

THE Y2K BOOYAH ISSUE YEAR 2018/2019

FFRIDAY

"BE FYNN"



FFFRIDAY

Hong Kong's fashion industry exists for decades but these designers' works and numerous creative forces remained undiscovered, amid their global presence. Fashion Farm Foundation (FFF), a Hong Kong-based non-profit organization that promotes native fashion designs via cross-discipline collaborations and public engagements, introduced FFFRIDAY campaign to raise public awareness to advance the industry's prominence locally and beyond.

"The key is to arouse public curiosity and increase community engagements via unconventional fashion aesthetics and co-creation. The intersections among fashion, architecture, technology, music, art, and photography bring together a comprehensive perspective towards the visionaries driving Hong Kong's cultural scene and the inspiring fashion sector."

~ Eugene Leung, Curator & Creative Director of FFFRIDAY 2018

"FFFRIDAY 2018 continues to gather various dexterous creative practitioners in a new form for the acceleration of the Hong Kong fashion industry beyond boundaries. The excitements always come from the unique sparks from such multifaceted collaborations."

~ Edith Law, Chairlady of Fashion Farm Foundation

WALKING THROUGH HONG KONG FEELS LIKE A GLIMPSE INTO HOW THE WORLD WILL LOOK AND FEEL IN YEARS TO COME. THE FAST-PACED CITY CONTINUOUSLY SETS THE GROUND FOR INNOVATIVE FASHION DESIGN, WHOSE GROWTH SPIKES WITH THE LEADING CONTRIBUTIONS OF ORGANIZATIONS LIKE FASHION FARM FOUNDATION (FFF).

"HONG KONG IS ONE OF THE MOST DIVERSIFIED CITIES IN THE WORLD MAP WHERE THERE ARE COUNTLESS HIDDEN CREATIVE GEMS YET TO BE EXPLORED. FFFRIDAY HAS BEEN THE PIONEERING PROJECT SINCE 2015, IN PROMOTING HONG KONG FASHION DESIGNERS VIA AVANT-GARDE CURATIONS TO PROVIDE MULTIDISCIPLINARY CREATIVE PLATFORMS FOR THE STARS TO SHINE IN THEIR OWN RIGHTS," CHAIRLADY OF FFF, EDITH EXPLAINED.

THE COVER FACE OF THE CAMPAIGN THIS YEAR IS FYNN, TRANSFORMED FROM LAST YEAR'S F5. "FYNN EMBODIES THE VIRTUAL REALITY OF TODAY WHERE SHE HAS REVIVED THE Y2K VIBE AND GATHERED A NEW GENERATION OF THE FASHIONABLE TRIBE IN THE VIRTUAL WORLD," SAID EUGENE, CURATOR & CREATIVE DIRECTOR OF FFFRIDAY 2018, "THIS IS THE NOW AND FUTURE."

Curator & Creative Director of FFFRIDAY 2018

EUGENE LEUNG

[Super Camp] photoshoot Art Director & Stylist

INGGRAD SHEK

[Super Camp] photoshoot Photographer

OSCAR CHIK

Inflatable Art Architect

MANFRED YUEN

3D Modelling Designer

RUBY GLOOM

Y2K BOOYAH ISSUE

Booyah - a word that is uttered after a significant accomplishment, synonymous with "In your face!"

In this issue, we discover another phase of curiosity building and co-creation in the Hong Kong fashion scene. Our inspiration came from the Year 2000 cyber era, very distinctive aesthetics comprising of various cultural elements like "camp" which is back in trend.

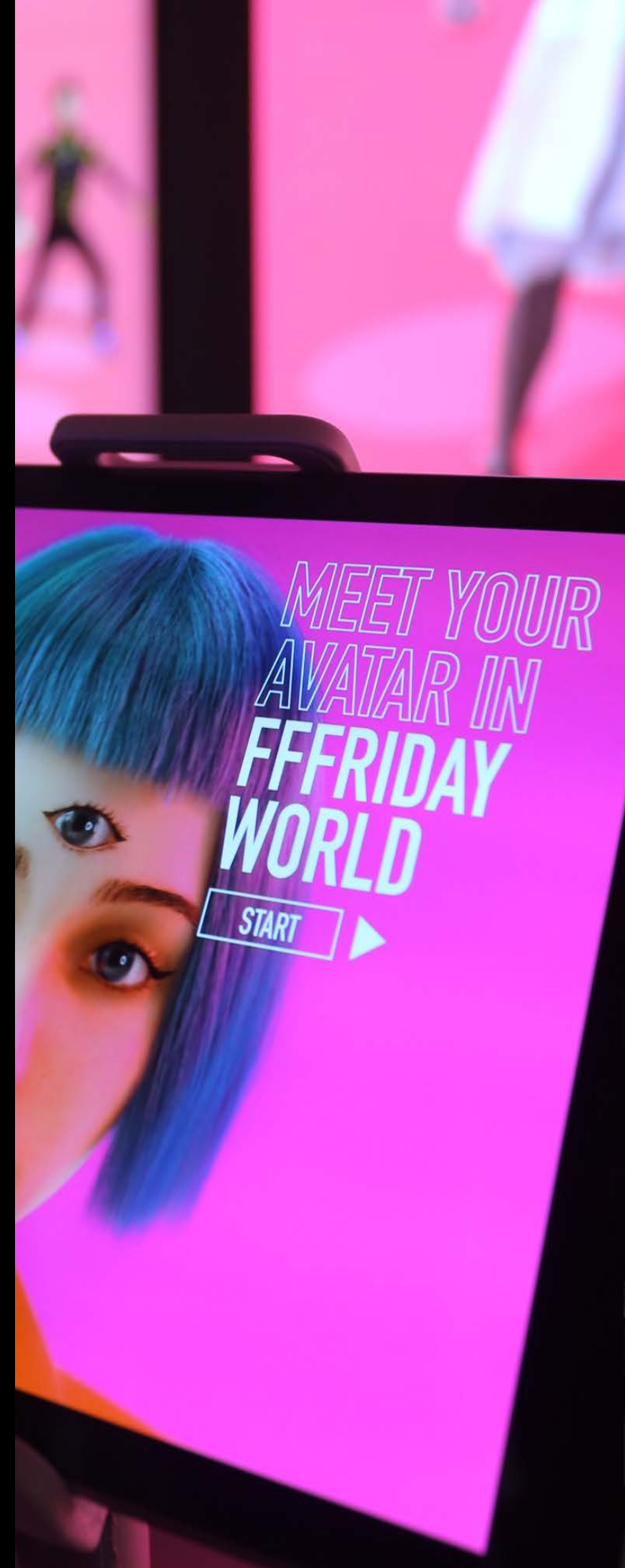
Industry heavyweights such as Ivana Chum, Buying Manager of D-Mop, Jimmy Chan, FarFetch Head of Account Management APAC, and Kim Wong, Fashion Professor of The Hong Kong Polytechnic University shared their invaluable views on their handpicked 20 up-and-coming Hong Kong fashion designers for a city-wide showcase, along with key success factors as a design creative. Exciting tech-infused fashion presentations by Kay Kwok, Anaïs Jourden, OKOKOK, DEADSEAS, Robert Wun, and Yat Pit revitalized the traditional fashion district Sham Shui Po, and paid tribute to its golden era.

FYNN was digitally created with ultra-high polygon faces to represent FFFRIDAY 2018, while her TVC aired in gigantic walls in the Hong Kong fashion hubs as propaganda for the virtual fashion tribe. Architect Manfred Yuen shared his revelation on the man-sized metallic head designs for the public "Create Your Avatar" tour.

In the interview with Inggrad Shek, she talked about "Super Camp", which is best endorsed by Ladygaga and Marilyn Manson, and its intrinsic meaning for the creative forces.

As a closing for the campaign, creative music collective Yeti Out brought new sights on audiovisual parties to Hong Kong, making all dance like crazy.

FFFRIDAY 2018 continues to bring new heights on the city-wide creative scene, co-creating among fashion, graphics, technology, architecture, and many more. We hope you enjoy it.





