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ASEAN Fashion Association for the first time has a Vietnamese President

For the first time, Vietnam has a regional fashionista who is the President of the Council of ASEAN Fashion Designers.

Ms. Trang Le, the founder and chairman of Vietnam International Fashion Week, has officially become the President of Council of ASEAN Fashion Designers (CAFD), the first fashion association recognized by the ASEAN Secretariat.

This role of the President is a great honor not only for Ms. Trang Le but also for the fashion industry of the country as this is the first time Vietnam has a person leading the fashion industry of Southeast Asia. (ASEAN).

Sharing her new position, Ms. Trang Le said: "This is not only a great honor for me but also for the Vietnamese fashion industry. As the world is going through a turbulent period due to the COVID-19 pandemic, this is the time where ASEAN countries need to come together creating a powerful and strong unified bloc to bring ASEAN fashion to new heights. This is a great opportunity but also a big challenge for me, but with all my experience during the past 10 years, I will do my best to bring fashion from ASEAN countries into the world."



Ms. Trang Le representing Vietnam, participated in the signing and establishment of the Korean Fashion Federation and 10 countries in the ASEAN, November 2019.
(Photo: BTC)

Talking about the new leader of the organization, Datuk Kenn Yam, Founder

as the Honorary Chairman of the Council of ASEAN Fashion Designers said:
“Southeast Asia has a lot of potential growth, especially in fashion. The Council of ASEAN Fashion Designers will be a solid bridge between the talented ASEAN designers and the world’s fashion industry. ”

“The COVID-19 pandemic has caused great changes in the regional fashion industry. This is the time we need to review, come up with new initiatives, re-plan the business plan to stabilize and develop business strategies for the near future. Therefore, we believe with the experience in the fashion industry for more than 10 years, Ms. Trang Le is a leader with heart and ability to take ASEAN fashion to a higher level of development, and to be able to match with those regions of developed fashion. ”

Council of ASEAN Fashion Designers (CAFD) is a non-profit organization with the aim of creating cooperation in the fashion field among 10 ASEAN countries. It’s a unified bloc aiming at promoting the fashion industry in the region to new heights.



Ms. Trang Le met and interacted with Ms. Fern Mallis - the first former President

of the American Fashion Association CFDA, and the founder of New York

Fashion Week. (Photo: NVCC)

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.

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. From here, Ms. Trang Le has a mission to find talented Vietnamese designers to introduce to this Asian luxury fashion association, including the cult designer Nguyen Cong Tri.

Video of Trang Le's journey to bring Vietnamese fashion to the world:

In addition, Ms. Trang Le is a regular guest of honor, participating in most 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. Not only that, in 2018, she continued to be selected as the Honorary Ambassador of the European Lifestyle Exhibition in Vietnam with participation from nearly 30 countries.

\M.Mai (Vietnam+)