

For Immediate Release

Seeing The Possibilities "True Colours" Fashion Show

(Hong Kong, 30 June 2017) – **KELY Support Group (KELY)** presents the "True Colours" Fashion Show, where close to 60 local and ethnic minority students show their aesthetics, personality, and unrestrained imagination through their designs, whilst proving their true colours and ability by organising the event themselves.

Funded by The Swire Group Charitable Trust, our Seeing The Possibilities Programme not only focuses on fashion design and event management skills but also aims to develop young people's life skills and communication skills, as well as help them build positive relationship with friends and mentors. During the programme, students put their skills learnt into practical use and designed 11 fashion pieces to be modelled on the runway, giving them a unique experience and at the same time boosting their confidence.

"It's been really helpful to get to know each other and to know ourselves because we're doing something new. If we don't know ourselves, the dresses would have no personality. It's been helpful for us to understand the way people think and what they like," a programme participant expressed. From generating the concept to constructing the fashion pieces and the event, each process is a chance to let young people understand their personality as they incorporating moods and thoughts in their works.

We are honoured to have invited as judges **Mr. Shauket Imam**, founder of **KOHZO denim**, **Ms. Tania Reinert-Shchelkanovtseva**, founder of local sustainable fashion collective **A Boy Named Sue**, and **Ms. Shili Patel**, independent designer and co-founder of local clothing brand **JinaShili**. With the support from KOHZO denim, who donated jeans to use as materials of the designs, sustainable fashion became a big topic in the programme. Upon reflecting on fashion, trends, and the theme of sustainability, students had a chance to rethink the fast fashion culture, recycle and upcycling, and ultimately their values, attitude and social consciousness.

One fashion design trainer of the programme mentioned "the notion of sustainability in any education module is challenged when met within a traditional schooling system. The KELY module which stresses on sustainable fashion really made each participant reflect how they have been consuming and [...] the roles they will play in shaping not just their own futures but also the futures of their peers, family and friends."

KELY has long supported using design as a tool to develop youth's potential and raise their aspiration. Late last year, students designed T-shirts for a Timberland fundraising initiative in collaboration with KELY, where winning design is printed on T-shirts for sale in designated Hong Kong Timberland stores this summer. The "True Colours" Fashion Show commences with a preview of the t-shirt, followed by a showcase of fashion outfits from our Seeing The Possibilities young designers.

Participating schools:

Sir Ellis Kadoorie Secondary School (West Kowloon)
California School

Seeing The Possibilities "True Colours" Fashion Show

Date: 30 June 2017 (Friday)

Time: 11:30 am - 1:30 pm

Venue: 8/F, The Wave, 4 Hing Yip Street, Kwun Tong

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About KELY Support Group

KELY Support Group (KELY) is a non-government funded bilingual organisation which provides support to youth between the ages of 14 and 24 in Hong Kong from Chinese-speaking, Ethnic Minority and English-speaking backgrounds.

Our mission is to empower young people to reach their full potential.

Our programmes and services focus on knowledge, resistance and harm reduction around drug and alcohol misuse. Using a positive youth development approach, with a priority to understand young people's perspective, we equip them with key life skills and resilience as they face various challenges growing up in Hong Kong.

KELY's 3 Core Services:

- Prevention Education & Harm Reduction
- Positive Youth Development
- Advocacy

kely.org