

## Vision for Fashion 2047:

Establishing a Fashion and Creative District in Sham Shui Po  
- Stage II Report

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### Executive Summary

In 2018, the Hong Kong Special Administrative Region (HKSAR) Government made plans to relocate Hong Kong Design Center to an area near Tung Chau Street and Kweilin Street in Sham Shui Po District. The Design Center will operate the newly created Design and Fashion Hub, which is anticipated to begin its operations in 2024. Based on analyses of policy documents, industrial trends, interviews with and a survey of different key stakeholders, and case studies of Seoul, New York City, Shanghai, and Miami, this report recommends that the HKSAR Government work with various key stakeholders to develop a long-term strategic plan: “*Vision for Fashion 2047*.” This strategic plan would establish multi-sectoral collaborative mechanisms and strategies, and provide long-term financial commitment to support the future development of the fashion and textile industries in Hong Kong. Furthermore, to implement “*Vision for Fashion 2047*,” this study proposes the establishment of a fashion and creative district in Sham Shui Po, with the vision that by 2047, Hong Kong will be a recognized international hub for high-value wearables, sustainable fashion, and various legal and essential supportive services for the fashion and creative industries in China and Asia.

The proposed fashion and creative district in Sham Shui Po will serve three primary functions:

- To be an incubator and a hub for professional and business development related to the textile and fashion industries;
- To stimulate the development of a new fashion retail hotspot as a designated cultural tourism site in Hong Kong;
- To act as a hub in creating new synergies between textile, fashion, other related cultural and creative industries, and the smart manufacturing sector.

Given the high-cost environment of Hong Kong but also its relative strengths in education, research and development, regulatory governance, and capital raising capacity, as well as its geographical location advantages and its long-established reputation in textiles, Hong Kong should be well-positioned to regain its competitive edge in fashion and textiles by focusing on the following:

- Developing products and designs that use new materials, smart manufacturing, and circular economic logic, and that build market niches in high value-added, sustainable fashion and functional wearables;
- Emphasizing the importance of design thinking, experiential learning, the use of new technologies, and integration with the Greater Bay Area in human capital building;

- Building greater market information and know-how advantages through better networking, information sharing, and data analytics focusing on the whole value-chain of fashion and textiles;
- Improving product quality and functionality advantages through more advanced manufacturing process and better collaboration between designers and manufacturers;
- Building up not just local but also regional and international design appeals and brand recognition that focus on the East-West connection and the unique cultural and human capital strengths of Sham Shui Po and Hong Kong;
- Enhancing the manufacturing process advantages of local firms through new technological applications that are more flexible and responsive to rapidly changing demands;
- Improving data sharing and market intelligence gathering so that local manufacturers can use more timely and accurate data to predict market trends, avoid excessive production, and reduce waste;
- Leveraging the regulatory governance advantages of Hong Kong and the international reputation of Hong Kong merchants to establish Sham Shui Po District as the 2nd hand clothing market hub in the Greater Bay Area;
- Leveraging the locational and regulatory governance advantages of Hong Kong and promoting Hong Kong as a hub for regulatory standard setting and monitoring of sustainable fashion in China and Asia.

Based on the experiences of Seoul, Shanghai, and other cities, the execution of the above vision requires significant long-term commitment by the government and different sectoral actors. Hence, the proposed fashion and creative district in Sham Shui Po should not be viewed as a project that only needs one-time governmental investment. Instead, it should be integrated with the larger economic strategies of Hong Kong Special Administrative Region, which are to reignite the development of cultural and creative industries, further strengthen local tourism, bring back manufacturing, upgrade existing industries, and encourage more sustainable urban development and economic growth.

