

Hekka Sets Sights on New Age of Metaverse Fashion, Impressing the Audience at Metaverse Silicon Valley Fashion Week



Silicon Valley, California Oct 20, 2022 ([IssueWire.com](https://www.issuewire.com)) - Hekka, an international online marketplace owned and managed by Asia Innovations Group Limited (ASIG), is now making strong strides in the emerging world of Metaverse fashion. The company was an active participant in the recently concluded Metaverse Silicon Valley Fashion Week held at Santa Clara Convention Center in Silicon Valley, California on September 23-24, 2022.

Following its exploits at the New York Fashion Week 2022, Miami Swim Week, and Japan Swim Week 2022, rapidly expanding online fashion marketplace Hekka has recently left a solid impression at the Metaverse Silicon Valley Fashion Week. This highly innovative and community-focused social shopping platform was founded by Asia Innovations Group Limited (ASIG) in 2021. With its rapid development, Hekka has already carved a niche in the fashion fraternity by leaving its footprints at several globally acclaimed fashion shows and events.

The Metaverse is a single, universal and immersive virtual world that can be navigated using augmented-reality and virtual-reality headsets. In other words, users can access through different categories of connected devices (both static and mobile). This game-changing technology offers a world

of new opportunities and benefits for fashion brands. Presently, the fashion industry's digital transformation and adaption of fashion in the digital era are enabling brands to use advanced technology to attract, verify and connect with consumers from all over the world. Gartner predicts that 15 percent of people will soon spend at least an hour a day in the Metaverse. According to Bloomberg Intelligence, the Metaverse market will reach almost US\$800 billion by 2024.

In addition to traditional fashion catwalks, Metaverse Silicon Valley Fashion Week showcased advanced technologies such as virtual space production, 3D model construction, 360-degree VR video recording, a model body dynamic collection, decentralized production of digital assets, and production and other post-production processes. It turned out to be an excellent platform for models, fans, designers, and creators looking to interact and gain exclusive access to products, events, digital assets, and more.

Hekka's participation at the Metaverse Silicon Valley Fashion Week speaks volumes about the company's vision of reinventing online shopping by delivering an immersive-social experience that allows people to connect beyond geographical boundaries. With the goal of connecting with new consumers on a regular basis, Hekka combined new trends, the latest technology, and online communities into one marketplace. These efforts have helped the company build a highly engaged user base comprising online shoppers, key opinion leaders, influencers, and streamers from over 100 countries. In order to offer products at competitive pricing and broaden its product categories, Hekka has partnered with popular electronics and tech brands such as Xiaomi, Lenovo, Nokia, and Remax.

Hekka Metaverse Silicon Valley Fashion Week

Before their participation at the Metaverse Silicon Valley Fashion Week 2022, Hekka debuted a viral runway show at Miami Swim Week in collaboration with its sister company Uplive. The world's leading independent live video entertainment platform, Uplive is amongst the fastest-growing global live-streaming apps with a user base of over 300 million across 150 regions.

At the Uplive x Hekka Swimwear Runway Show, Hekka garnered a lot of attention by unveiling its 25-piece capsule collection of essential swimwear "Style de Vie." This exciting collection comprises swimwear essentials, apparel, and beach accessories created with the vision of promoting the use of natural fabrics and sustainable materials and supporting emerging creators.

The Uplive x Hekka collaboration was also a huge success at the New York Fashion Week, where the ready-to-wear runway concept by the partners was pioneered. Hekka combined its unique "real-time fashion" platform with Uplive's immersive live-streaming experience, allowing people to not only see the new designs first but also to purchase them in real time and share them with their followers.

Both Hekka and Uplive are owned and operated by Asia Innovations Group Limited (ASIG), an organization dedicated to bringing innovative internet products and services to millions of users around the world. The company's founder Andy Tian is a successful serial entrepreneur who started his career in Silicon Valley.

"This year, we aim to expand Hekka's market share and establish Hekka as the e-commerce marketplace of the future," Andy stated. "Both the new website and app are the next step in our roadmap to reach those ambitious goals."

To find out more about Hekka, please visit <https://hekka.com/>

About Hekka

Originally founded in Singapore, Hekka is an online marketplace that features a broad range of products and is emerging as a leader in consumer electronics and the real-time fashion industry. Its capability to create an inclusive, cross-border and seamless shopping experience is improving consumers' daily lives through high-end technology and emerging trends. Launched by Asia Innovations Group Limited (ASIG), a leading live social company with more than 400 million registered users located in over 150 regions worldwide, Hekka consists of an international team and partners across Europe, the US, and India. For more information, visit hekkacom.com and follow @hekkaoofficial on all social platforms.

About Asia Innovations Group Limited

Asia Innovations Group Limited (ASIG) is a leading live social company with more than 400 million registered users located in over 150 regions worldwide. ASIG has an integrated portfolio of social, gaming, and e-commerce platforms designed to foster meaningful human connection. ASIG operates in eighteen offices around the globe that offer deep local market knowledge across all major emerging markets to augment the company's cutting-edge technology and scalable global infrastructure. The company's portfolio includes leading apps such as Uplive, the global live video platform, CuteU, and Lamour, the dominant dating apps in global emerging markets. Its e-commerce platform, Hekka Fashion, offers an online shopping experience that brings accessible fashion to users around the world. As champions for creativity, opportunity, and inclusivity for all, ASIG leverages its innovative products globally to empower creators, catalyze social impact, and safeguard a positive online environment. For more information, please visit <https://www.asiainnovations.com>.

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