



FASHION FARM FOUNDATION

For Immediate Release

Fashion Farm Foundation Brings Hong Kong Fashion to Paris

Celebrating Creativity on the World Stage

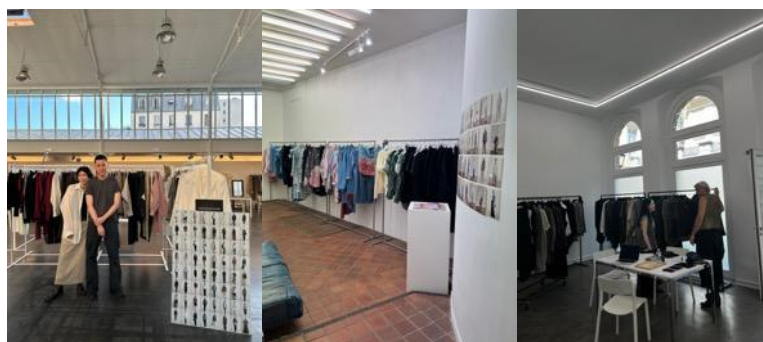
#FashionFarmFoundation #HKFGSS26



Hong Kong, 15 September 2025 - **Fashion Farm Foundation** (FFF) has been promoting the international fashion initiative **HKFG** (formerly known as *Fashion Guerilla*) since 2013. Dedicated to discovering and supporting promising Hong Kong fashion talents, FFF continues to spotlight the city's creative strength on the global stage. This season, HKFG SS26 once again leads seven Hong Kong womenswear labels to Paris Fashion Week (PFW), including **AENRMOUS**, **IP AXIS INDUSTRIAL STUDIO**, **JESSE LEE**, **KINYAN LAM**, **SELFAB.**, **SWEETLIMEJUICE** and **REVERIE BY CAROLINE HÚ**, presenting the ingenuity and vision of local designers to international fashion professionals and media.

HKFG SS26 has once again been officially recognised by the **Fédération de la Haute Couture et de la Mode** (FHCM) and is featured on the official PFW calendar. It is also part of the FHCM's *Welcome to Paris* programme, which supports organisations that promote creative brands during Paris Fashion Week. **KINYAN LAM** and **SWEETLIMEJUICE** will unveil their Spring/Summer 2026 collections through fashion presentations on the second day of PFW (30 September). Designers from all participating brands will be present at the showcase and networking event, personally introducing their SS26 collections to guests. **REVERIE BY CAROLINE HÚ** will host an independent presentation on 1 October. In addition, all seven labels will join Paris showrooms with the support of HKFG, further enhancing their visibility and creating new opportunities for collaboration. Following PFW, the brands will return to Hong Kong for product launch and networking events, before heading to Shanghai Fashion Week to gain inspiration and deepen their industry connections.

Meanwhile, HKFG continues to foster the growth of Hong Kong menswear. In June this year, **PONDER.ER**, **RHYZEM** and **THE WORLD IS YOUR OYSTER** presented their Spring/Summer 2026 collections at Paris Fashion Week showrooms, attracting strong attention from industry insiders.





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KINYAN LAM Summer vibe after rain



KINYAN LAM's SS26 collection commemorates our childhood summer memories. A boy sat indoors. He ran out—barefoot, through puddles, mud splashing his legs. At the river, he jumped in, clothes and all, the cold water shocking and perfect. He floated there, weightless, the world rinsed clean. The storm had passed, but its traces lingered—in puddles, in the smell of earth, in him. The sky cried first, but the boy laughed after. Because sometimes, after the rain, we remember how to really live.

This collection is all about capturing that carefree summer vibe. Whether you're lounging at home or out exploring, you can enjoy a laid-back summer with flair. This collection features breathable fabrics like linen, ramie, and cotton, along with a variety of loose cuts, hand embroidery, and natural colours.

REVERIE BY CAROLINE HÚ Quasi-human behaviour



Expressing emotion through the imitation of human behaviour, yet feeling constrained and unrecognised. The inspiration for the **REVERIE BY CAROLINE HÚ's** new collection comes from her partner. She calls it 'quasi-human behaviour'. He often feels uneasy in social situations, and in order to fit into the so-called rules or environments around him, he tries to study or mimic the people nearby so he can appear more natural in a crowd.



