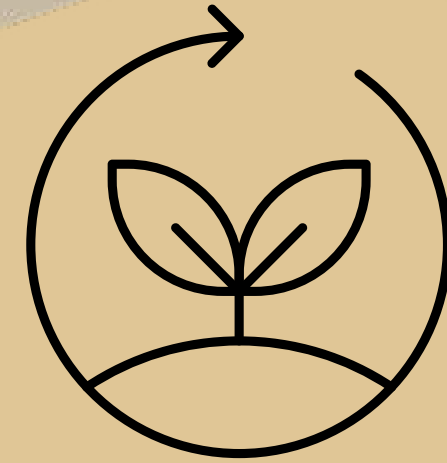


AUSTRIAN SUSTAINABLE FASHION INITIATIVE

Evening Reception &
May 14th 2026

Exclusive Fashion Preview



 Austrian
Consulate General
Hong Kong



go international
= Bundesministerium
Wirtschaft, Energie
und Tourismus 

WELCOME REMARKS

 Austrian
Consulate General
Hong Kong

RE
FOCUS
AUSTRIA



Dr. Gerhard ZETTL
Austrian Consul General



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- 02 INTRODUCING BRANDS
- 03 COLLABORATION PARTNERS

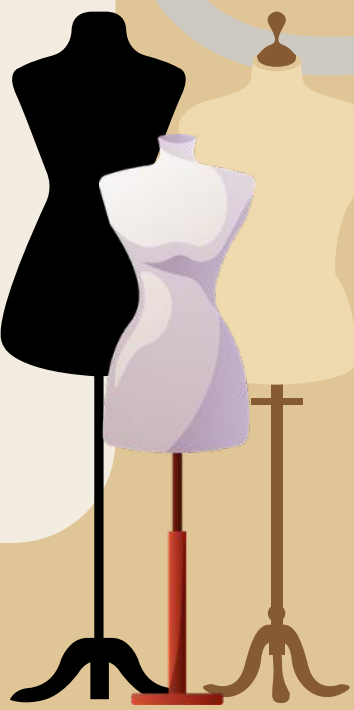
- 04 EVENT DETAILS
- 05 SUPPORTING US



01

VISION & MISSION

- **Austrian Heritage Meets Innovation**
- **Functional & Sustainable Designs**
- **Consumer Trends in Hong Kong:** Growing demand for sustainable, high-quality clothing
- **Strategic Alignment:** Sustainable fashion addresses consumer needs and the industry's environmental impact
- **Opportunity:** Capitalizing on shifting consumer behavior to drive innovation and growth



01

VISION & MISSION

Objectives

- Austria as a recognized source of sustainable fashion designs
- Education on Austrian origins of sustainable fashion materials

Benefits for Austrian Companies

- Gain insights into Asian consumer behavior
- Evaluate Hong Kong as a regional headquarters for Asian market expansion

