

Exploring the Fashion Future at Fashion InStyle 2025

NEXT@Fashion InStyle - Showcasing Transformative Change of New Materials in Fashion

Over 400 global exhibitors from the fashion and textile industries will come together to present the latest innovations, spanning textiles, apparel, fashion technology, and sustainable solutions.

The brand-new exhibition zone, NEXT@Fashion InStyle, will feature Self-Portrait's Founder and Designer, Han Chong, as the bringing together some 60 pioneering material suppliers and five local designers to showcase the versatility of new materials in the fashion industry.

Fashion is more than aesthetics—it is a fusion of cultural heritage, environmental responsibility, and functional innovation. Organized by the Hong Kong Trade Development Council (HKTDC), Fashion InStyle 2025 will be held from **27 to 30 April** at the Hong Kong Convention and Exhibition Centre (HKCEC). The event will unveil NEXT@Fashion InStyle, a dedicated exhibition zone showcasing how innovative materials are revolutionizing the fashion industry.

As one of Asia's leading fashion events, Fashion InStyle will bring together nearly **400** exhibitors from the apparel and fashion sectors, featuring textiles, fashion technology, sustainable solutions, seasonal apparel, accessories, and industry partners, providing a comprehensive sourcing platform for the fashion supply chain.

Throughout the event, fashion parades will showcase the latest designs and material applications, while seminars and networking sessions will explore key topics such as sustainability, innovative technologies, and fashion trends, helping buyers stay informed about market developments and industry opportunities.

NEXT@Fashion InStyle: Pioneering the Future of Fashion with Innovative Materials

The NEXT@Fashion InStyle exhibition zone is funded by the Cultural and Creative Industries Development Agency (CCIDA) of the Hong Kong SAR Government and supported by the Thailand Creative Culture Agency (THACCA) and the National Soft Power Development Committee. We are honoured to have Self-Portrait's Founder and Creative Director, Han Chong, as an ambassador, who will join forces with over 60 leading material suppliers from around the world.

In collaboration with five visionary local designers, the exhibition will showcase the synergy of creative design, advanced material properties, smart technology, biodegradability, and upcycling techniques, highlighting the transformative potential of innovative materials in the fashion industry. A series of seminars will further explore emerging trends in sustainable fashion and material applications, fostering an engaging platform for industry knowledge exchange.

Experience Thailand's Cutting-Edge Fashion Materials

NEXT@Fashion InStyle is privileged to have the strong support of THACCA as a strategic partner. Through this collaboration, THACCA has assembled nearly 30 exhibitors from Thailand, showcasing the country's fashion materials and their unique strengths in cultural heritage, sustainability, and innovative technologies.

Local Designers × Innovative Materials: Exploring Infinite Possibilities

NEXT@Fashion InStyle is **collaborating with** five local fashion designers to demonstrate how innovative materials are redefining fashion, creating a visionary stage that merges creativity and innovation:

- **Kinyan Lam × Gambier Canton Silk** - Integrating traditional craftsmanship with minimalist, contemporary design to modernize and preserve a national intangible cultural heritage.
 - **Arto Wong × AlgaFila & Lotuxilk** - Experimenting with algae and lotus fibers through intricate knitting techniques, creating a visually dynamic, layered, and energetic textile experience.
 - **Jason Ying × Sustainable Denim by Advance Denim** - Reinterpreting sustainable denim through military-inspired designs, highlighting its breathability, elasticity, and durability beyond conventional denim.
 - **Johnson Chong × Functional Fabric by Llyord** - Utilizing high-performance functional fabrics to create designs that seamlessly combine aesthetics with outdoor functionality.
 - **Toki Wong × AlgaFila** - Showcasing the lightweight and breathable qualities of algae fibers through innovative spinning and weaving techniques, crafting stylish, summer-ready coastal textiles.
-

Seven Lifestyle Exhibitions to Take Place Simultaneously, Expanding Buyer Support Online and Offline

Fashion InStyle will take place alongside Home InStyle, the Hong Kong Gifts & Premium Fair, the Hong Kong International Printing & Packaging Fair, DeLuxe PrintPack Hong Kong, the HKTDC Hong Kong International Licensing Show, and the Asian Licensing Conference, maximizing cross-industry synergy.

To further support buyers, Fashion InStyle will adopt the “EXHIBITION+” hybrid model, seamlessly integrating online and offline sourcing. Buyers can discover products and services not only at the physical fair but also through the Click2Match smart business-matching platform and hktdc.com Sourcing.

During the exhibition, the HKTDC Marketplace App’s “Scan2Match” function enables buyers to scan exhibitors’ unique QR codes, save their preferred suppliers, access product details, and continue online discussions both during and after the event—ensuring seamless and efficient follow-ups anytime, anywhere.

Join Fashion InStyle 2025 to explore the latest trends in fashion innovation and discover how new materials are shaping the future of design.

[Register Now](#)

[Learn More](#)

[About NEXT@Fashion InStyle](#)