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SWEETLIMEJUICE Quiet rebellion



SWEETLIMEJUICE's SS26 'POINT OF GRACE' inspired by fruits pierced onto fence spears as offerings to birds, exploring quiet rebellion through delicate, defiant forms. Drawing from starling eggs, pen nibs and feathers, these pieces sit between softness and sharpness, protection and allure. To imagine jewellery as both charm and armour, with curves and spikes that whisper luck into your day. Because luck isn't random—it's the ripple effect of intent.

Hong Kong Fashion Brands Showcase Unstoppable Creativity



AENRMOUS SS26 collection 'The 1805 Part II' collection unfolds around the 'Whispering Tree of Eternity', a mythical symbol whose roots intertwine with all living things. This sacred tree embodies the essence of eternity, with its golden fruits reflecting the whispers of countless voices that guide the lost and unite the living in a cycle of growth and wisdom. Each golden fruit from the Whispering Tree of Eternity glimmers with the promise of life. Each piece, including showpieces and unique masks, embodies the spirit of eternity, reminding us that it lingers in the soil and is alive in their creations.



IP AXIS INDUSTRIAL STUDIO's 'Future Biogenesis' is a visual exploration of how lifeforms evolve through the integration of advanced technology. In this future, organisms are no longer purely organic—they are hybrid entities engineered through genetic design, artificial intelligence, and biomechanical augmentation. In this world, nature and machine are no longer opposites—evolution is no longer shaped by time, but co-authored by human minds and synthetic intelligence.



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A surreal fusion of Edwardian elegance and rebellious futurism, **JESSE LEE's** 'Nine Lives Odyssey' reimagines the whimsical, psychedelic cat illustrations of Louis Wain through a lens of sustainable innovation and gender-fluid design. Drawing from Wain's anthropomorphic feline art and the refined sportswear of the Edwardian era, the collection blends structured tailoring with playful deconstruction, where heritage meets high-powered fantasy.



SELF FAB's 'HYBRIDIZED' has not one origin and team no code. We live in a time where pure culture is no longer possible. Uniforms no longer speak for nations —they are stitched from memories. 'HYBRIDIZED' is not an homage to the past, but a reflection of the present: a time when what we wear is not about allegiance, but about assembling the truths we've lived. This is — a rewrite of the rules of identity.



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HKFG SS26

Date: 30th Sept 2025 (Tuesday)

Venue: 163 Rue Saint Maur, 75011 Paris

Time: 14:00 – 16:30 (time in Paris, GMT +1)

HKFG SS26 - Presentation (Paris Fashion Week Official Calendar)

Brands: KINYAN LAM and SWEETLIMEJUICE

HKFG SS26 - Showcase & Networking

Brands: AENRMOUS, IP AXIS INDUSTRIAL STUDIO, JESSE LEE, KINYAN LAM, PONDER.ER, REVERIE BY CAROLINE HÚ, RHYZEM, SELFFAB., SWEETLIMEJUICE, THE WORLD IS YOUR OYSTER

About HKFG

HKFG, formerly known as Fashion Guerilla, is an international program organised by Fashion Farm Foundation (FFF). With the mission of bridging talents to the international fashion scene and promoting Hong Kong fashion design, FFF organises the program twice a year for the two seasons, Spring/Summer and Autumn/Winter. Hong Kong fashion brands are selected to present their collection and meet global buyers and media in showrooms and trade shows. The first program was unveiled in Paris in 2013 and has been staged in New York, Singapore, Tokyo and Shanghai fashion weeks in the previous years.

About Fashion Farm Foundation

Fashion Farm Foundation (FFF) is a non-profit organisation founded in 2012 with a mission to promote Hong Kong fashion designs globally by synergising local fashion designers, entrepreneurs, cultural practitioners, industry experts and retailers. FFF organised a series of campaigns and events locally and globally, such as FFFRIDAY and HKFG, every year. It aims to bridge Hong Kong local fashion talents to the Hong Kong public and to the international fashion scene, get more people to discover Hong Kong's very own creative talents and showcase these hidden gems to foster Hong Kong's fashion creative recognition.

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More images can be downloaded [here](#)

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