



[Press Release - Immediate Release]

SPARKLE COLLECTION

SPARKLE by KAREN CHAN

Sparkle Collection - SPARKLE by Karen Chan is a modern glamorous designer brand specializing in young and vibrant Chinese chic luxury fashion, and the brand's motto is

"Be Bold, Be Playful, Be Sparkle!"

ARTISTIC, CULTURAL ICONIC HK ELEMENTS

As HK's first understated luxury cultural and creative brand, SPARKLE is dedicated to the revival of the Intangible Cultural Heritage of the cheongsam, combining the sublime craftsmanship and timeless beauty of the Chinese cheongsam with western couture's modernity and fluidity, reinventing the priceless Intangible Cultural Heritage of cheongsam and kung-fu jacket into funky, colorful and fun wearable fashion with artistic and iconic HK elements from past eras.

EAST MEETS WEST

SPARKLE designs are always a mix of eastern and western aesthetics, transforming the traditional cheongsam and kung-fu jacket into colorful and individualistic East-meets-West couture with a playful, retro and funky twist. Every SPARKLE piece is like a walking art canvas, a joyful and colorful painting that you can wear, each telling a story about the history and culture of Hong Kong.

NO RULES, NO BOUNDARIES

SPARKLE's philosophy is "Beauty Knows No Boundary", and Sparkle wants everyone to embrace their inner beauty, be and wear who you are, and not let your true self be bound by "fashion rules" of the society; you can dress sophisticatedly even if you are a teenager, dress young and vivacious even if you are a grandmother; regardless of your age and status, SPARKLE cheongsams, kung-fu jackets and street fashion can be effortlessly and elegantly carried by fashion lovers of all shapes and sizes, look gorgeous and youthful on everyone, regardless of their ethnicity, gender, age and size, enabling men and women of all ages to look youthful, feel happy and confident, and let their inner beauty shine through.

INTO THE INTERNATIONAL LIMELIGHT

2023 marks a new milestone for SPARKLE as the brand's audacious and avant-garde interpretation of the cheongsam catches the eye of the international fashionistas.



Not only has the brand won the prestigious invitation to participate in **HK Fashion Week's** most influential CENTRESTAGE fashion show five years in a row, SPARKLE was also the only HK brand invited by LA-based Lumiere Runway to participate in unprecedented international Hollywood-glam red carpet event in Hong Kong's fashion scene – The **Haw Par Lumiere Runway Fashion Show 2022**. Of the 8 designer brands featured in the show, SPARKLE was the solo brand to walk the grand opening and finale of the fashion show with 85 showstopping avant-garde modern cheongsams and modern kung-fu jackets, setting the trend in Chinese chic fashion in Hong Kong and around the world.

SPARKLE is the only HK fashion brand to receive the exclusive invitation to participate in the pinnacle of international couture fashion – **Milan Fashion Week SS23** and **Milan Fashion Week AW24**. At the SS23 show held at the heritage Circolo Filologico, SPARKLE's unorthodox and refreshingly modern interpretation of the Chinese cheongsam and kung-fu jacket took the European designer fashion world by storm; and we showcased our new 2024 Collection at the AW24 show held at Milan's heritage-listed "Corona d'argento" (Silver Crown) historical Palazzina Appiani just this past September!

As one of Hong Kong's forefront social-conscious fashion brands, SPARKLE was also invited by the internationally acclaimed Première Vision to join one of the largest fashion events of Germany – hailed as "The Responsible Denim Fashion Event" featuring eco-denim fashion from across the world – **Berlin Denim Fashion District #3**.

Aside from Italy and Germany, SPARKLE continues to wow the crowd closer to home with runway show at China's **Shanghai Chic Fashion Week 2023**.

This October, Sparkle will continue to spread its butterfly wings and glide to the Pacific coastline as the first HK art & cultural fashion brand to strut the runway of the glitzy glamorous **LA Fashion Week - Lumiere Runway Fashion show** at the star-studded Sony Pictures Studio!

A TRUE HK BRAND

SPARKLE COLLECTION – SPARKLE by KAREN CHAN is the first Chinese fashion brand ever to win the highly distinguished and prestigious **Hong Kong Top Brand Award**, testifying to SPARKLE's outstanding achievement in the HK fashion industry.

