

Fairs and Catwalks

Fashion Access: towards the Total Look

18/10/2009

Fashion Access lived an edition maintained, more and more near the world of the fashion and marked by the projects for 2010 that approach it towards one more a ampler supply. Its preoccupation by environment ended with the first edition of the Forum on the Sustainable Fashion.

Under the motto *Fashion Up!* the fair had 350 exhibitors of 24 countries, between which there were 60 new ones. Hong Kong contributed 147; the rest of China, other 111; Taiwan, 14; India, 13; The Philippines, 11; etc. Spain only 1, Mountain Javier, who has been a settled down Madrilenian creator for several years in Hong Kong.

The common denominator of the supply (in which he had remarkably increased the presence of footwear) is Affordable Fashion, a assequible fashion and in tendency to a competitive price based on the accessories, one of the few product segments fashionable whose sales are growing. However, it is not a fair of sourcing to supply itself of cheap products.

Towards the Total Look

In the press conference of the first day of the hall, Michael Duck, director of APLF, reiterated that the fair hopes to already show in the edition of the next month of March (if general the economic situation allows it) collections of Look Total: *that is not that we count on exhibitors fashionable feminine, like there is in the Hong Kong Fashion Week, that is not our land, but of which we will have exhibitors who, from the accessories fashionable, are constructing a Look Total. They will cooperate with us estilistas young people worldwide. In addition, in that edition, all the supply will be united in a single level and more sectored than until now.*

Perrine Ardouin, person in charge of the halls APLF, insisted that *Fashion Access is prepared to receive one more a ampler product range than they fortify the Look Total that we want to offer. Step by step we are growing to respond to all the necessities of the professionals of the fashion. The fair is approaching every time more the world of the fashion.*

This edition more was already focused in fashion than the previous ones, in accordance with the different spaces that offered.

One of them was *Hong Kong got Talent*, that it showed to designs of students of Hong Kong Politechnic University and the Institute of Textiles & Clothing.

Design Zone it lodged to marks with special projects: Hasanart, with articles done by discapacitados, mothers of family, etc.; VTM, with purses with article form of underclothes, etc.

The hall also showed winning articles of *International Footwear Design Awards*. The one of feminine footwear Wong was gained by Jen, of Malaysia.

With respect to the development of the Chinese inner market, it commented that it is reaching the phase of maturity already, in cooperation with European technicians and estilistas. *It is a difficult market by its extension, but that at the same time is easy because he is young: for example, it is easier that the Japanese that he is very traditional, closed and structured.*

As far as the extension of the fairground, it praised it without ámbajes: *a technical prodigy has been everything, who has increased in 19.000 m2 the surface available, that soon will remain cuts. It has already been begun to speak of one third phase of growth.*

The fashionable demand of accessories is growing, in spite of the crisis, for several reasons:

- Products of reasonable price Constitute. In Great Britain, this year the footwear sales and leather shop have grown more than in 2007 and 2008.

- The domestic demand in China is growing. It has already let be article cradle to cover the basic necessities to be centered in articles that incorporate fashion and lifestyle sophisticated.
- In Hong Kong the fashionable sale of accessories continues growing with force thanks to the buyers of China that come here to buy luxury articles.
- Mary Yan Yan Chan, director of StyleCentral and agent of PéclersParis, presented/displayed the new image of the Design-a-Bag aid. Logotipo is work of Olga Alfonso on the image of a recycled purse. The hall received 4,600 professionals, who, in general, signed greater orders of the normal thing, mainly to reconstruct stocks. Between the Spanish marks that visited it it emphasizes Cortefiel.

Space Sustainable World

The hall is deeply it jeopardize with the sustainability in the textile sector/preparation/skin. In fact, it is initiating managements to create a world-wide initiative in support of the skin, product of quality, natural and sustainable, mainly between the young people of the new tgeneraciones.

In its in fashion sustainable space destined there were several exhibitors, whose supply we wished to explain.

Green2Greener presented/displayed organic articles, without pesticidas. Those of silk even worry to take care of the well-being of the cocoons that make the fiber. They count on the collaboration of designers (like Jose Castro and perhaps Hannibal Laguna, in Spain). The next month of January will celebrate a parade in Geneva sponsored by the UN.

EcoChic, marks of Mountain the Jaier Spanish, offers articles vintage, that is the best form to recycle. In the hall it showed a feminine dress in organic silk of Dorian Ho, who is the western version of cheongsam traditional Chinese.

