

PROGRAMME OVERVIEW

About Fashion Incubation Programme (FIP)

The Fashion Incubation Programme (FIP) is a two-year programme that inspires, empowers and supports emerging fashion designers and brands. FIP brings together industry heavyweights, creative visionaries and practical resources to help designers learn, grow, push boundaries and build their reputations.

Launched in 2017, FIP is managed by the Hong Kong Design Centre and supported by CreateHK: a Hong Kong SAR Government initiative dedicated to fostering Hong Kong's creative industry.

Programme objectives

- FIP fosters Hong Kong's fashion creative industry and strengthens its development in Asia and beyond.
- Promote collaboration: Expand creative potential and push boundaries with projects and co-creation.
- Empower entrepreneurs: Develop entrepreneurial and leadership skills.
- Develop creative confidence: Enhance knowledge and resourcefulness through learning and networking opportunities.
- Strengthen brand building: Boost market attractiveness and brand identity.

What we offer

Those selected into the programme will pay a monthly participation fee of HK\$1,700. This grants access to the following:

1. Co-creation opportunities

For developing new products, collections or promotions, designers can receive up to HKD250,000 in seed funding for cross-disciplinary collaborations and co-creation projects.

2. Expert insights

Designers can meet and network with industry mentors from across the fashion business world, to learn first-hand from those who have made a name for themselves internationally.

3. Empowerment Programmes

While broadening their horizons and developing entrepreneurial drive, designers benefit from empowerment programmes, training and workshops that help enhance branding, credibility and industry understanding.

4. Fashion and technology intelligence

With access to global online databases and networks, local resource centres, material libraries, advanced labs, and supplier and retailer networks, designers can expand and deepen their knowledge of the industry at large.

5. Marketing support

To increase exposure and engagement, brands can access expert advice and services to support their marketing and branding efforts, from press releases to multimedia content creation, partner events, international trade shows, exhibitions and more.

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APPLICATION DETAILS & CRITERIA

What we look for

FIP designers aren't just talented: they have ambition, drive and energy. We consider the creative, commercial and professional experience of fashion brands.

- **Design expertise:** demonstrated innovation and creativity, strong creative concepts and collection focus, high level of craft, good use of materials and narrative creation ability.
- **Commercial viability:** established business model, strong management and team, entrepreneurial spirit and business knowledge, international exposure and desire to make a social impact.
- **Personal qualities:** commitment to the programme, passion for design, positive leadership style, appreciation for collaboration and open-mindedness.

Joining FIP

FIP applicants must:

- have a passion for fashion design and a drive to succeed in the industry.
- have a registered fashion-related business or brand, which is at least three years old and implements fashion design activities.
- have exhibited or showcased at least two collections, preferably internationally.
- have an eye for quality and a high degree of technical competence.
- have a desire to keep learning.

Admission requirements

1. Applicants must have a fashion-related business that is at least three years old at the date of the application and is incorporated either in Hong Kong or overseas.
2. For local applications, the applicant must be a Hong Kong permanent resident. Overseas applicants with an overseas-registered company must set up a Hong Kong-registered company immediately following approval of their application. Applicants with over two years' experience of outstanding quality and international exposure may be considered.
3. Applicants must be based in Hong Kong and committed to advancing their business, pushing creative boundaries and contributing to the FIP ecosystem and business community.
4. Applicants should have a demonstrated record of creative and business achievements, such as internationally recognised awards, partnership projects, commissions, etc.
5. Any shareholders or partners of an applicant must not also be shareholders or partners of a current incubatee or graduated company of the FIP, the Design Incubation Programme (DIP) or any other incubation programme funded by the Hong Kong SAR Government.
6. Applicants must operate their businesses in an environmentally friendly, professional and ethical manner, and not engage in activities or projects that require hazardous or obscene materials, or those deemed offensive by other incubatees.

APPLICATION PROCESS

How to apply

You can complete the application online, or email your completed form and relevant information to fip@hkdesigncentre.org.

All applicants must submit:

- a completed FIP application form, including evidence relating to company incorporation, partners and staff background information.
- a company profile with proof of concept, products, services, business plans, financial statements and value propositions.
- a framework or proposal for a co-creation project to be completed during the programme.
- a written recommendation or reference letter from a nominator, preferably a fashion influencer or leader, plus any media reviews.

The application processes

1. **Submit your completed application form online and the supplementary documents by email.**
 - a. Complete the online application form (“Application Form - FIP01”)
 - b. Send the supplementary documents - a) *your company/fashion brand logo*; and b) *images of 2 collections (in PDF format)* to the FIP Secretariat <fip@hkdesigncentre.org> with email subject - “FIP (Company Name) – 01 Collections”
2. **Attend a due-diligence meeting with the FIP Secretariat to review all relevant original documents, including company registration, education background and work experience of the shareholders and full-time staff.**

Following documents are to be reviewed:

- i) ORIGINAL COPY of Hong Kong Identity Card / passport of the key contact person
- ii) 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) *
- iii) ORIGINAL COPY of recognized award certificates (if applicable)
- iv) RECORD or PROOF of notable press coverage (if applicable)
- v) CONTRACT, AGREEMENT or PROOF of collaborative project(s) with reputable brand(s) (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.

3. **Submit your project proposal with project ideas and potential partners.**
 - a. Complete the online project proposal form (“FIP Project Proposal - FIP02”)
 - b. Send the supplementary documents required (in PDF format) to the FIP Secretariat <fip@hkdesigncentre.org> with email subject - “FIP (Company Name) – 02 Supplementary Documents”

The supplementary documents required are:

- i) “FIP Nomination Form - FIP03” from nominator to the application (optional)
- ii) “FIP Financial Form - FIP04”
- iii) Financial statement (the most recent 3 years)
- iv) Company organization chart
- v) Resume(s) of all key personnel(s) / shareholder(s)
- vi) Company/ brand portfolio - to facilitate the initial assessment by the FIP members, applicant is required to submit the portfolio including strong proof of concept/ previous fashion design and at least 2 fashion collections, etc.

Important note: Deadline for the submission of the project proposal and supplementary documents are to be confirmed after the due-diligence meeting.

4. Suitable applicants will be shortlisted and invited to attend an assessment meeting, where you will have a face-to-face interview and give a presentation. If successful, you will be offered a place on the programme.

- a. Submission of presentation document (in PPT format) 3 days before the assessment meeting with the Fashion Admission Panel (FAP) to the FIP Secretariat <fip@hkdesigncentre.org> with email subject - "FIP (Company Name) – 03 Presentation Document"

Important note: Your application will be treated as withdrawn if the presentation document is not submitted on time or absent at the Fashion Admission Panel Assessment Meeting.

- b. The applicant will need to present the full project proposal and may bring along some samples of previous work/ prototypes of the upcoming concept, etc. for the review.
- c. The FAP will assess the applicant's submission and presentation. It will reach a decision to approve or reject the candidate by majority among its members. The Panel Chairman will have the final casting vote.
- d. Any appeal against the decision of the FAP must be lodged within two weeks to the Executive Director or his representative from HKDC (Panel Chairman). The decision of the Executive Director or his representative from HKDC (Panel Chairman) is final.
- e. Any applicant rejected by the FAP are allowed to revise and re-submit the application again for the next round(s) of selection.

We're here to help

If you have any questions about the application process or criteria, get in touch at fip@hkdesigncentre.org or (+852) 3793 8407.

APPENDIX

1. 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) (in PDF format)	By email	TBA*
“FIP Financial Form - FIP04” (in PDF format)	By email	TBA*
Financial Statement (the most recent 3 years) (in PDF format)	By email	TBA*
Company Organization Chart (in PDF format)	By email	TBA*
Resume(s) of All Key Personnel(s)/ Shareholder(s) (in PDF format)	By email	TBA*
Company/ Brand Portfolio (in PDF format)	By email	TBA*
Presentation Document (in PPT format)	By email	3 days before FAP Assessment Meeting

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

2. 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 former Fashion Advisory Group