

## New Discount Schemes



**Fashion InStyle**  
香港時裝節

E+PLUS

ufi Approved Event



Dear Applicants,

In appreciation of your support to the Fashion InStyle 2027, we are pleased to announce the following discount schemes.



### General Discount<sup>1,2,3</sup>

#### Loyalty Discount

Exhibitors who have participated or signed confirmation in **Fashion InStyle, Home InStyle, CENTRESTAGE** and **Gifts & Premium Fair** from 2025-2026 will enjoy a **10%** Loyalty discount on Fashion InStyle 2027.

#### Super Early Bird Discount

By submitting the completed application of Fashion InStyle 2027 with full payment on or before **31 Oct 2026**, you can enjoy a **15%** Super Early Bird Discount.

#### Early Bird Discount

By submitting the completed application of Fashion InStyle 2027 with full payment on or before **30 Nov 2026**, you can enjoy a **10%** Early Bird Discount.

#### Special Zone Discount

**10%** discount for exhibitors participating at “Athleisure”, “Fashion Accessories”, “Fashion Tech” and “Material Bazaar” zone.

#### Sustainable Elements Discount

**10%** discount for exhibitors who have sustainable elements with proofs.

#### Selected Countries' Presence Discount

**10%** discount for exhibitors who have associated factories / business partners with proof or company registered in **Bangladesh, Brunei, Cambodia, Egypt, El Salvador, Indonesia, Laos, Malaysia, Mexico, Morocco, Myanmar, Pakistan, Peru, Philippines, Singapore, Thailand, Turkey and Vietnam.**

#### Bulk Discount

**10%** discount for exhibitors who purchased more than 36 sqm of booth in total.

### Top-up discount<sup>1,3</sup>

(\*cannot be used with General Discount)

#### For Loyal Hong Kong exhibitor

Hong Kong Company who participated at Fashion InStyle or Hong Kong Fashion Weeks (Either FWSS or FWWF) for more than 3 times in the past. The first two booths will be at normal rate and **40%** discount will be **offered starting from the 3rd booth or above.**

#### For extra participation at additional zone

Exhibitors who is already participating, **40%** discount will be offered to the **extra booth taken at other product zones.**

### Discount Incentives for Mini Parades <sup>New</sup>

By submitting the completed Mini Parade application of Fashion InStyle 2027 with full payment on or before **30 Nov 2026**, you can enjoy a **5%** Early Bird Discount.

### Remarks:

1. All discounts are not applicable for exhibitors taking up Economy booth, 6 sqm booth & Designer Spotlight.
2. The maximum overall discount on booth participation fees will be capped at 25%
3. Discount scheme not applicable to default online package and special location surcharge

For further enquiries, please contact:

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Hong Kong Trade Development Council

