

## Press Release

For Immediate Release – 6<sup>th</sup> July, 2014

*Vietnam is poised to host the largest fashion week of its kind this December. Vietnam International Fashion Week, hosted in Ho Chi Minh City will present leading Vietnamese fashion talent alongside the very best of Asian and International designers. Co-organized by FIDé Fashion Weeks and media entrepreneur Lê Thị Quỳnh Trang of Multimedia JSC, the event will be supported by the Asian Couture Federation and Atelier Chardon Savard, Paris.*



*Vietnam International Fashion Week co-organized by FIDé Fashion Weeks and Multimedia JSC*

**Focus on exciting and progressive designers from Vietnam and across the world.**

Recognized as playing a pivotal role in developing Vietnam's fashion industry **Lê Thị Quỳnh Trang** will be taking Vietnam's fashion landscape to new heights. Having made a significant contribution to the fashion landscape in Vietnam as Executive Producer of Project Runway Vietnam and Vietnam's Next Top Model, both of which received regional and international acclaim, Lê Thị Quỳnh Trang will be bringing her considerable expertise to a new fashion initiative this December – **Vietnam International Fashion Week**.

As part of this exciting development Lê Thị Quỳnh Trang of Multimedia JSC will be partnering with world renowned FIDé Fashion Weeks, headed by their founding Chairman, **Dr. Frank Cintamani**, which has established a number of firsts in Singapore with the creation of Men's Fashion Week and Couture Week – being Asia's first men's fashion week outside of Paris and Milan, and the only Couture

Week outside of Paris. As co-organizers, FIDÉ Fashion Weeks will bring the same level of professionalism, expertise and content that has been the hallmark of their highly successful initiatives across Asia.

This December, Vietnam International Fashion Week organized by FIDÉ Fashion Weeks and Multimedia JSC, will showcase the most extensive fashion line up to have been presented in Vietnam. Over the course of the week, leading Vietnamese fashion talent will present alongside the very best in Asian and international fashion talent. With a focus on edgy, exciting and progressive designers, this will be a unique line up of some of the most exciting and innovative designers from Vietnam and across the world.

A key element will be the collaboration with the Asian Couture Federation. Founded by its current President Dr. Frank Cintamani and under the patronage of its Honorary President Mr. Kenzo Takada, it represents the very best Asian Couture designers.

**Lê Thị Quỳnh Trang**, Founder of Multimedia JSC, said, “Over the past few years I have been impressed with the creativity and talent that exists here in Vietnam through the various initiatives that I have undertaken; particularly, Project Runway Vietnam and Vietnam’s Next Top Model. However, I also believe that Vietnam has the capacity to contribute significantly to the world of fashion, given the tremendous design talent we have here.

I am delighted that the Vietnam International Fashion Week will be co-organized by world renowned FIDÉ Fashion Weeks and Multimedia JSC. Over the last few years, FIDÉ Fashion Weeks has always sought to be innovative and forward thinking, having been the first to bring a Men’s Fashion Week and Couture Week to Asia. In doing so, their previous events have helped to bring Asian design talent to a wider international audience. I am sure that their expertise and ability to attract leading international fashion designers will enable the Vietnam International Fashion Week to be a great success.”

Chairman of FIDÉ Fide Fashion Weeks, **Dr. Frank Cintamani**, added “The Vietnam International Fashion Week is a tremendous opportunity to present the very best Vietnamese designers alongside the most esteemed Asian and international designers. This unique event will help to promote the fast growing changes and developments taking place here, and to also expose an international audience to exceptional Vietnamese fashion designers. In particular, it will set itself apart in focusing on creating a platform for the world’s most exciting, innovative and progressive designers.

We see this as an opportunity to promote leading Vietnamese fashion designers to a broader audience both regionally and globally. Vietnam has emerged as one of the most exciting and dynamic countries in Asia and we are delighted to have this opportunity to develop and promote its fashion industry and talent further. The combination of the very best Vietnamese talent alongside that from Asia and internationally will be a key milestone in Vietnam’s position on the world stage for fashion.”

### **Partnership with the Asian Couture Federation (ACF)**

Vietnam International Fashion Week has received the support and endorsement of the **Asian Couture Federation**. In view of its remit to promote and nurture exceptional Asian creativity, and in recognition of the talent that exists in Vietnam, Dr. Frank Cintamani, President of the Asian Couture Federation and his Executive Board are delighted to announce the inclusion of its latest member **Nguyễn Công Trí** as a *Couturier Extraordinaire* on the 6<sup>th</sup> July 2014. This follows the recent appointment of Lê Thị Quỳnh Trang as a *Governor* of the Asian Couture Federation on the 2<sup>nd</sup> April 2014. In doing so, it underscores Vietnam's position as one of the most exciting countries to emerge on the fashion landscape.

Commenting on the support of the Asian Couture Federation, its Vice-President, **Ms. Emily Hwang** commented, "The Asian Couture Federation was set up with the express purpose of promoting and cultivating the very best couture designers in Asia. To do this, we constantly look for those designers who we believe exhibit strong creative talent as well as attention to detail and craftsmanship in their collections. We believe that Nguyễn Công Trí is one such individual and we are pleased to recognize him as a 'Couturier Extraordinaire'. Having also recognized Lê Thị Quỳnh Trang as a Governor of the Asian Couture Federation, our commitment to nurturing Vietnamese talent is clear. Our partnership with the Vietnam International Fashion Week will be a further step to a key collaboration with Vietnam. We look forward to showcasing a number of our members at this historic milestone in Vietnam's fashion calendar as a means of highlighting the talent and creativity that exists both in Vietnam and in Asia as a whole."