SPARKLE is well-recognized by Hong Kong's fashion industry, and have won many accolades in the short few years since founded in 2018:

- Made In Hong Kong Mark (since 2018)



- Hong Kong Emerging Brand Award (2019)
- Hong Kong Top 10 Retail in Tourism Award (2020)
- Hong Kong Emerging Service Brand Award (2021)
- Hong Kong Design Mark Certification (2021)
- Hong Kong Quality Mark Service (Cyan) Scheme (2021)



- Hong Kong Cultural & Creative Industries Award-(2021)
- Hong Kong Top Brand Award (2022)
- Hong Kong Economics Times Excellence Award – Life & Culture (2023)

Aside from modern funky cheongsams and kung-fu jackets, SPARKLE also offers designer jewelry, scarves, sunglasses, perfume, wedding gifts and stylish accessories.

SPARKLE COLLECTION 2024

SPARKLE 2024 Collection is all about telling the beautiful story of Hong Kong, using **Art x Heritage x Sustainability** as our main theme to express Hong Kong's rich diverse culture and unsurpassed beautiful natural scenery through our original patterns, creating a **"time capsule"** that tells the cultural history and heritage of Hong Kong, **infusing art and culture into our lifestyle** and heralding the **heritage** of history and **sustainability** through the form of **wearable art**.

This year, SPARKLE reaches a huge milestone as we become the first brand ever to be invited by the prestigious **Hong Kong Museum of Art (HKMoA)** and **Hong Kong Heritage Museum** to collaborate with them, using their priceless art collections to create original patterns for modern cheongsams and kung-fu jackets! SPARKLE also crossovers with **HK homegrown designers** Kenly Chan, Gemmy Kwok and Ken Fung,



adapting their magnificent landscape paintings and culturally rich designs into colorful funky cheongsams and kung-fu jackets with a unique HK-theme.

This year, Sparkle also creates cheongsam party dresses made of **sustainable eco-denim, sustainable fur** and leather, bringing sustainability into the realm of high fashion.

True to SPARKLE's "**Fashion Is Walking Portraits of Art**" concept, SPARKLE 2024 Collection of modern cheongsams and kung-fu jackets are not only glamorous to wear, they are like museum pieces, worthy to become part of your heritage and be treasured as **timeless art collectibles**.

- ART -

HKMoA x SPARKLE COLLECTION - 2024 COLLECTION

SPARKLE COLLECTION collaborates with HK Museum of Art (HKMoA) this year to feature cheongsams and kung-fu jackets that are so magnificent and the craftsmanship so exquisite they are virtually walking **museum pieces**, worthy to become part of your heritage and be treasured as timeless art collectibles.



HKMoA x SPARKLE COLLECTION
MASTERPIECE COLLECTION 2024



This is the **ultimate museum-level masterpiece haute couture** collection. This collection of classic cheongsams and kung-fu jackets features SPARKLE original silk patterns depicting **HKMoA's priceless art paintings** by world-revered Chinese contemporary master artists Qi Baishi, Gao Jianfu, Wan Qingli and Wu Changshuo; the artists' powerful ink wash brushstrokes are transformed into glorious silk fabrics which are then intricately handcrafted by SPARKLE COLLECTION's



Cheongsam honorary Advisor - HK Intangible **Cultural Heritage** Inheritor Master Fung Yau choi into breathtaking and elegant classic cheongsams and kung-fu jackets.

Descended from a long line of traditional artisans and skillful tailors, the art of cheongsam craftsmanship is part of Chinese culture interwoven with Hong Kong history.

“Technique of Making Hong Kong Cheongsam” has been successfully inscribed onto the Fifth National List of Intangible Cultural Heritage (ICH) announced by the State Council as of 2021, under the category of "Traditional Craftsmanship" defined by the Convention for the Safeguarding of the ICH promulgated by



UNESCO, affirming the cultural, artistic and artisanal importance of this traditional Chinese garment we know so well.

Masterpiece Collection features haute couture cheongsams exquisitely hand-crafted by the renowned Hai Pai Cheongsam Master - Cultural Heritage Inheritor Mr. Fung Yau Choi. All cheongsams in this collection proudly bear the **MADE IN HONG KONG** MARK LICENSE certified by The Hong Kong Certification Centre Limited.

Master Fung Yauchoi, appointed as the **HK Intangible Cultural Inheritor of Cheongsam**, is dedicated to pass on this cultural heritage craftsmanship. Master of the Shanghai School (Hai Pai) cheongsam artistry and with over 60 years' experience, Master Fung is one of HK's last-standing top Cheongsam masters and his masterpieces have been displayed in countless Cheongsam exhibitions and museums.

