

STYLE AFTER HOURS

By Rachel Read | Photos Credit: Edit Boutique, What The Frock?!



Bored of the usual high street haunts? Lacking inspiration at your local mega-mall? Then a shopping spree at PMQ Night Market might just give you the unique fashion fix you're looking for.

We're showcasing a fantastic range of local designers and independent boutiques at our markets throughout June; we spoke to two of them to find out more about life on Hong Kong's style scene.

EDIT BOUTIQUE

EDIT on Hollywood Road has quickly become one of the coolest independent boutiques in town, stocking a handpicked selection of established and emerging designer labels, vintage pieces and items sourced from markets and bazaars around the world.

Co-founder Genevieve Chew had "always loved fashion but was horrible at drawing, so it was impossible to become a fashion designer!" – but after meeting business partner Jacqueline Chak and discovering their shared vision of a space where customers could shop "an EDIT of our travels" (hence the name!), EDIT was born.

One of the best things about being a smaller boutique, Chew explains, is their ability to stock designers and products they are passionate about, rather than having to be tied to the latest trends. "We take risks on some brands each season because we love them," Chew remarks, "and we hope that our customers see something special in those brands too." This focus on exciting new talent helps differentiate EDIT from Soho's slew of fashion boutiques – after all, where else in Hong Kong could you find edgy slogan tees from London-based label etre cecile, quirky croissant necklaces from French designer Bénédicte Mouret and EDIT's own specially-created, limited-edition lines (including Christmas' sell-out set of alphabet sweaters) all under one roof?

Having recently celebrated the boutique's second birthday, the EDIT crew decided to get involved with PMQ Night Market due to their love of local events. "We wanted to feel like part of the neighbourhood," explains Chew, "and we feel that PMQ is doing a great job at bringing art and design to the area." But even when their shop closes for the night, the action never stops for Chew. "Even when I'm out with friends, half the time I'm thinking about my 'to-do' list for EDIT!"



See more at 67 Hollywood Road, Central District, Hong Kong or online at 67edit.com

WHAT THE FROCK?!

Founded by Maria Estrada and Lauren Kirkby after they noticed a gap in Hong Kong's market for good quality dresses at affordable prices, What The Frock's versatile range of summer dresses are perfect for combatting the city's heat and humidity in style.

Estrada describes the typical What The Frock customer as "timeless, feminine and fun", whilst their designs are carefully created to provide "simple and flattering silhouettes designed for women of all shapes and sizes". And it ain't just Diane Von Furstenberg that knows the power of a wrap-dress... What The Frock's wrap is a perennial bestseller, becoming such a vital part of the brand's identity that Estrada now reinvents it each season with new colours and prints.

Since starting What The Frock in 2009, it's been a "steep learning curve" for the girls. Aspiring local designers take note; Estrada reckons that one of the biggest challenges they've faced has been establishing a reliable relationship with suppliers and factories that can produce their distinctive bright colours and prints in luxurious silks and natural fabrics, whilst still remaining affordable. Get that right and, as Estrada remarks, "it's a complete game changer!"

As an independent label without a retail space of their own (their designs can currently be bought via their website or at Polkadot Boutique in Central), What The Frock are constantly on the lookout for alternative venues to sell their wares – which is where PMQ Night Market comes in. "Hong Kong really needed a space where local talent comes together to create a really cool mix of designers, musicians, artists, food and craftspeople, so we are thrilled to be a part of it!"



Available online @ www.whatthefrock.net



NIGHT MARKET

Find both Edit Boutique & What The Frock?! at Night Market PMQ Central, located at 35 Aberdeen Street, Central.

Find out more @ pmqnightmarkets.org

