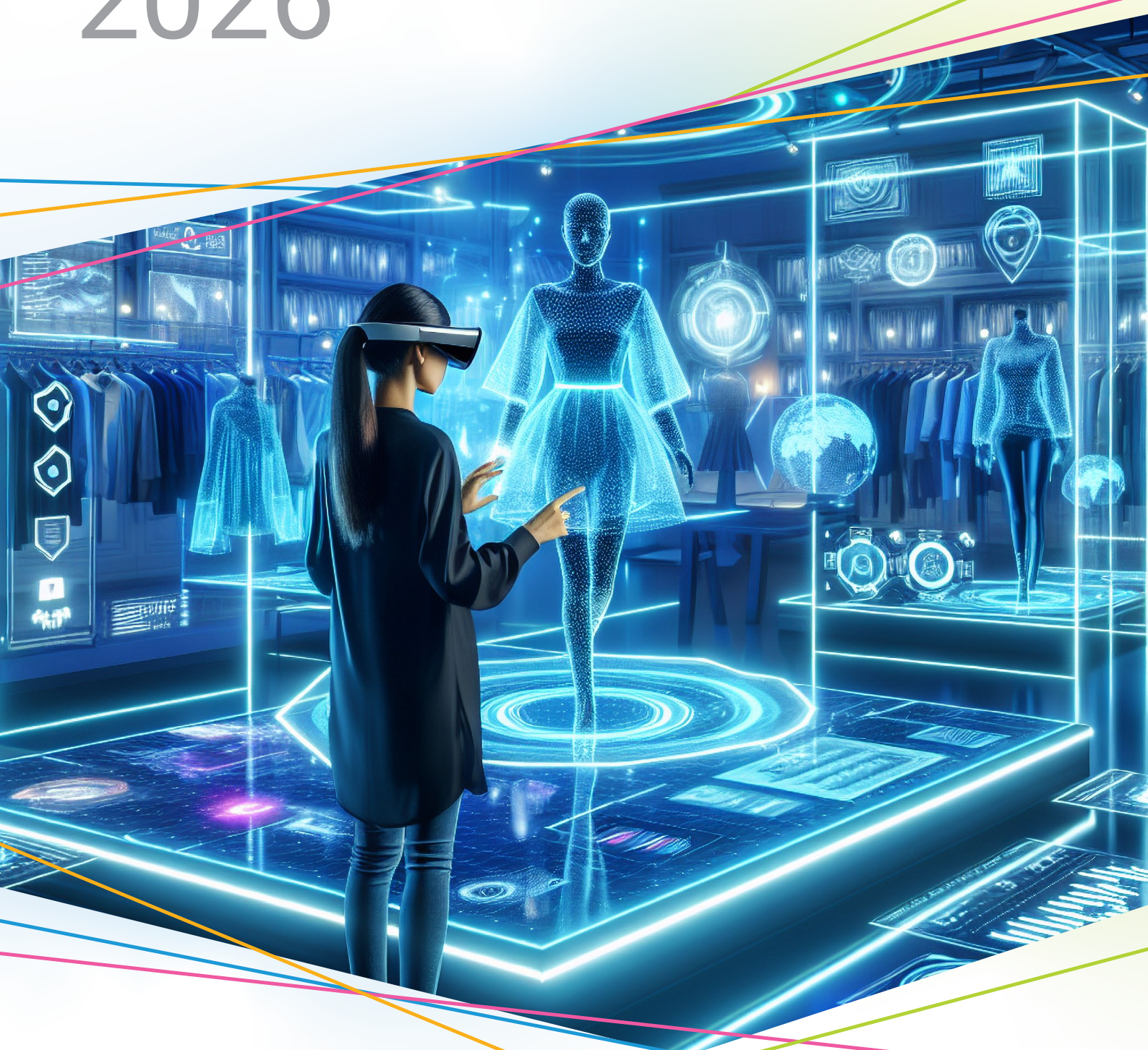


Manpower Update Report

Fashion and Textile Industry

2026



ACKNOWLEDGEMENT

The Fashion and Textile Training Board would like to express its gratitude to the members of the focus group for their valuable time and insights on the manpower situation in the Fashion and Textile industry. Special thanks go to the CPJobs and CTgoodjobs which shared with us their database of job vacancies. The views of focus group members and information from major recruitment websites formed an integral part of this report.

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Introduction

Background

The Fashion and Textile Training Board (FTTB) of the Vocational Training Council (VTC) is responsible for determining manpower demand of the industry, assessing whether the manpower supply matches manpower demand, and recommending to the VTC the development of Vocational and Professional Education and Training

(VPET) facilities to meet the assessed training needs.

To reflect the dynamics of the manpower situation in the fashion and textile industry, a full manpower survey that collects quantitative data is conducted every four years. It is supplemented by two manpower updates that focus on the

latest trends and the industry's manpower situation, with qualitative insights from focus group meetings and desk research.

Following the publication of the full manpower survey in 2024, the FTTB conducted its first latest manpower update in 2026.

The 2026 Manpower Update Report comprises:

(a) a focus group meeting with views from industry experts on the latest developments in the fashion and textile industry, manpower demand, training needs, recruitment difficulties and measures to tackle the challenges the industry faces; and

(b) desk research to analyse job advertisements related to the fashion and textile industry.

Objectives

The objectives of the manpower update are:

- (i) to examine the latest trends and developments of the industry;
- (ii) to explore the job market situation and training needs;
- (iii) to identify the recruitment challenges; and
- (iv) to recommend measures to meet the training needs and to ease the problem of manpower shortage.

Methodology

Overview

This manpower update report aims to provide qualitative descriptions of the recent development of the fashion and textile industry through views collected from focus group meeting, supplemented by desk research on job advertisements from major recruitment portals.

Focus Group Meeting

The focus group was formed through the engagement of the industry experts from the following sectors of the fashion and textile industry:

- (i) Textile/ garment/ related accessories company in manufacturing sector
- (ii) Import/ export of fabrics, cotton, textile fibre and yarn company in trading and servicing sector
- (iii) Import/ export of wearing apparel company in trading and servicing sector
- (iv) Fashion design sector
- (v) Fashion marketing/ media sector
- (vi) Online fashion shop
- (vii) Fashion chain store
- (viii) Organisation promoting the development of fashion creatives
- (ix) Organisation facilitating the technology development in fashion and textile industry.

The focus group meeting was conducted on 18 December 2025. Members had an

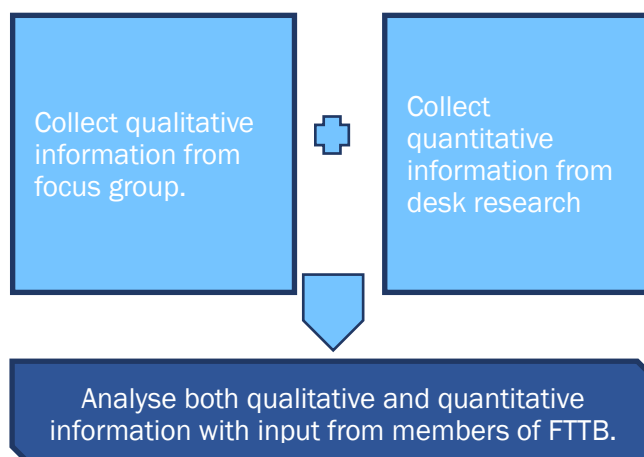
in-depth discussion on the topics set out by the FTTB. The discussion at the meeting was recorded and transcribed to facilitate analysis.

Desk Research

Manpower information covering the period between Quarter 4 of 2024 and Quarter 3 of 2025 was collected through desk research. An employment information system was developed to capture the relevant recruitment data from major online recruitment portals. Some 2,404 recruitment records were collected during the research period and served as indicative information of the job market trend. The list of related companies under the Hong Kong Standard Industrial Classification was mapped to remove duplicated records.