**This collection is collaborated by the Hong Kong Museum of Art and SPARKLE COLLECTION.*



**HKMoA x SPARKLE by KAREN CHAN
CONTEMPORARY ART COLLECTION 2024**

This artistic collection features SPARKLE original silk patterns depicting **HKMoA's priceless conceptual art paintings** by world-revered Chinese contemporary master artists Hon Chifun and Wu Guanzhong, and the artists' use of bold passionate colors are manifested into colorful modern cheongsams and kung-fu jackets.

**This collection is collaborated by the Hong Kong Museum of Art and SPARKLE by KAREN CHAN.*

HK DESIGNERS x SPARKLE COLLECTION 2024

This collection features modern cheongsams and kung-fu jackets with SPARKLE original silk patterns inspired by renowned **HK homegrown designers** Kenly Chan, Gammy Kwok and HK Design Council Chairman (2021-2023) Ken Fung. Kenly's award-winning powerful portraits of the glorious HK skies, Gammy's serene HK sceneries and Ken's dramatic red-white-blue Chinese opera performers offer different glimpses into HK's diverse landscape and rich culture.





- HERITAGE -

HK HERITAGE MUSEUM x SPARKLE by KAREN CHAN HAPPY CHILDHOOD COLLECTION 2024

This collection consists of two main nostalgic HK themes “**Our Happy Childhood**” & “**Our Favourite Pastimes**” inspired by the vast collection of past-era artifacts of the **HK Heritage Museum**. With these two themes, SPARKLE recreates a nostalgic dreamland of funky and playful neon-colored cheongsams and kung-fu jackets that pays homage to HK pop culture from the 1970’s-1990’s, and brings us back to carefree and happy childhood days of after-school orchestra practices and playing pre-digital old school games with our friends.



HK HERITAGE MUSEUM x SPARKLE by KAREN CHAN 2024 COLLECTION OUR HAPPY CHILDHOOD THEME

This theme is inspired by **HK Heritage Museum’s** vast collection of artifacts from HK’s past eras; from nostalgic HK childhood games like Chinese marble checkers, puzzle cubes, airplane checkers and the first generation of handheld video games, iconic pre-digital era items like analog telephone, vinyl record, box TV and transistor radio, to the trendsetting HK idol Leslie Cheung who reminds us of the romantic **Cantopop culture** of the 90’s.

HK HERITAGE MUSEUM x SPARKLE by KAREN CHAN 2024 COLLECTION OUR FAVOURITE PASTIMES THEME

This theme features original patterns inspired by **HK Heritage Museum’s** vast collection of artifacts from HK’s past eras, from iconic 1970’s HK old-school **amusement park attractions** like ferris wheels and bumper cars, arcade games like throwing rainbows, the neighborhood children’s game hopscotch and musical instruments of the world class **HK Philharmonic Orchestra** which was the first



Asian orchestra to receive the accolade of “Orchestra of the Year” at the 2019 Gramophone Classical Music Awards Ceremony.

- SUSTAINABILITY -

FLOWER & BUTTERFLY COLLECTION

This year, SPARKLE revisits the brand’s **heritage first collection** of “**Flower & Butterfly**”, and collaborates with **HK Fung Yuen Butterfly Reserve** to create original patterns depicting common butterflies found in HK, each unique and a beauty of its own.



The butterfly, though fragile and delicate, is hard-working and live life to the fullest. Even in the same species, no two butterflies are alike; their wing pattern, like the fingerprint, is unique and individualistic. Butterflies symbolize metamorphosis, spiritual rebirth, transformation, creativity, and an ability to experience the wonder of life, much like SPARKLE’s life philosophy:

“When flowers bloom, butterflies will come.”

「花若盛開 · 蝴蝶自來」



SPARKLE believes and wants to spread this message of self-love and self-confidence to every woman in the world, that when you live life true to yourself and when you live life to the fullest, good things will come, and that the confident individualistic woman is always the most attractive.

HK Fung Yuen Butterfly Reserve, ranked 4th in the listed Priority Sites for Enhanced Conservation of the New Nature Conservation Policy, houses nearly 90% of butterfly species in HK, and their mission is to protect and conserve butterflies and its biodiversity, enhance ecological value of the land, and educate and promote ecological conservation. SPARKLE is proud to collaborate with the Butterfly Reserve on preserving and promoting this **sustainable HK natural heritage**.

