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Hong Kong Design Centre Presents
'Play, Pose & Pixel' Digital Fashion Exhibition

Discover fashion through four playful zones — from dress-up nostalgia to digital avatars — all in a fun, friendly and future-forward experience for all ages

Running now till 2 December at Gate33 Gallery @ AIRSIDE

#PlayPosePixelHKDC #HKDesignCentre #FabriXworld
#hkfashionfest #HongKongFashionFest #CSTB #CCIDAHK
#FashionMeetsFuture #DigitalFashion

High resolution images can be download here: https://bit.ly/47GqfET

24 November 2025, Hong Kong -- Organised by the **Hong Kong Design Centre (HKDC),** curated by **digital fashion innovator FabriX**, and sponsored by the Cultural and Creative Industries Development Agency, 'Play, Pose & Pixel' is a flagship programme of the Hong Kong Fashion Fest 2025. The exhibition is taking place now until 2 December @AIRSIDE's Gate33 Gallery. As a strategic partner of the HKSAR Government, HKDC is dedicated to promoting Hong Kong as the design excellence capital in Asia. This exhibition, in partnership with the **Fédération de la Haute Couture et de la Mode (FHCM)**, evolves from the 'Tomorrow Was _____' showcase at Paris Fashion Week, exploring the intersections of fashion, technology and imagination – turning digital couture into an accessible, everyday experience.



From Dress-up Dolls to Digital Avatars: A Journey of Self-Expression

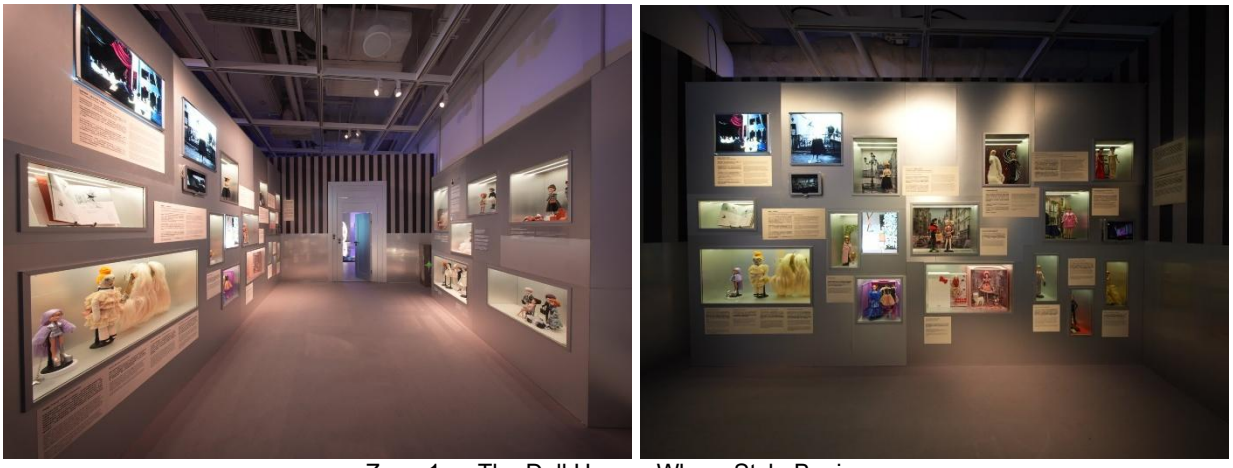
Fashion has always been a creative playground. From dressing dolls to designing digital avatars, 'Play, Pose & Pixel' highlights how imagination empowers generations to express identity through style in a fun, friendly and future-forward way, inviting visitors of all ages to cross boundaries between the physical and the virtual.



'Play, Pose & Pixel' Digital Fashion Exhibition

Zone 1 — The Doll House: Where Style Begins

Step into the origins of style with more than 40 vintage collectible dolls, ranging from classic Barbie icons to rare designer collaborations with Christian Dior, Givenchy, Yves Saint Laurent, and Christian Louboutin. Ning Lau will also present over 20 handcrafted dolls, each infused with her creative flair, bringing a Hong Kong perspective to this nostalgic fashion journey.