ANAÏS JOURDEN

ANAÏS JOURDEN was founded in 2012 by Anais Mak. The label exerts a casual attitude, delivering a graphic punch to generic femininity. A take on the notion of dressing up that is more about twisting the codes of the classic feminine look than breaking them. Being proper nowadays is seen as a new form of rebellion. ANAÏS JOURDEN staged its first runway show on the Paris Fashion Week Official Calendar in Autumn-Winter 2018. The brand's accolades include a semi-finalist place in LVMH Prize 2015 and Winner of Vogue Italia's Who is on Next 2015.

www.anaisjourden.com | [@anaisjourden](https://www.instagram.com/anaisjourden)

CAR|2IE

CAR|2IE thrives on the belief of enhancing one's sense of self and style, where imperfection equals perfection. CAR|2IE's designs show structural forms, yet maintaining their femininity and emphasizing on the play of proportions. The new range focuses on creating a strong silhouette with fine quality creative details, providing a wide variety of styling choices. The design team matches components of masculine tailoring to feminine chic elements that offer a refined, striking look.

www.car2ie.com | [@car2ie](https://www.instagram.com/car2ie)

CECILIA MA

Couture

In 2011, fashion and accessories designer Cecilia Ma debuted her first ready-to-wear collection in Paris. The label expanded into jewelry, accessories and clutch bags shortly after. Inspired by her extensive travels and passion for French films, Cecilia's collections are full of whimsical details, bold colors and expressive statements.

www.ceciliama.com | [@cecilia_ma](https://www.instagram.com/cecilia_ma)



Founded in 2014, CURTIS LI STUDIO launched its first collection in early 2016. The brand is most significant of its experimental 3D constructed draping, wash effects finishing on various materials, "multi-ness"- whether it's multi-functional or multi-purposes of how one design can provide, and also its directional aesthetics fusing and re-defining "High-End", "Sporty" and "Urban" elements.

www.curtislistudio.com | [@curtislistudio](https://www.instagram.com/curtislistudio)



Cynthia & Xiao is a womenswear brand founded on bold graphics infused with simple modernity. Launched in 2014, the Chinese design duo Cynthia Mak& Xiao Xiao work together to bring out a collection where the aesthetics takes root of Cynthia's background of Graphic Design and Fashion Design. Injecting Xiao's specialists in Fashion Knitwear Design, the garments combine a striking bold character yet minimalistic and easy shapes.

www.cynthiaandxiao.com | [@cynthiaandxiao](https://www.instagram.com/cynthiaandxiao)

DANSHAN

DANSHAN is an emerging menswear brand cofounded by a woman, Dan, from China and a man, Shan, from Hong Kong. After graduating from the womenswear design course at Central Saint Martins in 2012, the pair worked in the industry before starting their own label and focus on their observations of the way gender dynamics are changing and its correlations with fashion.

www.danshan.co.uk | [@danshanstudio](https://www.instagram.com/danshanstudio)



Established in 2017, DEADSEAS represents a wide range art projects on technology and humanity. Currently based in Hong Kong, the team is focusing on street wear and visual design. Inspired by the ethos of Cyberpunk and Internet subcultures, DEADSEAS is exploring the nature of mankind in the world of tech. With the style of 'High Tech Ghetto', DEADSEAS exerts different perspectives of technology's influences on the society - information overload, social isolation, identity alienation and reality confusion - all the hyper-normalization are making mankind less human.

www.deadseas.co | [@deadseas_official](https://www.instagram.com/deadseas_official)



DEMO. is a fashion label founded by Derek Chan, specialising in menswear but currently exploring the possibility of gender-neutral trend. It is imbued with an antiquated spirit, an attention to detail and erudite tailoring. DEMO. strikes a delicate balance between the freedom of contemporary fashion and the traditions of classical dressing styles. The designs break through the stereotype of gender with soft silhouette, structure and novel details. DEMO strives to provide a satisfaction and solemnity that melds with today's most forward thinking minds.

www.demo-fashion.com | [@demofashion_official](https://www.instagram.com/demofashion_official)

IDISM

IDISM represents the term 'id' meaning the basic human need and desire. Founded in Hong Kong, they possess the idea of designing garments that create interactions between the piece and the world. Transformation is a key element to IDISM. Not only does it create an interaction between the garment and the wearer, it also represents the "Lion Rock Spirit" - "perseverance and solidarity" which leads Hong Kong to transform into the current cosmopolitan Asian financial centre.

www.id-ism.com | [@idism](https://www.instagram.com/idism)

KA WA KEY

Nominated as one of the semi-finalists of The International Woolmark Prize 2018, KA WA KEY re-imagines traditional textile crafts and reworks everyday streetwear with an unusual balance of simplicity and soft masculinity. The label's work has been showcased in forms of on-schedule catwalk, presentations, performance and installations during the fashion weeks in London, New York, Shanghai and Tokyo.

www.kawakey.com | [@kawakey](https://www.instagram.com/kawakey)

KARMUEL YOUNG

Karmuel Young is a multi-medium design label founded in 2014. Inspired by everyday routines and the enormous creative potential lay in menswear, the brand aspires to transform regular and easily forgotten details into unconventional possibilities with innovative equations.

The perfectly crafted menswear is engineered to embody minimalism and modernity, tailor-made for men who seek alternative execution to regular fashion., celebrating individual townsman beginning anew in redefined modern fashion, with quality, and options.

[@karmuelyoung_official](https://www.instagram.com/karmuelyoung_official)

KAY KWOK

KAY KWOK, launched in 2013, incorporates youth, style and technology into fashion. His design is known for being fashion-forward and daring to push the boundaries of menswear. KAY KWOK has partnered with numerous international brands, including Sony, K11, Joyce boutique, Machine-A, Alcantara, and also worked with artists and celebrities from London, Sweden, Italy, Seoul, Beijing, Shanghai, Hong Kong and Taiwan, with sales points around the globe.

www.kaykwok.com | [@kaykwokofficial](https://www.instagram.com/kaykwokofficial)

KENAXLEUNG

Established in 2012, the contemporary fashion label "KENAXLEUNG" is a presentation of the combination of sportswear elements, installation arts, architecture and ethnic craftsmanship. The signature is a combination of innovative materials and exquisite color blocks.

www.kenaxleung.com | [@kenaxleunghk](https://www.instagram.com/kenaxleunghk)



Methodology, a women's fashion and accessories designer label, launched their first collection in Autumn Winter 2012. Methodology's designs often integrate femininity and toughness by playing with contrasting materials, shapes and forms. Featuring multiple functions in the accessories collection, up-cycled leather material is a core element. Methodology's designs are transformable and offer multiple ways to wear, hence encouraging wearers to blend in their own creativity and fashion sense.

www.methodologywears.com | [@methodologywears](https://www.instagram.com/methodologywears)

OKOKOK

Based out of Hong Kong, OKOKOK is a streetwear label by Leonardo Lakerson and Blanc Leong which draws influences from DIY aesthetics, virtual culture and Eastern motifs. OKOKOK's line of apparel covers all grounds of streetwear essentials, from surgical masks, baseball caps, buckets hats, tees to hoodies, and more. The quirky motifs they apply to their gear span from their own take on Calvin Klein's cK (oK), swans, basketballs, American flags, to Chinese traditions such as mahjong. The label even went as far as applying H1N1 on one of their surgical mask styles..

okokok.co | [@xokokokx](https://www.instagram.com/xokokokx)

ROBERT WUN•

ROBERT WUN is a London based fashion label, driven by a conceptual twist in modern womenswear. Through the interplay between sculpturing silhouettes and a graphical approach in details, it aims to empower feminine fashions by contrasting the essence of fragility with bold cuts and strong shapes.

www.robertwun.com | [@robertwun](https://www.instagram.com/robertwun)



Somewhere Nowhere speaks for anyone who dares to express him/ herself and is fearless with colour and texture. The label aspires to create a dreamy, youthful and inimitable style of this generation.

www.somewherenowhere.net | [@somewherexnowhere](https://www.instagram.com/somewherexnowhere)

THE WORLD IS YOUR OYSTER

The World Is Your Oyster is a Hong Kong based label founded in 2014 by design duo Calvin Chan & Joyce Kun. The brand emphasizes the importance of exploring the contemporary fashion by experimenting new details, forms, silhouette and ideas; together with the designers' own emotions, which created the brand's identity – fresh and poetic. Juxtaposition in clothing and reinvention with collage of fabrics are the brand's signature elements. The duo emphasizes on wear-ability to fit in modern people's wardrobe.