Based on this vision, this report points out the need to rethink the governance structure of fashion and textile industries in Hong Kong and recommends the creation of a public corporation, “Fashion and Creative Development Corporation” (FCDC). FCDC will serve as the executive arm of Sham Shui Po Fashion and Creative District, coordinate with different stakeholders to further strengthen and execute the action plans of “*Vision for Fashion 2047*,” and manage different financing mechanisms to sustain the operations of the Fashion and Creative District. To execute this vision, this report concludes by suggesting specific implementation strategies in the short term (within a year), medium term (1-5 years), and in the long term (6-10 years).

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Action plans for “*Vision for Fashion 2047*” and the Development of a Fashion and Creative District in Sham Shui Po

Policy Recommendations	Action plans		
	Short term (<1 year)	Medium term (1-5 years)	Long term (6-10 years)
1. Establish a Fashion & Creative District in Sham Shui Po to support the future development of fashion and textile industries in Hong Kong.	<p>Advocate for the establishment of Fashion &amp; Creative Development Corporation (FCDC) as the managing and executive body of Fashion &amp; Creative District in Sham Shui Po and seek potential collaborators and founding members.</p> <p>Work with Sham Shui Po District Office, various stakeholders, and local residents to brand and promote the Fashion &amp; Creative District in Sham Shui Po through street signs and neighborhood decoration.</p> <p>Hold meetings with stakeholders to develop a master plan for the Fashion &amp; Creative District and examine how it may relate to nearby cultural districts, such as Kwun Tong and West Kowloon Cultural Districts.</p> <p>Identify possible space in to host events, festivals and fashion shows. Streamline the space application process.</p> <p>Evaluate current policies related to the redevelopment of old industrial buildings (IB) and historical building perseveration. Develop policy recommendations that will provide more space for the development. Examine examples and best practices of other international cities.</p>	<p>Establish FCDC. Seek initial funding support from the HKSAR government (e.g., the Co-Investment Fund via the would-be-set-up Hong Kong Investment Corporation Limited (HKIC) proposed in the 2022 Chief Executive Policy Address), private donors, and foundations.</p> <p>Develop and execute place-branding strategies for the proposed Fashion &amp; Creative District. Begin to implement strategies proposed in the master plan and organize various local events.</p> <p>Coordinate with the Planning Department, Urban Renewal Authority, and Town Planning Board to simplify regulations on IB conversion. Propose new regulations and legislations that balance historical preservation and economic and cultural development needs and preserve the unique character and the cultural and historical appeals of Sham Shui Po District.</p>	<p>FCDC successfully establishes various multi-sectoral collaborative mechanisms and strategies.</p> <p>Increase the global visibility of the proposed Fashion &amp; Creative District through events, publicity campaigns, and place branding strategies.</p> <p>Continue to adjust the mapping strategies between indigenous assets and the needs of the Fashion &amp; Creative District based on market conditions and local preferences.</p> <p>Identify and develop iconic places to host local and international events that are appealing to visitors and global talents.</p> <p>Begin to implement IB conversion and urban redevelopment plans to foster the development of the proposed Fashion &amp; Creative District and address the long-term needs for space.</p>

