



FASHION FARM FOUNDATION

For Immediate Release

Fashion Farm Foundation Leads Hong Kong Fashion to Paris Bringing Local Creativity to the International Stage

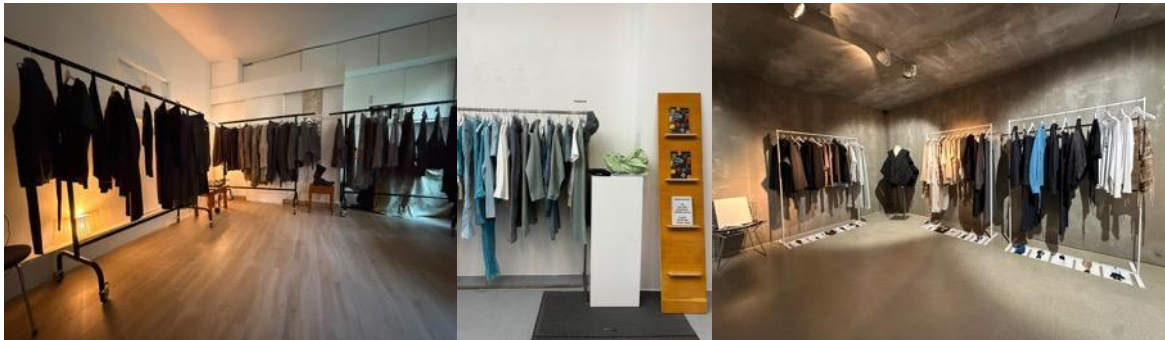
#FashionFarmFoundation #HKFGSS27

More images can be downloaded [here](#)

Hong Kong, 15 September 2026 - **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 SS27 once again leads eight Hong Kong labels to Paris, including **AENRMOUS, DEMO, KINYAN LAM, MATT HUI, PONDER.ER, STUDIO REDEMTIVE, THE WORLD IS YOUR OYSTER**, and **TIGERSTROLLING**, presenting the ingenuity and vision of local designers to international fashion professionals and media.

Within the Welcome To Paris program, an initiative of the Fédération de la Haute Couture et de la Mode, **KINYAN LAM, THE WORLD IS YOUR OYSTER**, and **TIGERSTROLLING** will unveil their SS27 collections through fashion presentations on the second day of PFW (29 Sept). Designers from all participating brands will be present at the showcase and networking event, personally introducing their SS27 collections to guests. In addition, all five 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 be heading to Shanghai Fashion Week to gain inspiration and deepen their industry connections. They will then return to Hong Kong for product launch and networking events.

Meanwhile, HKFG continues to foster the growth of Hong Kong menswear. In June this year, **AENRMOUS, PONDER.ER**, and **STUDIO REDEMTIVE** presented their SS27 collections at Paris Fashion Week showrooms, attracting strong attention from industry insiders.





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KINYAM LAM's Breathing Plants



Volume 6 SS27 is a celebration of colour and the easy lightness of summer. They say plants grow in two directions: one facing the ground, the other reaching for the sky. This season, KINYAM LAM grow up from the ground and turn our faces to the sky. The collection breathes. Shapes are looser, fabrics lighter, and the mood is one of open air and long afternoons.

The palette draws on sky blue from indigo, yellow from huaimi (Sophora japonica buds), and olive green from indigo and huaimi combined — a range that feels both earthy and luminous, shifting with the light. They also developed a set of botanical motifs inspired by Spathoglottis orchids, Bidens, and Mimosa, each chosen for the way it moves, opens, or closes in response to its surroundings.

THE WORLD IS YOUR OYSTER's Melancholic Youthfulness



THE WORLD IS YOUR OYSTER introduces its SS27 collection, Wandering Summer, drawing inspiration from the luminous yet melancholic youthfulness of the classic French novel and film *Bonjour Tristesse*. Designed to seamlessly infuse a cherished sense of seaside relaxation into the tempo of urban daily life, the collection captures the fluidity of ocean waves, the serene palette of nature, and the effortless wardrobe of the film's iconic characters.

True to the brand's core identity, TWIYO continues to champion its signature androgynous aesthetic and avant-garde vintage style. Classic silhouettes are fearlessly redefined, breaking free from conventional tailoring frameworks to articulate a timeless yet forward-looking fashion language. Through thoughtful contrast—rebellion meeting refinement, strength balancing tenderness, and nostalgia intersecting with innovation—Wandering Summer offers an expressive, elevated wardrobe for the modern closet.



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TIGERSTROLLING's Unidentified Anomalous Phenomena



The SS27 collection is inspired by UAP (Unidentified Anomalous Phenomena). Through clothing, the collection tells the story of an alien spacecraft crash — but without ever featuring an 'alien' character. Instead, it is the details in the garments of the other participants that allow the story to be pieced together, leaving the narrative suspended somewhere between truth and misinformation.

On a deeper level, the collection uses the different roles in a UAP event to mirror how the fashion industry operates. They are all part of the same phenomenon, each playing their own role, rarely communicating with one another, yet together forming a complete ecosystem.

DEMO and MATT HUI Unveils Exceptional Creativity in SS27 Collections



For SS27, **DEMO** explores the balance between stagewear and daily dressing, blurring the line between expressive fashion and everyday functionality. The collection retains key **DEMO** signatures while refining them into softer and more versatile forms. Floral elements appear throughout the collection as subtle gestures of emotion and movement, while hybrid accessories — such as neckties merged with jewellery details — introduce a contemporary sense of elegance and playfulness.



New participant of HKFG **MATT HUI** presents his SS27 collection 'Live to the Fullest'. Born from an introspective look into the past, the collection contemplates the endless possibilities of 'what if...', deconstructing the uninhibited spirit of youth to reconstruct a newly defined self through an adult perspective. The collection draws inspiration from the pure exuberance of childhood - running wild, romping, and laughing freely in the playground. The various uniforms worn during our formative years to maintain discipline — ranging from school uniforms, PE kits, scout attire, and workwear to pajamas — are infused with personal sentiment and individuality, unveiling a fresh, harmonious new expression.



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HKFG SS27 (Paris Fashion Week Official Calendar)

Date: 29th Sept 2026 (Tuesday)

Venue: 28 Rue de Lappe, 75011 Paris

Time: 16:00 - 18:30 (time in Paris, GMT +1)

HKFG SS27 - Presentation

Brands: KINYAN LAM, THE WORLD IS YOUR OYSTER, and TIGERSTROLLING

HKFG SS27 - Showcase & Networking

Brands: AENRMOUS, DEMO, KINYAN LAM, MATT HUI, PONDER.ER, STUDIO REDEMPTIVE, THE WORLD IS YOUR OYSTER, and TIGERSTROLLING

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 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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