Data Analysis

The analysis consists of the following three steps:



Limitations

As this is not a full manpower survey, the findings and recommendations drawn from the focus group meeting are more qualitative in nature and the report focuses mainly on the analysis of manpower trends.

The information on job advertisements was collected from major recruitment portals and the Labour Department.

Other channels, such as head hunting for managerial positions or industry referrals, were not covered. Since the data collected is a snapshot of a particular period without reference to any historical data, this can only serve as reference information supplementary to the findings of focus group meeting.

Findings

Latest Trends and Development of the Fashion and Textile Industry

Economic Environment

With the global economy and business markets regaining momentum in growth and development, the fashion and textile industry in Hong Kong is undergoing notable transformation amid geopolitical instability, global supply chain realignment, shifting market demand and consumer behaviour, and rapid technological advancement.

Middle East Conflict and Energy Supply Disruption

The US-Israel war with Iran since

February 2026 has affected Hong Kong's textile industry primarily through logistical disruptions and increased shipping costs. While direct trade to Israel is limited, broader regional instability affects export planning and creates uncertainty in global supply chains, though the impact is currently considered manageable without needing excessive concern.

Impact on Tariff

The introduction of the U.S. tariff has

generated considerable turbulence and uncertainty across the global economic and political landscape. These measures have heightened international tensions and disrupted supply chain networks, exerting unprecedented pressure on international trade systems, leading to reductions in trade flows and overall output, forced restructuring of supply chains and increased costs for both consumers and producers due to substantial tariff pass-through. Against this backdrop of the international trade environment, the value of Hong Kong's exports of clothing recorded a decrease from \$49,298 million in 2024 to \$42,971 million in 2025¹.

Changing Consumer Behaviour

As consumers continue to reassess their purchasing decisions, place greater emphasis on value, and allocate budgets more deliberately to support well-being and long-term goals, their shifting behaviours and preferences have reshaped the demand for fashion products. The rapid expansion of online marketplaces and e-commerce platforms has provided consumers with virtually unrestricted access to an extensive range of goods, creating greater flexibility in purchasing decisions and resulting in fashion products no longer occupying a

top position in consumers' spending priorities. In addition, omni-channel and e-commerce are forcing Hong Kong's fashion and textile industry to shift from traditional manufacturing to high-speed, technology-driven, sustainable, and integrated supply chains. This shift supports rapid product availability of fashion products, which in turn encourages consumers to shop online more frequently and adopt more trend-driven purchasing behaviour.

As compared with the period from 2020 to 2022 during the pandemic, the total retail sales for clothing, footwear and allied products in Hong Kong reflected a growth trend over the past three years from 2023 to 2025². However, amid global economic atmosphere and shifting consumer preferences, the upward trajectory of growth in fashion retail sales has begun to slow. For the luxury retail sales, the report³ projected to see modest improvements across global markets after a difficult 2025.

Despite ongoing uncertainty and challenges worldwide, textile and garment manufacturers as well as trading companies have been exploring various strategies such as reassessing the supply chain and optimising the production process to transform these

¹ Census and Statistics Department [C&SD : Merchandise Trade](#)

² Census and Statistics Department [C&SD : Retail](#)

³ The State of Fashion 2026: When the rules change, McKinsey & Company ([https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion#/\)](https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion#/)

challenges into opportunities. Fashion brands and retail chains are using data and AI analytics to identify and engage target customers, while utilising the advantage of social media platforms to amplify the promotional impact and drive sales growth. The business environment in general has become volatile and that flexibility and agility in adapting to change are vital for the industry. The fashion and textile industry will likely experience growing opportunities and enter a new upswing, underpinned by Hong Kong's competitive, agile and adaptable talent base with strong international exposure and language proficiency.