[@theworld_is_youroyster](http://www.theworldisyouroyster9.wixsite.com/info)

VANN

Vann Kwok is an international award winning jewellery designer from Hong Kong. Kwok has a great interest in design-objects that are considered alongside the border of art, design and craft. Her works sit between the realm of art, fashion and jewellery, with an emphasis on material innovation and interaction. They are largely informed by historical references to painting and sculpture, yet bring an original and contemporary quality through material and the sense of materiality.

www.vannkwok.com | [@vannkwok](https://www.instagram.com/vannkwok)



YAT PIT

www.yatpit.com | [@yat_pit](https://www.instagram.com/yat_pit)



Cosmopolitan magazine had its own cover face illustration as early as the 1900s. This year's **FFFRIDAY** campaign has FYNN as the official face, incorporating today's technology and being the first virtual fashion ambassador in Asia.

As an ultra-high polygon 3D animated virtual model, FYNN was built with 94463 polygon faces. It took months to brainstorm and design, before the team came up with an animated version with a pointy female face, ashy blue bob hairstyle and a third eye on the forehead. Eugene Leung, Creative Director & Creator of FYNN, shared that she is the epitome of the modern Y2K (the Year 2000) fashion era, "With today's CGI

(computer-generated imagery), AR (augmented reality), and VR (virtual reality) technologies, we are excited to have FYNN developed to bridge the fashion industry and community in reality and virtual spheres. The goal is to make Hong Kong fashion and creative inspirations accessible to all, without hindrance in geography, language, or race."

"FYNN is the guide to all things fashion," Eugene explained. "She can be accessed anytime anywhere, a virtual society that is all inclusive. She's been a great fashion spokesperson for **FFFRIDAY** 2018, being on billboard TVCs and inviting the fashion crowds to join the virtual tribe."



FYNN, the heroine of **FFFRIDAY** 2018, is a generation Z sporting a bluish bob head. An enthusiast of fashion, art and design who despises anything pretentious, she is a natural born trendsetter with a third eye on her forehead that pierces the souls of others.

ang



There has been a substantial increase in LED TV walls in every corner of Hong Kong these few years. The ever-rising demands for advertisers to tactfully grasp few seconds of each eyeball in high-traffic areas intrigued the curator, "While everything is going online, TV walls here are still not pushing the boundaries on the virtual front. We are keen to see what FYNN can bring via a series of TVC ads across Hong Kong, arousing public curiosity and recruit a virtual fashion crowd..." Eugene added.

In the 30-second CGI-rich TV commercial, FYNN publicly invited all passersby to create an avatar of themselves via visiting the campaign's official website FFFRIDAY.org, where the tour schedule and locations of the "Create Your Avatar" game were posted. The advertisement was broadcasted in selected fashion hubs within Hong Kong, including the walls of SOGO department store in the hustling Causeway Bay, Langham Place in Mong Kok, and Hong Kong Design Institute (HKDI) in Tseung Kwan O, generating more than 10,450,000 viewership for the campaign.

SOGO



SOGO

Location: SOGO HONG KONG, Causeway Bay

FFFRIDAY



IS THIS YOUR AVATAR?

YES

THIS IS NOT MY AVATAR

MEET YOUR AVATAR IN FFFRIDAY WORLD

CREATE YOUR AVATAR

in the early 90s computer world, we would be prompted to create an avatar to represent ourselves, especially in online communities, web forums, and multiplayer role-playing games. As much as they were used for easy identification, they were treated as a unique “second life” to many, as an expression of the wanted personas and alter-egos.

With the aim to gather new generations of fashionable members in the virtual world, FYNN revived the Y2K era with “Create your Avatar”, a virtual fashion avatar creation game, to activate communities in creating their virtual reality (VR) characters and dress in Hong Kong fashion designers’ signature pieces. The experience is a combination of image-capture technology, face-recognition, and AI-powered 3D avatar-creation solution, which took place in two cyber-retro man-sized metallic human head PVC membrane pneumatic structures, touring around the city.

“When Eugene shared the Y2K and avatar idea with me, I literally had immediate imagery in mind – people going into my cyber-head. It’s almost like those sci-fi movies where you go into a chamber and have yourself cloned...” explained Manfred, architect and designer of this inflatable art. “We are here to stimulate curiosity, so it had to be dramatic and surreal.”

The interactive simulation experience includes three steps:

1. Participants transform themselves into virtual characters - avatars, via a 3D facial scanning machine with interactive touch-screen technology
2. Dress in Hong Kong fashion designer's signature pieces with their virtual character, including clothing, shoes, and jewelry.
3. The well-dressed avatar animated with selected figure movements to be shared via participants' social media profiles.

The station toured around five corners of Hong Kong, including The Hong Kong Polytechnic University in Tsim Sha Tsui, Savannah College of Art and Design Hong Kong (SCAD) in Sham Shui Po, Hong Kong Design Institute (HKDI) in Tseung Kwan O, D2 Place One in Lai Chi Kok, and H Code in Central, and collectively recruited more than 122,000 new virtual fashion populations.

FFFRIDAY

HAIR
CLOTHES
SHOES

*Pink corduroy jacket & trousers by Somewhere Nowhere ,
Necklace - Hyperreal collection by Vann Kwok & Marta Twarowska*

MIX & MATCH YOUR OWN CHARACTER

NEXT





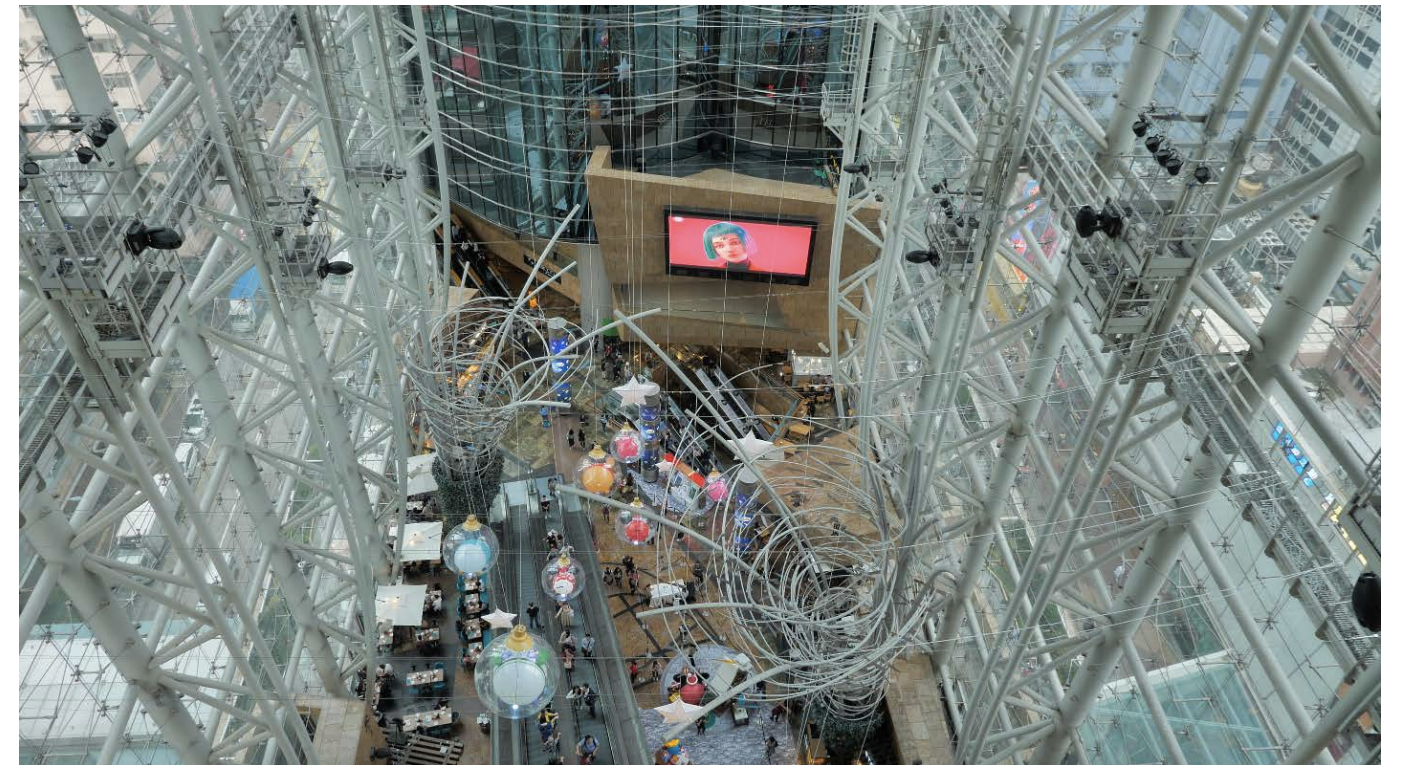
LEFT:

Date: 19-21 November 2018

Location: Hong Kong Design Institute, 3 King Ling Rd, Tiu Keng Leng

RIGHT:

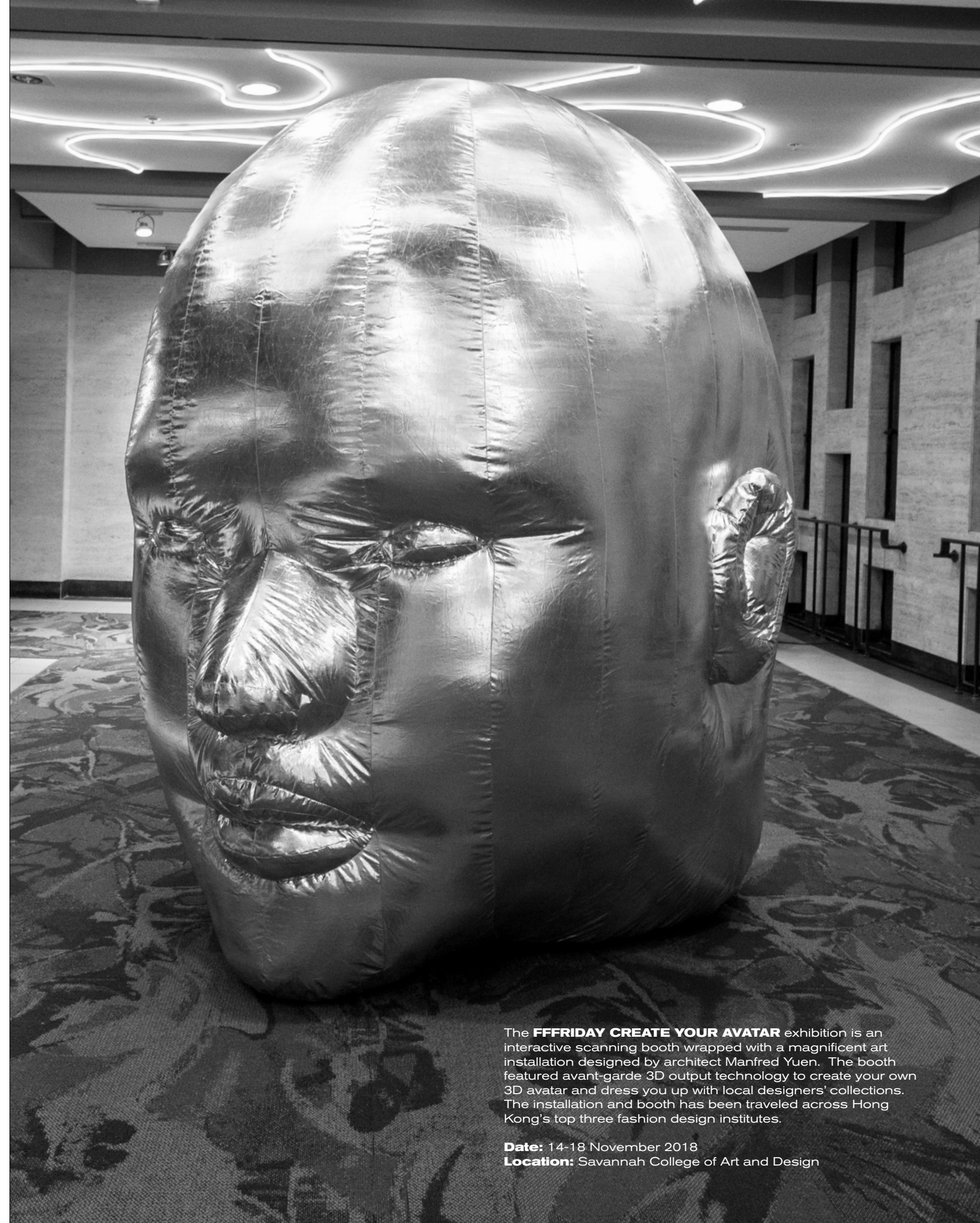
Location: LANGHAM PLACE





4 local fashion brands **VANN**, **SOMEWHERE NOWHERE**, **DANSHAN** and **KARMUEL** showcased their design chairs on site to induce a dialogue between fashion and architecture

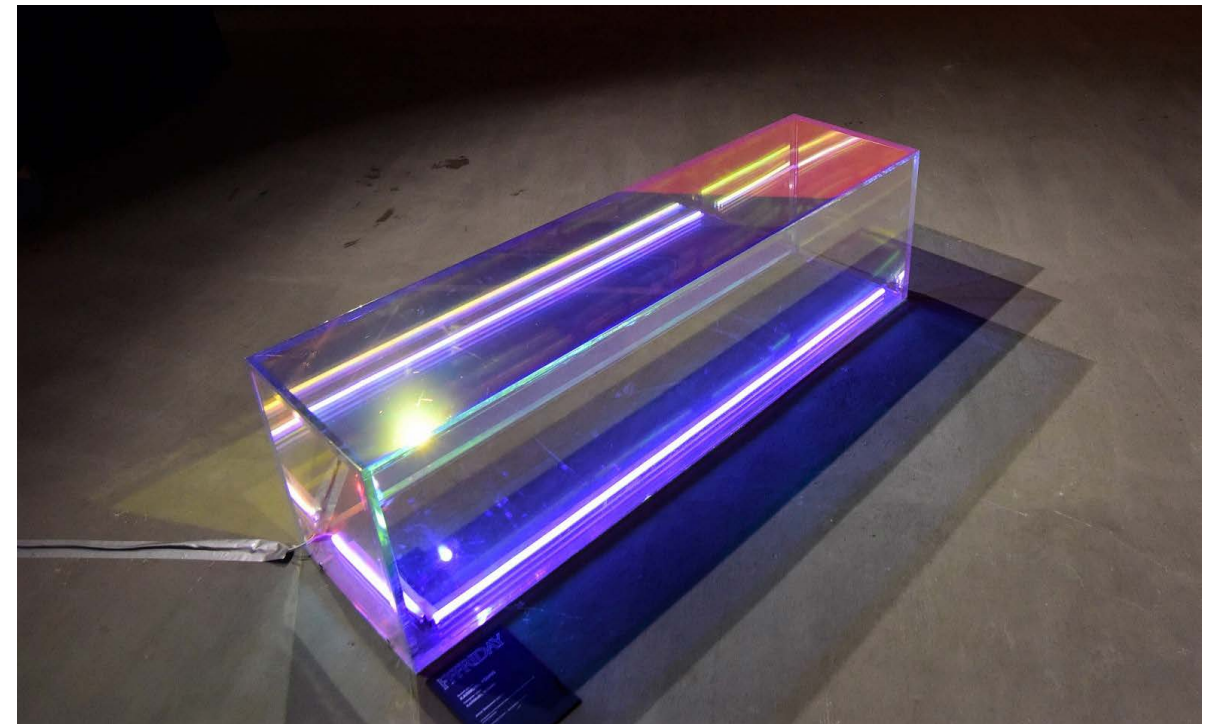
Designer Chair by **VANN**



The **FFFRIDAY CREATE YOUR AVATAR** exhibition is an interactive scanning booth wrapped with a magnificent art installation designed by architect Manfred Yuen. The booth featured avant-garde 3D output technology to create your own 3D avatar and dress you up with local designers' collections. The installation and booth has been traveled across Hong Kong's top three fashion design institutes.