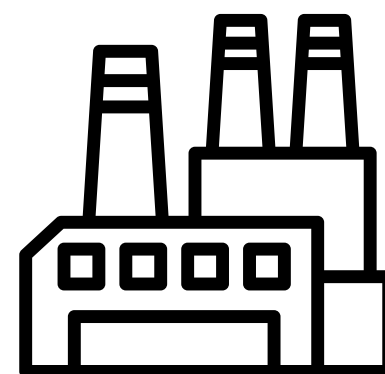


02

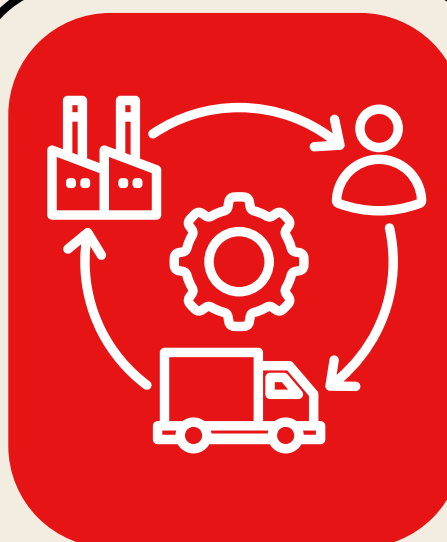
SUMMARY



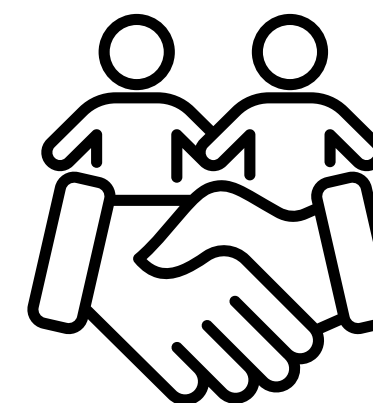
Clothes
Shoes
Jewelry



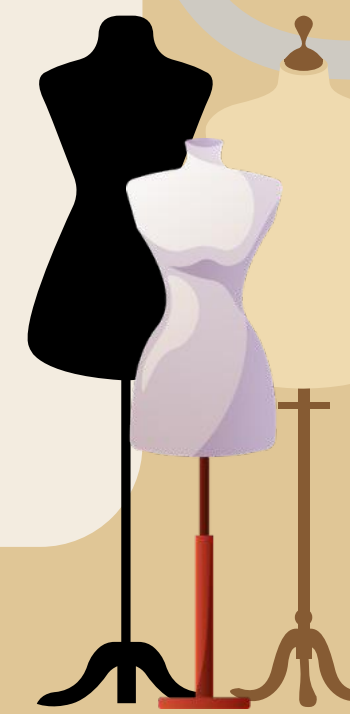
Industry
Partners



Supply
Chain



Technology
Partners



01

ABOUT US



- **ADVANTAGE AUSTRIA Hong Kong / Austrian Trade Commission for Hong Kong & Macao**
Foreign Trade Promotion Organisation of the Austrian Economy
- 100 offices in over 70 countries, **Hong Kong** office established in **1961**
- **Business Support:** Provide intelligence and development services to Austrian companies and international partners
- **B2B Events:** Organize networking and business-to-business events to foster partnerships
- **Market Research:** Conduct in-depth market analysis to support strategic decision-making.



Cape DE Coeur



02 BRANDS

The Designer



Cape de Coeur is the culmination of **Bettina Mueller Reichel's** personal and professional journey—from Europe's design culture to innovation in international fashion.