Policy

The 15th Five-Year Plan

The 15th Five-Year Plan outlines the strategic direction for industries, including fashion and textile, to prioritise digitalisation and smart manufacturing, sustainability with green transformation, advanced material innovation, and supply-chain resilience. Marking the beginning of the 15th Five-Year Plan this year, Hong Kong should strengthen its roles as “super connector and super value-adder” within the national and international dual circulation strategy by promoting national opportunities and international advantages. These directives also provide a clear and forward-looking blueprint that positions the fashion and textile industry for high-

quality, innovation-led, and sustainable growth, enhancing its long-term competitiveness on the global stage.

The Plan supports for Hong Kong in establishing a high value-added supply chain service centre, providing opportunities for garment manufacturers operating Mainland production bases and trading companies to specialise in raw material trading, sustainability-linked sourcing, value-added logistics services, and digital supply chain solutions.

Policy Address

As announced in the 2025 Policy Address, developing Hong Kong as a fashion design hub in Asia will be the focus of the Government in the years ahead. Taking the advantage of organisation of cultural festivals, tourism projects and mega events, the fashion retail market is expected to benefit from the anticipated rise in visitor arrivals. These initiatives create opportunities for cross-industry collaboration, innovation, and expansion for fashion and textile industry, further strengthening Hong Kong's position as both a centre for arts and cultural exchange as well as a leading fashion design hub in Asia.

Local Business Development

Hong Kong as Fashion Design Hub in Asia

The Government is advancing a broad

range of policy measures to develop Hong Kong's strategic positioning as an East-meets-West Centre for International Cultural Exchange in the Policy Address. Leveraging its distinctive blend of Eastern and Western cultures, strong global networks and an expanding portfolio of large-scale arts and cultural facilities, Hong Kong is able to attract local and overseas industry players to organise and participate in major cultural and creative events. Fashion serves as an effective platform to showcase Hong Kong's East-meets-West culture, heritage and craftsmanship worldwide and industry stakeholders can take a more active role in supporting and advocating cultural fusion. Further growth of the fashion and textile industry can be envisaged through collaborative projects, events and activities in arts and cultural exchanges.

With the support from the Government to actively promote the development of cultural and creative industries, the Hong Kong Fashion Design Week, branded as "Hong Kong Fashion Fest", has been organised annually starting from 2024 onwards. As a flagship initiative, the Hong Kong Fashion Design Week features a range of fashion design events for developing Hong Kong's fashion and textile design brands and reinforcing its role as the prime destination for hosting major cultural and creative events.

The Hong Kong Fashion Fest creates a platform for local and overseas fashion

designers and brands by offering opportunities to showcase their collections, engage in knowledge sharing and cultural exchanges, and pursue retail and business collaborations. These efforts help attract international brands and talents from across Asia to establish their base in Hong Kong.

With these collaborations and promotional efforts in international markets and Belt and Road countries, the development of the local fashion and textile industry will be propelled by expanded partnerships with international fashion organisations and brands, further enhancing Hong Kong's competitiveness and reinforcing Hong Kong's status as a leading fashion and textile hub in Asia.

Great Bay Area Market

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) presents substantial growth opportunities for Hong Kong's fashion and textile industry. With its rapid economic development, strong regional connectivity, and shared cultural and demographic characteristics, the region offers favourable conditions for Hong Kong fashion brands and designers to expand and strengthen their regional presence.

Collaborative marketing efforts can be established with the stakeholders in GBA to promote fashion events and exhibitions, showcasing regional talent

and fostering a cohesive fashion identity.

The rapid growth of e-commerce in the GBA also serves as an essential channel for Hong Kong brands to reach broader audiences, offering the convenience and speed that GBA consumers expect while enhancing brand visibility in the region.

Given the accelerating cross-boundary collaboration and economic growth in the GBA, the potential for fashion career development in the GBA can be promoted for students, fashion designers, and young professionals through greater exposure internships, projects and industry collaborations. By highlighting the region's expanding fashion ecosystem, aspiring talents can gain broader career pathways and practical experience. This growing integration with the GBA represents a future trend for Hong Kong's fashion and textile industry.

AI Application

The advancement and application of AI have transformed Hong Kong's fashion and textile industry across research and development, design, production, retail and marketing. The industry should understand and embrace the AI-driven technological revolution, which is driving the transition towards digital fashion and smart manufacturing.

AI tools streamline the design process and support fashion designers in creative and practical ways. By analysing

customer data such as body measurements, purchase history and style preferences, designers can create products tailored to individual consumers or niche markets. AI-assisted design tools can suggest design variations, pattern adjustments and color combinations, supporting creative collaboration between designers and technology. Embracing AI technologies enables designers to navigate the complexities of modern fashion with greater agility, fostering creativity and empowering them to explore new possibilities and to be more responsive to market demands.

AI is also changing the landscape of the research and development, production, and supply chain management in the development of the fashion and textile industry. It fosters material innovation in the discovery and development of new fabrics with enhanced properties, such as durability, comfort and sustainability.

Smart manufacturing technologies, supported by AI applications, optimise material sourcing and production processes through data analytics, automated material replenishment, real-time inventory tracking, predictive maintenance and quality control, thereby allowing for flexible and efficient operations. Meanwhile, AI enhances supply chain management by enabling more accurate demand forecasting, optimising inventory levels and streamlining logistics operations.

These capabilities contribute to reductions in overproduction, inventory-related waste and delivery costs while simultaneously improving organisational responsiveness to market demands and trends.

AI-driven algorithms analyse extensive customer data, such as shopping behavior, preferences and demographics, to provide personalised product recommendation and styling advice to customers. Immersive experiences provided by Augmented reality (AR) combined with AI as well as the customer support and interaction provided by AI-powered Chatbots further accelerate customers' engagement and overall satisfaction. For marketers, AI tools facilitate the rapid creation of targeted marketing content aligned with customer preferences and emerging trends. Data-driven campaigns enhance the relevance of promotional activities and improve the effectiveness of identifying potential market segments, enabling fashion brands to effectively reach target customers while responding to the rapid and unpredictable demands of consumers.

Circular and Sustainable Fashion

The development of circular and sustainable fashion in Hong Kong has gained significant momentum, driven by increasing consumer awareness and growing advocacy for environmental responsibility. Growing concern over

the environmental impact of the fashion and textile industry, particularly issues such as textile waste, carbon emissions, and unethical production practices, has prompted consumers to demand greater transparency and sustainability from industry. For fashion design products, beyond considerations of quality, durability, and timeless design, consumers also regard sustainability as an added value that positively influences their purchasing decisions.

In response, fashion brands and manufacturers are gradually shifting toward circular approaches that emphasize resource efficiency, waste reduction and product longevity. This transition is reflected in the adoption of sustainable materials and practices, such as using eco-friendly and sustainable materials, adopting recycling and upcycling initiatives, promoting garment repair and resale that support circular consumption patterns. This shift has encouraged the industry to explore innovative solutions with the integration of advanced digital technologies to monitor material flows, optimise inventory usage and improve traceability across production stages.

Furthermore, Hong Kong, as a global sourcing hub for textiles and clothing, has encouraged industry stakeholders to align their sustainability strategies with international regulatory requirements and consumer expectations. Taken together, these initiatives reflect a

structural realignment toward a more responsible fashion ecosystem, underscoring the growing importance of circular and sustainable practices in Hong Kong's fashion and textile industry.

Manpower Demand

Desk Research

A desk research between Quarter 4 of 2024 and Quarter 3 of 2025 was conducted to collect the online job advertisements of the fashion and textile industry. During the period, a total of 2,404 recruitment advertisements were recorded. The top recruitment advertisement by job category is listed as below:

1. Merchandising	44%
2. Marketing / Sales	19%
3. Fashion Design	7%
4. Product Development	6%
5. Technical Support	5%

The top hot skills identified from the job advertisements collected are presented below. Employers in fashion and textile industry were eager to recruit practitioners with both trade specific skills and generic skills:

1. Quality Control	11%
2. Technical Specifications ⁴	6%
3. Product Lifecycle Management	6%
4. Digital Marketing	5%
5. Social Media	5%

⁴ Technical Specification: coloring; coloration; fabric parameters; fabric characteristics; fabrication specifications

Focus Group

Based on recent industry trends, the focus group highlighted anticipated changes in workforce demand.

