

Womenswear
Dressed to impress

①
Liger, Causeway Bay
Funky sophistication

If you're in the market for a pop of colour, interesting cuts and young brands from around the world, head to Liger: one of Hong Kong's most popular and fashion-forward women's boutiques. Actress Hilary Tsui and fashion buyer Dorothy Hui combined forces in 2009; together the duo scours the globe for unique and emerging brands and then bring them back for the local market. "Our style is funky yet sophisticated," says Hui of selecting which brands to carry.

The flagship shop in Causeway Bay opened in 2013, welcoming visitors into a bright boutique that holds collections from the UK's Paper London, Pushbutton from South Korea and Austria's Petar Petrov. Tsui and Hui have also come up with their own fashion label, Oh My God, whose frocks frequently sport bold geometric silhouettes and vibrant colours.
Shop A&C Vienna Mansion, 55 Paterson Street +852 2503 5308 ligerstore.com

②
The Lab of Fairy Tales, Sheung Wan
Bridal ware and more

Founded by Jacqueline Au in 2017, this boutique is primarily known for its bohemian range of bridal ware but has also brought refreshing takes on evening gowns, accessories and jewellery brands, as well as lifestyle products, to the city's trend-driven fashion scene.

The former Lane Crawford and Céline buyer has a track record of introducing lesser-known brands to the region. She gives each customer extra sartorial choice to express their character.
2F, 8 On Wo Lane +852 2811 0322 theloft-bridal.com



③
Edit, Wong Chuk Hang
Everyday edit

Multibrand womenswear retailer Edit was established in 2011 by local architect Jacqueline Chak and Malaysian chartered accountant Genevieve Chew on Hollywood Road. Among the brands hanging on the railings are the UK's Studio Nicholson and Jacquemus from France. There is also a great accessories selection with jewellery from Vita Fede, shoes from Bionda Castana and bags by Sophie Hulme.

The duo have since rolled out their own in-house label, with the inaugural collection consisting of dresses and skirts that sport androgynous cuts and silhouettes that are meant for everyday living. "After running a shop for a little bit more than two years we saw a little gap in the market for wearable yet fashionable and affordable clothing," says Chew.
10B Shui Ki Industrial Building, 18 Wong Chuk Hang Road +852 2549 4999 edit-thebrand.com

④
ABoutique, Central
Custom-made collections

Hong Kong art director Andrew Cheng and product designer Jeannie Wong set up this multibrand womenswear shop in Soho in 2011, purveying their favourite finds from shopping trips in Europe and elsewhere. Shoppers can browse the collections of designers such as Orla Kiely from Ireland or Belgium's Essentiel Antwerp. "We do not follow current trends; everything you see here is in Jeannie's personal wardrobe," says Cheng from his shop, which sports a minimalist blue façade and clean modern interiors.
19 Aberdeen Street +852 2851 6055 aboutique.hk

⑤
Château Zoobeetle, Sheung Wan
Sister sister

French sisters Elsa Lepou and Johanna El Iman launched their luxury leather-goods label Zoobeetle in 2012. When they relocated to Hong Kong they opened Château Zoobeetle, a brick-and-mortar shop from which to sell the travel essentials.

Alongside their own creations, the pair's two-storey space offers Parisian labels such as Apologie – plus there's a wine bar on site. "When you come into the Château you are actually stepping into our flat," says Elsa. "People come back because they feel at home."
38 Sai Street +852 5331 5126 zoobeetle.com