<p>2. Develop a long-term strategic plan for the fashion and textile industries, <i>Vision for Fashion 2047</i>, and an action plan for the proposed Fashion &amp; Creative District.</p>	<p>Organize cross-industry dialogues to further develop the master plan of <i>Vision for Fashion 2047</i>. Engage relevant stakeholders, especially Hong Kong Textile Council, Hong Kong General Chamber of Textiles, the Federation of Hong Kong Industries (FHKI), various design communities, HKRITA, various universities, and related governmental bureaus.</p> <p>Advocate for the development of the proposed Fashion &amp; Creative District as a policy priority of HKSAR and solicit support from the Co-Investment Fund of the HKSAR government.</p>	<p>Launch collaborative initiatives by different sectoral entities and establish public-private collaborative mechanisms in the proposed Fashion &amp; Creative District.</p> <p>Incorporate the development of the proposed Fashion &amp; Creative District into the larger economic strategic plans for cultural development, creative art industries and tourism of Hong Kong.</p> <p>Ensure that “<i>Vision for Fashion 2047</i>” is part of the master plan to shape Hong Kong as an International Innovation and Technology Center and the East-meets-West Center for International Cultural Exchange, which was emphasized in the 2022 Policy Address. Synchronize the plan with the national “dual circulation economic strategies” and sustainable development.</p>	<p>Establish sound collaborative networks and policy incentives for cross-sectoral collaboration.</p> <p>Execute action steps laid out in the strategic plan of <i>Vision for Fashion 2047</i>.</p> <p>Actively participate in the national “dual circulation economic strategies” and in the sustainable development plan of the Greater Bay Area.</p> <p>Promote Hong Kong as a base for regulatory standard setting and monitoring for sustainable fashion in China and Asia.</p>
<p>3. Work with industries and professional communities to provide long-term, sustainable financial support for the proposed Fashion &amp; Creative District.</p>	<p>In the short and middle run, fund should be raised from the government, private industries, and foundations, including the Co-Investment Fund of the HKSAR Government.</p> <p>Investigate and propose new financing mechanisms that can generate sustainable funding sources to support the proposed Fashion &amp; Creative District. Examine international practices of public-private partnership (PPP), tax increment financing (TIF), impact financing, land value capturing, and revolving fund.</p>	<p>Establish and implement innovative and sustainable financing mechanisms to support the operations of FCDC.</p> <p>Implement impact investment strategies to support FCDC operations.</p>	

<p>4. Organize multi-tiered, diverse events and activities to foster talent development and encourage local-international interactions and exchanges.</p>	<p>Develop new events and local fashion shows under the leadership of Sham Shui Po District Office and Hong Kong Design Centre, in collaboration with industries, various design communities, and HKSAR governmental bureaus.</p>	<p>FCDC takes over the coordinating work and organizes local, regional, and international events, fashion shows, and competitions in the proposed Fashion &amp; Creative District.</p> <p>Attract star designers from New York, Korea, and other global fashion hubs to design for Hong Kong. Organize workshops to train and cross-fertilize local designers.</p> <p>Provide financial (e.g., seed funds), physical (e.g., co-working and maker spaces), as well as technical (e.g., laboratory equipment) support for start-ups that focus on high value-added products, sustainable fashion, and functional wearables that have potential to expand regionally and internationally.</p>	<p>Establish the proposed Fashion &amp; Creative District as a globally recognized hub for high value-added wearables and sustainable fashion.</p> <p>Organize globally recognized events and industrial trade shows related to functional wearables and sustainable fashion.</p> <p>Successfully nurture a group of local designers and start-up companies that focus on high value-added wearables and sustainable fashion.</p>
<p>5. Cultivate and promote a welcoming and inclusive environment for global talents and international visitors.</p>	<p>Work with Sham Shui Po District Office, community organizations, and local businesses to promote Sham Shui Po District as an inclusive community.</p> <p>Implement place-branding initiatives, such as street signs, neighborhood decoration, and special events, to highlight the multi-cultural and multi-ethnic character of Sham Shui Po District.</p>	<p>FCDC, in collaboration with local industries, ethnic groups, governmental bureaus, as well as overseas design associations, organizes special events that promote multi-ethnic events and cross-cultural design.</p> <p>Develop special programs to welcome and attract global talents to work in the proposed Fashion &amp; Creative District.</p>	<p>Establish the global brand of the proposed Fashion &amp; Creative District as a welcoming and inclusive multi-cultural fashion hub in China and Asia.</p> <p>Successfully attract participants from other parts of Asia to join events and competitions organized by FCDC.</p>

