DENIM 元創方

**SPONSORS** 贊助商: bauhaus, CRYSTAL APPAREL LIMITED 晶瑩時裝有限公司, H.W. TEXTILES 興威紡織, COTTON USA, LEVI'S, MING'S, MAINETTI, PANTHER DENIM

**EVENT PARTNERS** 活動合作夥伴: HONG KONG DESIGN INSTITUTE

**MEDIA PARTNER** 媒體夥伴: MING'S

**SUPPORTING ORGANISATIONS** 支持機構: 香港設計學院, 香港紡織及服裝協會, 香港時裝工業家協會, 香港國際貿易發展局, REDRESS

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Hong Kong Denim Festival 2019, PMQ, Central



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### Interview with Ms Elita Lam, Head of Department of Fashion and Image Design at HKDI and organiser of the Hong Kong Denim Festival

#### How did you source the pieces you exhibited at the Hong Kong Denim Festival? Were they difficult to find/select?

We sourced the pieces from various brands, local designers, artists and denim lovers. In the beginning, we were aiming at local brands with an historical background, such as Bang Bang, Apple, York, etc. We were lucky enough to get in touch with the founder of York who let us have signature items from the '80s when we went to his shop in Prince Edward — the only one left.

Before the event, two project team members visited New York Denim Day where they met the Turkish artist Deniz Sagdic and invited her to showcase her work at the HKDF. Advance Denim, a strategic partner, introduced to us a number of renowned overseas brands to participate, including Levi's and G-Star.

ImagineX Group presented items from one of its brands, Scotch and Soda, at the exhibition, while Sidedame, another partner, gave us some items from one of its brands, 45R. An exhibitor introduced to us Chevignon, which also contributed exhibits. Other exhibitors included HKDI alumni with successful brands, including Koyo William and Luddite.

The selected items were mainly products with a story to tell. We spent several months consolidating and received very positive feedback and support from our industry partners, either in contributing items for the exhibition, or to workshops, seminars, souvenirs or sponsorships.

#### How influential do you think denim has been in the fashion world and do you foresee it continuing to be so for another century and a half?

Denim is an all-encompassing, bottom-up fashion. It was originally worn by workers (or Gold Rush miners in the 18th century). In the '80s, many fashion brands started jeans lines, and there are now millions of denim lovers worldwide. Almost everyone has at least one pair at home.

#### What kind of feedback were you expecting from partners, brands and fabric sellers? And how do you think this first-of-its-kind event will help bring the industry closer together?

We received very positive feedback from designers, design associations, manufacturers, brands, students and staff. We were surprised to find that there are so many passionate denim designers in Hong Kong. During the event, the HKDF facilitated potential collaborations between various exhibitors. The workshops and seminars were fully booked a day after we opened for online registration. We drew more than 100,000 visitors throughout the three-week event.

The Hong Kong & Kowloon Textile Fabrics Wholesalers Association Ltd. was very supportive and it lined up fabric shops in Sham Shui Po to support the event. Renowned international fashion designer Vivienne Tam joined us in Sham Shui Po, where she met with students and young designers. We were inspired to continue our activities at the HKDF and host more fashion events in Sham Shui Po in the near future.





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- 02 Hong Kong Denim Festival 2019, Sham Shui Po Fabric Wholesale District
- 03 The Denim Skin Project by Deniz Sagdıç and Selçuk Sepici
- 04 Homer 501 from Levi Strauss & Co. Archives
- 05 Nevada Jeans, 1880s, from Levi Strauss & Co. Archives