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HK: A preview of Prime Source Fashion held to answer designer labels' need for quality products and garments

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This year's Prime Source Forum (PSF) featured a preview of Prime Source Fashion, which was developed as an extension to PSF to answer designer labels' need for quality products and garments. The full-scale Prime Source Fashion will make its debut in 2012, in conjunction with the seventh edition of PSF. At this exclusive trade event, selected manufacturers and designers will present their latest premium quality apparel for buyers sourcing for upscale designer labels, says APLF. Prime Source Fashion in 2012 will feature four themes: fashionCHIC focusing on specialty, unique design items; fashionFINE highlighting garments in luxurious natural materials; fashionPURE representing 'green' apparel; and fashionTECH featuring designs in functional high-tech materials.



Italian fashion brand Charlottenborg featured FashionCHIC at the Prime Source Fashion Preview.

Exhibiting under fashionPURE was Herati Cashmere Wool and Skin Processing Plant in Kabul, Afghanistan. President of the company, Abdul Basir Hotak, says: "We have been busy liaising with delegates at the forum and received many requests for samples and enquiries about quantities and prices. We have met with companies in South Korea, Italy and China. The forum, on the other hand, provides us with an opportunity to raise the global awareness of the materials produced in Afghanistan." Herati is supported by the Accelerating Sustainable Agriculture Program which is a USAID-funded project.

Charlottenborg was an Italian brand featured under fashionCHIC at the preview. The brand is represented in Asia by Yeh Shen Ltd. Managing director of the company, Martin Keil, says Yeh Shen took advantage of the Prime Source Fashion and met with several prestigious Hong Kong distributors. "Exhibiting at the event is part of our international marketing approach. We have had interesting discussions and exchanged information with a broad range of service providers. We have got a lot of useful information which will enable us to provide better advice to the fashion brands represented by us," Keil says. Yeh Shen introduces into Asia emerging European fashion designer brands whose products are of high quality and innovative designs.



Products by Herati Cashmere Wool and Skin Processing Plant in Kabul, Afghanistan

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