<p>6. Develop top talents through education and collaboration among universities, research institutes, training institutes, businesses, professional bodies.</p>	<p>Organize more cross-sectoral and cross-disciplinary dialogues about the human capital needs of fashion and wearable industries.</p> <p>Conduct talent gap analysis of the whole value chain of fashion and wearable industries.</p> <p>Examine and develop policy incentives that foster more industry-university collaboration to develop and nurture top talents for fashion and wearable industries.</p>	<p>Develop and execute talent development programs that start at secondary school and offer diverse educational and training opportunities through undergraduate, graduate, and continuing educational programs.</p> <p>Implement industry-university collaborative programs that foster talent development in Hong Kong and the Greater Bay Area.</p> <p>Organize regular events, competition and workshops to discover and develop local talents in Hong Kong and in the Greater Bay Area.</p>	<p>Develop talent-cultivation programs that not only attract local talents but also regional and international applicants.</p> <p>Increase the global exposure of selected local and regional talents and promote start-up firms in the proposed Fashion &amp; Creative District nationally and internationally</p>
<p>7. Foster more industry-university collaboration that create high value-added services and products.</p>	<p>Organize more cross-sectoral and cross-disciplinary dialogues among industries, trade associations, HKRITA, HK Productivity Council, and CITA about the latest development and discover the knowledge gap of the industries.</p> <p>Re-examine the effectiveness of existing programs, such as ITF programs, and develop new policy incentives, if needed, that foster more industry-university collaboration to support commercialization and develop high-value added products and services in the whole value chain.</p>	<p>FCDC plays a coordinating role and supports the “Research, Academic and Industry Sectors One-plus Scheme” (RAISE+ Scheme) proposed in the 2022 Chief Executive Policy Address.</p> <p>FCDC organizes regular dialogues and exchanges that foster industry-university collaboration and support new product development.</p> <p>FCDC works with various universities, including their campuses in GBA, to launch start-up companies in the proposed Fashion &amp; Creative District.</p>	<p>Launch and nurture new start-up companies and locate them in the proposed Fashion &amp; Creative District.</p> <p>Coordinate and nurture new start-up companies in the Greater Bay Area and help them work closely with designers and firms in the proposed Fashion &amp; Creative District.</p>

<p>8. Work with Guangdong Provincial Government and Shenzhen City Government to support more internship, exchange, practicum, and job training programs in Greater Bay Area.</p>	<p>Examine ways to encourage more understanding of the Greater Bay Area development among local students and remove barriers and misconception</p> <p>Launch new programs with universities of Hong Kong, especially those that will have campuses in the Greater Bay Area, to support more student exchanges between Hong Kong and GBA.</p>	<p>Provide financial incentives to local designers and students to work with manufacturers and firms in GBA via HKIC's GBA Investment Fund.</p> <p>Work with industries and universities in GBA to provide more internship, student exchange, and job training programs and make participation in the GBA programs a requirement for students. Establish these programs and pilot schemes by the existing GBA Investment Fund, the extended STEM Internship Scheme, as well as the HK\$5billion Strategic Tech Fund put forth in the 2022 Chief Executive Policy Address.</p> <p>Involve and attract more manufacturers and design firms in GBA to participate in events organized by FCDC.</p>	<p>Regularize the interactions and collaborative programs between universities and industries in GBA.</p> <p>Connect with Hong Kong-Shenzhen Innovation and Technology Park (HKITP) to create sustainable cross-border collaboration and exchanges.</p>
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To access the full report, please visit the following links:

<p><a href="https://www.cityu.edu.hk/pia/doc/news/20230525_CityU_FashionDistrictStudyReport2_Eng.pdf">https://www.cityu.edu.hk/pia/doc/news/20230525_CityU_FashionDistrictStudyReport2_Eng.pdf</a> (English)</p>	<p>QR code (English):</p> 	<p><a href="https://www.cityu.edu.hk/pia/doc/news/20230525_CityU_FashionDistrictStudyReport2_Chi.pdf">https://www.cityu.edu.hk/pia/doc/news/20230525_CityU_FashionDistrictStudyReport2_Chi.pdf</a> (Chinese)</p>	<p>QR code (Chinese):</p> 
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