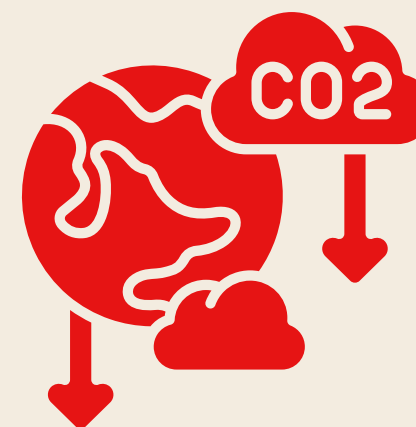
SCAN ME! **Bettina Mueller Reichel**



Sustainability



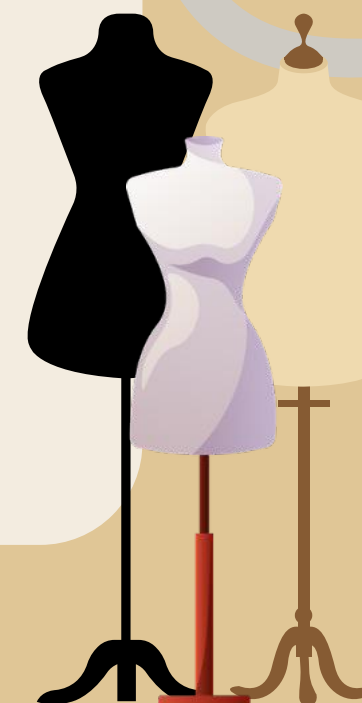
- Fully European & Ethical Supply Chain



- Low-Impact, High-Integrity Production



- Longevity over Waste



Cape DE Coeur



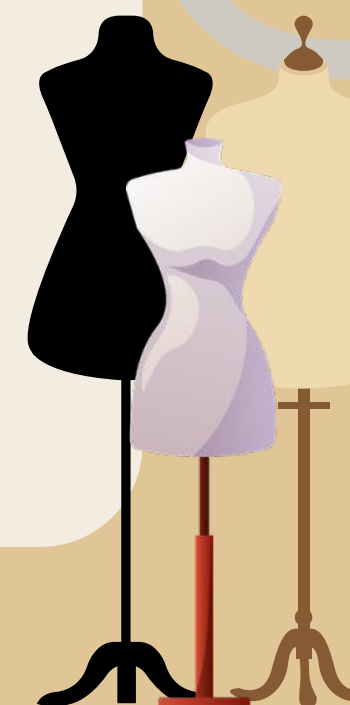
02 BRANDS

Products

Their **capes** are crafted from the signature **CoeurTex fabric**, which is **wind-, rain-, and snow-proof**, blending functional freedom with uncompromising beauty.



SCAN ME!



Cape^{DE} Coeur



02

BRANDS

Cape de Coeur

E. contact-austria@capedecoeur.com

W. capedecoeur.com

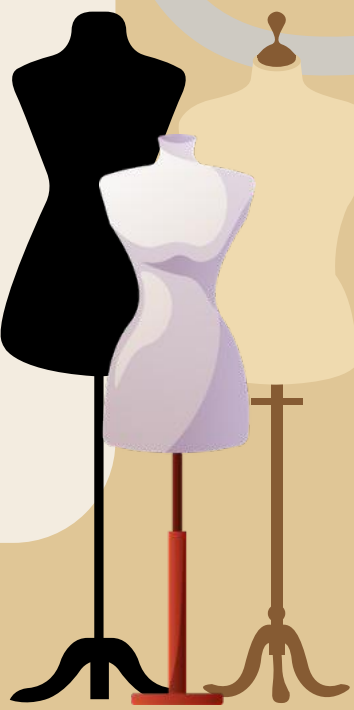
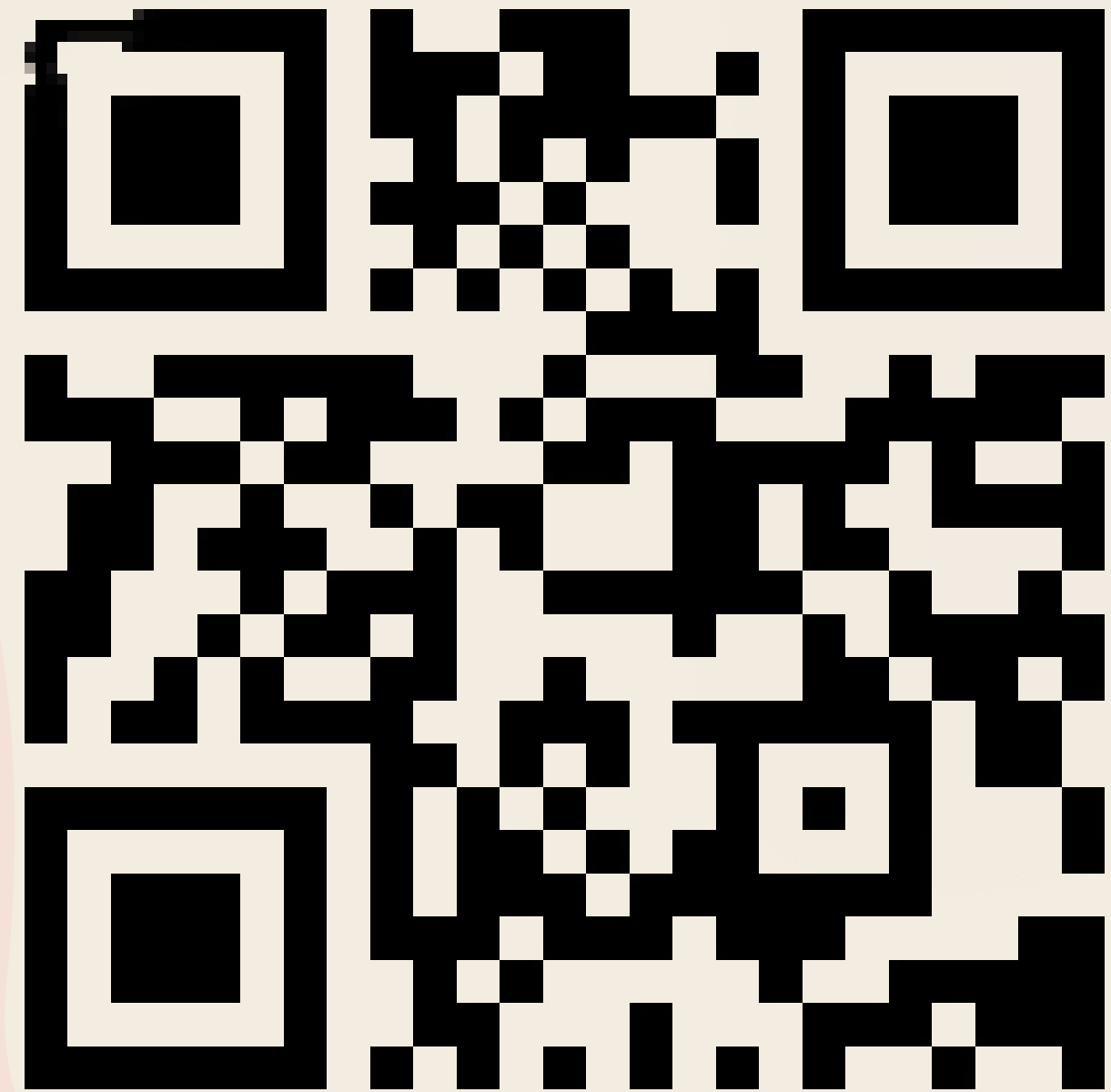
Bettina Mueller Reichl

Designer & CEO

looking for:

Retail Partners

Revolutionary weatherproof capes.





The Designer



Dora Strasser

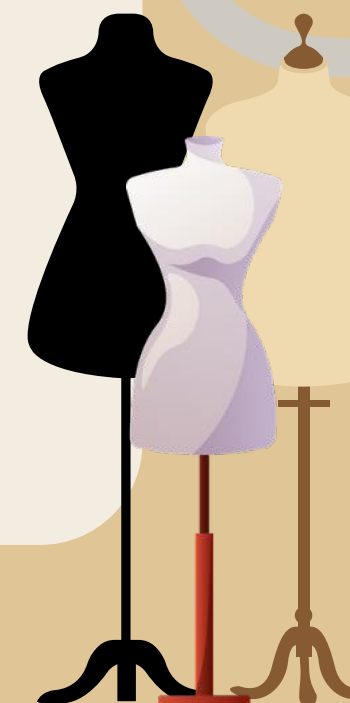
Dora Strasser's work reflects the synthesis of her different life experiences as an artist, designer, educator and entrepreneur



Sustainability

- **Responsible Materials & Certified Textiles**
- **High-Efficiency, Low-Impact Production**
- **Durability, Timeless Design & Repairability:**

SCAN ME!



02

BRANDS



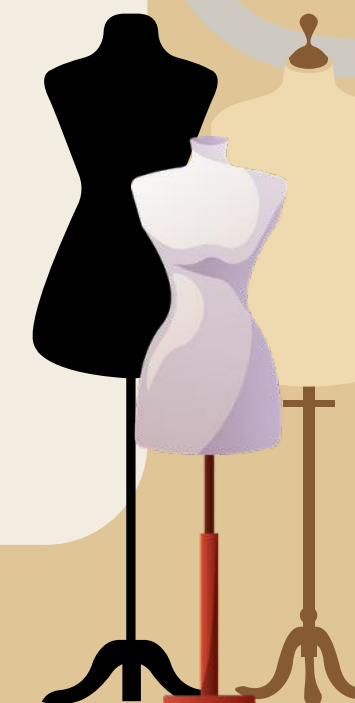
Products

COATS of MYSTERY & IMAGINATION

Original **hand drawing**, digitally edited; digitally printed. **High quality fabrics.**

Exclusive, limited-edition pieces, preferably **made-to-order**

SCAN ME!



02

BRANDS



Dare2digressARTS

E. dglatzl@clubcomputer.at

W. [dare2digressarts.com/
2digressARTs](http://dare2digressarts.com/2digressARTs)

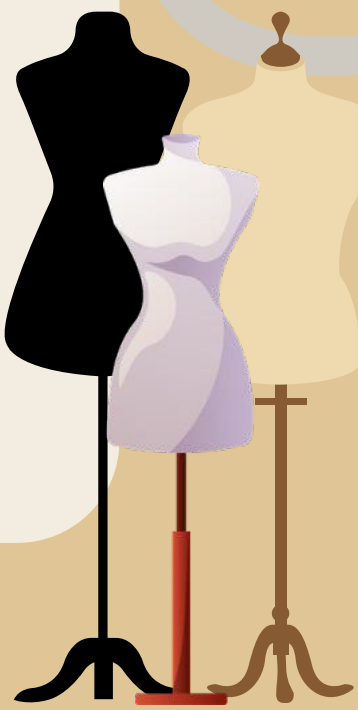
Dora Strasser

Designer & CEO

looking for:

Retail Partners

Utilizing handmade print-on-demand fabrics and handmade arrangements.





The Designer



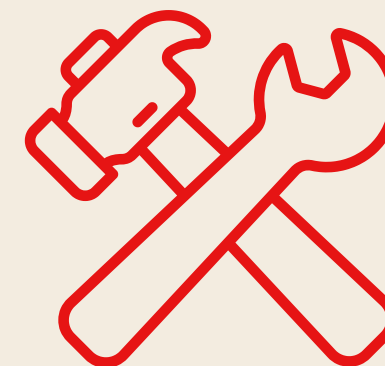
Katha Harrer

Katha Harrer is a Vienna-based fashion designer who has worked for over two decades with a strong focus on craftsmanship, material storytelling, and independent, non-trend-driven design. Her label **km/a** creates one-of-a-kind garments from reused materials like parachutes, army blankets, and tent fabrics as a deliberate counterpoint to mass-produced fashion.

Sustainability



- Reuse of Existing Materials

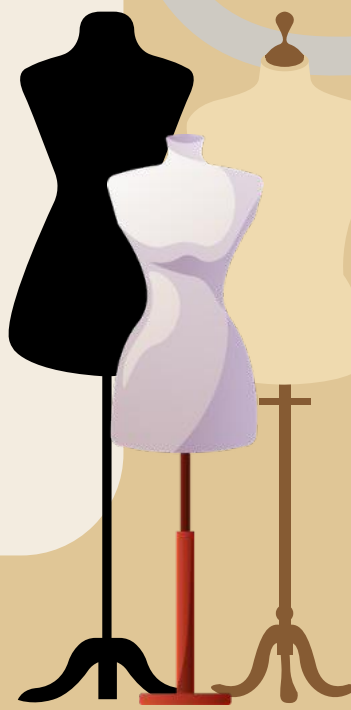


- Timeless & Repairable Design



- Holistic Sustainability

SCAN ME!