Date: 14-18 November 2018

Location: Savannah College of Art and Design



LEFT& RIGHT:
Designer Chair by **KARMUEL YOUNG**



LEFT& RIGHT:
“Your fluffy friend” By **SOMEWHERE NOWHERE**



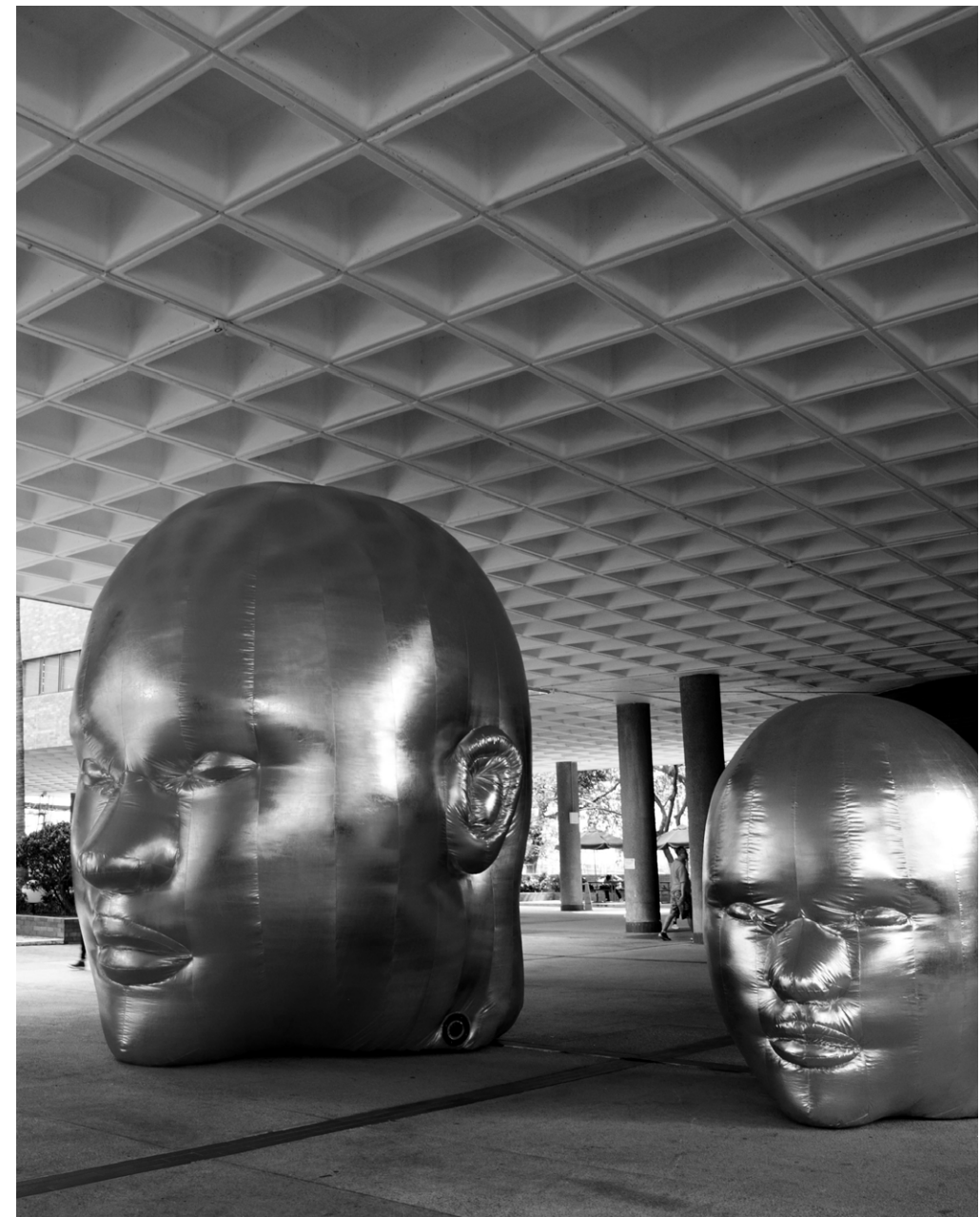
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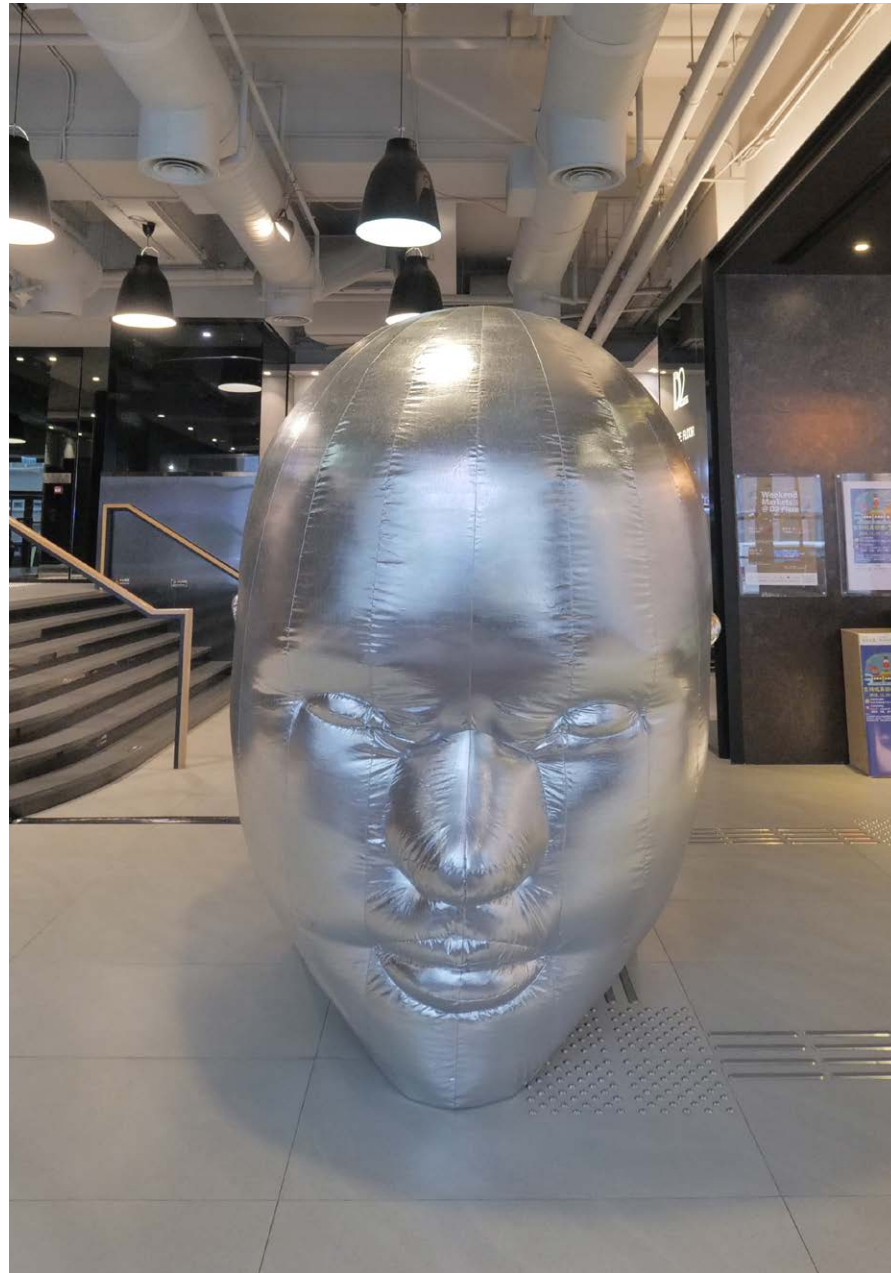
Designer Chair by **DANSHAN**

RIGHT:

Date: 21-23 November 2018

Location: The Hong Kong Polytechnic University"



