



FOR IMMEDIATE RELEASE – 4<sup>TH</sup> APRIL 2016

VIETNAM INTERNATIONAL FASHION WEEK 2016

OFFICIALLY REVEAL BIG DESIGNER NAMES

***Having presented two highly successful seasons in Ho Chi Minh City with the showcasing of the most impressive collections by notable Vietnamese and international fashion designers & brands, this year's fashion followers are set for an exciting fashion experience with the announcement of the Spring / Summer VIFW 2016. Establishing a milestone in Vietnam's fashion landscape, and in line with the global fashion calendar, this will see VIFW taking place twice a year with Spring / Summer in Ho Chi Minh City and Fall / Winter in Hanoi. With total 19 spectacular fashion shows, Vietnam International Fashion Week S/S 2016 will be take place from the 23rd to 26<sup>th</sup> April, 2016 at the GEM Center – one of the most state-of-the art buildings in Ho Chi Minh City.***

At a Press Conference held on the 4<sup>th</sup> April 2016 at GEM Center, Ho Chi Minh City, event producer – Multimedia JSC has officially released the schedule of the Vietnam International Fashion Week 2016. From this year, Vietnam International Fashion Week will have two seasons per year, with Ho Chi Minh City presenting Spring/Summer collections, and Hanoi Capital for Fall/Winter. With over 20 carefully prepared fashion shows, Vietnam International Fashion Week Spring/Summer 2016 running from the 23<sup>rd</sup> to 26<sup>th</sup> April at the GEM Center, Ho Chi Minh is about to bring 'Vietnam's fashion event of the year' to the most fashion conscious and demanding audiences through world class runway shows and impressive collections.

From its inception in 2014, Vietnam International Fashion Week has attracted millions of Vietnamese fashion-lovers and been highly regarded by the world's fashion critics and followers. It has also been seen as a key development in Vietnam's fashion industry, which is regarded as one of the most dynamic emerging fashion markets in the world. Thanks to VIFW, a number of local fashion designer names such as Hoang Minh Ha, Thuy Nguyen, Adrian Anh Tuan, Ly Giam Tien, Le Thanh Hoa or fashion brands: CANIFA; I Hate Fashion have been popularized and gained a greater regional and international profile. Moreover, the participation of leading international fashion designers such as the Japanese Queen of bridal wear Yumi Katsura, notable Italian couturier Renato Balestra, French couturier Julien Fournié and the Korean King of men-swear, Songzio, as well as the presence of legendary Japanese designer Kenzo, has brought global fashion talent to the runway and established VIFW on the world stage.

Not surprisingly, VIFW has received extensive interest and coverage from international media channels such as Fashion One, BBC Chanel, Vogue Magazine, Fox Channel Asia, Star World Asia, TVN Poland, which are further evidence of its success and international appeal.

Continuing this impressive success, Vietnam International Fashion Week Spring / Summer 2016 will once again showcase the most innovative, creative and impressive collections from elite Vietnamese and international fashion designers, including:

- Vietnamese local fashion designers and brands: Nguyen Cong Tri, Le Thanh Hoa, Hoang Minh Ha, Nguyen Tien Truyen, Quang Nhat, Ly Giam Tien; I HATE FASHION by Victoria Huyen Nguyen, CANIFA by Chau Chan Hung, Harper's Bazaar Vietnam by Cory Tran, IVY Moda, LUALA MILANO by Phi Pham and Hoang Tu, Tiny Ink by Hoang Quyen, and Ao Zai dress ABC
- International fashion designers and brands: Eyméric François (France), Dany Attrache (Lebanon), Joe Chia (Malaysia), Frederick Lee (Singapore), Klar LOV by Thim Pisith Sir (Thailand), and Nina Naustdal (United Kingdom)

Founder and President of **Vietnam International Fashion Week**, **Ms. Le Thi Quynh Trang**, said, *"We are delighted to see the increasing popularity of Vietnam International Fashion Week by both audience support and media coverage through local and international channels. It is a clear indication of the success of the platform and an essential motivation for us to evolve the concept and push forward Vietnam's fashion boundaries by organising two dedicated fashion weeks per year. Hopefully with this new seasonal approach, greater opportunities will be given to present and promote Vietnamese designers and fashion talent, and expand the scope to showcase the most exceptional and impressive collections from by leading and renowned international fashion designers and couturiers. In doing so, it closes the gap between Vietnam's fashion industry and the rest of the world's."*

**Vietnam International Fashion Week S/S 2016** will take place from the **23<sup>rd</sup> to 26<sup>th</sup> April** at one of the most cutting edge and luxurious buildings in Ho Chi Minh City – the **GEM Center**, with more than twenty inspiring fashion shows. Besides the appearance of some new faces, this season also welcomes the return of several distinguished Vietnamese fashion designers

Including Nguyen Cong Tri, Hoang Minh Ha, Thuy Nguyen, fashion brand I Hate Fashion, Canifa. The acclaimed and famous fashion designer, Nguyen Cong Tri, will again be given the honour of opening VIFW S/S 2016, with his latest collection – RICE, which has previously impressed Japanese audiences at the Tokyo Fashion Week, Spring Summer 2016 with his use of the renowned traditional Lanh My A silk tissue, and which will also see a number of new designs added to the collection. Through this presentation, Nguyen Cong Tri will reveal in his inimitable style, Vietnamese dignity, sophistication and beauty to guest and audiences alike. Adding an innovative twist, the partnership between Samsung Vietnam and Nguyen Cong Tri will surprise, enthrall and delight those present through an interesting integration between world's of technology and high fashion.

With a focus on Vietnamese talent, VIFW is proud to announce that **Cha Mi**, top 4 finalist of Vietnam's Next Top Model 2014, will be given the honour of being the face of Vietnam International Fashion Week S/S 2016. This is testament to her success and recent effortless performance in the Vietnamese and highly competitive global model market. This builds upon an already exceptional career, which earlier this year has also seen Cha Mi offered to be a lecturer at BeU Model Academy.

Continuing this theme, and the cultivation of Vietnamese creativity, Vietnam International Fashion Week is delighted to announce that the establishment of a special scholarship named **Vietnam Emerging Designer** for new emerging fashion designers sponsored by **PNJ – Phu Nhuan Jewellery**. This follows the successful collaboration between PNJ and VIFW in 2015, which ran with the phrase: ***Fashion is not only about clothing but also the life style and other mixing factors***". Evolving that brand goodwill, this year's partnership between PNJ and VIFW will create a much needed stepping stone for new talented fashion designers who are not yet sufficiently funded to support them their career. The winner of this scholarship will be funded by PNJ to showcase his collection at **Vietnam International Fashion Week F/W 2016** in Hanoi Capital, and receive **200,000,000 VND** in cash.

Additionally, bringing the final look as well as beauty to the models as they walk this year's runway, is the tremendous contribution from **OHUI cosmetics** and hair care brand **L'Oréal Professionnel**.

In addition, to select the best professional models for the event, **Vietnam International Fashion Week S/S 2016** will hold model castings on the 5th April at Crescent Mall, 101 Ton Dat Dien, District 7, Ho Chi Minh City, and on the 10th April at The Garden Shopping Center, The Manor Urban District Area, My Dinh, Hanoi.

From today, the general public and audiences can get a chance to attend Vietnam International Fashion Week S/S 2016, by purchasing tickets at the official websites:

<https://ticketbox.vn/vifw2016>

<http://www.123go.vn/vi/vifw2016>

To sum up, 19 talented local and international fashion designers, hundreds of world-class

models, and over 500 members of an experienced production team, are set to present VIFW 2016 in Ho Chi Minh City from the 23<sup>rd</sup>-to 26<sup>th</sup> April. A fashion event, which will engage, inspire and enchant with dynamic, diverse and stunning collections, exceptional production values and rich content. With the Fall / Winter event to take place in Hanoi, Vietnam's fashion landscape is set to change forever, and give rise to the most eagerly anticipated must see fashion events of the year.

## **ABOUT MULTIMEDIA JSC**

Established in 2005, Multimedia JSC has evolved to become one of the leading TV show producers in Vietnam. With a global network, Multimedia JSC has actively joined the international television show market by bringing new trend reality shows, and famous TV formats and them to the local Vietnamese market. In particular, two reality shows: Vietnam's Next Top Model and Project Runway Vietnam, underscore Multimedia's leading position and irrefutable fame as the top TV Show producer in the fashion and modeling sectors.

With a view to promoting Vietnam's fashion industry to overseas Multimedia JSC has focused on creating a professional workspace and world-class platform for both Vietnamese designers and models, and enabling them to reach to global markets. The highly regarded and well organised Vietnam International Fashion Week events, once again confirm Multimedia's leading role and strength in producing fashion and modeling-related programs, contributing to the overall development of Vietnam's fashion industry in its journey to join the global fashion map.

For more information, please visit the websites:

[www.multimediajsc.com](http://www.multimediajsc.com) [www.projectrunway.com.vn](http://www.projectrunway.com.vn)

[www.vietnamnexttopmodel.com](http://www.vietnamnexttopmodel.com)

[www.vietnaminternationalfashionweek.com](http://www.vietnaminternationalfashionweek.com)

[www.facebook.com/projectrunwayvn](http://www.facebook.com/projectrunwayvn)

[www.facebook.com/vietnamnexttopmodel](http://www.facebook.com/vietnamnexttopmodel)

[www.facebook.com/VNIFW](http://www.facebook.com/VNIFW)

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