

# Carbon Neutrality Campaign Seminar – "Fashion Reimagined: Sustainable Wardrobes"



**16 August 2024 (Fri)**



**15:00 – 17:00**



**SME One Foyer, G/F, HKPC Building,  
78 Tat Chee Avenue, Kowloon**



**Cantonese**



**FREE**



**Textile & Garment sector and the public**

## Event Introduction

Fast fashion has become a popular trend in the fashion industry due to its low costs and mass production, which allows for quick availability in the market. However, it is important to recognise that fast fashion also contributes to increased global greenhouse gas emissions, pollution, and waste generation.

In recent years, more and more garment manufacturers and fashion designers have embraced environmental protection concepts in their designs. They have been incorporating practices such as the use of eco-friendly materials, upcycling & recycling, and promoting sustainability both in fashion shows and their products.

This seminar will highlight the progress made in sustainable fashion development and to promote the concept of responsible consumption.

✨ Join our seminar and unlock the fashion secrets and a greener planet! ✨



***Enrol Here***

## Enquiry

 **2788 6133**

 **info@carbonneutralityhk.com**



Website

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## Carbon Neutrality Campaign Seminar –

### "Fashion Reimagined: Sustainable Wardrobes"

16 August 2024 (Fri) 15:00 – 17:00

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Time	Topics and Speakers
14:45 – 15:00	<b>Registration</b>
15:00 – 15:05	<b>Introduction of Carbon Neutrality Campaign and Group Photo Taking</b>
15:05 – 15:20	<b><u>Know and Act – Embracing Sustainable Consumption Together</u></b> Ms Gilly WONG Chief Executive, Consumer Council
15:20 – 15:35	<b><u>Esquel Group’s Sustainability Approach</u></b> Dr Bessie CHONG Director, Partnership Development, Esquel Group
15:35 – 15:50	<b><u>Research and Development for the Sustainable Solutions on Textile and Apparel</u></b> Dr Gloria YAO PhD Director, Project Development, The Hong Kong Research Institute of Textiles and Apparel (HKRITA)
15:50 – 16:05	<b><u>Transition to Circular Fashion</u></b> Ms Tiffany LEUNG Circular Fashion Programme Manager - School Education, Redress Limited
16:05 – 16:20	<b><u>Sustainable Fashion Design Approach</u></b> Designer Mountain YAM CEO, My Fashion International Limited
16:15 – 16:50	<b>Panel Discussion</b> Moderator: Professor LEUNG Wing Mo Ambassador of ECF Carbon Neutrality Campaign
16:50 – 17:00	<b>Presentation of Certificates to Speakers</b>
17:00	<b>End of Seminar</b>

## Biography of Speakers and Moderator

### Professor LEUNG Wing Mo Ambassador of ECF Carbon Neutrality Campaign



Mr Leung, a former Assistant Director of the Hong Kong Observatory, is currently the spokesperson of the Hong Kong Meteorological Society, Vice Chairman of the Guangdong Nuclear Safety Consultative Committee, a member of Board of Directors of the environmental groups “The Green Earth” and “Conservation E3 Foundation” (CE3), and advisor of the Hong Kong Red Cross, Civil Engineering and Development Department, and Museum Advisory Committee of HKSARG.

Mr Leung is an Adjunct Professor and teaches climate change in various tertiary educational institutes in Hong Kong, including the Hong Kong Polytechnic University and The Chinese University of Hong Kong.

Mr Leung is actively involved in environmental issues in Hong Kong.

While working in the Hong Kong Observatory, he was the first professional meteorologist to host in TV weather programmes. He also hosted in the popular science TV programme “MObservatory” for several years, and used it as a platform to advocate the urgency of aggressive climate actions.

### Ms Gilly WONG Chief Executive, Consumer Council



Ms. Gilly WONG is the Chief Executive of Consumer Council. She is responsible for overseeing the operation of the Council, formulating policies, strategies and long-term programmes for the protection of consumer rights and interests. Gilly has been the Vice President of Consumers International since November 2015, a federation of consumer organizations worldwide with over 200 members in more than 100 countries.