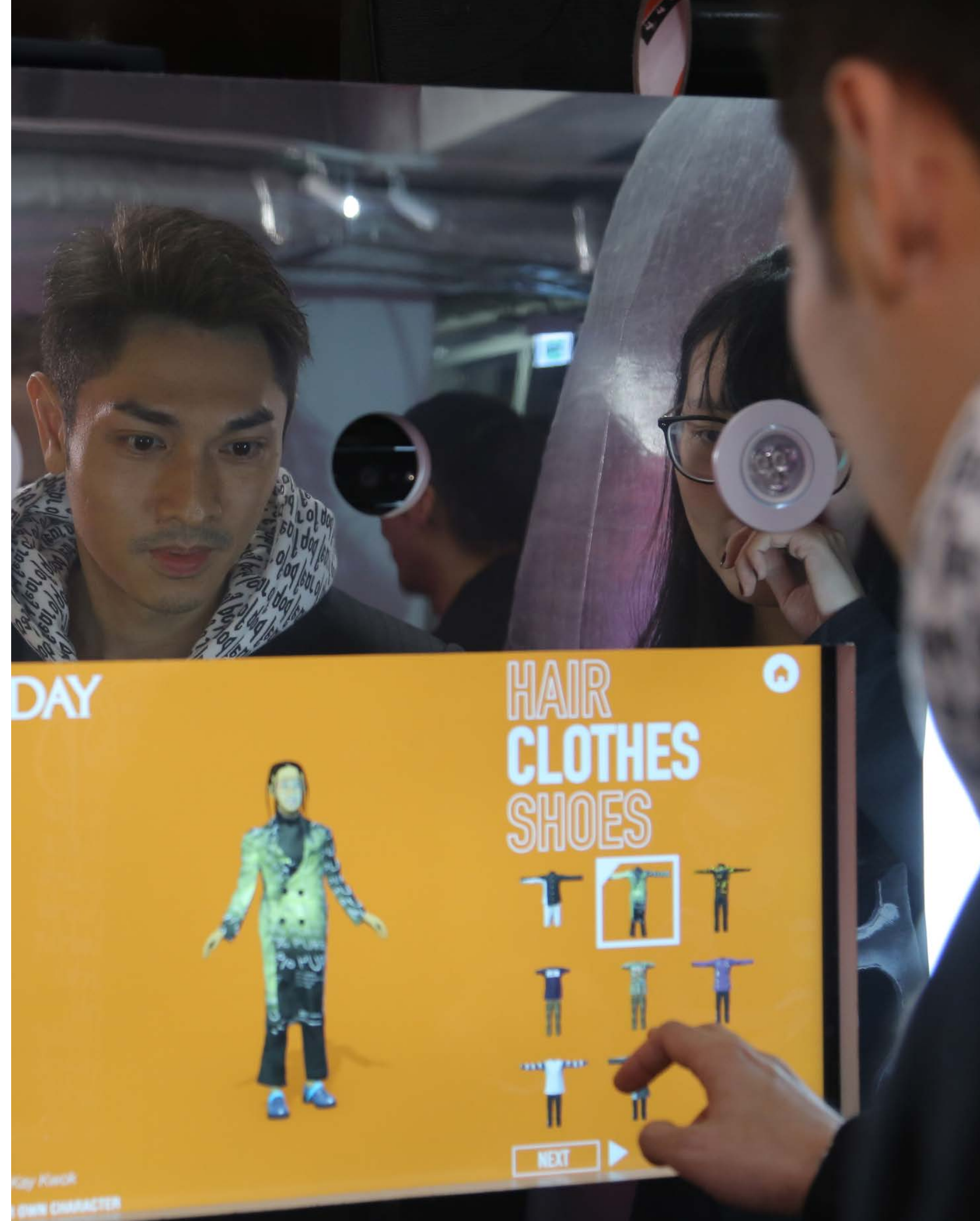


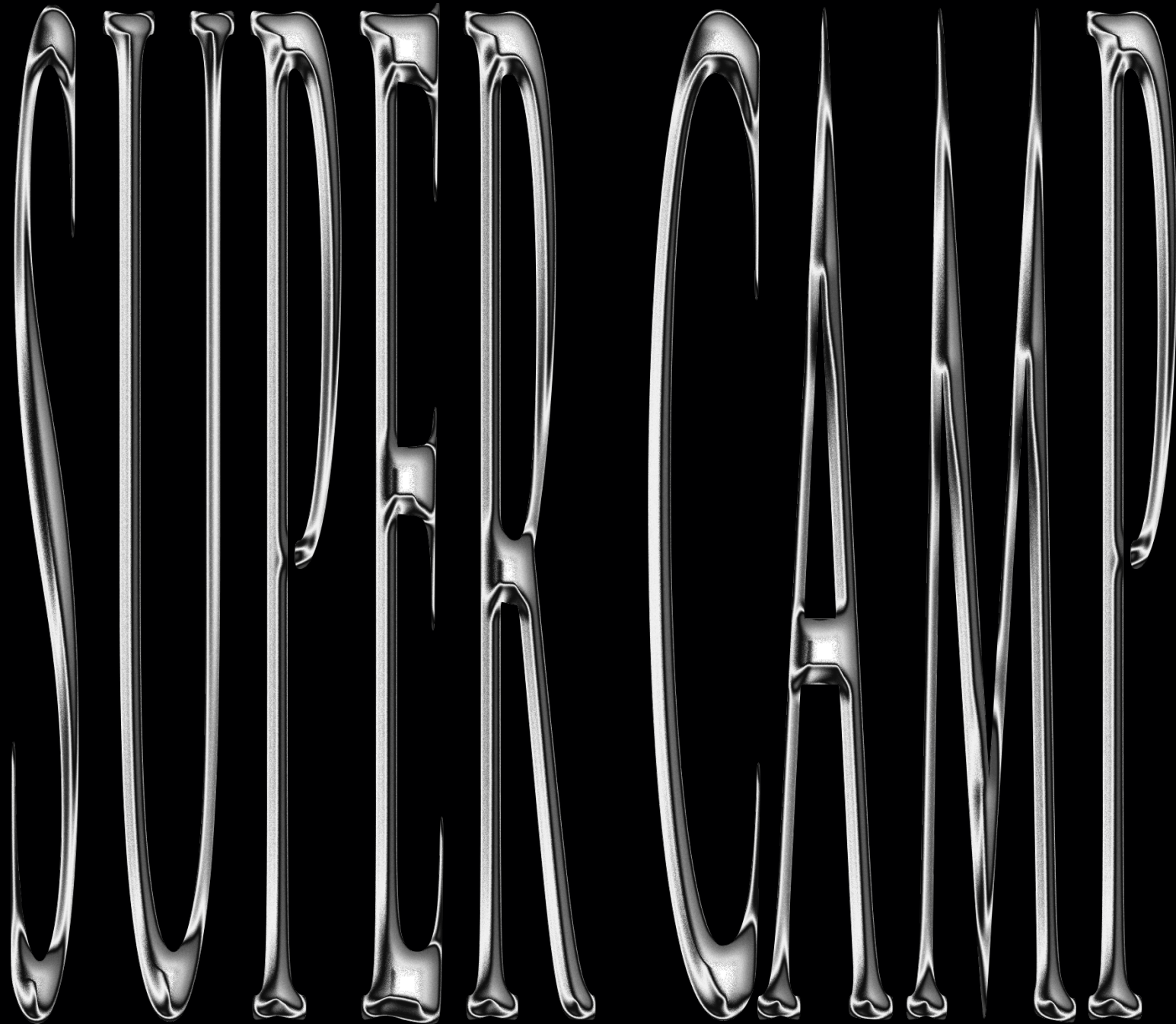
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Date: 24-30 November 2018
Location: D2 Place One

RIGHT:

Date: 3-12 December 2018
Location: H Code, 45 Pottinger St., Central





“Camp” is the “IT word” in the fashion context, especially being the theme of this year’s Met Gala. In fact, the expression has a long history dating back to 1909, denoted to be “ostentatious, exaggerated, affected, theatrical”. And by the middle of the 1970s, the definition included “banality, mediocrity, artifice, [and] ostentation ... so extreme as to amuse or have a perversely sophisticated appeal”, according to Webster’s New World Dictionary of the American Language, 1976 edition. Today, celebrity fashion stylist Inggrad Shek manifested the different meaning of “camp”, which is more than pure aesthetics.

Q: What is “camp”?

A: “Camp” is a kind of style and even culture. It was defined to be an aesthetic that is unreal, exaggerated and theatrical...usually comprising some typically bad-taste yet ironic elements to a shocking excess that creates an appealing attraction.”

Q: Why do you think “camp” is important in the fashion industry?

A: “It is a disruption of modernism in art, which I think carries a wider meaning in this day. It is inclusive in terms of culture, race, styles, and everything, as you can see in Lady Gaga and Marilyn Manson’s styles. It is never linear, but a concerted outcome. Look at Gucci’s latest ad campaign... it is not as straight-forward as their previous works, but it includes layers and layers of contexts which will never get you bored.

Q: How did you incorporate camp into FFFRIDAY fashion campaign?