SPARKLE COLLECTION 2024 NEW DENIM COLLECTION

This collection of casual high street fashion is composed of two themes: Sparkle by Karen Chan's **red White Blue FRUITFUL HARMONY** theme featuring funky sustainable eco-denim cheongsams and kung-fu jackets that are perfect for both the office and weekend outings, and **Next In Chinese Style** theme featuring futuristic new-age fashion with Chinese and HK iconic elements seen through the eyes of HK's young and talented budding designers.



FRUITFUL HARMONY THEME

This year's Denim Collection signature pattern **FRUITFUL HARMONY** (風調雨順) is inspired by the traditional **lucky windmill** (幸運風車) which is among the HK Heritage Museum's vast collection of artifacts from HK's past eras. This pattern pays homage to HK's roots and humble beginning as a fishing village centuries ago. Pattern designer Ken Fung uses his signature red-white-blue colors iconic of the HK spirit to depict the traditional lucky windmills of the Che Kung Temple (車公廟) which call for smooth winds and rain, bringing good harvests, smooth livelihood and prosperity.

Pure silk in **FRUITFUL HARMONY** pattern together with laser-etched eco-denim depicting Sparkle's signature **GATE CARVING** nostalgic HK store gate pattern, SPARKLE creates a "time capsule" that tells the historical story of Hong Kong, infusing art and culture into our lifestyle and heralding the heritage of history and sustainability.

NEXT IN CHINESE STYLE THEME



SPARKLE COLLECTION is committed to social responsibility. It's charity counterpart **SPARKLE CHARITY FOUNDATION LIMITED**'s mission is to "promote local art, design and culture in Hong Kong, and support grassroots communities", connecting professionals, celebrities, companies and institutions from different sectors of society, and organizing activities, workshops and volunteer services to the rehabilitated, single parents, youths, grassroots and the underprivileged; to help them develop new skills regardless of their age, sex or social disadvantages.



Each year, SPARKLE CHARITY FOUNDATION LIMITED cooperates with VTC's HK Design Institute to organize "**Next In Chinese Style – Young Designer Challenge**", a fashion design competition to entice young fashion designers to incorporate East-meets-West design and Chinese chic elements into the art of making cheongsams, to inspire them to fall in love with the Intangible Cultural Heritage of cheongsam and inject new life and game-changing ideas into the art of cheongsam, propelling this traditional Chinese dress into new dimensions. For the 4th consecutive year, SPARKLE x VTC's HK Design Institute organize "Next In Chinese Style – Young Designer Challenge" (NICS) fashion design competition to promote the Intangible Cultural Heritage of cheongsam, and entice young fashion designers to incorporate east-meets-west design and Chinese chic elements into the art of making cheongsams. All proceeds from sales (minus cost) will go towards SPARKLE CHARITY FOUNDATION LIMITED.

To promote the heritage and sustainability of HK fashion, 3 generations of HK

Sparkle
by KAREN CHAN



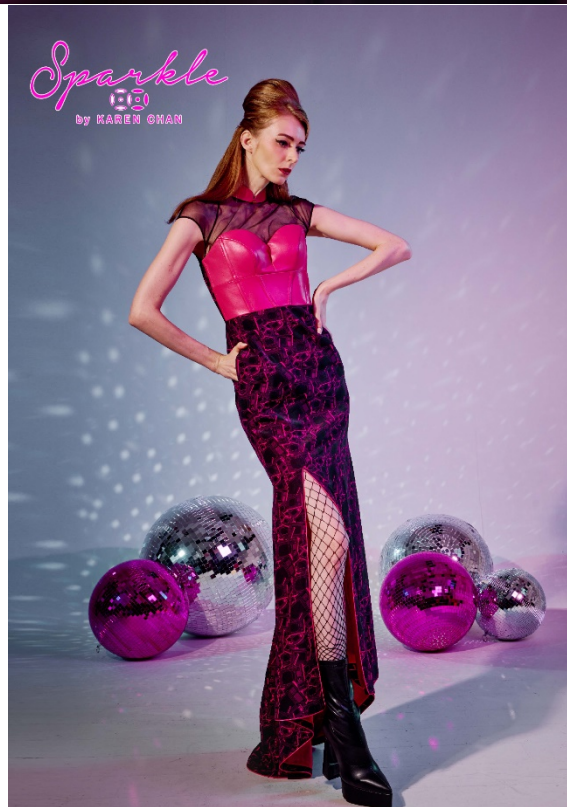
fashion designers – HK Intangible Cultural Heritage Inheritor Master Fung Yauchoi, cheongsam designer Karen Chan and HK Design Institute’s budding fashion designers join forces to create this SPARKLE “Young Line” featuring funky sustainable eco-denim modern cheongsams and kung-fu jackets that are perfect for the young hip fashion crowd.

