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## Event - 2nd Hong Kong Denim Festival

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Denim Tomorrow 明日牛仔服裝展

# 2<sup>nd</sup> Hong Kong Denim Festival

## 第2屆香港牛仔節

Hong Kong Denim Festival (HKDF) returns this year with an array of exciting activities fusing denim fashion with local culture. Organised by HKDI and sponsored by CreateHK, the event unveils with an exhibition at PMQ Arts Complex.

香港知專設計學院 (HKDI) 主辦、創意香港贊助的第二屆「香港牛仔節」，在今年分為兩部分展開。首部分展覽於2月在元創方舉行；而第二部分的社區推廣活動則在3月開始主要在深水埗舉辦。

Following the success of the very first Hong Kong Denim Festival, the 2nd HKDF returns with the hope of fostering development of the local denim industry. Opening the long-awaited festival is "Denim Tomorrow", an exhibition held by HKDF at PMQ Arts Complex. It navigates visitors through the development history of the denim fashion industry and explores the application of different technologies in the making of denim fabric.

For denim enthusiasts and curiosity-driven visitors alike, the PMQ exhibition showcases industry innovations via interactive multimedia displays. Young designers and denim manufacturers join

forces on collaborative projects. A timely act, all exhibitions of HKDF are available online, including one of its core activities, the Denim Bazaar. This allows not only local participants but also worldwide access to the diverse denim fashion culture of Hong Kong.

The online version of the "Denim Tomorrow" exhibition offers a virtual 360° tour of the venue, allowing visitors view its innovative lineup of projects online. To get a glimpse of its unique items, think the most advanced laser printing and denim finishing (washing) technologies by Jeanologia, and JACQUARD™ BY GOOGLE x LEVI'S® trucker jacket.



The online Denim Bazaar is a core programme of HKDF. The Bazaar aims to provide an international exchange platform for denim design talents and denim enthusiasts where they can freely browse and purchase their favourite denim pieces. This year's Denim Bazaar offers works by both local and overseas designers and artists. Products are no longer confined to wearable denim, but also includes artworks and other objects. The event aims to bring forth the idea of applying denim fabric to different daily scenarios in addition to fashion apparel.



2019年首屆牛仔節推出時已收穫業界內外好評，兩年後的第二屆則更加致力於將牛仔產業多年來累積的創意與智慧在社區和公眾中推廣，由此推出更多兼具創意和趣味的活動。在線上與線下都能參與的牛仔節活動與展覽更是為本土牛仔文化打開了一扇通向世界的大門。

線上版本的 "Denim Tomorrow" 展覽向參觀者提供了360° 全方位觀展體驗。線下場地中的所有展品均一目了然。此次展品集合充滿創意與前瞻性，其中包括 Jeanologia 的尖端激光打印與牛仔水洗技術，以及 JACQUARD™ BY GOOGLE x LEVI'S® 所帶來的精彩作品。

牛仔集市是牛仔節的一大核心活動，旨在為牛仔服飾愛好者與設計師提供一個便於他們販賣和選購牛仔製品的平台。今年的牛仔節更是推出線上版本，選品中也涵蓋本土和國際設計師的作品。更為特別的是，為傳達牛仔面料的可塑性，本次牛仔集市在服飾之外，還加入了由藝術家創作的牛仔面料相關藝術品。

1. Mr. Tony Tai Chark-long, Chairman of VTC gave speech.  
職業訓練局主席戴澤棠先生致辭
2. The Denim Tomorrow Exhibition held in PMQ Central  
在中環元創方舉行的「明日牛仔」展覽
3. Scene of Denim Workshop  
街頭牛仔工作坊花絮
4. Online Denim Bazaar  
線上牛仔市集
5. Weekend Denim Bazaar held in Sham Shui Po (1)  
在深水埗舉行的街頭牛仔市集 (一)
6. Weekend Denim Bazaar held in Sham Shui Po (2)  
在深水埗舉行的街頭牛仔市集 (二)
7. Guest Performer in the opening ceremony, Tonick  
開幕禮中的表演嘉賓 Tonick
8. International Denim Design Exchange Project and Exhibition  
國際牛仔布設計交流項目和展覽
9. Levi's® workshop  
Levi's® 型格牛仔頭帶工作坊
10. Showcase of designs made by local designers and students from Youth College International  
展出了本地設計師和職業訓練局青年學院學生的作品
11. Showcase of designs from brand, SFZ & SON by alumni of HKDI, Mr. Sonic Lam  
展出了香港知專設計學院畢業生林偉強為品牌 SFZ & SON 創作的作品