Re-Sack-el proposed purses made with rejected coats of rice made in polypropylene weave: it is a good ecological proposal because only in Hong Kong they reject to 7 million every year. Each one of ours can transport up to 4 kilos and be used 200 times. Its wholesale unitary price goes up to around a dollar. We gather the coats, cleaned them, cut them and sew - maintaining the reasons original, that they are kitsch-, and we distributed them.

Rangmai, of Thailand, also showed recycled purses. And Nattanun Sanopong, of he himself country, articles made with recycled rubber of tires.

Also the SACICT had stand *-Support Arts & Crafts the International Center of Thailand-*, a public institution that supports the traditional artisan creation of the country, many times made in local communities. Part of her is textile artisan, made in technical silk or cotton using traditional like Jok, Khit, Yok and Mudmee.

Very important it was *Sustainable Fashion Forum*, the forum of debate on the sustainable fashion, that celebrated his first edition and del that we published an ample chronicle in another place of this same number of the magazine.

Prizes APLF

The hall gave its habitual prizes to the exhibitors:

- Prize to best stand: Oral Nero.
- Premo to the best ecological product: Nattanun Sanopong, of Thailandia.
- Prize to the best fashionable accessory: LinLOinQ, of China, by its collection of small leather shop.
- Prize to the best article of trip: Jianxing Xing Fa, of China.

- Prize to the best contemporary purse: Bag. Lucky On, that makes purses in polyurethane with an average wholesale price between 10 and 18 dollars. In France it sells to Printemps and Sinequanone. In China it uses the mark Marc Rico.
- Prize to the best purse craftsman: Vizcarra, of the Philippines.
- Prize to the best use of the material: Trendset International, of Indonesia, that tans and produces final articles with skins of fish and reptiles. In stand it emphasized a purse of pitón whose price of greater was in the 200 dollars.
- Prize to the best masculine footwear: Santini by LSR the International, of Italy.
- Prize to the best feminine footwear: Cristófoli, of Brazil.

Other exhibitors

The great majority of exhibitors showed leather shop made in polyurethane, although in most of the cases also they have some lines in skin. One of them was Makten, company of leather shop of Guangzhou, one of the greater ones of China. The average prices to the greater one were between the 8 and 15 dollars. The articles in skin oscillated between the 30 and the 50. The majority works as much with their own designs as with the designs proposed by their clients. Some companies (as Aobo) has certifications like the ISO the 9001 or SA8000.

Pink Fashion is the company of Rachal Man Ning Fung, Chinese agent of the Spanish mark of footwear Lola Cruz. Three years ago it convinced to the Spanish company to make in China. From then it does stably with two factories in Guangdong, with very frequent personal control to avoid problems. The experience has been good: *the shoes are so good or even better than the made ones in Spain. They maintain the spirit craftsman but with a much smaller cost.* Rachal has its own mark, Apple Baby, of footwear in jute and polyurethane for the Asian market. With respect to the form to work of the Chinese manufacturers it commented to us: *the Chinese manufacturers are quite trustworthy, but still they offer problems. Them lack transparency. Often the clients play with them and they do the same with the clients. If you do not jump from a supplier to another one, they will not do it either, but they have a great order front to the yours small one, can do it. It is normal.*

They were not rare those that they affirmed to have clients in Spain, although in general it seemed to be sporadic relations. Fine Horse, for example, informed to us that it sells enough to Misako. Atopia presented/displayed VCB2B.com, a new platform in Internet that offers video-conference, presentations of companies and products and a vestibule B2B

Fashion Avenue

Fashion Avenue is the space of the hall dedicated to the companies that work with their own marks and that normally are located in high an average range or average/.

There it was, like in previous editions, the Brazilian pavilion of footwear. Their exhibitors do not sell because their prices are too high for the Chinese market, but make contact with enemy and maintain the image of Brazil for when the things have matured more. Its presence is promoted by the Brazilian employer's association of the footwear, Abicalçados, that is conscious of the investment that it has to make to be successful to long term.

One of the expository companies was Cristófoli, one of the most prestigious marks of Brazil: *here we do not make useful sales, but contacts in the mid term. We have had enough visitors of Hong Kong and Japan. Many do not visit and not even they know Micam, the Milanese hall footwear. We only can contact here with them. Our collection is more of the European taste that Chinese però always is a part of the market that looks for the European. We developed a collection for each season, but, in addition, every 60 days we make an update because the commerce demands it.*

Also in Fashion Avenue he was stand of Zu+Lu, a mark of Hong Kong that produces pet bags, bags to transport domestic animals: we sell them very well in Europe. Also there were several Philippine exhibitors, like Talimaya and Vizcarra.