This year’s theme for Next In Chinese Style - Young Designer Challenge (NICS) centers around the concept of a “**Time Capsule**” that tells the historical story of Hong Kong; and to celebrate that borders worldwide are opened again, students are encouraged to use a “**Bon Voyage**” theme using Sparkle signature pattern **【JUNK PARTY】** Chinese junk boat cotton fabric in red-blue-black that symbolizes smooth sailing and prosperous future, and mix-n-match it with **【GATE CARVING】** laser-etched eco-denim plus other solid color eco-denims to design unique sustainable cheongsam-and-Tang-jacket-inspired futuristic Chinese style street fashion with HK iconic elements that are travel-friendly and versatile.

WONDER WOMAN COLLECTION



This sensory-awakening collection of SPARKLE's signature **BlackPink** and **BlackPurple** stylish cheongsam qipaos and radical party dresses mixes silk with lambskin leather and sustainable fur, to create east-meets-west stylish cheongsam qipao party dresses that are refreshingly modern but at the same time reminiscent of the splendid 1980's "power-dressing" era.



With this series of dark sensual stylish cheongsam qipao party dresses in blackpurple and blackpink, Sparkle pays homage to the **Wonder Woman** in all of us. Career woman, housewife, mother, sister, daughter, the Sparkle woman is multi-faceted, strong and independent; we work hard, play hard, and are not afraid to display our femininity as being womanly does not equate that we are meek and weak, but rather we shout out to the world that we are proud of how far we have come, and we can



be fun, sexy, wild, elegant and strong all at the same time, for under the western sweetheart neckline lies a Chinese “heart-core” strong Sparkle Wonder Woman.

All of our mink fur pieces are **FURMARK® sustainable natural fur** with a label code that can trace the fur from its origin to its endpoint, guaranteeing that the fur product meets independent, globally-recognized animal welfare and **sustainability**



standards.

The leather industry is one of the oldest in the history of mankind, and the buttery soft lambskin used by Sparkle is sourced from a renowned family-operated HK leather brand that has been in the leather industry for 3 generations past, and is dedicated to the **heritage** and **sustainability** of this once glorious but now sunset industry.

**We are not affiliated, associated, authorized, endorsed by, or in any way officially connected with “Wonder Woman” by DC Comics, Inc., Warner Bros. Entertainment Inc., Warner Bros. Discovery, Inc., or any of its subsidiaries or its affiliates.*

SPARKLE COLLECTION BRAND SHOW @CENTRESTAGE 2023

Sparkle
by KAREN CHAN



Sparkle Collection & Sparkle by Karen Chan celebrated its 5th year participating in the most prestigious and influential fashion event in Hong Kong – HK Fashion Week @CENTRESTAGE on 7th Sept last week. The esteemed guests offstage were just as illuminating as the models on stage, paparazzi's camera shutters reverberate the whole venue as they covered this much-awaited fashion and social event of the year, taking snapshots of museum directors from HKMoA and HK Heritage Museum, high-ranking government officials, business magnates, celebrities, glamour icons and social influencers in the audience.





In Sparkle's customary fashion, this event transcended the mere boundaries of a fashion show and transformed into a resplendent star-studded gala, enriched by a myriad of cultural and artistic performances, imbuing the ambiance with a vibrant and spirited fervor. The illustrious presence of esteemed guests and celebrity models elevates the atmosphere to a scintillating crescendo, leaving it ablaze with excitement.



*Guest model Liang-Lin Chen, world-renowned Christie's auctioneer & Special Head of Sale, captivated the audience in Sparkle
"Golden Birdwing" Haute Couture Qipao*

DON'T LET THE GOOD TIMES STOP!



Right after Centrestage 2023, Sparkle will be packing her fashion trunks and flying to **MILAN FASHION WEEK SS 2024** which will run sept 19-25 in the fashion heart of Europe – Milan Italy! Then straight from the Mediterranean, Sparkle will fly over to the Pacific Coast for **LA FASHION WEEK**. Talk about globe-trotting!