A: “The ideation itself represents collectiveness, which includes various creative individuals like 20 fashion designers, curator, make-up artists, photographers in this campaign. Everyone is unique, with very diverse innovative specialties. With respect to this, we have adopted Super Camp as the styling direction, highlighting the prolific creativeness, while supercharging the higher powers all together. You will see the super-power elements mixing with Y2K vibes and today’s photo-editing technology in each of the fashion shoot images. They are blurring the perimeters of each genre, just like today’s music.”

Model: Kaye @kaiyily,

Brand: OKOKOK & DEADSEAS
@xokokokx @deadseas_official





LEFT:

Model: Hanna Chan @hannachanx

Brand: THE WORLD IS YOUR OYSTER (Jacket and Tie)
@theworld_is_youroyster

RIGHT:

Model: Cecilia Yeung Man Wai
@cceciliayeung

Brand: CHRISTIAN STONE (Jacket)
@imongrindr

Model: Hunter Lee White
@whitemaggotsss
Brand: CHRISTIAN STONE
(Top & Bottom) @imongrindr





Model: Kidney Chung @kidneychung,
Brand: KENAXLEUNG (Top) @kenaxleunghk ,
 CHRISTIAN STONE (Bottom) @imongrindr,
 THE WORLD IS YOUR OYSTER (Gloves) @theworld_is_youroyster

FASHION CALLS



“Schwing” is a 90s slang for excitement, first invented by Mike Myers in his “Wayne’s World” Saturday Night Live sketch. FFFRIDAY brought back a great avant-garde huzzah for fashion to Sham Shui Po, a traditional garment and fabric hub in the city.

Designers collectively paid tribute to the traditional fashion district Sham Shui Po, where the booming of garment manufacturing and sourcing started in the 80s in Hong Kong. Today, FFFRIDAY has brought back creative forces to rejuvenate the area and uplift the dynamism of the industry.



YAT PIT — /

Yat Pit transformed one of the famed outdoor fabric stalls in the area into a hipsters' hangout spot, where trend-savvy presenters sat, chatted, and interacted with the neighboring locals, highlighting the charming and unique traditional Hong Kong culture.

Instead of a traditional catwalk show, Yat Pit brings the walkway into the Sham Shui Po market stalls.





ROBERT WUN

Robert Wun demonstrated the poetic “The Concrete Forest” collection as an art installation, where large-scale abstract floral sculptural fashion pieces were exhibited in a hidden misty forest in an empty space of a traditional Chinese walk-up building. “I am very fond of Hong Kong, the city where I grew up. This is a real concrete jungle created right here, where there is hidden beauty and elegance few people see,” claimed Robert, the internationally recognized designer who is currently based in the UK.



OKOKOK & DEADSEAS

Geared with air guns and helmets, presenters wearing fashion pieces by **OKOKOK** and **DEADSEAS** were split in two teams in a first person shooter game. Viewers were invited to take part in the indoor war game, creating unconventional ways of interactions which are completely different from the traditional fashion show formats. The excitement was amplified with live-feed views and narration of commentators, further fusing fashion and today's gaming culture.

Jointly the concept of indoor shooting games by OKOKOK and DEADSEAS. It allows players to put on their designs and bring them into the game culture.



FASHION CALLS: "SCHWING!"



ANAÏS JOURDEN

Anaïs Jourden depicted a modern snow white, "I wanted to insert contemporary femininity into a modest dream through Maisy's precise artistic movements," said Anaïs, the designer behind the world-acclaimed label. Her short film was shot in an ice-skating rink in the area, where Hong Kong figure skating champion Maisy Ma told her story via graceful manoeuvres.



KAY KWOK

Fashion designer Kay Kwok brought ancient Chinese mysteries to life via a unique presentation in an unused indoor raw concrete space. Together with AR technologies, viewers could immerse themselves in the perspective from “Meng Po”, the old lady who oversees the entrance of hell. “It was kind of scary, yet exciting. I have never thought of participating in a fashion show from the eyes of Meng Po. It’s like travelling back in time, putting you into a movie set. I almost wanted to wear the pieces to feel even more!” exclaimed Jennifer, one of the guests at the fashion presentation.



GLIM



The creative industry today is a path comprised of multi-talents across various disciplines. **Yeti Out** is a music collective that represents just that – a party-promoter, record label, and a creative agency, consisting of DJs, promoters, producers and graphic designers.

The faces behind it are twin brothers Arthur and Tom Bray, who are pushing the boundaries of DJ-ing to another level in Asia.

Q: “WHAT DO YOU THINK ABOUT THE MUSIC AND PARTY SCENE IN HONG KONG?”

A: “IT USED TO BE QUITE NARROW IN THE CHOICE OF MUSIC GENRES. YOU SELDOM HEAR ANYTHING APART FROM HIP HOP AND POP IN CLUBS HERE. WE’D LIKE TO BRING MORE VARIETIES AND CHOICES FOR THOSE WHO HAVE A DIFFERENT TASTE. SO WE THROW PARTIES HELPING GENRES LIKE GRIME, GARAGE, BASS MUSIC, HOUSE, TECHNO, AND AFROBEAT GAIN MOMENTUM IN THE CITY.”

Q: “WHAT WAS YOUR INSPIRATION FOR FFFRIDAY 2018?”

A: “WHEN WE SAW THE AESTHETICS OF THE CAMPAIGN ALONG WITH THE DESIGNERS’ PIECES, WE KNEW WE NEEDED SOMETHING VISUALLY IMPACTFUL, BUT WITH A TOUCH OF THE 2000 CYBER VIBES. IT HAS TO BE A MULTI-SENSORY EXPERIENCE WHICH WE CAN CO-CREATE WITH THE AUDIENCE.”

Q: “SO HOW DID YOU EXPRESS THAT FOR THE PARTY?”

A: “WE HAD FRACTAL FANTASY CREATE AN AUDIOVISUAL PERFORMANCE. WHILE THEY ARE DJ-ING, THERE WAS THIS HUGE VISUAL PROJECTION ON THE WALL BEHIND. THE GRAPHIC MOTIONS WERE DESIGNED TO REACT TO THE BEATS AND AUDIENCES’ DANCE MOVEMENTS, WHICH IS A COOL WAY TO ENCOURAGE THEM TO BE ADDICTED TO DANCING. THE 3D DIGITAL INSTALLATIONS BY DUJ W.O.M.B WITH THEIR MUSIC GOT EVERYONE VERY EXCITED AND INTO THE MUSIC TOO... IT WAS A BLEND OF EAST AND WEST, WITH A LOT OF EMOTIONS, JUST LIKE FASHION. WE HAD NEVIN THE DUDE FROM SEOUL, AKIRA MIMASU FROM HONG KONG, AND WARMCHAINSS FOR VERY AFFECTING TUNES.”



FFFRIDAY Music x Yeti Out is a finale and highlight of this project at H CODE, Central.

We had Akira Mimasu, Fractal Fantasy, Nevin the Dude, Yeti Out, Warmchainss and WOMB in the house to perform live music to our guests.

1. Performer Nevinthedude@ Cakeshop, Seoul

2. Performer Arthur Yeti@ Yeti Out

3. Group Picture (From left to right)

First row:
Sinjin Hawke@ Fractal Fantasy, Warmchainss, W.O.M.B

Second row:
Dan Tse@ FFF, Zora Jones@ Fractal Fantasy,
Arthur Yeti@ Yeti Out, Eugene Leung@ FFF,
Akira Mimasu@ Yeti Out, Nevinthedude@ Cakeshop, Seoul

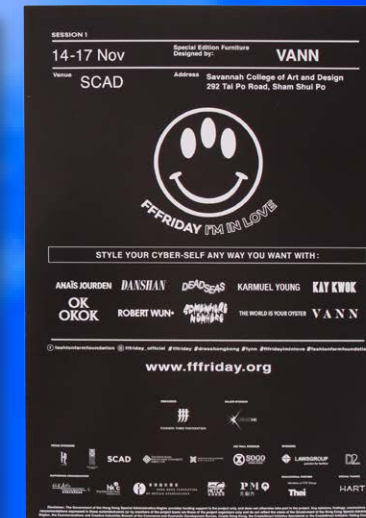
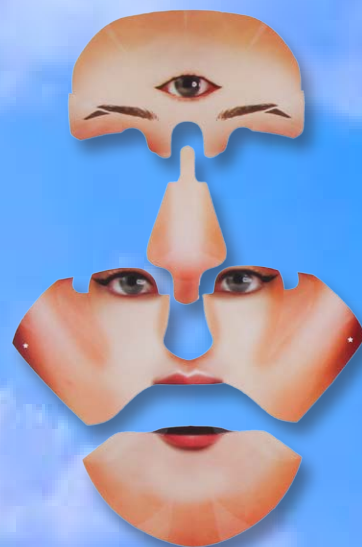


Graphic by: **Akira Mimasu** (Yetiout)



Sinjin Hawke and **Zora Jones** @ **Fractal Fantasy's** platform that allows audiences to interact with an amazing computer-generated environments.