Prior to her appointment as the Chief Executive of the Consumer Council in November 2012, Gilly was the General Manager, MICE and Cruise of the Hong Kong Tourism Board, leading the team to roll out a series of initiatives to reinvigorate Hong Kong’s leading position in the global MICE sector. Gilly advanced her career with a number of large corporations, holding various management positions in regional or international marketing and business development capacity.

Gilly is active in public service currently representing the Council on many public bodies for many years, currently including, inter alia, the Steering Committee on Prevention and Control of Non-communicable Diseases, the Estate Agents Authority, the Hong Kong Council for Testing and Certification and Deposit-taking Companies Advisory Committee of the Hong Kong Monetary Authority.

Gilly holds a BBA degree from the Chinese University of Hong Kong and an MBA degree from the University of Western Ontario.

## Biography of Speakers

**Dr Bessie CHONG**  
**Director, Partnership Development, Esquel Group**

Bessie is the Director of Partnership Development at Esquel Group, a leading advocate for Sustainability and Environmental, Social, and Governance (ESG) initiatives in the global fashion industry. With a background as a trained Ph.D. Economist and Organizational Development professional, Bessie brings a wealth of expertise in studying the business implications and best practices of sustainability and ESG.

Bessie spearheads the development of a comprehensive knowledge hub at Esquel Group, designed to nurture, create, and transfer cutting-edge sustainability and ESG strategies. Leveraging her multidisciplinary background, Bessie actively collaborates with higher education institutes, like-minded organizations, and stakeholders to drive innovation and foster meaningful partnerships in this critical space, particularly in the people-centric areas.

Bessie holds a Bachelor of Arts with distinction from the University of Alberta, a Master of Science from The Hong Kong University of Science and Technology, and a Ph.D. in Economics and Finance from the City University of Hong Kong.



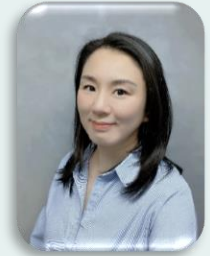
**Dr Gloria YAO PhD**  
**Director, Project Development, The Hong Kong Research Institute of Textiles and Apparel (HKRITA)**

Dr Yao has considerable research experience in innovation of textile and fashion. She plays a key role in research areas, i.e. sustainable and performance textiles, microplastic management, and AI technology application.



## Biography of Speakers

**Ms Tiffany LEUNG**  
**Circular Fashion Programme Manager - School Education,**  
**Redress Limited**



Tiffany is responsible for leading the school programme at Redress, engaging with primary and secondary schools across Hong Kong through age-appropriate learning activities. Tiffany teaches about the link between fashion and the environment, urging young people to rethink their consumption habits and encouraging mindsets of circularity, such as by rewearing clothes. She also inspires students towards sustainable solutions by leading hands-on upcycling projects. Tiffany believes that by educating the next generation, we have a better chance of achieving a sustainable future.

**Designer Mountain YAM**  
**CEO, My Fashion International Limited**



Mountain Yam is a multi-faceted fashion designer. Yam is not only an entrepreneur, he is also an industry leader, influencer, stylist, speaker, columnist and judge, etc. Designer Mountain Yam's personal design mission is to remind people that the world is big, vibrant and full of inspiration. Yam graduated with a master's degree in fashion design from the Institute of Textiles and Clothing at the Hong Kong Polytechnic University and received various certificates from the Fashion Institute of Technology and Parsons School of Design in New York.

In 2014, Yam was recognised as one of the "Next Generation of Design Talent – 40 under 40" by Perspective Magazine. That same year, he established his own company, MY FASHION INTERNATIONAL LIMITED. The company consists of three divisions: OBM, ODM and OEM. The designer has a ready-to-wear fashion label, 112 mountainyam. In 2015, Yam received a Dynamic Style Icon Award from Jessica Code Magazine, followed by a Hong Kong Designer Award from Jessica Magazine in 2016. In 2018, Yam was selected to represent the city as part of the Belt and Road International Young Fashion Designers Showcase Tour.

In 2020, Yam leads green fashion and sustainable fashion design in Hong Kong.