MILAN FASHION WEEK SS 2024

After **Milan Fashion Week SS23** where SPARKLE's unorthodox and refreshingly modern interpretation of the Chinese cheongsam and kung-fu jacket took the European designer fashion world by storm, Sparkle has been invited again to participate in the **Milan Fashion Week SS 2024**, this time showcasing our SS2024 collection at the historical **Palazzina Appiani**, one of the few heritage buildings that dates back to Napoleon's era, and recognized by the National Trust of Italy (FAI) as a "Corona d'argento" (Silver Crown) that holds significance in Milan's history, culture and heritage, the perfect backdrop for showcasing our 2024 collection with **Art x Heritage x Sustainability** as this year's theme.

LA FASHION WEEK 2023

From the Mediterranean straight to Hollywood! Sparkle has been invited to participate in the glitzy glamorous **Los Angeles Fashion Week** this October as the first HK artistic and cultural fashion brand to strut the LA Fashion Week runway!

NFT COLLECTION 2024

After becoming HK's first fashion brand to unlock the captivating digital realm of the metaverse with our Limited Edition **【HK SPIRIT】** NFT Collection in 2021, this year we are back by popular demand, launching yet another extraordinary NFT



Collection with close to 100 Limited Edition virtual cheongsam qipaos, kung-fu jackets and accessories, each piece an exquisite fusion of visionary design and technological innovation, allowing all Sparkle lovers to immerse themselves in a world where our haute silk qipaos and kung-fu jackets transcend the physical, transforming into unique, digital masterpieces that dance with light and imagination,

As this year SPARKLE COLLECTION has the privilege to collaborate with **HK Museum of Art (HKMoA)**, **HK Heritage Museum** and three **HK homegrown artists** to create modern qipaos and kung-fu jackets that center around the theme of **Art x Heritage x Sustainability**, and features the exquisite cheongsam craftsmanship of the **Intangible Cultural Heritage Inheritor** Master Fung, owning a piece of our NFT Collection this year will be literally akin to owning a virtually **museum art piece!** And like before, our NFT merchandise comes not only with a digital version of our qipaos, kung-fu jackets and accessories which can be adorned, showcased, and shared in the virtual world, it also comes with an identical physical version of the merch which can be worn in the real world, letting Sparkle lovers enjoy and treasure these timeless art collectibles both in the metaverse and the physical world.





ABOUT THE FOUNDER

KAREN CHAN

FOUNDER/CREATIVE DIRECTOR

Karen Chan, JP is the Founder and Creative Director & Chief Fashion Designer of modern Chinese chic designer brands SPARKLE COLLECTION and SPARKLE BY KAREN CHAN. Born and raised in Hong Kong, and having studied and lived in US and Canada for 15 years, Karen has a deep appreciation for both Chinese and Western art and culture, with a special passion for HK culture and the iconic cheongsam.



After extensive apprenticeship under the legendary Hong Kong Intangible Cultural Heritage Inheritor Master Fung Yau Choi in the art of traditional cheongsam-making, together with her innate sense of style, Karen wowed the international fashion world with her funky modern east-meets-west cheongsam and kung-fu jacket designs which fuse the intricate Chinese traditional craftsmanship of cheongsam with western design concepts with regards to patterns, fabrics and wearability, injecting new life and unorthodox game-changing ideas into this priceless Chinese national heritage. Karen won the Hong Kong Cultural & Creative Industries Award in 2021 and Golden Bauhinia Women Entrepreneur Award – Art & Culture in 2022.

Karen's contribution to society is well recognized. Besides being appointed as Justice of the Peace (JP) by the Government of the Hong Kong Special Administrative Region, Karen received an Honorary Fellowship from the Vocational Training Council, is an



appointed Council Member of Hong Kong Polytechnic University, Adjunct Professor of Hong Kong Baptist University and School Advisor of the Hong Kong Metropolitan University.

Karen is dedicated in the promotion and development of the community's Arts & Cultural sector, and currently sits on the Board of Governors of the Hong Kong Philharmonic Orchestra and is a council member of the Hong Kong Arts Development Council.

Karen also takes up various public service roles in the manufacturing sector as well. She is Deputy Chairman of Federation of Hong Kong Industries, Vice Chairman of Q Mark Council Committee, Chairman of Hong Kong Furniture Industry Council, and a Member of the Board of Directors of Hong Kong Cyberport Management Co. Ltd.

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