

“Set Sail in Hehuachi for Fashion” & 2021 AFC Grandly Launched in China



China, Beijing, Oct 28, 2021 (Issuewire.com) - On the morning of Oct.25, “Set Sail in Hehuachi for Fashion” & 2021 Asian Fashion Ceremony launched grandly in Star Show which is located in Hehuachi International Fashion Center, Southwest China’s Sichuan province.

Forming a new economic engine and setting up a new fashion landmark

Hehuachi area is located in Jinniu District, Chengdu, Sichuan province. The upgrade of Hehuachi area has promoted breakthroughs in restructuring its image, industry, and business model, and helped realize the initial transformation from a traditional market to a modern business district. Aiming to be an equivalent of Dongdaemun in South Korea, or Shinjuku and Shibuya business districts in Japan, the Hehuachi area is motivating all resources and reshaping its layout, business plan, as well as culture. With growing brand competitiveness and a stronger agglomeration influence, Hehuachi has laid a solid foundation for the construction of Rongbei business district.

Jinniu District adheres to the concept of comprehensive development and aims for a significant sustainable upgrade. Relying on the improvement of Hehuachi area, Jinniu District is planning a spatial layout of "one core, one belt, one ring, two axes, and multiple points". It would like to create “five scenarios” of fashion life, including fashionable shopping, featured community blocks, creative parks,

Han clothing (or Hanfu) experience, and local culture experience. Accordingly, "five platforms" are also under design, including R&D and design, fabric trading, digital manufacturing, fashion show, and live selling by influencers. By far, more than 400 enterprises have settled in Jinniu District. Specifically, there are more than 15,000 sellers and 100,000 employees. The annual transaction volume also reached nearly 100 billion RMB yuan.

The event "Set Sail in Hehuachi for Fashion" & 2021 AFC is a driving force for Jinniu District to take fashion shows as a lead. Meanwhile, it also follows the guidance of industry-university-research achievements and advocates high-street fashion with China chic. With all the efforts, Jinniu District is speeding up to become a capital city of fashion, a base for Sichuan Style Clothing, and a trade center in Western China.

This event was sponsored by the Government of Jinniu District and Zhongguancun Global Fashion Creative Industry Alliance, co-sponsored by the Silk Road International Fashion Week Organizing Committee and Macau Fashion Industry Association, and organized by the Functional Management Committee of Chengdu Jinniu Hehuachi International Trade Town, Chengdu Jinniu District Commerce Bureau, Chengdu Jinniu District Market Development Service Center, and Chengdu Jinniu District Hehuachi Sub-district Office.

Relevant leaders of Chengdu City and Jinniu District, industry representatives, and industry leaders attended the opening ceremony and jointly kicked off the event.

A joint release of fashion, innovative interpretation of China chic

After the opening ceremony, Zhou Jin, one of China's Top 10 fashion designers, and Gu A'xin, a well-known Chinese ethnic costume designer, presented two splendid fashion shows.

The theme of Zhou Jin's fashion show is "Shang Fang", which means nobility and magnificence. All collections used jade jewelries from Ming & Qing dynasties or modern times as well as China's Ruyi knots, to convey the wish of "meeting wonderful lifelike Jade".

Gu A'xin's show is about stories of ethnic minorities. He artfully integrated miao people's cultural elements such as miao embroidery, miao silver jewelry, and butterfly totem with modern designs. The show not only spread traditional Chinese culture, also brought a visual feast of fusion of modern fashion and ethnic style.

A complete industrial chain and a variety of activities

The event of "Set Sail in Hehuachi for Fashion" contains six theme activities from Monday to Friday, including the opening ceremony, an international fashion show, an industry conference, and an industry forum. Guests and representatives from government organizations, the fashion industry, academic institutions, R&D institutes, and business circles participated in different activities. They offered advice and contributed resources to promote the development of fashion culture and business.

The China Fashion and Creativity Industry Conference held on the afternoon of Oct 25th talked about platform sharing, industry upgrades, and talents cultivation. Government representatives, top experts, and industry leaders gathered together to explore the new direction, dimension, and value of the fashion industry.

On the morning of Oct 26th, Chishangjin Hanfu Cultural Block held its block opening ceremony and

Hanfu theme show “Models Arrive@365SHOW™”. In a form of flash mob performance, the theme show displayed the unique charm of the first Hangfu cultural block with a complete industrial chain and a high agglomeration degree.

In the following days this week, spectacular activities including haute couture shows, 2021 China Hanfu Development Form, Flourishing China - “Chishangjin” Cup China Hanfu Design Competition Grand Final will take place successively.

It’s promising that in the near future Hehuachi in Jinniu District, Chengdu will become a new fashion hub with international clout.



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