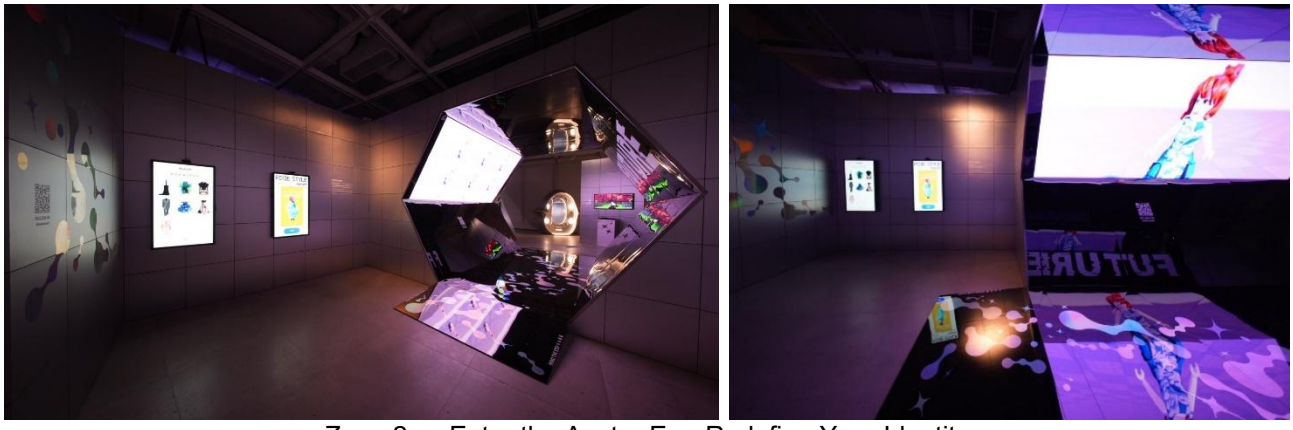
Zone 1 — The Doll House: Where Style Begins



Left to right: Classic Barbie, Handcrafted dolls by Ning Lau, Hong Kong Doll Artist

Zone 2 — Enter the Avatar Era: Redefine Your Identity

Step into the vibrant world of global Avatar culture. Inspired by platforms like Roblox, this immersive installation turns reflection into reinvention as visitors pass through a kaleidoscopic mirrored tunnel. Each reflection spawns a ‘mini-you’ — a hyper-Instagrammable moment that celebrates infinite identity and creativity.



Zone 2 — Enter the Avatar Era: Redefine Your Identity


The Roblox Avatar of featured designers

Zone 3: From Paris to Hong Kong: Defining the Future of Fashion

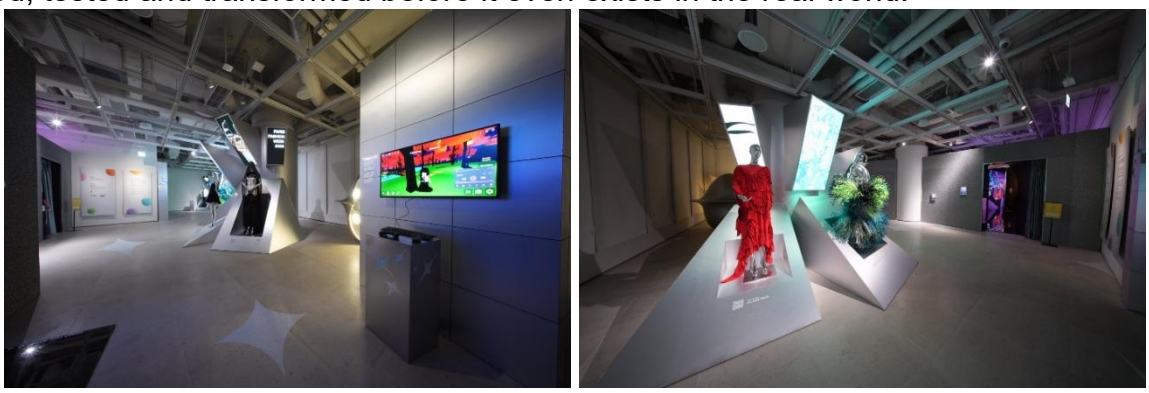
Try now, buy later – fashion that moves at pixel speed

FabriX’s signature AR try-ons Kiosk brings next-gen fashion experiences to life, spotlighting Paris Fashion Week designers and Hong Kong’s rising talents. 2025 LVMH Prize finalist **Alain Paul, Caroline Hu**, the inaugural winner of the BoF China Prize, **Didu**, known for designing BLACKPINK’s ‘Deadline’ World Tour costumes, and **Kevin Germanier**, acclaimed for his designs at the Paris 2024 Olympic Closing Ceremony will be joined by three

local Hong Kong fashion talents. They are **Derek Chan, DEMO** from Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP), **Brun Chan, röyksopp gakkai** from DFA Hong Kong Young Design Talent Award (YDTA) and Design Incubation Programme (DIP), and **Tiger Chung, Tigerstrolling** from The Hong Kong Young Fashion Designers' Contest (YDC). Together, they will showcase their collections through FabriX's virtual try-ons via augmented reality, merging local creativity with global innovation.

Visitors will also encounter digital couture powered by 4D.ai technology, conceptualised by James Cao and team, featuring intricate digital works by Kevin Germanier, the designer behind Björk's iconic Cannes performance look.

For the first time, visitors can explore 360° digital garments like never before — spin, rotate and zoom into recorded 3D 'moving images' that redefine how future lookbooks are experienced. The Future lookbook of fashion showcases a new perspective where style is viewed, tested and transformed before it even exists in the real world.



