

# THE LANDMARK MANDARIN ORIENTAL, HONG KONG PRESENTS 'MY HONG KONG' A UNIQUE FASHION COLLABORATION IN AID OF 'BRING ME A BOOK HONG KONG'

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## INVC NEWS

New Delhi,

Situated in Central's most exclusive shopping destination, The Landmark Mandarin Oriental, Hong Kong, hosts some of the city's biggest fashion events. From 20 April to 3 May 2016, the iconic hotel will team up with three of Hong Kong's most exciting fashion designers, Anais Mak of JOURDEN, Eugene Leung of INJURY and Melissa Bui, to present My Hong Kong, a showcase of Hong Kong's best creative talent, and to raise funds for literacy charity, Bring Me A Book Hong Kong (BMABHK). An online auction, open to the international audience, will be held as part of the charity's 10th anniversary fund raising campaign. The eclectic designers, who are each tasked with creating a bespoke Hong Kong-inspired design, include Vogue Italia's contest winner Anais Mak of JOURDEN who studied design at Studio Bercot in Paris and launched her avant-garde creations to critical acclaim at Paris Fashion Week in 2012. All about primal feminine aspirations, JOURDEN's collections are developed on the balances of distinctive fabrications and carefully disciplined silhouettes. New York Fashion Week participant Eugene Leung of INJURY will also add a lively touch to the project with his trademark edgy futuristic aesthetic. The self-taught designer's background in architecture and urban graffiti is visible in his meticulously tailored graphic styles. This is urban glamour at its most creative. Up-and-coming young talent, Melissa Bui is another exceptionally creative designer making waves in Hong Kong and on the international stage with her beautifully crafted women's ready-to-wear. After graduating from the exclusive Surface Textiles for Fashion programme at the London College of Fashion, and working for couture designer, Barney Cheng, Bui launched her own collection in 2013 with a feminine, vintage-inspired range of fashion that highlights her extraordinary embroidery detailing. The three designers' Hong Kong-inspired works will be displayed in the hotel's entrance from 20 April to 3 May 2016 alongside a curated 'Style Journey' that provides more information about the designers and what inspires them. The designers' works will then be shown at BMABHK's 10 Year Anniversary Gala Dinner at the Hong Kong Convention and Exhibition Centre on 20 May 2016, where a silent auction to raise funds for the charity, which provides books and reading facilities to children, will be held. Also, guests will see the award-winning Chinese book 'Ka de Ka de Ka de', a whimsical story about a grandmother who makes a dress for her granddaughter. An online auction, open to an international audience, will start a few days before the event to complement the silent auction. Torsten van Dullemen, General Manager at the Landmark Mandarin Oriental, Hong Kong said, "We are excited by the opportunity to introduce our guests to three of our favourite stylish designers in Hong Kong today, while also helping a charity that is especially close to our hearts."

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