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## **Representative of Vietnam held the position of President of Southeast Asian Fashion Designers Association**

**ANTD.VN - The person elected to this important position is Ms. Trang Le - Chairman of Vietnam International Fashion Week.**

Council of ASEAN Fashion Designers (CAFD) is a non-profit organization established with the desire to create cooperation in the field of fashion among the 10 ASEAN countries. ASEAN region includes: Indonesia, Myanmar, Thailand, Vietnam, Malaysia, Philippines, Laos, Cambodia, Brunei and Singapore; together forming a unified bloc to promote the fashion industry in the ASEAN region to new heights. This is also the first fashion council officially established by the ASEAN Secretariat with the aim of promoting ASEAN designers to a new growth in a new era.

After a period of consideration and selection, finally, Ms. Trang Le - the founder and Chairman of Vietnam International Fashion Week (VIFW) was officially appointed to the position of President. Becoming the President of CAFD is a great honor for the Vietnamese fashion industry when for the first time Vietnam has a person holding the highest responsibility for fashion in the ASEAN region.



Ms. Trang Le is the founder of many fashion reality TV shows in Vietnam

Ms. Trang Le is known as the person behind the success of many top reality TV shows in Vietnam such as: searching for talented models "Vietnam's Next Top Model", searching for talented designers " Project Runway Vietnam " and the program to search for a brand

new face “The Face Vietnam” which won an award in the category of Best TV entertainment in Vietnam and the Asian Creative Academy Award 2019. From here, a series of talented designer names were discovered such as Hoang Minh Ha, Ly Giam Tien, Nguyen Tien Truyen. Top models were discovered and trained such as Huyen Trang, Hoang Thuy and Mau Thuy and given the opportunity to perform at many international catwalks.

Prior being the President of CAFD, Ms. Trang Le was the first representative of Vietnam to be on the list of Asian high-end fashion associations in year 2014 - Asian Couture Federation - where many famous designers are members, such as "fashion legend" Lie Sang Bong and Kenzo Takada. Here, Ms. Trang Le has a mission to look for talented Vietnamese designers to introduce to this Fashion Association in which the famous designer Nguyen Cong Tri was discovered. In addition, Ms. Trang Le is also a regular guest of honor, participating in all major fashion weeks in the world such as New York Fashion Week, Paris Fashion Week, Tokyo Fashion Week ... Ms. Trang Le is also in the top 50 most influential women in Vietnam voted by Forbes Vietnam magazine and continuously to be selected as the Ambassador of Europe Lifestyle Exhibition in Vietnam which is participated by nearly 30 countries.



Vietnam has the first representative to hold important positions at a regional fashion association

As President of CAFD, Ms. Trang Le's mission is not only to bring Vietnamese fashion to new developments, but also to ensure fashion designers from the 10 Southeast Asian countries can gain potential from global fashion market.

Sharing her new position, Ms. Trang Le said, “Being appointed as the President of CAFD is not only a great honor for me but also for Vietnamese fashion. As the world is going through a turbulent period due to the COVID-19 pandemic, this is the time for ASEAN countries to come together and create a powerful and strong unified bloc to bring ASEAN fashion to new heights”.

Datuk Kenn Yam - Founder and Honorary Chairman of CAFD, said that this association believes in Ms. Trang Le who has experience in the fashion industry for more than 10

years. Ms. Trang Le is a leader who has enough heart and the ability to bring ASEAN fashion to new steps of higher, further and stronger development so that we can stand on par with developed fashion regions. Co-members of the council include leading businessmen and professionals in the fields of technology, fashion, media and entertainment.