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## Apparel previews R-t-W festival

As a fashion preview to the 1977 Hongkong Ready-to-Wear Festival, the first edition of Hongkong Apparel '77 will soon begin worldwide distribution.

The magazine, published by the Trade Development Council, is circulated internationally to garment buyers, retail trade executives, fashion merchandisers, designers, manufacturers and others in the garment trade. At least 16,000 copies will go out.

Apparel, a semi-annual fashion journal, is a showcase of the local garment industry, which annually exports more than \$10 billion worth of clothing.

The fashion categories in the new edition include sportswear, leisure and at-home wear, hats and children's wear. In addition there is a special feature on Hongkong fashions in France.

The latest spring and summer looks from a selection of leading Hongkong garment makers were photographed on location in Paris and in the countryside of Cognac.

Meanwhile, a TDC spokesman said applications for participation in the Ready-to-Wear Festival will have to be

closed at the end of this month, much earlier than in previous years, because of the large number of applications.

As of last Thursday, 181 companies had applied but the most the festival can accommodate is 200, the spokesman said.

The number of applications is now 14 per cent more than at this time last year.

A ballot will be held on December 17 to allocate display rooms among the participating companies.

Of those which have applied so far, 159 are garment manufacturers and 21 service companies such as banks, shipping lines and air freight concerns.

The group and house shows are also now fully booked, the spokesman said. Three group shows are planned - sportswear; specialty, which covers luxury garments in suede, leather, fur and evening wear; and co-ordinates.

There will be 10 house shows presented by individual manufacturing companies.

However, there are three other shows still open for participation - the general review which is purely for the trade, the knitwear show and men's wear show.

The festival, scheduled for March 5 to 11, will be built around a gala performance, as usual. The TDC is keeping the theme of the gala a secret but the spokesman said it would present a more expanded view of Hongkong fashions.