



Hong Kong Fashion Goes Global

Established brands and new hopefuls showcase their designs to the world in the new eBay "This is Hong Kong" campaign

Hong Kong, March 20, 2007 – Fashion designers in Hong Kong will have the opportunity for their creations to be seen by the world when eBay Hong Kong launches a new campaign on 23 March dedicated to promoting local products and sellers across the company's global online marketplace.

The world's biggest online marketplace is teaming up with Hong Kong's leading designers to give eBay's 222 million members worldwide a window on Hong Kong fashion. The site will be called "**This is Hong Kong**" and will reflect the diverse creative talent the city has to offer. Participating designers range from the wild, funky **SPY Henry Lau**, to the refreshingly contemporary **Ranee K**, and the crossover of street hip **YOROPIKO** with leading sports footwear brand **New Balance**. "**This is Hong Kong**" is also open to local design students, giving Hong Kong's nascent fashion talents a chance to show the world their creativity. Promising newcomers include n:ter, CRAVES, Effie, Jadevague, and OVERCRANK will participate in "**This is Hong Kong**".

"**This is Hong Kong**" is the latest in eBay Hong Kong's long track record of forming innovative partnerships to bring the benefits of e-commerce to all industries in Hong Kong. Joining forces with fashion designers is a natural direction for the company to take -- fashion is one of the most popular category of the diverse range of products available on the eBay Hong Kong platform.

Moreover, this partnership will also benefit a good cause. Fifty sets of limited edition New Balance 574 Hungry Dragon crossover with YOROPIKO denims will be auctioned for charity, with a reserve price of HK\$18,000 per set. The funds raised will be donated to UNICEF.

"Hong Kong is a fashion-conscious city," says Kerry Wong, managing director, eBay Hong Kong. "An item of clothing is sold on eBay Hong Kong every 30 seconds. There is also tremendous design talent here and eBay has the unique ability to give established designers a platform to complement their offline activities in marketing and promote their product offerings globally, while offering new designers a fast track to an international career."

Ranee K says, "Ranee K's designs are feminine, oriental inspirations. Our customers are cosmopolitan in outlook and can be found anywhere in the world; therefore, we are always looking for innovative ways to get our work seen by a global audience. The '**This is Hong Kong**' project, by promoting a greater awareness of the Hong Kong fashion industry, will stimulate international interest in local fashion brands."



"This project will open doors for both SPY Henry Lau and Hong Kong fashion," says Henry Lau, design director, SPY Henry Lau. **"This is Hong Kong"** will be particularly beneficial in encouraging the growth of new design talents in Hong Kong. In the past, local young designers faced so many obstacles in getting discovered internationally – eBay has removed most of these obstacles. It will be exciting to see what transpires."

Internet surfers can enter **"This is Hong Kong"** via <http://www.ebay.com.hk/thisishk>. The site will include profiles of the participating designers and offer visitors the chance to view their collections and purchase items at a fixed price.

The new site will be officially launched on March 23. Today, the launch was celebrated with a fashion show of all the participating designers at Zenses in Central. Celebrity DJ Eric Kot, was there to promote the charity auction.

For more details of the campaign, please visit: <http://www.ebay.com.hk>

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About "This is Hong Kong"

Aimed at aggregating the power of local companies to promote Hong Kong brand on a global level, "This is Hong Kong" is a brand new concept of eBay Hong Kong designed to provide a marketing platform for local designers to launch new products, promote their products, and complement online and offline sales activities. The campaign allows local brands to market their products internationally via eBay's 33 global markets, not only to increase sales but also brand awareness. "This is Hong Kong" also serves as a platform for Hong Kong's nascent designers to test the market response to their new brands and products at a minimal cost, before opening their own shops.

"This is Hong Kong" will be launched on March 23, and it can be accessed via <http://www.ebay.com.hk/thisishk>.

About eBay

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

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