Zone 3: From Paris to Hong Kong: Defining the Future of Fashion



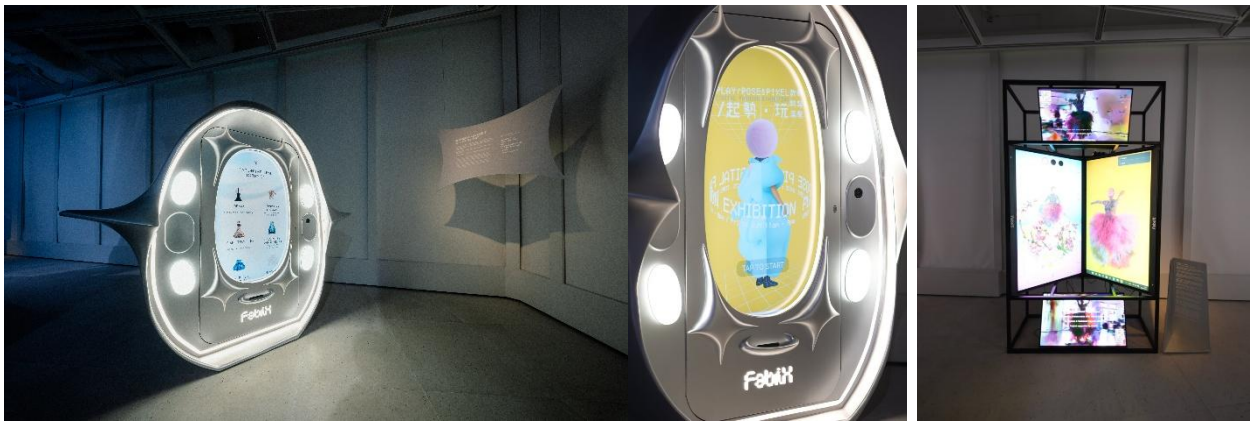
Featured designers (from left to right):
Alain Paul, Caroline Hu, Didu, Kevin Germanier, Derek Chan, Brun Chan and Tiger Chung



From Left to Righ: Design Works of: Alain Paul、Caroline Hu、Didu、Kevin Germanier、



From Left to Righ: Design Works of: Derek Chan、Brun Chan、Tiger Chung



FabriX's signature AR try-ons Kiosk, explore 360° digital garments

Zone 4: The Digital Afterparty: Reveal Your 'Virtual Me'

Strike a pose. Snap the moment

As a grand finale, Zone 4 unlocks each visitor's own blind box avatar — 'Virtual Me'. A fast scan transforms one into a digital fashion star — styled in one of six futuristic looks and showcased on a dynamic LED wall. With a nostalgic 80s Cantopop silent disco fueling the vibe, the digital afterparty culminates in a next-level fashion playground celebrating Hong Kong's creative pulse.



Zone 4: The Digital Afterparty: Reveal Your 'Virtual Me', experience 80s Cantopop silent disco

‘Play, Pose & Pixel’ Digital Fashion Exhibition reminds visitors that style has always been a powerful form of self-expression— and at its heart, fashion is about play. It invites audiences of all ages to merge creativity with technology, exploring a fashion playground tailored for the new generation. From children dress-up dolls to teens creating Roblox avatars, and adults intrigued by wearable tech, this exhibition promises a future where fashion is seen, played, and experienced by all.

Event Details

Exhibition	‘Play, Pose & Pixel’ Digital Fashion Exhibition
Venue	Gate33 Gallery, Level 3, AIRSIDE, Kai Tak, Kowloon
Dates	Now – 2 December 2025
Opening hours	Monday to Thursday 12:00-8:00pm Friday to Sunday 11:00am - 9:00pm Free admission

‘Play, Pose & Pixel’ Digital Fashion Exhibition is organised by Hong Kong Design Centre and sponsored by the Cultural and Creative Industries Development Agency as a programme of the Hong Kong Fashion Fest which is presented by the Government of the Hong Kong Special Administrative Region.

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About Hong Kong Fashion Fest

Announced by the Hong Kong Special Administrative Region Chief Executive in the 2023 Policy Address, 'Hong Kong Fashion Fest' will be organised to develop Hong Kong into a fashion design hub in Asia. Through consolidating various fashion design events and introducing innovative elements and affiliate activities annually, the Hong Kong Fashion Fest promotes Hong Kong's fashion and textile design brands and boosts Hong Kong's position as a prime destination for hosting mega cultural and creative events. The second edition of Hong Kong Fashion Fest will be held from 22 November and 7 December 2025 at various cultural landmarks and iconic design and fashion locations in Hong Kong. The event will promote digital fashion and sustainable fashion in collaboration with Paris Fashion Week and Milan Fashion Week; attract fashion design industry players from all over the world to participate in Hong Kong; foster collaboration, innovation and business opportunities; establish platform for local and international fashion designers and brands and connect with different sectors in the fashion design industry of Hong Kong, the Chinese Mainland and overseas, thereby consolidating Hong Kong's position as the East-meets-West centre for international cultural exchange.

www.hongkongfashionfest.com

About Hong Kong Design Centre

Hong Kong Design Centre is a strategic partner of the HKSAR Government, harnessing the city's distinctive East-meets-West position to create value through design. To achieve our goals we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

www.hkdesigncentre.org/

About Cultural and Creative Industries Development Agency

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

www.ccidahk.gov.hk

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