Technical Designers - In Hong Kong, demand for technical designers in fashion and textile industry is rising as fashion brands and manufacturers accelerate digital product development and smart manufacturing. Employers increasingly seek professionals who can make use of 3D fashion software and related applications to accurately realise the design and development of garments, transform 2D patterns into 3D virtual samples, and optimise the production process. Technical designers are pivotal in translating creative concepts into production-ready technical specifications and streamlining sampling through virtual prototyping. Technical designers play a supporting role that helps creative designers focus on concept development and innovative design.

Professionals in sustainability - Integrating sustainability into core business strategy becomes vital nowadays. There is a growing demand for sustainability professionals who synthesise environmental and social governance to minimise waste, reduce carbon emissions, and improve energy

efficiency. Their mandate extends to advancing circular economy principles and ensuring ethical supply chains. By collaborating with all departments, from research, development and operations to marketing, sustainable practices into

every phase of the creative and production lifecycle are embedded.

Training Needs

Based on the trends and development of the industry coupled with the views from the focus group, the skill requirements of fashion and textile industry are presented below:

Digital literacy and craftsmanship

The digital technologies and AI tools are now employed for tasks ranging from consumer data analysis and trend forecasting to design efficiency enhancement through pattern editing, 3D garment creation and smart recommendations. These technologies allow designers and garment manufacturers to quickly respond to changing market demands and capture business opportunities promptly while providing personalised options tailored to individual customer preferences. Emerging designers raised in the digital era should stay up to date with the latest design technologies to innovate and thrive in this new landscape, whereas experienced designers should leverage the capabilities of design software and tools to further enhance their creative designs.

Craftsmanship draws on artistry, intuition and tactile experience that machines cannot fully replicate. Despite the rise of fast fashion, there has been an increase in consumer demand for fashion products that embody genuine craftsmanship.

Consumers value fashion products that demonstrate inimitable design, authenticity and exceptional quality. For fashion designers, strong craftsmanship complements creative vision and the use of design tools, enabling the creation of fashion products that resonate with consumers, offer distinctiveness, and maintain relevance beyond the changing trend.

Data analytics and AI application

As consumer preferences shift rapidly, the need for real-time insights into market trends, consumer behavior, production operations and inventory management has become paramount. Designers and fashion brand practitioners who leverage advanced data analytics can better identify patterns in customer purchasing habits, enabling them to tailor their offerings and marketing strategies more effectively. By advancing AI applications in data analytics, practitioners in the manufacturing sector can further help streamline production operations, from supply chain optimisation to demand forecasting, resulting in reduced waste and improved efficiency. For fashion and textile marketers, mastering and adopting a data-driven approach not only deepens customer engagement and enhances satisfaction, but also empowers businesses to design personalised campaigns that effectively reach target audiences, ultimately boosting sales. Data analytics enables

the rigorous assessment of materials and production methods by integrating diverse data sources. Practitioners in research and development should continuously upgrade their analytics and AI capabilities to improve data quality, drive innovation and support sustainable practices.

Social media management and storytelling skills

Proficiency in social media management, particularly in areas such as advanced video production and livestreaming techniques, enables industry practitioners to develop high-quality, persuasive content and disseminate it across different platforms. This not only facilitates meaningful engagement with today's digitally-oriented consumers but also strengthens community interaction. By utilising analytics tools on social media platforms, practitioners can monitor performance indicators and refine marketing strategies based on real-time data and consumer feedback, ultimately transforming views, clicks, and likes into tangible business opportunities and sales.

Practitioners should cultivate effective storytelling capabilities that integrate cultural context, craftsmanship and innovation to construct authentic narratives capable of inspiring and engaging with audiences. Through social media, video content, and experiential campaigns, these narratives build emotional connections, reinforce

brand authenticity, and strengthen consumer loyalty in a market driven by personalisation and meaningful engagement.

Circular fashion and sustainability knowledge

Industry practitioners should be equipped with essential knowledge of sustainability and circular fashion, including circular design principles, responsible sourcing, ethical production and life cycle thinking. By developing these capabilities, practitioners can align with international standards and regulatory expectations, thereby better serving global markets that prioritise transparency, sustainability and ethical production. Furthermore, practitioners with a sustainability-focused mindset and solution-oriented competencies can catalyse innovation across key areas, including design, brand management and product development.

As many regions remain at an early stage of adopting circular and sustainable practices, Hong Kong companies with highly competent sustainability talents can offer valuable services, including consulting, design solutions and responsible production support, thus expanding the city's global influence while driving long-term industry growth.

Brand management skills

Driven by shifts in consumer behavior and

the expansion of e-commerce, international fashion brands targeting major global consumer markets are restructuring their operation models. In view of this, fashion brand management companies provide diversified services, spanning retail operations, market intelligence and strategy as well as business infrastructure and capability support, allowing fashion brands to respond quickly to evolving market dynamics. Industry practitioners who possess strong management skills are well positioned to advance their careers in brand management and retail companies.

Collaboration and communication skills

Beyond technical know-how, with growing encouragement of cross-industry collaborations in events and projects that promote arts and cultural exchange, industry practitioners should be able to co-create across industries, align diverse stakeholders, and deliver shared outcomes. Collaboration skills are increasingly essential for practitioners to work in cross-functional teams within the company and partner with organisations across different industries.

In addition to creativity and design thinking, communication skills are continue to play a crucial role to help practitioners deal with complex business dynamics. approaching problems from fresh angles and develop distinctive solutions.

Recruitment Challenges

Aging workforce with skill shortages

The combination of Hong Kong's aging population and limited inflow of young entrants has created a structural contraction in labour supply. The fashion and textile industry is acutely affected, facing a dual challenge: an aging existing workforce and a severe shortage of new technical talent (e.g., garment technicians, quality control specialists). Manufacturing roles are particularly difficult to recruit, exacerbating skills gaps and threatening the operational capacity and future growth of the industry.

Evolving work values and retention difficulties

Modern work preferences, which prioritise work-life balance, flexibility and immediate job satisfaction over long-term tenure, clash with some of the industry's traditional demands. Roles requiring travel or placement in manufacturing bases in Mainland or Southeast Asia are seen as particularly undesirable. This shift in values contributes to high turnover rates and makes it difficult to secure and retain the skilled employees necessary to drive innovation and sustainable development.

Industry perception and unclear career pathways

The industry suffers from a perception problem, especially among younger generations. Manufacturing and trading roles are often viewed as less innovative and attractive compared to design-oriented careers. This is compounded by a widespread lack of understanding about the industry's business operations, specific roles, and available progression routes. Without clear and well-articulated career pathways, the industry struggles to compete with other industries in attracting and retaining new talent.

Recommendations

To meet the future development of the industry, it is considered essential for the Government, education institutions and employers to provide suitable training opportunities to the employees and students in the following areas:

Strengthen local support for business development

It is recommended that a comprehensive and centralised data platform be developed for the industries in Hong Kong, including the fashion and textile, to be funded by the Government. With access to meaningful and up-to-date data comprising market insights and consumer behaviour analytics, industry stakeholders, such as designers, fashion brands, manufacturers and retailers, would be better placed to make informed strategic decisions, enhance product development, and respond quickly to market shifts.

In addition, the Government should support the development of fashion and textile industry by further streamlining the application process for available funding schemes, for example, simplifying documentation requirements, to reduce administrative burden on applying companies and make financial support more accessible.

