

When Fashion meets Metaverse: How Digital Fashion ties with Sustainability

當時裝遇上元宇宙：數碼時裝與可持續性的連繫

Date 日期 : 10 / 9 / 2022 (Saturday 星期六)

Time 時間 : 3:45pm – 4:45pm

Venue 地點 : Miniverse, Hall 1B, HKCEC
香港會議展覽中心展覽廳 1B, Miniverse

Speakers 講者 : **Mr Alan Hau**
Global Head of Partnerships, Virtual Touch Group Ltd
侯展鵬先生
Virtual Touch Group Ltd 環球藝術主管

Ms Amy Lee
Business Development Manager NEA & SEA, Lenzing Fibers Hong Kong Limited
李守儀小姐
蘭精纖維 (香港) 有限公司 東北亞及東南亞業務拓展經理

Mr Michael So
Chief Consultant Metaverse, Mirum Agency Hong Kong
蘇仲成先生
元宇宙項目 Mirum Agency 首席顧問

Language 語言 : English & Cantonese 英語及廣東話

Admission 入場 : Free of charge, pre-registration required 免費參加，需預先登記

Time 時間	Tentative Rundown 擬定程序
3:30pm – 3:45pm	Registration 登記
3:45pm – 4:00pm	<p>The Convergence of Physical and Digital 物理與數碼的融合</p> <ul style="list-style-type: none">▪ About Virtual Touch▪ Educating and elevating awareness of what Digital Transformation & the Metaverse means to the fashion industry in view of global sustainability stand-points▪ How we do things at Virtual Touch – a visual roadmap through our 3D Eco-system <p>Speaker 講者：Mr Alan Hau, Global Head of Partnerships, Virtual Touch Group Ltd Virtual Touch Group Ltd 環球藝術主管 侯展鵬先生</p>
4:00pm – 4:15pm	<p>Sustainability drives Innovation – from Virtualization to Commercialization 可持續發展推動創新—從虛擬化到商業化</p> <ul style="list-style-type: none">▪ About Lenzing Fibers & Sustainability▪ Success story sharing to demonstrate how digital fashion connect to Sustainability with high efficiency and effectiveness▪ TENCEL™ LUXE X Advance Denim X Classics Anew▪ From concept to design, from 2D fabric rendering to 3D visual simulations, from static display to dynamic presentation.▪ 有關蘭精纖維與可持續發展▪ 分享營銷活動的成功項目，展示數碼時尚與可持續時尚的聯繫及其高效率 and 有效性▪ TENCEL™ LUXE X Advance Denim X Classics Anew▪ 從創意概念到設計，從 2D 織物到 3D 視覺模擬，從靜態展示到動態呈現 <p>Speaker 講者：Ms Amy Lee, Business Development Manager NEA & SEA, Lenzing Fibers Hong Kong Limited 蘭精纖維（香港）有限公司 東北亞及東南亞業務拓展經理 李守儀小姐</p>

CENTRESTAGE

ASIA'S FASHION SPOTLIGHT

9-11 / 9 / 2022

4:15pm – 4:30pm

Events and e-learning in Metaverse

於元宇宙舉辦活動和數碼學習

Our world is eye-opening when the physical and virtual realities fully come into the play. Metaverse becomes the new fashion thanks to the industry trendsetters who take us to this uncharted territory. This is a springboard to many business ideas, new creations and applications. Fashion reimagined. Events reinvented. e-Learning re-engineered.

現今科技可令人我們大開眼界的想必是實質及虛擬世界同時發揮最大互補作用時。

元宇宙科技成為新趨勢定要歸功於行業引領者，把大家帶到未開創的領域，作為不同商業理念、創新及應用的橋樑。重新聯想新趨勢，為各種交流活動再定義，提供嶄新的網上學習模式。

Speaker 講者：Mr Michael So, Chief Consultant Metaverse, Mirum Agency Hong Kong
元宇宙項目 Mirum Agency 首席顧問 蘇仲成先生

4:30pm – 4:45pm

Q&A Session 問答環節

Organiser 主辦機構:



About the Speakers 講者簡介

Mr Alan Hau

Global Head of Partnerships, Virtual Touch Group Ltd

侯展鵬先生 Virtual Touch Group Ltd 環球藝術主管



Alan is a graduate of the world-renowned Royal College of Art, his work life journey has taken him across the globe. With an accumulated 20+ years experience within fashion as a designer & creative director for international brands, fashion tech startups, 3D fashion, Web 2.0 to Web 3.0, fashion metaverse and Higher education. His motto - learn that success is only a fad, and failures are what really make us become a better version of ourselves.

Ms Amy Lee

Business Development Manager NEA & SEA, Lenzing Fibers Hong Kong Limited

李守儀小姐

蘭精纖維（香港）有限公司 東北亞及東南亞業務拓展經理



Amy from Lenzing as Business Development Manager NEA & SEA with focus to manage key accounts, initiate channel marketing activities and forward thinking solutions to drive sustainable growth.

She is the committee member of the SFAA and the HKFA, as well as a member of the HK General Chamber of Textiles. As an active player to connect stakeholders along textile and fashion industries supply chain to create value added collaboration campaigns to drive product innovations benefit both educational and commercial development.

Her background in design, product development, retail & brand management, channel marketing and account management for the past decades enabling her further development on business networking across industries.

“Be inspired, to inspire” keep learning and exploring for better future she believes.

Mr Michael So

Chief Consultant Metaverse, Mirum Agency Hong Kong

蘇仲成先生

元宇宙項目 Mirum Agency 首席顧問



Recognized by Blockchain Council™, Michael So is a Certified Metaverse Expert™ demonstrating his breadth and depth of the speciality. The company he works for is now Microsoft's AltSpace official partner in Asia, deepening its strategic partnership with the technology corporation. Michael is devoted to unlocking the unseen potential for businesses in the course of web3 adoption. He has a career built with a track record of entrepreneurship, taking up the director role in several listed companies in the past. He has a rich experience in business innovation; specifically, in the areas of virtual entertainment, e-commerce and e-learning.

蘇先生現為認證元宇宙專家，獲得 Blockchain Council™認可，展現他元宇宙專業的廣度及深度。他的工作單位更成為 Microsoft AltSpaceVR 亞洲區官方合作伙伴，與香港微軟建立深厚的合作關係。同時他致力為企業運用 Web3 開拓未知的潛力，在過去業務上，他曾為多間香港上市公司董事，更擁有豐富研發經驗於虛擬娛樂、電子貿易及教育科技範疇。

Remarks:

- (1) Seats are limited and are granted on a first-come-first-served basis. 研討會座位有限，先到先得。
- (2) Pre-registered attendees have priority admission until 15 minutes before the event commences. Thereafter unoccupied seats may be made available to walk-in attendees. 已登記人士將獲安排優先入座，請各已登記人士於活動開始前 15 分鐘到達活動場地，此後主辦機構有權因應現場情況安排未登記人士入座。
- (3) The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organiser 主辦機構: