

Hong Kong Hosts WWD Global Fashion Exchange

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The **WWD x SJ Global Fashion & Business Conference** and **WWD Fashion Loves Culture Gala** took centre stage in Hong Kong in November, uniting global fashion leaders, creatives and celebrities under the banner of innovation, cross-cultural collaboration and industry insight as part of **Hong Kong Fashion Fest 2025**.

Conference Champions Global Perspectives

In November at **The Regent Hong Kong**, **Fairchild Media Group**—publisher of *Women's Wear Daily* (WWD) and *Sourcing Journal* (SJ)—joined forces with the **Hong Kong Fashion Council (HKFC)** to host the **WWD x SJ Global Fashion & Business Conference**, a marquee component of **Hong Kong Fashion Fest 2025**. The event drew influential figures from fashion, retail and manufacturing to share insights on how **culture, innovation, design and trade are reshaping the fashion landscape**.

A lineup of industry leaders and creative visionaries—including designers, executives and policy voices—explored themes such as global design inspiration, storytelling in fashion, heritage craft and sustainable innovation, underscoring Hong Kong's unique position as a crossroads of **East-meets-West fashion influence**.

Evening Gala Celebrates Culture & Creativity

Following the daytime discussions, the partnership continued with the **WWD Fashion Loves Culture Gala**, an evening celebration that spotlighted fashion as a cultural bridge. The gala brought together international and local icons—including actors, models, influencers and designers—from across Asia and beyond to honour **Hong Kong's vibrant creative ecosystem**.

Guests experienced a lively programme featuring performances that blended traditional Chinese arts with contemporary energy, including lion dance and taiko drumming, followed by world-class musical presentations that married classical and modern elements.

A Flagship Moment in Hong Kong Fashion Fest

Both the conference and gala were central highlights of **Hong Kong Fashion Fest 2025**, a two-week cultural showcase running from **22 November to 7 December**, presented by the Hong Kong Special Administrative Region Government with support from the **Cultural and Creative Industries Development Agency**. The festival aims to **cement Hong Kong's role as a global fashion hub**, celebrating creativity, sustainability, digital innovation and cross-sector exchange through exhibitions, talks, runway shows and thought leadership platforms.

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