

## Press Release

### Seeing The Possibilities "Fusion Fashion" Upcycling Fashion Show

**(Hong Kong, 11 May 2018)** - The "Fusion Fashion" Upcycling Fashion Show, presented by **KELY Support Group (KELY)**, was successfully held yesterday, where 54 local and ethnic minority students designed their own creative fashion pieces, planned the show themselves, and rocked the runway with confidence and class.

Funded by The Swire Group Charitable Trust, our Seeing The Possibilities Programme gives young people exposure to the fun of fashion design and event management, whilst developing their life skills and communication skills. We partnered with trainers who are responsible for coaching students in crafting their own fashion pieces and designing the runway show, and we are delighted that staff from Swire engaged with students in a mentorship session, allowing students to build positive relationship with trusted adults during the programme.

KELY's past phases of Seeing the Possibilities programmes have stressed on the idea of sustainability, giving students a chance to rethink the fast fashion culture and ultimately their values, attitude and social consciousness. This year, we built the theme around upcycling and "Fusion Fashion", blending elements and ideas through upcycling fashion design processes. 8 fashion pieces were designed by students from Delia Memorial School (Hip Wo) with bold and imaginative ideas, as well as brilliant team effort.

*"I would like to thank KELY and the whole programme, because I was able to further enhance my creative skills when making the promotional videos for the fashion show. Through organising the show by ourselves, I understood the entire process of planning events, which I will find useful for my future career,"* a programme participant expressed. Besides learning how to sew and construct a clothing piece, a portion of the students learned how to plan and manage the fashion show, as well as create publicity materials and promote the event online and in their own school.

We are honoured to have invited **Designer Mountain Yam, Ms. Tanya Dove, fashion design lecturer at the Hong Kong Polytechnic University**, as well as **model and KELY alumni Mika G** as judges of the show.

Participating school:

Delia Memorial School (Hip Wo)

## **Seeing The Possibilities "Fusion Fashion" Upcycled Fashion Show**

**Date:** 10 May 2018 (Thursday)

**Time:** 3:30 pm - 4:30 pm

**Venue:** The Wave, 4 Hing Yip Street, Kwun Tong

Click **HERE** for pictures of the fashion pieces and the event.

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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 range from resistance and harm reduction around drug and alcohol misuse to positive youth development for vulnerable and disadvantaged youth. With a priority to understand young people's perspectives, 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](http://kely.org)