### **Partnership with Atelier Chardon Savard, Paris**

FIDÉ Fashion Weeks has always sought to partner and collaborate with some of the most prestigious and renowned fashion schools in the world. It is delighted that it will continue its long-standing relationship with the renowned **Atelier Chardon Savard** in Paris. As one of the world's top fashion schools, it has built an enviable reputation in fostering and developing the next generation of fashion designers. This has seen FIDÉ Fashion Weeks work closely with the school, to bring its winning students from a specially created competition to present in Asia. In doing so, it has been a valuable opportunity for them to present on an international runway and to help develop closer ties between Asia and Europe. Last year, FIDÉ Fashion Weeks was delighted to present six winning students in Singapore, and is pleased to announce that it will be collaborating once again this year, to present three winning students as part of the Vietnam International Fashion Week.

### **About Multimedia JSC**

Established in 2005, Multimedia JSC has rapidly developed and become one of the leading marketing and production companies in Vietnam. Through various media and television markets, Multimedia JSC has widened its network and partners with global companies to license international formats to the Vietnam market. With two big projects: Vietnam's Next Top Model and Project Runway Vietnam, which are broadcasted annually on the largest entertainment channel in Vietnam (VTV3) at primetime, Multimedia JSC is pushing the development of Vietnam's fashion industry by finding many talented Vietnamese models and designers to join local and global markets. Being known as the leading production company in fashion and modeling, Multimedia JSC aims at promoting and helping Vietnam's fashion industry to catch up and join the world market. The launching of the 1<sup>st</sup> Vietnam International Fashion Week will be another big step to mark Vietnam's fashion industry onto the world's map. For more information, please visit:

Website: [www.multimedaijsc.com](http://www.multimedaijsc.com)  
[www.projectrunway.com.vn](http://www.projectrunway.com.vn)  
[www.vietnamnexttopmodel.com](http://www.vietnamnexttopmodel.com)

Facebook: <https://www.facebook.com/projectrunway.vietnam?fref=ts>  
<https://www.facebook.com/vietnamnexttopmodel?fref=ts>  
<https://www.facebook.com/VNIFW>

### **About FIDÉ Fashion Weeks**

Co-organized by FIDÉ Fashion Weeks Vietnam International Fashion Week will deliver the highest show quality that will elevate the local Vietnamese fashion scene, with exciting Vietnamese fashion talent presenting alongside leading Asian and International designers.

FIDÉ Fashion Weeks has been the leading force behind some of the most exclusive fashion weeks in Asia. Since 2011, they have been synonymous with ground-breaking fashion initiatives including Men's Fashion Week, Women's Fashion Week, French Couture Week, and Asian Couture Week. As such, they work closely with designers from La Chambre Syndicale de la Haute Couture, Alta Roma, Council of Fashion Designers of America and the Asian Couture Federation.

FIDÉ Fashion Weeks aims to maintain its objective of presenting the very best of international fashion in Asia and the creation of a platform for gifted Asian designers to showcase their talents to the world. For more information, please visit:

Website: [www.fidefashionweeks.com](http://www.fidefashionweeks.com)  
Facebook: <https://www.facebook.com/FideFashionWeeks>  
Twitter: <https://twitter.com/FideFW>  
YouTube: <http://www.youtube.com/user/fidefashionweeks>

Google+: <https://plus.google.com/+fidefashionweeks>  
Instagram: <http://instagram.com/FideFashionWeeks>  
Vimeo: <https://vimeo.com/fidefashionweeks>

### **About The Asian Couture Federation**

Inaugurated in 2013, the Asian Couture Federation was set up to inspire, support, and promote the highest levels of Asia-based fashion design artistry to the Asian and global markets. The ACF aims to proactively assist with the development of a more attractive landscape for such talented Asian designers to remain in Asia and have their businesses headquartered in Asia for the global market. As the world's #1 market for fashion and luxury, the ACF seeks to support such talent and promote the creativity of its best local designers, to both Asian and worldwide audiences.

The Asian Couture Federation is a self-financed, non-profit organization. It is overseen by the Executive Board, led by Founding President, Dr. Frank Cintamani, Vice President, Ms. Emily Hwang, and its Honorary President, Mr. Kenzo Takada and regulates the day-to-day governance of the ACF and the implementation of its programs and activities. It is supported by the Board of Governors, which is made up of Asia's top fashion creative and business luminaries. The Governor's role is to create and direct major policy decisions to guide the ACF's mission and its activities.

It recognizes two groups of designers - those who are established senior members are inducted as 'Asian Couturier Extraordinaire' and 'Invited Members' for those who exhibit exceptional potential. For more information, please visit:

Website: [www.asiancouturefederation.com](http://www.asiancouturefederation.com)  
Facebook: <https://www.facebook.com/asiancouturefederation>  
Twitter: <https://twitter.com/asiancouturefed>  
YouTube: <http://www.youtube.com/user/asiancouturefed>  
Google+: <https://plus.google.com/asiancouturefederation>  
Instagram: <http://instagram.com/asiancouturefederation>

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