Promote cross-industry collaboration and exchanges

To consolidate Hong Kong's position as an East-meets-West Centre for International Cultural Exchange and as Asia's leading fashion and textile hub, the Government should enhance support for more mega events in Hong Kong as well as fashion-led and cross-industry events and activities. Collaboration with fashion-related industries such as jewellery, watches and eyewear should be promoted to expand the creative scope and customer base of fashion and textile industry as well as leverage synergies. By working together, these industries can also facilitate arts and cultural exchanges, enriching the overall creative ecosystem in Hong Kong.

Foster deeper GBA collaboration and international connectivity

Training institutions should strengthen their collaborations with their counterparts in the GBA and organise joint projects, training programmes and various activities that create more opportunities for students across the region to exchange innovative ideas, broaden their skill sets and gain exposure to the market needs.

Fashion and textile companies are encouraged to leverage the Greater Bay Area Youth Employment Scheme launched by the Government to support the career development of young talents through engaging them to work in the Mainland cities of GBA.

Building on Hong Kong's strengths in brand incubation, intellectual property, supply chain solutions and its gateway role between Mainland and global markets, fashion and textile companies as well as designers are encouraged to broaden their reach and strengthen regional networks and collaborations. Positioned as a "super connector" linking Mainland production ecosystems with international capital, talent, and consumer markets, Hong Kong with practitioners driving deeper GBA collaboration and global connectivity can further strengthen its role as a platform for design, branding, intellectual property management and integrated logistics, while coordinating manufacturing and market expansion across the GBA and beyond.

Elevate skills in data analysis and social media

Training programmes about industry-specific data analytics and practical AI applications into real operational workflows are recommended. Apart from introducing the AI-powered design tools and essential analytical skills, training can be extended to applied AI

topics, such as AI-assisted trend forecasting, demand prediction, fit and sizing optimisation, quality control automation, to further upskill experienced in-service practitioners to enhance their digital capabilities.

Advanced social media training and marketing strategies in video production, livestreaming and digital storytelling tailored to targeted market segments can enhance practitioners' capacity to produce and disseminate high-impact content across diverse social media platforms. For both new joiners and in-service practitioners, social media and storytelling skills are crucial for navigating different areas of the industry, remaining competitive and advancing their careers.

Enhance circularity and sustainability knowledge

To strengthen Hong Kong's competitiveness, it is recommended that fashion and textile companies, along with industry practitioners, should enhance their understanding and application of sustainable and circular fashion principles. Companies that integrate practices such as eco-design, responsible material sourcing, circular product development and waste reduction strategies are better positioned to innovate and meet rising global expectations. Practitioners should develop core knowledge in sustainable materials research, low-impact manufacturing and product lifecycle

management to be better equipped to work effectively across design, development, and production functions.

Attract and retain young talents in the industry

Fashion and textile companies, particularly international corporations, are encouraged to offer more non-local internship opportunities to students to gain first-hand experience of different countries and cultures, enhancing their understanding of global fashion trends and consumer behaviour.

Collaborative projects across different sectors of the industry, such as design houses, trading firms, textile manufacturers and research and development teams, should also be promoted for enriching cross-company collaboration experiences of students.

Comprehensive management trainee programmes to rotate across different positions over a period of time could be offered, allowing new talent to gain exposure to various aspects, such as brand concepts, production and retail operations, merchandising and marketing, while having the flexibility to hone their skills and gain experience in the areas that interest them most.

Develop multi-skilled talents with positive attitude

Industry practitioners are recommended to have a positive working attitude, demonstrate enthusiasm for their careers, and remain resilient and proactive in acquiring knowledge and skills for life-long learning as well as working experience for career development. It would be essential for them to have a global vision and international exposure, and stay open to broadening their horizons, exploring opportunities, and pursuing career development beyond Hong Kong. They are also encouraged to cultivate multi-skills, such as social media management and collaboration skills in order to enhance their competitiveness in the market.