

INTERNET

Lane Crawford uncovers what made in China means with candid interviews

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Grace Lam and Victoria Tang-Owen for Lane Crawford

By STAFF REPORTS

Department store chain Lane Crawford is spending #15SecondsWith Chinese creatives ahead of the Hong Kong amfAR gala on March 19.

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Lane Crawford, as a Chinese retailer, often spends time curating local designers and brands to put a spotlight on the fashion scene blossoming in the country. For this social initiative, Lane Crawford took time to speak candidly with creatives to gain an understanding of where Chinese fashion is headed and what it means to be created in China.

Quick comment

In the first video, Lane Crawford spends 15 seconds with Victoria Tang-Owen, photographer, graphic designer and found of Thirty30 Creative and Grace Lam, fashion director, stylist and consultant.

The retailer asks the women to share what they think "created in China means these days?" The women respond that it is China's time to shine and that the country is ready to take the next step into creating what was made in China before. Also, created in China means diversity, modernism and creativity.

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#15secondswith What does "Created in China" means these days? Victoria Tang-Owen, Photographer, Graphic Designer and Founder of Thirty30 Creative, and Grace Lam, Fashion Director, Stylist and Consultant tells us what they think. #lanecrawford #amfar #createdinchina #china #chinesedesigners #fashion #victoriatang #gracelam

Posted by [Lane Crawford](#) on Tuesday, March 15, 2016

The second video in the series asks Ms. Tang-Owen and Ms. Lam to share who they feel are the next Chinese designers to watch. In the context of the amfAR gala red carpet, Chinese designers who dress those attending will become more visible among their Western peers.

In response to the question, Ms. Tang-Owen and Ms. Lam jointly answer that Mis Min's Liu Min, Jordan and Angel Chen. These three brands were cited for their modernity, distinctive style, eccentricity and experimentalism,

showing that Chinese designers have a varied approach to fashion.

To this effect, Lane Crawford is searching for the next big thing through an open audition process.

The retailer's The Next New invites Chinese designers, brands and artists to register to pitch its buyers and creative teams, with the most promising chosen to work with Lane Crawford. Retailers frequently differentiate themselves through their ability to find new products and talent ahead of their peers, making this a means for Lane Crawford to not only spot the next big thing, but to invest in its future ([see story](#)).

With a few days until the amfAR gala in Hong Kong, it is likely that Lane Crawford will continue the conversation up until the day of the event.

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