

## About Fashion Incubation Programme (FIP)

Part of the new fashion initiative launched by the HKSAR government in July 2015 which aims to develop Hong Kong as an energetic Pan-Asia fashion development hub with international traction, fully supported and funded by CreateHK of Hong Kong SAR Government and managed by Hong Kong Design Centre (HKDC), the brand new Fashion Incubation Programme (FIP) will be the new development platform for high potential fashion talents.

Conceived as a business booster, the FIP will select 15 talents over three years empowering them through an innovative 2 years' program to progressively scale and grow their fashion-related business locally, regionally and globally. As a 360 degree growth generator, the FIP will aggregate cutting edge resources, experimental tools and bold expert guidance to support a new generation of creative leaders and give them the confidence and the edge to think and manage the next.

## The FIP Mission

The FIP is dedicated to promote and explore opportunities for the new generation of Hong Kong creative fashion talents and entrepreneurs, and connect them with business partners around the world. Our mission is to develop potential Hong Kong fashion designers and brands towards international fashion stage.

## The FIP Objectives

The FIP will provide a creative professional environment to foster promising fashion talents by nurturing them to expand their creative boundaries through collaborative project, and provide a platform to be more business-conscious by driving the development of new business opportunities through sharing the latest trends in fashion design, brands & business, retail market, innovation and technology, which can foster the improvement of the local creative economy and the position of Hong Kong in a global context.

## Are you eligible to apply?

Open to 5 fashion-related start-ups per year, the FIP welcomes enthusiastic talents with the mandatory admission criteria listed below:

- **3+ years of fashion design-oriented business**, either incorporated in Hong Kong or overseas (For overseas applicant, the applicant must set up a Hong Kong-incorporated company immediately to qualify for the programme commencement.)
- **Launched up to 2 collections with a strong proof of concept**
- **Demonstrated record of creative and business achievements / awards**
- **A ready to develop “next big idea” project to be completed during the 2 years’ program**
- **A strong energy, vision and business acumen**
- **Special creative or technical skills**

## Reasons to Join the FIP

Each incubatee will receive the following support services and financial resources provided by HKDC under the FIP. HKDC reserves the right to alter or substitute the support services and financial resources at any time without prior notice in its sole discretion.

(Total amount earmarked: budgetary around HK\$730K for each incubatee)

### A) Studio Space

Each incubatee is provided with ready-to-use office or space (not more than 300 square feet) at the Clothing Industry Training Authority (CITA) Kowloon Bay Training Centre which is free rental during the 2 years incubation period. Management fee, government rents and rates, utilities, internet charges are inclusive and free of charge. The incubatee is entitled to the use of services and common facilities such as meeting rooms, and the specified office and telecommunication equipment free of charge.

### B) Co-creation Projects and Collaboration

The FIP will assist each incubatee to kick start and develop collaboration projects and partnership with professionals, such as international brands, mature stakeholders, etc. The incubatee will have the possibility to develop projects with mature stakeholders ready to share experience and go for joint innovation. The FIP community will grow bringing things in motion from competitive edge to collaboration and developing new promotion opportunities.

The FIP will provide the incubatee with financial support for kick starting co-creation or collaboration project as project fund. The project fund is claimable by each incubatee according to the project details with total amount of maximum HK\$210k.

### C) Fashion Marketing and Promotion Support

The FIP will provide each incubatee with various fashion marketing and promotion support, including but not limited to media interviews, marketing, branding support, etc. during the 2 years incubation period.

### D) Entrepreneurship Empowerment, Training and Mentorship

To empower our incubatees, the FIP will organize all-around mentoring and training, comprising a series of one-one sessions and group sharing, ranging from entrepreneurial guidance to personal branding and wellbeing through clinics, legal and intellectual property consultation, etc. The empowerment programme aims to enhance the business performance, investability and network development with authentic creative leaders of the incubatees.

Each incubatee will receive no less than 30 hours of mentoring over 2 years incubation period, including milestones monitoring, knowledge and learning modules to be organized by other partners, other programmes to be organized by HKDC, such as Business of Design Week (BODW), Knowledge of Design Week (KODW), etc.

### E) Fashion and Tech Intelligences

The FIP will facilitate each incubatee to access to fashion and tech intelligences, e.g. resource centre, material library and online database, etc. The FIP will help the incubatees to embrace new directions by allowing them to be inspired with the latest insights and trends, experiment a series of cutting edge technologies and industrial production facilities, link up and develop partnerships with advanced labs, suppliers, retailers, etc.

## The Fashion Admission Panel (FAP)

The Fashion Admission Panel (FAP) will be chaired by the Executive Director or his representative from HKDC (Panel Chairman). The FAP consists of members from the following categories:

- Brands owners and creators
- Fashion houses and luxury group leaders
- Retail industry representative
- Business specialist / investors
- Fashion agents / talent agency / headhunters and coaches
- Fashion educators
- Media, including social media influencers
- Established creative leaders
- Members of Fashion Advisory Group

## The Judging Criteria

Eligible applicants will be judged by the FAP based on his/her presentation and the qualitative criteria below:

- Design, innovation & creativity
- Business / revenue models and commercial viability: number of collections already in the markets, trading history, retail experience, proof of concept, etc.
- Personality & demonstrated entrepreneurship
- Quality of management and team
- Commitment to grow and be successful
- Social / community impact

## The Admission Procedure

FIP applications will be accepted throughout the year. Submission deadlines of step 2 – step 4 will be announced once we receive your application.

