

Make the Move: Building your Brand in the Digital Fashion World

創造先機: 在數碼世界建立你的時尚品牌

- Date 日期 : 11 / 9 / 2022 (Sunday 星期日)
Time 時間 : 4:30pm – 5:30pm
Venue 地點 : “Miniverse” Seminar Zone, Hall 1A – 1C, HKCEC
香港會議展覽中心展覽廳 1A-C, “Miniverse”
Speakers 講者 : Kyle Leung, Co-founder, Blockbusters Lab
Aska Yeung, Chairman, HKMMDA
Jessica Lau, Designer, BLIND by JW
Language 語言 : Cantonese 廣東話
Admission 入場 : Free of charge, pre-registration required 免費參加 · 需預先登記

In this digital era, many businesses are undergoing transformation, including those in the fashion industry. In this seminar, we would explore how fashion brands can build their presence in the digital world using emerging technologies such as NFT, web 3.0 and art tech.

在這個數碼時代，許多企業正在升級轉型，當中亦包括不少時尚行業的企業。在本次研討會中，我們將探討時裝業界能夠如何利用 NFT、web 3.0 和藝術科技等新興技術在數碼世界中建立自己的品牌。

Time 時間	Tentative Rundown 擬定程序
4:15pm – 4:30pm	Registration
4:30pm – 4:45pm	Presentation Kyle Leung, Co-founder, Blockbusters Lab
4:45pm – 5:00pm	Presentation Aska Yeung, Chairman, HKMMDA
5:00pm – 5:15pm	Presentation Jessica Lau, Designer, BLIND by JW
5:15pm – 5:30pm	Chit-Chat Session

Organiser 主辦機構:

CENTRESTAGE

ASIA'S FASHION SPOTLIGHT

9-11 / 9 / 2022

About the Speakers 講者簡介



Kyle Leung, Co-founder, Blockbusters Lab

Kyle is a co-founder of Blockbusters Lab, an industry leading web3 project incubator. Previously, Kyle founded a colleague-based community infrastructure covering 50% of Hong Kong market. He is also a product and growth architect who has been advising multiple startups and MNCs on products, e-commerce, payment and blockchain applications.

Aska Yeung, Chairman, HKMMDA

Aska is the Chairman of the Hong Kong Multimedia Design Association, a platform that empowers the growth of the multimedia design industry and nurtures youth design lovers through mentoring and continuously expanding the community. He has extensive experience in the design industry and has participated in a number of design projects for both public and private sectors.



Jessica Lau, Designer, BLIND by JW

Jessica graduated in 2009 from the Central Saint Martins Art and Design College with a Bachelor of Arts in Fashion Print, and was named the 'Best Emerging Fashion Designer' at her graduation show. She had worked in luxury fashion houses around the world, including Alexander McQueen in London, John Galliano in Paris, and Diane von Furstenberg in New York. In 2011 she followed her inspiration—Chinese fashion and design—to Hong Kong. Here, she founded Blind by JW with her fellow designer, Walter Kong, in 2012.

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。

Organiser 主辦機構:



CENTRESTAGE

ASIA'S FASHION SPOTLIGHT

9-11 / 9 / 2022

(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:

