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Ones to Watch - Miffy

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ONES TO WATCH



Miffy

Renowned cartoon character Miffy celebrates its 65th birthday this year. The iconic rabbit figure created by Dutch artist Dick Bruna has been bringing joy and inspirations to the world for over half a century. In light of the character's 65th anniversary, Mercis bv, managing firm for Bruna's creations, hosts the Miffy Fashion Design Project, inviting international fashion design students from Hong Kong, Nottingham, Milan, Mexico and Utrecht, to present their own interpretations on a modern Miffy's

fashion choices. The end result is a collection of 86 Miffy cuddly toys. These creative new outfits for Miffy becomes a part of the exhibition *Miffy, 65 years a source of inspiration* at the Centraal Museum Utrecht from 20 June to 20 September 2020. The top ten finalists can have their Miffy designs commercially produced and launched into the market. Two students from HKDI's Higher Diploma in Fashion Design became finalists in the design project, with their creations taking inspirations from the ancient Tang Dynasty

and film *2001: A Space Odyssey* respectively. The two aspiring designers also had the opportunity to attend the digital opening of the exhibition on 19 June 2020, where they shared their design concepts and insights during the creative process.