Step 1: Submission of Application

Step 2: Attend Due-Diligence Meeting

Step 3: Submission of Project Proposal

Step 4: Submission of Presentation Document

Step 5: Fashion Admission Panel Assessment Meeting

Step 6: Results Announcement

## Step 1: Submission of Application

### 1.1) Online form “Application Form - FIP01”

Complete the online application form [here](#) or visit our website at <http://www.hkagf.org/fashion-incubation-programme>.

### 1.2) Supplementary document to the FIP secretariat by email

To complete the initial application, applicant is required to submit a pdf file by email including:

- a) your company/fashion brand logo; and
- b) images of 2 collections.

Email to [fip@hkdesigncentre.org](mailto:fip@hkdesigncentre.org) with

Subject: FIP (Company Name) – 01 Collections

## Step 2: Attend Due-Diligence Meeting

The key contact person is required to attend a due-diligence meeting with the FIP secretariat at an agreed time, and present to the FIP secretariat with the following documents:

- a) ORIGINAL COPY of Hong Kong Identity Card / Passport of the Key Contact Person
- b) ORIGINAL COPY of Hong Kong Business Registration Certificate
  - For Limited Company: ORIGINAL COPY of Certificate of Incorporation, Memorandum & Articles of Association, NC1 or AR1 form; or
  - For Unlimited Company: ORIGINAL COPY of Form 1(c) (for Partnership)\*, or Form 1(a) (for Sole Proprietorship)\*
- c) ORIGINAL COPY of Recognized Award Certificates (if applicable)
- d) RECORD or PROOF of Notable Press Coverage (if applicable)
- e) CONTRACT, AGREEMENT or PROOF of Collaborative Projects with Reputable Brands (if applicable)

\*Can be obtained from the Inland Revenue Department.

**Important note:** Your application will NOT be processed if any of the above documents is missing.

## Step 3: Submission of Project Proposal

### 3.1) Online form “FIP Project Proposal - FIP02”

Complete the online project proposal form [here](#) or visit our website at <http://www.hkagf.org/fashion-incubation-programme>.

### 3.2) Supplementary documents to the FIP secretariat by email

Besides the online project proposal form, applicant is also required to submit the following documents:

- a) “FIP Nomination Form - FIP03” from nominator to the application (Optional)
- b) “FIP Financial Form - FIP04”
- c) The most recent 3 years financial statement
- d) Company Organization Chart
- e) Resume(s) of all key personnel(s) / shareholder(s)
- f) Company and fashion design portfolio document in pdf format - To facilitate the initial assessment by the FAP members, applicant is required to submit the portfolio including strong proof of concept, 2 fashion collections, etc.

Email to [fip@hkdesigncentre.org](mailto:fip@hkdesigncentre.org) with

Subject: FIP (Company Name) – 02 Supplementary Documents

**Important note – Deadline for submission of project proposal (Items 3.1-3.2): to be announced to the applicant by the FIP Secretariat at the due-diligence meeting**

### Step 4: Submission of Presentation Document 3 days before FAP Assessment Meeting

#### 4.1) Presentation document to the FIP secretariat by email

Applicant is required to submit presentation document (preferably in PPT file format) for the 15 minutes presentation in the FAP Assessment Meeting to illustrate the Applicant's business strategy, background, the "next big idea" project or mission statement and reasons to join the Fashion Incubation Programme.

Email to [fip@hkdesigncentre.org](mailto:fip@hkdesigncentre.org) with

Subject: FIP (Company Name) – 03 Presentation Document

**Important note:** Your application will be treated as withdrawn if presentation document (item 4.1) is not received on time or no show at the Fashion Admission Panel Meeting.

### Step 5: FAP Assessment Meeting

After checking the completeness of information of application which passes the mandatory admission criteria and receiving all required documents, applicant will be invited to attend the FAP Assessment Meeting to have a face to face interview and make a presentation to the FAP. The applicant may bring along a few samples from his/her past, present and upcoming concept. These samples will be reviewed for quality, fabrication, details and finishing.

### Step 6: Results announcement

The FAP will assess the applicant's submission and presentation. It will reach a decision to approve or reject an application by majority among its members. The Panel Chairman will have the final casting vote.

Each admitted incubatee is required to pay a monthly participation fee of HK\$1,700. The total amount for each incubatee to be paid over the 2 years incubation period will be HK\$40,800 (HK\$1,700 x 24 months).

Any appeal against the decision of the FAP must be lodged within two weeks to the Executive Director of HKDC. The decision of the Executive Director is final. Any applicant rejected by the FAP may revise and improve its business plan to apply again after 3 months from the date of rejection.

## Appendix – Submissions of Application Forms and Documents

Applicants are required to submit the items listed below by the corresponding deadlines.

| Items   | Submission Method | Deadlines                                     |
|---|-------------------|---|
| “Application form - FIP01”  | Online Form       | Accept applications throughout the year       |
| Supplementary Document (company/brand logo and images of 2 collections) | By email          | Right after submitting application form FIP01 |
| “FIP Project Proposal - FIP02”  | Online Form       | TBA*  |
| “FIP Nomination Form - FIP03” (Optional)                                | By email          | TBA*  |
| “FIP Financial Form - FIP04”  | By email          | TBA*  |
| The most recent 3 years financial statement                             | By email          | TBA*  |
| Company Organization Chart  | By email          | TBA*  |
| Resume(s) of all key personnel(s)/shareholder(s)                        | By email          | TBA*  |
| Company/fashion design portfolio in pdf format                          | By email          | TBA*  |
| Presentation Document   | By email          | 3 days before FAP Assessment Meeting          |

\* To be announced to the applicant by the FIP Secretariat at the due-diligence meeting.