CREATE YOUR AVATAR



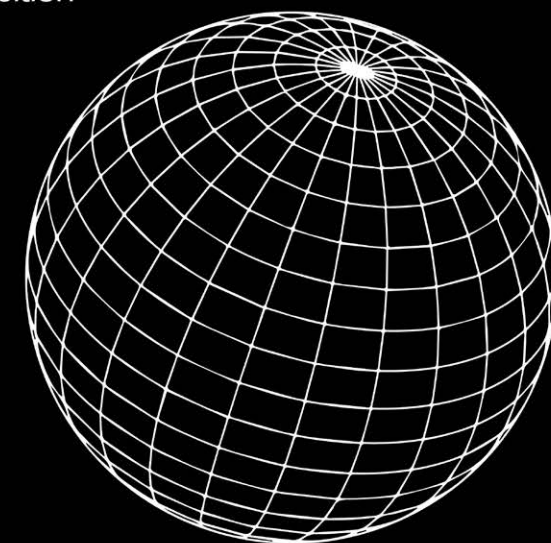
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BY MANFRED YUEN!

SESSION 1	
14-17 Nov	Special Edition Furniture Designed by: VANN
Venue SCAD	Address Savannah College of Art and Design 292 Tai Po Road, Sham Shui Po
SESSION 2	
19-20 Nov	Special Edition Furniture Designed by: SOMEWHERE NOWHERE
Venue HKDI	Address Hong Kong Design Institute 3 King Ling Road, Tiu Keng Leng
SESSION 3	
21-23 Nov	Special Edition Furniture Designed by: DANSHAN
Venue POLYU	Address CF Wing, Podium Level, The Hong Kong Polytechnic University, Hung Hom
SESSION 4	
24-25 Nov	Special Edition Furniture Designed by: KARMUEL

Fffriday Exhibition



FFFRIDAY

"SUPER CAMP"

Featuring 20 Hong Kong elite fashion labels, they are ANAÏS JOURDEN, CARI2IE, CECILIA MA, CURTIS LI STUDIO, CYNTHIA & XIAO, DANSHAN, DEADSEAS, DEMO, IDISM, KA WA KEY, KARMUEL YOUNG, KAY KWOK, KENAX LEUNG, METHODOLOGY, OKOKOK, ROBERT WUN, SOMEWHERE NOWHERE, THE WORLD IS YOUR OYSTER, VANN and YAT PIT. You will discover something extraordinary in each of them. Visit us from 6-12 Dec at H Code in Central.

VIP Day

DATE: 6 DEC 2018
OPENING HOURS: 11:00-13:00
H CODE, 45 Pottinger Street, Central

Free Admission for public

DATE: 7-12 DEC 2018
OPENING HOURS: SUN-THUR 12:00-20:00
FRI-SAT 12:00-22:00
H CODE, 45 Pottinger Street, Central

Eugene Leung
Curator and Creative Director

Inggrad Shek
Art Director & Stylist

Oscar Chik
Photographer

Ruby Gloom
3D Art Director

FASHION FARM FOUNDATION (FFF)

IS A NON-PROFIT ORGANIZATION FOUNDED IN 2012 WITH A MISSION TO PROMOTE HONG KONG FASHION DESIGNS GLOBALLY BY SYNERGIZING LOCAL FASHION DESIGNERS, ENTREPRENEURS, CULTURAL PRACTITIONERS, INDUSTRY EXPERTS AND RETAILERS. THIS IS ACHIEVED VIA INTERNATIONAL FASHION WEEK PARTICIPATIONS, FASHION PRESENTATIONS AND SHOWS, INDUSTRY SEMINARS, PANEL DISCUSSIONS, AND WORKSHOPS.

THESE INTERNATIONAL AND LOCAL PROJECTS ALLOW FFF TO COLLABORATE WITH A WIDE RANGE OF PARTNERS, INCLUDING FASHION DESIGNERS, MANUFACTURERS, RETAILERS, INTERNATIONAL EDUCATIONAL INSTITUTIONS, GOVERNMENTS, NGOS, FINANCIAL INSTITUTIONS, REAL ESTATE DEVELOPERS, AND MEDIA ORGANIZATIONS. THROUGH WORKS WITH THESE PARTNERS, FFF AIMS TO PROVIDE A COMMUNICATION GATEWAY AMONG YOUNG DESIGN TALENTS AND FASHION INDUSTRY EXPERTS FOR EXCHANGING CONCEPTS AND EXPERIENCES TO FOSTER HONG KONG'S FASHION INDUSTRY.

<https://www.fashionfarmfoundation.org>

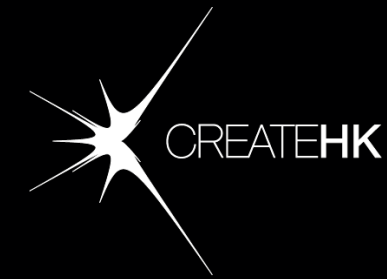
CREATE HONG KONG (CREATE HK)

IS A DEDICATED AGENCY SET UP UNDER THE COMMERCE AND ECONOMIC DEVELOPMENT BUREAU OF THE GOVERNMENT OF THE HONG KONG SPECIAL ADMINISTRATIVE REGION IN JUNE 2009 TO LEAD, CHAMPION AND DRIVE THE DEVELOPMENT OF THE CREATIVE ECONOMY IN HONG KONG.

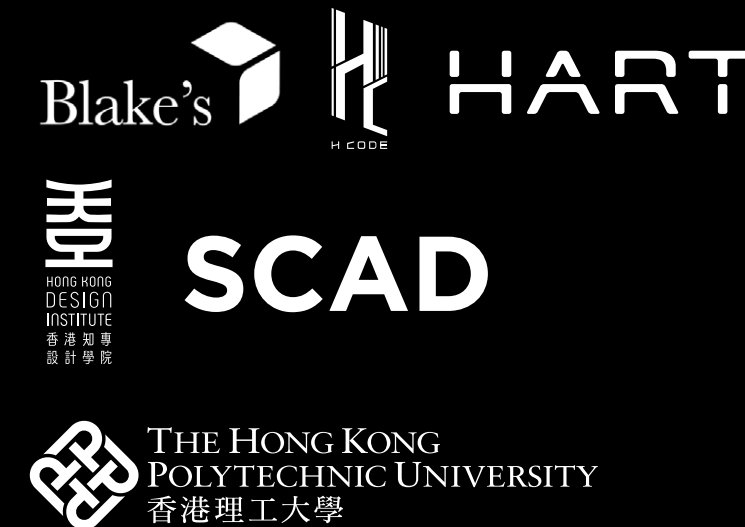
IT CO-ORDINATES GOVERNMENT EFFORT REGARDING CREATE INDUSTRIES, FOCUSES GOVERNMENT'S RESOURCES CATERING FOR THE PROMOTION AND SPEEDING UP OF THE DEVELOPMENT OF CREATIVE INDUSTRIES IN HONG KONG, AND WORKS CLOSELY WITH THE TRADE TO BOOST THE DEVELOPMENT OF CREATIVE INDUSTRIES.

<https://www.createhk.gov.hk>

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H Code, where ideas are formed and multiplied. Meet and network amid the coolest vibe in Central. The best place for characteristic designs and cool lifestyle.

Overlooking the former Central Police Station complex of Tai Kwun that is set to become Central's coolest destination. At the centre of things - where LKF meets Soho with an attractive new pedestrian-only piazza that retains the hidden-alley character of an inner city block. H Code is a skyscraper development designed for the creative, work and play experience.

Website: www.hcode.comhk
Facebook & Instagram: @hcodehongkong

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FFFRIDAY 2018 FYNN TVC Music "Lightning"

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Akira Mimasu | Fractal Fantasy | Nevin the Dude
WOMB | Warmchainss | Yeti Out

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More details about FFFRIDAY and coming happenings will be available online.

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