

Next-level of Sustainability: Embracing AR in Fashion

可持續性發展的下一步：融合 AR 於時裝

- Date 日期 : 11 / 9 / 2022 (Sunday 星期日)
Time 時間 : 3pm – 4pm
Venue 地點 : Miniverse, Hall 1B, HKCEC
香港會議展覽中心展覽廳 1B, Miniverse
Speakers 講者 : Ms Jenny Cheung, Lecturer, Faculty of Design and Environment, THEi
Mr Leo Lau, Co-founder of ConnectAR Ltd
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

Is Digital Fashion promoting a new idea for Sustainable Fashion?

The pandemic over the past years has changed the ways customers experience fashion. Several fashion brands have launched their collections as Augmented Reality (AR) pop-up books. The ability to try-on clothes digitally has been a long-term objective that tech companies of all sizes are trying to attain. With many pilot studies and investments, experts have suggested that realistic AR clothing is getting closer to reality, and the pace of acceleration is increasing.

Nowadays, fashion companies are developing technology for people to try-on clothing using different digital devices. It can therefore mean a reduction in material waste during the manufacturing process. Moreover, what it means to 'wear' clothing can also be reimagined.

| Time 時間 | Tentative Rundown 擬定程序 |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|
| 2:45pm – 3pm | Registration 登記 |
| 3pm – 3:20pm | Presentation on background of Sustainability & AR in Fashion Ms Jenny Cheung, Lecturer, THEi 香港高等教育科技學院講師 張玲小姐 |
| 3:20pm – 3:40pm | AR Product demonstration Mr Leo Lau, Co-Founder of ConnectAR Ltd ConnectAR Ltd 共同創辦人 劉達文先生 |
| 3:40pm – 4pm | Q&A Session 問答環節 |

Organiser 主辦機構:

About the Speakers 講者簡介

Ms Jenny Cheung, Lecturer, THEi

香港高等教育科技學院講師 張玲小姐



Jenny Cheung is a Lecturer in the Faculty of Design and Environment at the Technological and Higher Education Institute of Hong Kong. She lectures on Fashion Design courses using her valuable work experiences from numerous international fashion brands. Ms. Cheung has received several design awards; her designs have been showcased in Hong Kong's Fashion Week, overseas fashion shows, and featured in international fashion magazines. Recently, she has conducted research and a number of seminars on fashion accessories and footwear technology.



Mr Leo Lau, Co-Founder of ConnectAR Ltd

ConnectAR Ltd 共同創辦人 劉達文先生

Leo is an innovator: he pioneered mobile computing 13 years ago on iOS and Android native platform, EdTech 10 years ago with Multi-intelligent framework, AR computing on mobile 7 years ago with AR-fashion, DIY-AR technology and Web3 1.5 years ago focusing on Linux Foundation Hyperledger. Along the way, he received numerous awards and recognitions globally.

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: