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Ms. Trang Le: Appointed to the position of President of Council Of ASEAN Fashion Designers

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Ms. Trang Le - Founder and Chairman of Vietnam International Fashion Week (VIFW) has just been officially appointed to the position of President of Council of ASEAN Fashion Designers (CAFD) - The first fashion association acknowledged by the ASEAN Secretariat. As the President of the Council of ASEAN Fashion Designers (CAFD) is a great honour not only for Ms. Trang Le but also for the Vietnamese fashion industry; for the first time Vietnam has a person with the highest responsibility for fashion in Southeast Asia (ASEAN).



Council of ASEAN Fashion Designers (CAFD) is a non-profit organization with the aim to create fashion co-operation among 10 ASEAN countries (Indonesia, Myanmar, Thailand, Vietnam, Malaysia, Philippines, Laos, Cambodia, Brunei, Singapore) and to form a unified bloc to push the fashion industry in ASEAN to new heights. This is also the first fashion association acknowledged by the ASEAN Secretariat with the aim to promote ASEAN fashion designers to the world. The COVID-19 pandemic has brought it all back to the starting line, and this is a critical moment for designers, forcing them to rethink, come up with new innovations, and regenerate a business plan to stabilize and develop business strategies in the coming time.

To be able to do this, the Council of ASEAN Fashion Designers (CAFD) needs a person with enough heart and enough influence to connect the designers in the fashion industry in ASEAN. After a period of consideration and selection, Ms. Trang Le - Founder and Chairman of Vietnam International Fashion Week (VIFW) was officially appointed to the position of President to the Council of ASEAN Fashion Designers (CAFD).

Ms. Trang Le is the person behind the success of the leading reality TV shows in Vietnam, not to mention the model training program, Vietnam's Next Top Model, the program to find talented designers - Project Runway Vietnam, The Face Vietnam 2018 - the program which won the award in the category "Best TV and entertainment program in Vietnam" - Asian Academy of Innovation Awards 2019, and most recently Model Kid Vietnam - Vietnam's top child model search and training program. Also from here, a series of talented designers were discovered such as Hoang Minh Ha, Ly Giam Tien, Nguyen Tien Truyen ... and generated top models who were trained and had the opportunity to perform at many floors of international performances such as Huyen Trang, Hoang Thuy, Mau Thuy .



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.

Not only that, Ms. Trang Le is considered to be a great contributor in changing the appearance of Vietnamese fashion, bringing Vietnam from a country that is almost not listed in the world's fashion map, becoming a fashion country widely known to international fans through the organization of the Vietnam International Fashion Week (VIFW) event. VIFW is a world-class fashion event created by Ms. Trang Le in 2014, bringing progress and prosperity to the Vietnamese fashion industry. This event is considered as the top-scale and prestigious Fashion Week in Southeast Asia, gathering famous brands and fashion designers not only from ASEAN countries such as Thailand, Singapore, Malaysia, Indonesia, Philippines but also from developing countries around the world such as France, Italy, Japan and Korea. After 10 seasons, Vietnam International Fashion Week under the guidance of Ms. Trang Le has grown, with the leading scale in the country and Southeast Asia, becoming the first and only cultural bridge to help promote the name of Vietnamese fashion brand.



With the great influence and contribution of Ms. Trang Le in the fashion field, her appointment to such an important position - leading the fashion industry of the entire Southeast Asia (ASEAN) has proved its recognition of the entire ASEAN region for this powerful woman. This is a completely worthy achievement for her relentless dedication during the past 10 years. Now, Ms. Trang Le's mission is not only to bring

the fashion industry in Vietnam to new developments, but also to turn fashion in the 10 Southeast Asian countries into a potential worldwide fashion market.

Sharing her new position, Ms. Trang Le said: "The appointment to become the President of the Council of ASEAN Fashion Designers (CAFD) is not just an honour for me personally but also for the Vietnamese fashion. 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 to create the power of a strong, unified bloc to bring ASEAN fashion to step into new heights. This is a great opportunity but also a big challenge to me, but with all my experience during the past 10 years, I will still do my best to bring ASEAN countries' fashion into the world."

Talking about the new leader of the organization, Datuk Kenn Yam - Founder and Honorary Chairman of the Council of ASEAN Fashion Designers (CAFD) said: "Southeast Asia is a region with a lot of potential for growth, especially in terms of fashion. The Council of ASEAN Fashion Designers (CAFD) will be a solid bridge between the talented ASEAN designers and the world fashion industry. The COVID-19 pandemic made the region's fashion industry much volatile. This is the time when we need to rethink, come up with new innovations (reinvent), and re-regenerate business plans in order to stabilize and develop business strategies in time to come. Therefore, we believed with the 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. "



Accompanying Ms. Trang Le in the Council of ASEAN Fashion Designers (CAFD) is a Board of active Members consisting of leading entrepreneurs and experts in the field

of technology and fashion, media and entertainment. Mr. Dao Phuc Tri - CEO of Yeah1 TV Network in Vietnam and Mr. Darren Choy - CEO of Warner Music Group Malaysia co-hold the position of Vice President in the Council of ASEAN Fashion Designers (CAFD). They are both influential figures in media and entertainment networks in the digital age. Dato Tan Yee Boon, the lawyer representing the corporation on company listing, is the Secretary of CAFD. Datuk Idris Mohd Esa, former director of Bank Rakyat and Arab-Malaysian Bank, and an auditor of Bank Negara Malaysia Alumni is the Council's Treasurer. In addition, the Council of ASEAN Fashion Designers (CAFD) also has a team of prominent ASEAN countries representatives.

With the position and influence of the key members, the Council of ASEAN Fashion Designers (CAFD) will certainly bring a big change to the ASEAN fashion industry.