



# ITC

## CAREER SUCCESS STORIES

CAREER SUCCESS STORIES @ ITC

INSTITUTE OF  
TEXTILES AND  
CLOTHING



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The Institute of Textiles and Clothing (ITC) of The Hong Kong Polytechnic University (PolyU) is committed to develop “all-round” graduates with vision and a global outlook, a sense of social responsibility, critical and creative thinking ability. Over the years, local and off-shore internship, summer attachment, overseas academic exchange have been arranged for the BA students. Our graduates have established excellent reputation in the industry and the local community.

This booklet showcases 20 stories of students, fresh graduates and alumni. These interesting and challenging journeys demonstrate how our students and alumni developed their roadmaps to achieve their dreams and career goals successfully. No matter what paths they have chosen, ITC aims to empower them in their pursuit of meaningful professional opportunities and enhance their professional competence.

STEPHEN CHAN



## ITC MAKES YOU DIFFERENT!

I joined the Li & Fung Group after graduating from ITC in 2006. I was responsible for fabric sourcing and during that time, I prepared myself well so that I would be able to seize different opportunities. After two years, I was hired by The Swank Shop in 2008 as Assistant Buyer, and later promoted to Buyer. My four and a half years with The Swank Shop contributed much to my personal growth, especially in terms of personality and vision. From 2013, I was relocated to Shanghai and Tokyo under the Prada Group, overseeing the Asian markets in merchandising, visual merchandising, and retail related operations.

After joining the fashion industry, I came to appreciate the knowledge that I had obtained at ITC, which has greatly benefited my career. For example, individuals who have not received training would merely describe a fabric as beautiful. However, ITC graduates have the ability to describe fabric in terms of its hue, texture, material, etc. ITC has trained me to be a professional and provided me with much more exposure during my study to embark on a fashion career.

To those who wish to pursue a career in the fashion industry, my advice is to engage yourself in fashion-related part-time jobs as soon as possible because you will be able to acquire front-line know-how and experience the operations of the fashion industry. While you are shopping, try to observe more on the interior design, window display, customer services, behavior of in-store customers, etc. In doing so, you will then gain insights by comparing the observations and findings from each visit, which cannot be obtained from school.

從 ITC 畢業後我便加入利豐集團，負責布料採購。在那段時間，我不斷裝備好自己，終於在兩年後獲 THE SWANK SHOP 聘為助理買手，後來更晉升為買手。2013 年我加入 PRADA，被調職往上海和東京，管理亞洲市場的營銷和零售業務。

我加入時裝界後，始發覺在 ITC 獲得的知識對自己的職業生涯有很大幫助。舉個簡單例子，沒有接受過相關培訓的人只會用「靚」去形容布料，但 ITC 畢業生可根據其色調、質地、物料等來精準地描述布料的特質。

想加入時裝行業的學生，他們應儘早從事與時尚相關的兼職工作，獲得最多的前線知識。閒時多留意時裝店內和櫥窗設計、客戶服務、顧客的行為，你將得到從課堂中無法獲得的見解和經驗。



- **2018**  
REGIONAL GENERAL MERCHANDISING MANAGER – HOMME  
CHRISTIAN DIOR COUTURE
- **2017**  
HQ RETAIL MERCHANDISING DEVELOPMENT MANAGER  
(MEN CATEGORIES APAC, CHINA & JAPAN)  
PRADA GROUP, TOKYO
- **2013**  
RETAIL MERCHANDISING MANAGER  
PRADA GROUP, SHANGHAI
- **2008**  
MENSWEAR BUYER  
THE SWANK SHOP LIMITED
- **2006**  
COLLECTION MERCHANDISER  
LI & FUNG LIMITED
- **2006**  
GRADUATED FROM HD SCHEME IN FASHION & TEXTILE STUDIES - FASHION RETAILING, ITC, POLYU

JANICE HO 何詠琪



## OPPORTUNITY TO APPLY KNOWLEDGE

My internship with the Esquel Group's Brand Distribution Department allowed me to support sales operations and understand the importance of networking. The opportunity to have dialogues with different mentors provided me with a concrete picture of how to run a business. The internship has overall given me more ideas into the different possibilities for my future career path.

ITC 提供寶貴機會，讓我們接觸不同的文化及真實的工作環境，而我亦透過參加「未來零售挑戰賽」、學生交換計劃和暑期實習計劃，學習到以多角度思考問題的方法。

「未來零售挑戰賽」是一個國際大學生比賽，要求參賽隊伍按特定的熱門零售議題去制定一份計劃書，整個過程由教授和利豐集團的專業人士指導。我更藉此機會聆聽零售界專業人士的工作分享，大大擴闊我的視野。

我在 LCF 作學生交換計劃期間，體驗到截然不同的教學方式。西方的教學模式偏向自學，啟發我在框架外思考，對未來就業極有幫助。之後，我參與了溢達集團的暑期實習計劃，獲取實踐經驗。我在前線和零售部門的工作為我帶來挑戰，同時也讓我有了更清晰的職業發展目標。

I participated in the Future Retail Challenge, exchange and internship programmes and they gave me different scopes of perspectives.

The Future Retail Challenge is an international competition among university students held during the World Retail Congress. The teams were required to develop a business plan to address the hot topics of retail industry. With the guidance of our professors and experts of Li & Fung, I was able to access information that was beyond the teachings in class to create a holistic plan. I also had the chance to meet the retail leaders and listened to their business perspectives. The event has broadened my horizons and reminded me of the importance of networking in the industry.

The host university for my exchange was LCF, where I experienced an entire different teaching and assessment style. These differences demonstrated the results of cultural differences and exemplify how things can be done in different ways. This global lens is essential for holistic views and creative thinking which are very useful for my future career.



- **2018**  
SUMMER INTERN  
ESQUEL GROUP
- **2018**  
STUDENT EXCHANGE PROGRAMME  
LONDON COLLEGE OF FASHION (LCF),  
UNIVERSITY OF THE ARTS LONDON
- **2017**  
ENROLLED IN BA (HONS) SCHEME IN FASHION & TEXTILES - FASHION & TEXTILE MARKETING, ITC, POLYU
- **2017**  
GRADUATED FROM HD IN FASHION RETAILING, ITC, POLYU
- **2017**  
1<sup>ST</sup> RUNNER-UP, FUTURE RETAIL CHALLENGE, WORLD RETAIL CONGRESS, DUBAI

# BE CURIOUS OF EVERYTHING AROUND YOU



I was encouraged by my professor to apply for a scholarship to study aboard when I was a Year 4 student at ITC. I made it and received a full scholarship of HK\$300,000. With this scholarship, I attended the MA programme at LCF, one of the top fashion business schools in the world. During the two-year study, I gained a more in-depth look at the world's fashion culture, and studied how different brands apply marketing and retailing strategies in different countries. The programme was tough, demanding and required lots of self-motivation. I was so blessed that the solid theoretical foundation, analytical skills and research writing skills that I learnt at ITC greatly benefited my study at LCF.

After graduation from LCF, I returned Hong Kong and was chosen by Céline Hong Kong as their Management Trainee among over 100 candidates, after FOUR tough job interviews. Specialising in ready-to-wear, I am currently responsible for customer service, sales performance, floor merchandise presentation and operations.

Luxury fashion industry is an industry with full of excitement and fantasy. If you are passionate in this industry, be curious of everything around you! Go shopping, experience the retail environment and feel the passion of these fashionistas. You can always discover interesting and hot topics associated with your study and FYP.



受到教授鼓勵，我就讀四年級時申請獎學金，並成功獲得由香港特別行政區政府頒發共港幣 30 萬的獎學金。我利用這筆獎學金到英國 LCF 攻讀時裝零售管理學碩士課程，以探索世界各地的時裝文化，及了解不同品牌在不同地域的營銷策略。在 ITC 學到的知識、分析和研究技巧等，都有利我在 LCF 的學習。

畢業之後，我回到香港加入 CÉLINE，擔入見習行政人員，負責客戶服務、銷售和店舖營運。如果你想投身奢侈時尚行業，請對你週邊事物都產生好奇心。購物的同時體驗一下整個零售環境，你隨時會發現與學習和畢業論文相關的題目。



KARIE FUNG 馮潔華

- **2018**  
RETAIL MANAGEMENT TRAINEE  
CÉLINE HONG KONG
- **2018**  
GRADUATED FROM MA IN  
FASHION RETAIL MANAGEMENT  
LONDON COLLEGE OF FASHION (LCF),  
UNIVERSITY OF THE ARTS LONDON
- **2016**  
GRADUATED FROM BA (HONS)  
SCHEME IN FASHION &  
TEXTILES – FASHION RETAILING  
(1<sup>ST</sup> CLASS HONOURS), ITC, POLYU
- **2016**  
HONG KONG SCHOLAR, HONG  
KONG SCHOLARSHIP FOR  
EXCELLENCE SCHEME, HKSAR
- **2015**  
ITC OUTSTANDING STUDENT AWARD
- **2015**  
HSBC HONG KONG SCHOLARSHIP
- **2014**  
GRADUATED FROM HD IN FASHION  
RETAILING, ITC, POLYU

After taking part in two ITC programmes, the year 2018 has been so far, productive and meaningful to me.

In the first half year, I participated in an exchange to LCF in visual merchandising and branding. During the exchange, I had the chance to engage in a project that involved renowned companies and real brands. Those experiences greatly contributed to my personal growth, independence and attitude in managing important affairs. With the opportunity to visit different European countries, museums and galleries, I have established my own style and sense of judgment.

After the exchange, I was honoured to join one of the largest cosmetic and skin care companies – Shiseido, as an intern during the summer break. I assisted with the Ultimune 2.0 project, the new endeavor on customer experience and content development with the Shiseido makeup line. I also had the chance to work in the visual merchandising area.

Each contribution to my team and after each training on presentation skills organized by Shiseido, I found myself breaking out from my comfort zone. I am now more confident to voice my ideas and attempt new strategies. All of the skills that I have learnt are practical and applicable in any workplace where I may be employed in the future.

## A PRODUCTIVE AND MEANINGFUL 2018



CHARLIE LAM 林珈而



我在 2018 年參加了兩個 ITC 舉辦的項目：學生交換計劃及暑期實習計劃，令我過了一個充實和有意義的一年。

在上半年，我以交換生的身分，在 LCF 修讀櫥窗設計及品牌推廣課程，並參與了大型品牌的合作項目。這些經歷都提升了我的獨立自主的能力，改善了我的處事態度和方法。交流期間，我亦遊覽了歐洲不同國家的博物館和畫廊，擴闊了我的眼界，從而建立起自己的風格和判斷力。

完成學生交換計劃後，我有幸成為資生堂的實習生，主要協助 ULTIMUNE 2.0 和全新資生堂彩妝系列項目，亦有機會接觸到櫥窗設計項目。透過實習，我學習到更大膽地表達自己的意見及更有勇氣地面對失敗，並突破自己的舒適區。在實習計劃所學習到的知識和技能，對我將來的工作有莫大裨益。

- **2018**  
SUMMER INTERN  
SHISEIDO HONG KONG LTD.
- **2018**  
PART-TIME SALES ASSISTANT  
AMERICAN EAGLE OUTFITTER  
HONG KONG LTD
- **2018**  
STUDENT EXCHANGE PROGRAMME  
LONDON COLLEGE OF FASHION (LCF),  
UNIVERSITY OF THE ARTS LONDON
- **2015**  
ENROLLED IN BA (HONS) SCHEME  
IN FASHION & TEXTILES –  
FASHION RETAILING, ITC, POLYU

# SUMMER INTERNSHIP – A STEPPING STONE TO FUTURE CAREER

After finishing my exchange abroad in the UK, I realized that there is so much more to exploring the fashion industry apart from just sitting in lectures at school. I felt privileged to have the opportunity to participate in the ITC summer internship programme at Céline. It was definitely the most productive learning experience ever.

Being in the merchandising team was challenging. Working in a dynamic yet highly stressful environment really empowered me to learn at a faster pace and to be more independent. My seniors often emphasized that it is not about memorization when performing Excel calculations, but understanding the mechanism behind the task, which is the key to performing well in the field of merchandising since the entire industry is strongly focused on interpreting mathematical formulas and statistical figures. Their motivating

words inspired me to think out of the box and I was able to help run various reports for the team with great efficiency.

I also realized that communication skills are crucial since I had to liaise with individuals in five regions including Hong Kong, Macau, Taiwan, Singapore and Australia everyday to manage stock transfer and consolidation precisely. Everyone had high standards and I was grateful that my colleagues trusted me enough to give me the authority to handle numerous projects from conceptualization to completion. This internship has inspired me and given me a true understanding of how the merchandising industry operates.

At the end of my internship, I received an offer as a part-time merchandising assistant. The internship programme gives me a clearer future career prospects, and reinforced my goals and objectives for my study path.

參加交換生計劃後，我認為除了在課堂學習外，其實還有很多寶貴的機會讓我去體驗和深入發掘時裝這個行業。我十分榮幸能夠參與 ITC 的暑期實習計劃，擔任 CÉLINE 的採購實習生，上了人生寶貴的一課。

加入採購部，在一個緊湊和巨大壓力的工作環境下處事，對我來說是一種挑戰，同時亦能夠賦予我獨立學習的推動力。經過個多月的努力和磨練，我成功協助整個採購團隊進行各種報告分析和研究，讓我學習到在工作時必須靈活地解決各種問題。除此之外，同事們在工作上對我十分信任，賦予我很大的自由度和權力去處理不同的工作，讓我在這次實習中，充分明白到採購業是如何運作。

兩個月的實習期過後，我十分幸運能夠獲留任，擔任兼職的採購助理，繼續協助 CÉLINE 採購團隊處理日常報告及商品調動等工作。ITC 的暑期實習計劃讓我有更明確的就業目標，也讓我更清楚自己將來想進修的領域，並加以發展。



SAMSON LAM 林元鏗



The Lane Crawford China internship programme is designed to help students gain a more in-depth understanding of the fashion retail business and receive hands-on training in the luxury retail sector, particularly in mainland China.

The 3-month summer internship programme allowed me to serve in different departments, from back office to frontline, and learn from fashion experts, including buyers, marketers, PR officers, retail sales staff, wholesalers, visual merchandisers, media, etc. I observed the differences between mainland China and Hong Kong in customer preferences. At Lane Crawford China, I learnt the history and characteristics of different brands. I learnt retail operations from my mentors. I also experienced the importance of interpersonal and problem-solving skills for being a successful retailer.

Any students who wish to join the internship programme, you should be curious, passionate and proactively learn and seek answers. The amount of knowledge and experience that you gain would rely greatly on your initiative to seek help and input.

## TO BE CURIOUS, PASSIONATE AND PROACTIVE



SIM JASSMINE KAYE 沈卓茹

2018 連卡佛（中國）實習計劃旨在幫助我們深入地瞭解中國內地市場的時尚零售業務，為我們提供奢侈品零售業的培訓。

在三個月的實習期內，我走訪過不同的部門實習，包括銷售與營運部，以及市場推廣部。期間，我遇到許多時尚界精英，包括買手、銷售人員、媒體、公關人員、零售經理、批發商和視覺營銷人員。我感受到內地和香港客戶偏好的差異；接觸到不同品牌的特點及歷史。計劃中，我有機會向幾位經驗豐富的零售專家學習，並從中明白到溝通技巧和解難技能是投身零售業界的基本要素。

對於有意參與這個實習計劃的同學，我建議大家要對工作要有熱情和對事物要有好奇心，積極和主動地學習，並尋求原因和答案。在學習的同時，也要為未來的職業生涯作準備。

- **2018**  
PART-TIME MERCHANDISING ASSISTANT  
CÉLINE HONG KONG
- **2018**  
SUMMER INTERN  
CÉLINE HONG KONG
- **2018**  
STUDENT EXCHANGE PROGRAMME  
UNIVERSITY OF SOUTHAMPTON
- **2017**  
PART-TIME SALES SERVICE ASSISTANT  
CHEUNG KONG PROPERTY  
HOLDINGS LIMITED
- **2016**  
PART-TIME STORE ASSISTANT  
LOUIS VUITTON
- **2015**  
PART-TIME SALES ASSISTANT  
H&M
- **2015**  
ENROLLED IN BA (HONS) SCHEME  
IN FASHION & TEXTILES - FASHION  
RETAILING, ITC, POLYU

- **2018**  
SUMMER INTERN  
LANE CRAWFORD CHINA, SHANGHAI
- **2017**  
ENROLLED IN BA (HONS) SCHEME  
IN FASHION & TEXTILES -  
FASHION RETAILING, ITC, POLYU
- **2017**  
GRADUATED FROM HD IN FASHION  
RETAILING, ITC, POLYU

Life is like flying a kite. Everyone hopes to bring their own kite to the higher position, so it requires a solid frame to hold it steady and a strong wire to lead it high.

During my tertiary study at PolyU, ITC provided many internship opportunities that complemented our academic studies and equipped us well for work in the industry. I was among the lucky individuals who was selected to take part in an offshore internship program during 2017 summer break with Brunello Cucinelli in Italy. I interned at various departments such as Visual Merchandising, Buying, E-commerce, Press Office and gained a better idea of their business model and how they do business in the Asia Pacific region.

This programme was one of the most important experiences in my life, which not only allowed me to gain more comprehensive knowledge on the global fashion business, but also enhanced my analytical and communication skills, as well as confidence. Most importantly, I discovered my passion for digital marketing and determined that my career goal is to work in this area.



MAN TSANG 曾卓敏

## LIFE IS LIKE A FLYING KITE

- **2018**  
BUSINESS CATALYST  
NEW WORLD DEVELOPMENT  
COMPANY LIMITED (NWD)
- **2018**  
GRADUATED FROM BA (HONS)  
SCHEME IN FASHION &  
TEXTILES – FASHION & TEXTILE  
MARKETING, ITC, POLYU
- **2017**  
SUMMER INTERN  
BRUNELLO CUCINELLI,  
MILAN AND SOLOMEO
- **2016**  
GRADUATED FROM HD IN FASHION  
& CLOTHING, ITC, POLYU

At the time of my graduation, I was honoured to be nominated by ITC to compete for a position in the Entrepreneur Program at NWD. My previous offshore Work-Integrated Education experience had my kite painted with colourful profile, and provided me with international exposure which was very helpful in the job interview. In the end, I was chosen by NWD to continue to pursue my dream in the digital marketing field.

人生就像風箏一樣，每個人都希望把自己的風箏飛到更高的位置，因此它需要一個堅固的框架來保持平衡和強韌的導線來帶領。

ITC 為學生提供了許多實習機會，為我們將來就業打好基礎，作好充足準備。2017 年，我十分幸運被選中參加由 ITC 與 BRUNELLO CUCINELLI 合辦的海外實習計劃，前往該公司的總部及旗艦店進行實習。我被安排到多個部門學習並實踐，包括視覺營銷部、採購部，電子商務部等等，主要為他們在亞太地區的業務進行分析以及學習有關的營運模式。



這個實習計劃成為我人生中最重要的一課，亦使我對全球時裝商業有更全面的認知。我個人的分析能力、溝通技巧和信心亦進一步提升。最重要的是，讓我認清自己對數碼營銷領域的熱誠和興趣，計劃結束後，我認定了該領域為日後職業的終極目標。

畢業後，我十分榮幸被 ITC 提名到新世界發展有限公司面試，爭取其內部「企業家計劃」中的一職。有了先前的海外實習計劃經驗，為我人生的風箏添上許多豐富的閱歷，亦擴闊我的國際視野，有助我在多個面試過程中自信地展現自己。最後，我也成功獲聘，繼續追求我在數碼營銷領域的夢想。



STYLING AND COSTUME DESIGN FOR EASON CHAN AND THE DUO BAND, 2018

## SPLENDID JOURNEY STARTING FROM THE GRADUATION COLLECTION

A year after my graduation, I established my personal brand, röyksopp gakkai, and started my career as a stylist and art director. I started this brand as a small project in the attempt to seek opportunities to expand my graduation collection. I was fortunate that the project was later reported by a Polish magazine called Thisispaper, and the collection attracted quite a bit of attention from the celebrities and fashionistas who wore the items, including Lady Gaga.

During my study at ITC, the students were given many opportunities to explore outside the classroom. During my Year 2 summer break, my class was sponsored by the industry to visit Shanghai SpinExpo and knitwear manufacturers and yarn suppliers in Shanghai. Moreover, with the support of ITC and the knitwear industrialists, I was lucky to be one of the students who took part in the European Tour. We visited the world renowned Pitti Filati yarn exhibition in Florence, Italy. We also attended a two-week fashion design summer course and viewed Fashion Week collections in the US and France. These invaluable experiences broadened my horizons, and reinforced my determination to become a fashion designer.



BRUN CHAN 陳思晴

從 ITC 畢業一年後，我建立了自己的個人品牌 RÖYKSOPP GAKKAI，開展造型師和藝術總監的職業生涯。起初，我希望可以從畢業作品延伸各種合作企劃，之後幸運地被波蘭雜誌 THISISPAPER 報導，系列隨即引來不少名人關注，其中包括 LADY GAGA。

在過去幾年，我有幸與不同機構和品牌合作，例如 FUJIFILM 廣告系列《荒廢的女人》和《世界命題》、植村秀、CÔTE&CIEL、MNET、ADIDAS、LIGER 和商業電台等。我還參與專輯封面設計和 MV 造型設計，如陳奕迅、顏卓靈、秀智和 YUKILOVEY。

ITC 為學生提供許多探索課堂外面世界的機會。在二年級暑假期間，我同班同學獲業界贊助，參觀上海「國際流行紗線展」及當地的針織廠和紗線廠。此外，在 ITC 和業界的支持下，我有幸參加歐洲交流團，參觀了意大利佛羅倫斯著名的「PITTI FILATI 紗線展」及時裝設計暑期課程，更參觀了美國和法國的時裝週。這些難能可貴的經驗令我擴闊眼界，並為我成為時裝設計師的決心打了一支強心針。



COLLECTION PIECE WORN BY LADY GAGA, 2014

In the past few years, I have had the opportunity to work with different organisations and brands such as Fujifilm for its commercial films 《荒廢的女人》 and 《世界命題》, Shu Uemura, côte&ciel, Mnet, Adidas, Liger, and Commercial Radio. I also participated in the designing of album covers and styling of music videos for celebrities such as Eason Chan, Cherry Ngan, Suzy Bae and yukilovey.

- **2014**  
COLLABORATION WITH CÔTE&CIEL
- **2014**  
FOUNDER  
RÖYKSOPP GAKKAI 蘑菇學會  
(A FASHION BRAND WHICH EXPRESSES BOTH MINIMALISM AND WEIRD-CUTENESS)
- **2013**  
GRADUATED FROM BA (HONS) SCHEME IN FASHION & TEXTILES – KNITWEAR DESIGN & TECHNOLOGY, ITC, POLYU
- **2011**  
GRADUATED FROM HD IN FASHION & CLOTHING, ITC, POLYU



## FIGHT FOR YOUR OPPORTUNITY

I am by nature a curious person and my inspiration often comes from different things that I see and experience. John Galliano once said in an interview, "The joy of dressing is an art". I agree with him and am also interested in the ideas behind artwork and photography. Therefore, the ITC exchange programme and summer internship programme have provided valuable opportunities for me to visit different places and explore the different types of arts and textile techniques.

I feel so blessed that I had the chance to study at FIT. While I explored more of the artworks and the fashion industry in New York, I realized that I was studying not only about clothing. By using different materials, the different forms and ideas of art can present various meanings, and challenge what seems to be impossible. The exchange has contributed to developing my own identity as a unique artist and made me think more about the direction of my future career.

In 2018 summer, I had the honour of participating in the internship programme at KENAXLEUNG STUDIO. As an intern, I learnt different aspects of the "real fashion industry" and adapted to an unfamiliar environment. Luckily, my supervisor, Kenax, gave me lots of creative freedom at work and I was able to use what I had learnt in New York.

At ITC, I have had different opportunities to venture out and learn, and these have provided different ways and direction that have helped me to find my own personality.



PANDA CHOW 周翠琪

我很感恩有機會參加學生交換計劃，在紐約 FIT 學習，探索這個藝術及時裝之都，令我意識到時裝是可以通過不同的材料，以藝術的形式來表達一些含義。計劃幫助我發展自己的個性，成為一名獨特的藝術家，鼓勵我多加思考我未來職業發展方向。

回到香港後，我參加暑期實習計劃，在 KENAXLEUNG 工作室工作。我需要學習有關「真正的時尚產業」的不同內容，並適應一個陌生的環境。設計師 KENAX 給予我很多創作自由，讓我在紐約所學習到的東西通通大派用場。



I have been interested in drawing and fashion design since I was a small child. Hence, after my A-Level Examination, I had no second thoughts about choosing to study at ITC, one of the most renowned fashion institutions, and explore more about the fashion field.

I established my designer brand "KAY KWOK" in 2013, and I am proud to be the first Hong Kong menswear designer to take part in the London Fashion Week catwalk show in the same year. I also joined ITC in 2014 as Designer-in-Residence, and offered design portfolio workshops for prospectus students to enhance their skills and knowledge, and at the same time, give back to my alma mater with my own skills.



KAY KWOK SS 19 COLLECTION

I can say with certainty that ITC, to a great extent, has helped me to attain my goals as ITC has provided me with a solid foundation in pattern drawing, design software application, fashion design techniques, etc. In addition, ITC programme caters to market trends and industry development. Therefore, students can establish strong connections with the industry after they graduate and start their career.

Every year, I invite design students from different schools, including ITC, to be my interns. I found that ITC students really stand out from the others as they show unparalleled potential and comprehension skills. With a positive work attitude, I believe that each ITC graduate can succeed and shine in the fashion industry.

## WHEN THE STUDENT IS READY, THE PROFESSIONAL APPEARS

我從小便喜歡繪畫和時裝設計，因此在高考之後便毫不猶豫選擇入讀 ITC，作為其中一間著名的時尚學府，我可以深入探索時裝這個領域。

我在 2013 年成立了個人設計品牌 "KAY KWOK"，並於同年成為第一位香港男裝設計師登上倫敦時裝週的天橋舞台。2014 年我回饋母校，參與 ITC 的駐校設計師計劃，為學生開辦工作坊，以提高他們的設計技巧和知識。

ITC 課程完全迎合市場趨勢和行業發展，學生畢業後已可以與行業建立牢固的聯繫，並展開他們的職業生涯。每年，我都聘請來自不同時裝學府的學生當實習生，ITC 學生所展示的潛力和專業知識，再加上積極的工作態度，都令我刮目相看。



COSTUME DESIGN FOR AARON KWOK CONCERT 舞林密碼



KAY KWOK 郭子鋒

- **2018**  
DEBUTED AT SHANGHAI FASHION WEEK
- **2016**  
FOUNDER & CREATIVE DIRECTOR  
KAY KWOK PRODUCTION  
(A FASHION PRODUCTION HOUSE WHICH PROVIDES CONCERT COSTUME DESIGN SERVICE FOR ARTISTS IN THE ENTERTAINMENT INDUSTRY)
- **2015**  
WINNER, CREATESMART  
YOUNG DESIGN TALENT AWARD
- **2013**  
DEBUTED AT LONDON FASHION WEEK
- **2013**  
FOUNDER & CREATIVE DIRECTOR  
KAY KWOK (WELL-KNOWN FOR HIS FUTURISTIC AND CONTEMPORARY MENSWEAR, THE LABEL HAS COLLABORATED WITH NUMEROUS ORGANISATIONS AND BANDS)
- **2012**  
CHAMPION, 20<sup>th</sup> MITTELMODA  
FASHION AWARD, ITALY  
(1<sup>st</sup> CHINESE FASHION DESIGNER TO WIN THE ACCOLADE IN THE PAST 20 YEARS)
- **2012**  
GRADUATED FROM MA  
FASHION DESIGN TECHNOLOGY  
MENSWEAR, LONDON COLLEGE  
OF FASHION (LCF), UNIVERSITY  
OF THE ARTS LONDON
- **2011**  
FASHION DESIGN INTERN  
ALEXANDER MCQUEEN, LONDON
- **2010**  
ASSISTANT DESIGNER  
JOSEPH LI, HONG KONG
- **2009**  
GRADUATED FROM BA (HONS)  
SCHEME IN FASHION &  
TEXTILES – FASHION &  
TEXTILE DESIGN, ITC, POLYU



## FASHION DESIGN >>> SHOE DESIGN



I joined Concept4 Ltd. as intern under the ITC summer internship programme, which greatly enhanced my understanding of design and the industry.

My responsibility was to digitalise sets of professional handbag patterns with CAD for 3D simulation. It was challenging as it requires lots of technical knowledge on pattern construction, 3D technology and etc. Luckily, with the help of my colleagues and knowledge from my classes, I gradually gained confidence in working with the patterns, which added to my experience.

Moreover, I had the opportunity to participate in other projects on cosmetic products and home décor. I prepared presentations for different fashion brands, and communicated with the product manager on the details of the products.

The programme has provided me with the practical opportunity to work with a design brand. I was able to apply design techniques that I have learnt at ITC. In addition, I have also learnt new unexpected skills, such as fashion photography.

Now, I have a better understanding of the operations of a design company, as well as other tasks in the design industry. The expertise that I found from the professionals I met every day proves that I am still inadequate in design and need to learn more in my final year study.



JASON YIP 葉子俊

## ACCUMULATE EXPERIENCE, PREPARE FOR MY DREAM!



ITC 的課程十分全面，老師不但教授時裝設計的知識，亦經常講解市場的趨勢及運作，讓學生把作品達至創意與實用兼備。他們亦經常邀請業界人士到校進行講座，讓我們吸收經驗。

老師還鼓勵我們參與不同的比賽，以擴闊視野及提升設計水平。我亦因此參加了幾個本地和國際鞋款設計比賽，且獲佳績，這些經驗都為我的設計道路添上了不少色彩。

畢業後，我全心投入鞋款設計行業，期望可以將在 ITC 所學到的知識和技術好好應用。



ITC offers a comprehensive curriculum. The professors not only impart fashion design knowledge, but also the latest market trends and developments, which encourages me to combine creativity and practicality into my works. From time to time, renowned fashionistas, practitioners and industrialists are invited to the PolyU to deliver talks and share their experience. I am so lucky to have met a local shoemaker at a talk in my first year, with whom I started learning shoemaking techniques during the summer break.

Later in Year 3 and 4, I enrolled in elective subjects related to footwear design and technology. The professors encouraged me to participate in different footwear competitions, to broaden my horizons and enhance my design skills. So I did, and participated in several local and international footwear design competitions with good results. These experiences have made my design journey so much more colourful.

After graduation, I have devoted myself to the footwear industry as Footwear and Accessories Designer, and I apply the knowledge and skills that I have obtained from ITC to my job on a daily basis.

### 2018

FREELANCE FOOTWEAR & ACCESSORIES DESIGNER

### 2017

OVERALL CHAMPION, GOLD AWARD OF LADIES' TRENDY & BEST DESIGN AWARD  
17<sup>th</sup> HONG KONG FOOTWEAR DESIGN COMPETITION

### 2016

FOOTWEAR DESIGNER  
POPLAR INTERNATIONAL TRADING COMPANY

### 2016

GRADUATED FROM BA (HONS) SCHEME IN FASHION & TEXTILES – FASHION & TEXTILE DESIGN, ITC, POLYU

### 2016

SILVER AWARD (DESIGN & MAKE COLLECTION DIY)  
16<sup>th</sup> HONG KONG FOOTWEAR DESIGN COMPETITION

### 2015

1<sup>st</sup> RUNNER-UP(CHILDREN)  
7<sup>th</sup> INTERNATIONAL FOOTWEAR DESIGN COMPETITION

### 2015-2016

TALENT DEVELOPMENT SCHOLARSHIP, HKSAR GOVERNMENT SCHOLARSHIP FUND

### 2015

BRONZE AWARD (DESIGN & MAKE COLLECTION DIY)  
15<sup>th</sup> HONG KONG FOOTWEAR DESIGN COMPETITION

### 2014

GRADUATED FROM HD IN FASHION DESIGN AND BUSINESS, SCHOOL OF CONTINUING & PROFESSIONAL STUDIES, CUHK

### 2018

SUMMER INTERN  
CONCEPT 4 LTD. (A PRODUCT DEVELOPMENT AND SOURCING SPECIALIST FOR THE FASHION AND COSMETIC INDUSTRY)

### 2017

ENROLLED IN BA (HONS) SCHEME IN FASHION & TEXTILES - FASHION & TEXTILE DESIGN, ITC, POLYU

### 2017

GRADUATED FROM HD IN FASHION & CLOTHING, ITC, POLYU

透過 ITC 所舉辦的暑期實習計劃，我有幸到 CONCEPT4 LTD 作見習設計師，增加了我對設計行業的認識。我主要的工作是把紙樣師傅們所畫的手袋紙樣數碼化，再利用 3D 立體程式，把電腦紙樣併合，化成 3D 手袋的模樣。此工作絕不容易，當中結合了不同的技術和知識，包括手袋與紙樣的結構、3D 技術的原理、布料的構造等。透過從學系所學習到的知識及同事們的指導，令我對紙樣與 3D 程式的處理更加成熟。此外，我要為不同的品牌滙報作準備，與產品管理經理討論設計的要求與細節。過程中，我更能了解設計公司日常的運作，涉取服裝以外的設計領域。

暑期實習計劃令我接觸到行業的工作實況，對比起學校的習作，此實習更能令我把知識實踐在真實的處境裡。作為一位時裝設計的學生，透過此計劃，我能了解何謂真正的「專業」，以此作為日後的時裝創作上的藍本，並努力填補自己的不足。



DAVID YIU 姚錦榮

## STAY THIRSTY, STAY FOOLISH, STEP OUT YOUR COMFORT ZONE

The exchange programme that I joined was absolutely a life-turning point. I had the chance to study at FIT and travelled around the city to explore the fantastic culture and met with different people who inspired me a lot to think about my life goals and attitude.

The intensive learning schedule encouraged me to focus on my studies and I experimented with different innovative and creative ideas in my designs with the help of the professors at FIT. My technical skills such as in garment construction and pattern drafting have improved. Furthermore, through the mutual exchange of ideas and thoughts with local students, I learnt a lot with regard to practical skills and even cultural knowledge from them. They have greatly motivated me to enhance myself and continue to keep moving forward.

In 2018 summer, I started my summer internship at Fashionary. The internship has allowed me to understand the real situation of running a business and how to effectively tackle encountered problems.



學生交換計劃使我有機會在紐約著名大學 FIT 學習，這機會絕對是我人生的轉捩點。在密集的學程下，我能夠集中精神和時間於學習上，在教授的指導下，我的設計不斷創新，技術亦有所提昇。此外，通過與當地學生交流，我吸收到不同文化知識。空餘時間我會到城裡遊覽，認識到不同的人，他們啟發了我思考人生的目標和價值，使我有大的動力來提升自己，繼續前進。

交換計劃完成後，我立即投身暑期實習計劃，在一家名為 FASHIONARY 的時裝編輯公司工作。該公司為全球時尚界的從業員製作了一本實用的時尚工具書。計劃讓我體驗到經營企業的真實情況，以及如何有效解決工作時所遇到的問題。



It was a great blessing to be nominated by ITC for participating in the exchange programme at FIT. I enrolled in five intimate apparel related subjects. While the heavy workload is regarded as a signature of the FIT, it actually motivated me to focus more on design, portfolio development and garment construction. I spent the entire semester draping and sewing in the sewing lab, and it was the most enjoyable, meaningful and positive learning experience.

The six months abroad spent in New York City was the most empowering and joyful experience of my life. Being abroad truly broadened my horizons. I faced many challenges which meant that I had to step out of my comfort zone. Everything that happened contributed to making me stronger and more mature.

In 2018 summer, I joined Crystal Martin as a design trainee. I gained a concrete understanding of the current lingerie market and the entire production process in a real life industrial environment, from initial design concept to product sampling. Not only did I gain industry knowledge, communication and presentation skills, but also a better understanding of myself from the whole experience. The experience has encouraged me to be more determined in exploring the different possibilities and developing my future career path.

## GRAB THE CHANCE TO EXPLORE YOUR POSSIBILITY



SONYA CHAN 陳欣茵

我很榮幸能夠被 ITC 提名到 FIT 參與學生交換計劃，修讀了五個與內衣服裝相關的課程。緊密的課程令很多亞洲學生吃不消，這反而驅使我更專注內衣設計，建立自己的作品集和增強縫製技巧。我在縫紉室度過了整個學期，學習了立體裁剪和專業的縫紉技巧等。這是最享受和最獲益良多的一次學習旅程。

在紐約市六個月的時間是我生命中最快樂的體驗，真正拓寬了我的視野。我面對的挑戰都成為我走出舒適區的推動力，讓我變得更加堅強及成熟。

在完成了一個學期的交流後，我在晶苑馬田（香港）有限公司進行設計實習。在中山的一家大型內衣供應商工廠工作，讓我了解到現今內衣市場的急促發展和整個生產過程。透過設計一套內衣系列，學到了由最初的設計理念，到製作樣板的整個過程，領悟跨部門有效溝通和協調的重要性。

我獲得的不僅是行業知識和軟技能，最重要的是，我在整個體驗中對自己有更深的了解。這鼓勵我更加堅定地探索自己的潛能和興趣，為我未來的職業路向好好準備。

- **2018**  
SUMMER INTERN (DESIGN TRAINEE)  
CRYSTAL MARTIN HONG KONG LTD., ZHONGSHAN (A MEMBER OF A HONG KONG LISTED COMPANY PROVIDING TOTAL SOLUTIONS SERVICES IN INTIMATE APPAREL)
- **2018**  
STUDENT EXCHANGE PROGRAMME  
FASHION INSTITUTE OF TECHNOLOGY (FIT), NEW YORK
- **2015**  
ENROLLED IN BA (HONS) SCHEME  
IN FASHION & TEXTILES -  
INTIMATE APPAREL, ITC, POLYU



ITC provided me with many opportunities to improve my global outlook. I was an exchange student to Cornell University with the support of the Vincent V.C. Woo Exchange Scholarship, where I learnt essential soft skills by interacting with others in the immediate context. My internship as a product developer for Nike Hong Kong has provided me with operational experience through which I obtained a much better understanding of the industry.

As a fashion technology graduate, I first started in fashion retail and I think my technology background enabled me to give solid and professional feedback on what

customers look for in a product, i.e. fabric, material, trend, quality, etc. Another advantage is that we are usually good with numbers. We can understand the business KPIs better and logically conduct business analyses. Other than the technical component, soft skills are also important to graduates. For example, they might need to be very sensitive to people in order to understand customers, as well as lead the team to drive business. They also need to embrace as retail is a fast paced industry which requires new ideas and flexibility.

I am sure that the skills acquired from ITC has shaped me into who I am today and would be beneficial to my future career.



VERA CHAN 陳楚潼

## GO CONFIDENTLY IN THE DIRECTION OF YOUR DREAMS

ITC 給予我很多開拓環球視野的機會。在獎學金的支持下，我有機會到美國康乃爾大學做交換生，通過與當地學生互動提升了溝通和人際技巧。在 NIKE 的實習亦令我取得營運經驗之餘，對行業也有更深了解。

作為一名科技專業的畢業生，我以時裝零售為事業的起步點。我相信自己的學歷和知識可以為我的客戶提供可靠和專業的產品資訊，例如布料、材料、市場趨勢、質量等。我們通常對數字都比較敏銳，可以更快更準地分析業務關鍵績效指標。除了技術

部分，擅於交際以了解客戶的需要亦很重要。零售業節奏急促，行業對靈活、懂變通的人才需求極為殷切。

我確信從 ITC 獲得的技能塑造了我今天的成就，更有利於我將來的職業發展。

- **2016**  
ACCOUNT OPERATION MANAGER  
GIORGIO ARMANI BEAUTY,  
L'OREAL HONG KONG LIMITED
- **2015**  
PRODUCT SALES MANAGER  
KIEHL'S AND FRESH,  
DFS GROUP LIMITED
- **2013**  
PRODUCT SALES MANAGER  
TORY BURCH, MARC BY MARC JACOBS,  
DFS GROUP LIMITED
- **2012**  
MANAGEMENT TRAINEE  
DFS GROUP (THE WORLD'S  
LEADING LUXURY TRAVEL  
RETAILER, OFFERING A CURATED  
SELECTION OF EXCEPTIONAL  
PRODUCTS FROM OVER 700 OF  
THE MOST DESIRED BRANDS  
THROUGH 420 BOUTIQUES  
ON FOUR CONTINENTS)
- **2012**  
GRADUATED FROM BA (HONS)  
SCHEME IN FASHION & TEXTILES  
– FASHION TECHNOLOGY  
(1<sup>ST</sup> CLASS HONOURS), ITC, POLYU
- **2011**  
PRODUCT DEVELOPER INTERN  
NIKE HONG KONG
- **2011**  
STUDENT EXCHANGE PROGRAMME  
CORNELL UNIVERSITY, NEW YORK
- **2010**  
VINCENT V.C. WOO  
EXCHANGE SCHOLARSHIP
- **2009**  
ENROLLED IN BA (HONS) SCHEME  
IN FASHION & TEXTILES -  
FASHION TECHNOLOGY, ITC, POLYU

## STAY PASSION AND FAITH ON YOUR GOAL

I had a productive and fruitful final summer holiday with Clover at the ITC internship programme in 2018.

The company provided a 2-week orientation programme to all of the interns. By visiting different facilities such as Cutting and Sewing Room, Molding Department, Grading Department and Merchandising Department, I gained a better understanding of the workflow of an Intimate Apparel (IA) production company.

IA requires technical skills, and knowledge of different styles/designs. After the orientation, I was assigned to verify the sample garment measurements, handle the materials for each garment as well as basic pattern drawing. Under the Product Development Department, combining the training provided by Clover Group and my own academic knowledge, my ability to cope with fast and diverse working pace became an unforgettable experience. Without the support of ITC, it would have been more difficult to find a similar opportunity on my own. I also believe that all the knowledge gained has given me a better and clearer direction for my future career after graduation.



COCO KOON 管秀琳

在最後一年的暑假，我參加了 ITC 提供的暑期實習計劃。我選擇了高華集團國際有限公司進行了與內衣課程相關的工作，從中學習到很多實用的技巧和獲得了豐富的經驗。

在實習開始前，公司提供了一個兩星期的培訓課程給實習生熟習公司環境。不同部門的專家來授課，使我不但了解到生產流程與相關知識，同時亦能了解各部門之間的關係。與這些專家面談讓我能更深入了解內衣業界的運作。

一套出色的內衣不單著重款式設計，還著重物料結構和車縫手工。培訓後，我被指派檢查樣板和物料的工作。在真實的工作環境中，我有機會應用課堂上學習的知識於工作上，訓練我的工作效能和解難能力。倘若沒有學系的幫助，我相信很難有機會經歷這一切。暑期實習計劃令我有機會在業界學習，為我將來畢業後鋪路。





DR KEITH KWOK 郭永賢

## TECHNOLOGY - PROSPECTS BEYOND YOUR IMAGINATION

I was always fond of chemistry which is the reason for enrolling in the textile chemistry programme at ITC. To me, this programme is more practical and interesting compared to pure chemistry, and the technology background has provided me with many opportunities during the course of my career.

One may think that working in the technology field could be monotonous. In fact, a testing company actually comprises of different departments and does not only conduct testing and write reports. For example, thanks to my technology background, I was authorized to perform auditing of the factories of different well-known brands worldwide, such as Nike, Adidas, etc. My supervisor appreciated my customer service skills and my strong technical knowledge. Therefore I was soon promoted to Key Account Manager.

The responsibilities in my current position at the Consumer Council are very much related to my education and technology background. For example, I have the technical knowledge, research experiences and logical thinking that are essential for leading a team to carry out different kinds of testing and produce testing reports for CHOICE Magazine. This monthly magazine provides the public with information on product tests, service surveys, study reports, etc.

The career prospects for a technology graduate are never limited, there is always a large demand in the industry for technology talents as their technical knowledge enables them to work in different positions, which cannot be compared with those without technical knowledge.

I have encountered many ITC graduates throughout my career, compared to graduates from other universities. I can say that ITC students are more well-trained with a solid knowledge foundation. The experiments, projects and final year project have trained them to be independent and gain problem-solving skills as they have to work with minimal supervision. The placements arranged by ITC also allow students to network and meet industrialists, which are important for their future career.

有人可能認為紡織科技領域的工作較乏味，但在檢測公司工作絕對不限於測試工作及撰寫報告。我的科技背景令我有機會為世界各地知名品牌的產品進行檢測。我的上司亦因為我能提供高質素的客戶服務和擁有穩固的科技知識，不久我便晉升為客戶經理。

我目前在消費者委員會的職責亦與我的學術背景有密切關係。我需要帶領我的專業團隊作各種產品測試和實驗，並為《選擇》月刊撰寫報告。

紡織科技畢業生的出路是超乎你所想像的，這個行業對科技人才十分渴求，他們的技術知識使他們能夠應付不同崗位的工作，相反，沒有相關知識的人，他們職位上的選擇會相對狹窄。

我在職業生涯中遇過許多 ITC 畢業生，與其他院校的畢業生相比，他們明顯訓練有素，擁有更紮實的知識基礎。ITC 的實驗、作業和畢業論文等都訓練出他們的獨立性和解難能力，學校安排的實習亦讓學生有機會與業界人士建立聯繫網絡，為未來的職業規劃打好基礎。

ITC offers a well-designed fashion and textile technology programme which has greatly benefited my career development. Even though one cannot possibly apply all of the knowledge learnt at school to the workplace, the ability to think logically, solve problems and generate ideas, along with the solid knowledge that I have gained have been extremely useful to me. For example, the knowledge on fabric technology has helped me to explore innovative materials, their construction, how to mix-and-match, etc. I also know how to balance quality and cost, and conduct research and trend analysis before developing a product.

After years of experience at a home-textiles manufacturer in China, I founded Luxneptune Life Technology Co., Ltd, a linen bedding manufacturing company in 2018.

E-commerce, AI, AR, VR, 3D printing, social media platforms and other innovative technology have revolutionarised traditional means of manufacturing. These innovations imply new opportunities to the fresh graduates and the new generation.

To join this fast-changing fashion and textiles industry, students should keep themselves updated on the market developments and trends. Networking is also important, try to seek advice from industrialists, as people are more willing to help you and share with you while you are still a student. After graduation, I encourage you to start working immediately to build on your career path as soon as possible and understand yourself better.

ITC 提供的科技課程對我的事業發展大有幫助。除了穩固的基礎知識，我亦學習到如何邏輯地思考，增強我的解難能力。例如，布料技術的知識幫助到我探索創新的物料、構造、混合搭配等。我也知道如何在質量和成本之間取得平衡，並在開發產品前進行研究和分析趨勢。

在國內的家紡織品生產商取得多年經驗和人脈關係後，我於 2018 年創立 LUXNEPTUNE 的亞麻床上用品製造公司。

電子商務、人工智能、AR 和 VR 技術、3D 打印、社交媒體和其他創新技術均為傳統製造業進行革新。今天，許多製造商都希望吸納年輕人才，此舉為畢業生提供許多工作機會。

時裝和紡織是個急速變化的行業，因此學生要多留意市場發展，緊貼趨勢。人際網絡亦很重要，盡量多尋求業界專家的建議，因為當你還是學生時，人們會更願意幫助你和與你分享。畢業後，我鼓勵學生立即開始投入工作，盡快規劃自己的職業生涯。



MICHAEL WONG 黃裕海

## INNOVATIVE MANUFACTURING TECHNOLOGY, AN OPPORTUNITY TO NEW GENERATION

2016  
HEAD OF RESEARCH & SURVEY DIVISION  
CONSUMER COUNCIL, HONG KONG

2016  
VICE PRESIDENT  
(CONSUMER PRODUCTS SERVICES DIVISION, GREATER CHINA)  
BUREAU VERITAS  
HONG KONG LTD

2010  
VICE PRESIDENT  
(SOFTLINES AND FOOD DIVISION, GREATER CHINA)  
TUV RHEINLAND HONG KONG LTD (A LEADING INTERNATIONAL PROVIDER OF TECHNICAL SERVICES, INCLUDING TESTING, INSPECTION, AND CERTIFICATION)

2004  
ASSISTANT GENERAL MANAGER  
INTERTEK TESTING SERVICES HK LTD (A LEADING TOTAL QUALITY ASSURANCE PROVIDER WITH OVER 1000 LABORATORIES AND OFFICES WORLDWIDE)

2002  
RESEARCH ASSOCIATE  
NANOTECHNOLOGY CENTRE FOR FUNCTIONAL & INTELLIGENT TEXTILES & CLOTHING, POLYU

2002  
GRADUATED FROM PHD,  
ITC, POLYU

1996  
GRADUATED FROM BSC IN TEXTILE CHEMISTRY  
(1<sup>ST</sup> CLASS HONOURS), ITC, POLYU

2018  
FOUNDER  
LUXNEPTUNE LIFE TECHNOLOGY CO. LTD.

2017  
ASSISTANT MANAGER  
(CORPORATE DEVELOPMENT)  
PAC-FUNG FEATHER CO. LTD., SHENZHEN

2013  
CORPORATE DEVELOPMENT OFFICER  
PAC-FUNG FEATHER CO. LTD., SHENZHEN

2011  
MANAGEMENT TRAINEE  
PAC-FUNG FEATHER CO. LTD., SHENZHEN (A WELL-KNOWN HOME TEXTILES SUPPLIER, SPECIALIZED IN WHOLESALE DISTRIBUTION OF HOME FURNISHINGS AND HOUSEWARES)

2011  
GRADUATED FROM BA (HONS) SCHEME IN FASHION & TEXTILES - FASHION TECHNOLOGY (DEAN'S HONOURS LIST), ITC, POLYU

I am currently working at Intertek as Assistant Manager to deliver Total Quality Assurance (TQA) services to the textiles, apparel and footwear industry. I have liaised with many different global customers that range from world-leading fashion brands to local manufacturers. Thanks to ITC, I have valuable skills and solid knowledge, which can be readily applied in my role, and enabled me to communicate seamlessly with customers. Throughout my five years as a student at ITC, my horizons were broadened and my expertise was established through the exceptional courses taught by professors with profound knowledge in textile technology.

Students may think that graduates with a fashion technology background have limited choices for their career, such as working in fabric mills, factories, dye houses, etc. In fact, Fashion Technology graduates could apply their knowledge and academic knowhow across various fields, such as merchandising, quality assurance and compliance, not to mention production monitoring. Besides, the elective subjects offered at ITC broaden one's horizons in various areas throughout the supply chain of the fashion and textile industry.

The textiles and apparel industry is very particular about work experience. Fresh graduates may find it challenging, or even struggle and then eventually

leave the industry. Please reconsider! With more work experience, your salary will double or even triple.

The following are some pointers for new graduates:

1. At school, take part in as many visits, seminars and career talks organised by ITC as you possibly can. You should treasure the opportunities for taking part in these activities which are tailored for you as a student.
2. Whenever possible, try to network with industry experts by participating in fashion shows, trade fairs, conferences (e.g. the Fashion Summit by the HKTDC), talks and seminars. Afterwards, you will understand more about the industry and have a better sense of the nature of the work that would suit you best.
3. Seize opportunities to participate in internships or job placements in HK or China. This is the quickest way to familiarize yourself with the apparel and textiles industries while you are still a student. If you take the opportunities seriously, you will reap the technical knowhow, and hone your interpersonal communication skills and other soft skills, which will be useful in your lifetime.

## SEIZE EVERY OPPORTUNITY TO LEARN AND KNOW THE INDUSTRY

### 2014

ASSISTANT MANAGER (SOFTLINES TEAM) INTERTEK TESTING SERVICES HONG KONG LTD (A LEADING TOTAL QUALITY ASSURANCE PROVIDER WITH OVER 1000 LABORATORIES AND OFFICE WORLDWIDE)

### 2013

GRADUATED FROM MPHIL IN FASHION TECHNOLOGY, ITC, POLYU

### 2010

GRADUATED FROM BA (HONS) SCHEME IN FASHION & TEXTILES – FASHION TECHNOLOGY, ITC, POLYU



DR EDDIE YAM 任廉湧

我目前在 INTERTEK 擔任助理經理，為紡織、服裝及鞋類行業提供全面質量保證服務，每天與全球各地的客戶聯繫。感謝 ITC 的栽培，讓我具備穩固的知識根基和技能，可以應付繁重的工作，亦使我能夠與客戶有效地以行內各種術語溝通。在 ITC 的五年不僅拓展我的視野，一課又一課全面的紡織科技課堂亦讓我獲得專業知識。

學生可能會認為時裝科技的畢業生出路的只局限於布料廠、製衣廠、染廠內工作，其實不然。科技畢業生可以將他們的學術知識和技術運用於各個領域，例如營銷、質量保證、生產監控等。此外，ITC 的選修科目可令學生深入了解紡織科技以外的領域。

紡織和服裝業十分重視員工的工作經驗，剛畢業的學生在找工作時可能因此沮喪，甚至考慮離開這行業。但隨著你積累工作經驗，你的待遇亦將會有兩倍甚至三倍的增幅。

以下是一些給學生的貼士：

1. 多參加由 ITC 舉辦的參觀、研討會和職業講座。
2. 嘗試透過參加上述的活動與行業專家取得聯繫。您將了解更多有關該行業的信息，並找出適合您的工作。
3. 抓緊機會參加香港或中國內地的實習，這是在你還是學生時，認識服裝和紡織業最快捷的途徑。如果你認真工作，必定可獲得技術知識、溝通技巧和其他軟技能，讓你一生受用。

### 2018

APAC CUSTOMER SERVICE MANAGER RAPHA RACING LTD.

### 2016

SENIOR CUSTOMER SERVICE ADVISOR RAPHA RACING LTD (A MANUFACTURER AND ORGANISER OF EVENTS FOR PASSIONATE CYCLISTS AROUND THE WORLD)

### 2015

KEY LEADER, IFC STORE LULULEMON ATHLETICA (A TECHNICAL ATHLETIC APPAREL COMPANY FOR YOGA, RUNNING, TRAINING AND MOST OTHER SWEATY PURSUITS, OPERATING OVER 400 STORES WORLDWIDE)

### 2013

ASSISTANT TECHNOLOGIST (INNOVATION & LAUNCH) MAST GLOBAL LIMITED

### 2012

GRADUATED FROM BA (HONS) SCHEME IN FASHION & TEXTILES – INTIMATE APPAREL, ITC, POLYU

### 2012

CHAMPION, FUTURE RETAIL CHALLENGE, WORLD RETAIL CONGRESS, LONDON

### 2011

MARKETING ASSISTANT, RUNNING & WOMEN'S TRAINING NIKE HONG KONG

### 2010

UNIVERSITY NIKE ICON (INTERN) NIKE HONG KONG

### 2010

GRADUATED FROM HD IN TEXTILE PROCESSING, ITC, POLYU

## DESIGN YOUR OWN "CRAZY"

Since graduation, I have had the privilege of working with top talents on signature projects such as the Nike Lunar Run and Strapless Bra redevelopment, launch of the first Lululemon Hong Kong store and establishing the Rapha APAC customer service centre. Had I followed the rules and expectations of other people, I would not be who I am today.

*"You can't do that!"*

*"This is not conventional...it's a risky choice"*

*"Your ideas are crazy!... You are crazy!"*

These were the usual barrage of reactions to my early creative self-expression, and luckily, I wasn't deterred by them. Instead, I honed my skills at ITC. There, I engaged in direct conversations with academic and industry leaders who helped to cultivate me and build on my "crazy" ideas. I also had access to many resources which unleashed more of my potential.

One of my most treasured experiences was representing ITC at the World Retail Congress 2012 in London. Benchmarked against institutions such as the FIT in New York, Keio University in Tokyo, and Fashion Retail Academy in London, we were able to defend the championship for the third time. With substantial support from ITC, my creative confidence has been nurtured so that I now follow my own "crazy" intuition.

To me, ITC is a vibrant ecosystem of passionate beings who co-design an exciting future ahead. My learning has been enhanced by peer engagement in the international exchange programme and internships. Also, exposure to a full spectrum of design disciplines at ITC has allowed me to be more adaptive to the rapid changes of our times.

I believe that our minds, once stimulated by new ideas and lived experiences, can never return to their original state. I invite you to join me in discovering the truest, fullest version of our "crazy" selves at ITC.

入行初期，每當我提出一些大膽破格的方案，都會被大潑冷水。ITC 磨練了我鍥而不捨的精神，與教授們和業界專家的交流刺激了我「瘋狂」的思維。因而畢業後，我有幸參與不少著名品牌項目如 NIKE LUNAR RUN、LULULEMON 旗艦店開幕等。假如我一直都遵循固有的規則，我不會有今天的成就。

其中一個最珍貴的經驗是代表 ITC 參加 2012 年未來零售挑戰賽，與紐約、東京、倫敦等多間著名學府同台比拼，最終奪冠。此外，通過學生交換計劃和實習計劃促進我個人成長。全面且與時並進的課程亦使我能夠輕鬆地適應行業的急速變化。

我相信，一旦受到新的想法和生活經驗啟發，我們的思想就永遠無法回到原來狀態。我希望你和我一樣，一起在 ITC 探索到自己最真實、最「瘋狂」的一面。



NIGEL YAU 邱日隆





THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



INSTITUTE OF TEXTILES & CLOTHING  
紡織及服裝學系

Room QT715, 7/F., Core T  
The Hong Kong Polytechnic University  
Hung Hom, Kowloon  
Hong Kong

W [www.polyu.edu.hk/itc](http://www.polyu.edu.hk/itc)  
T +852 2766 6500  
F +852 2773 1432  
E [tcgeneral@polyu.edu.hk](mailto:tcgeneral@polyu.edu.hk)

 PolyUFashion  
 PolyU ITC  
 polyuitc