02

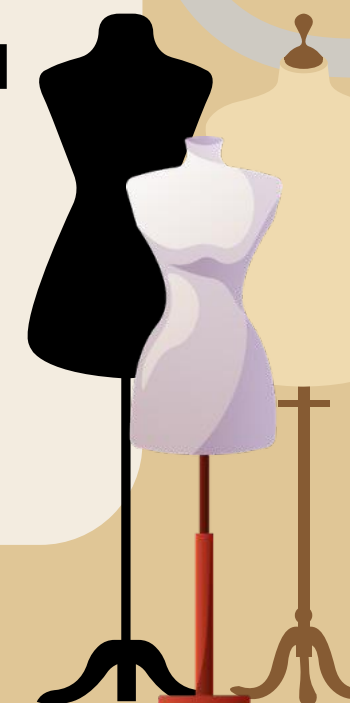
BRANDS



Products

Jackets, tops, dresses, and coats crafted from **reclaimed parachutes, tents, blankets**, and other repurposed materials. Each fabric is **transformed** through thoughtful design and distinctive craftsmanship, giving it a **new purpose and a second life.**

SCAN ME!



02

BRANDS



km/a

E. vienna@kmamode.com

W. www.kmamode.com

Katha Harrer

Designer/Co-Founder

looking for:

Retail Partners

**Using unconventional fabrics
to create unique pieces for
unique people**

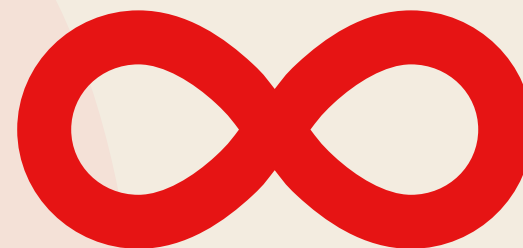


Products

Lenzing produces **wood-based specialty fibers**. These fibers are valued for their **softness, breathability, durability** and high **aesthetic quality**. Enabling fashion brands to **alternatives to conventional cotton and synthetic fibers**.



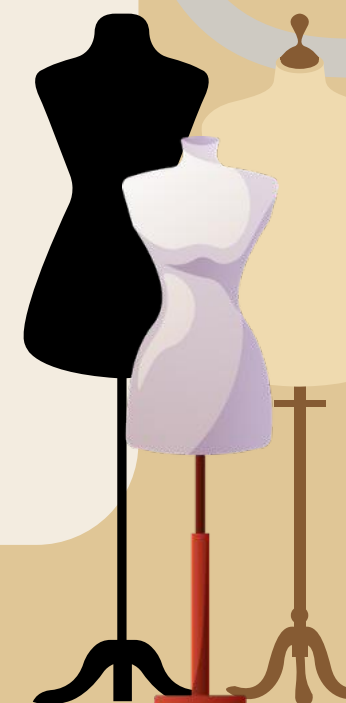
Innovative by nature



Sustainability

- **Responsible & Nature-Positive Raw Materials**
- **Closed-Loop, Resource-Efficient Production**
- **Science-Based Climate Action & Decarbonization**
- **Circular Economy & Verified Transparency**

SCAN ME!



Innovative by nature

Collection Overview



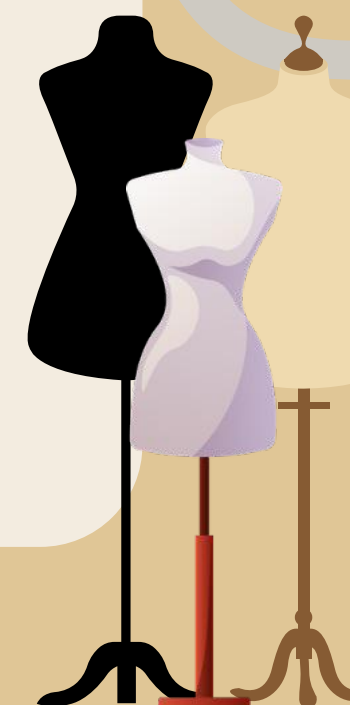
Creations

This collection by **Charlene Evangelista** was created with the support of **Lenzing** and focuses on the use of innovative Lenzing fibers. Each piece **highlights the quality and sustainability of these materials**, showing how they can be transformed into modern and creative fashion designs.

SCAN ME!



Buds of May
MEANING & PURPOSE OF
HUMAN EXISTENCE
by Charlene Evangelista



Lenzing



Innovative by nature

Lenzing

E. office@lenzing.com

W. lenzing.com

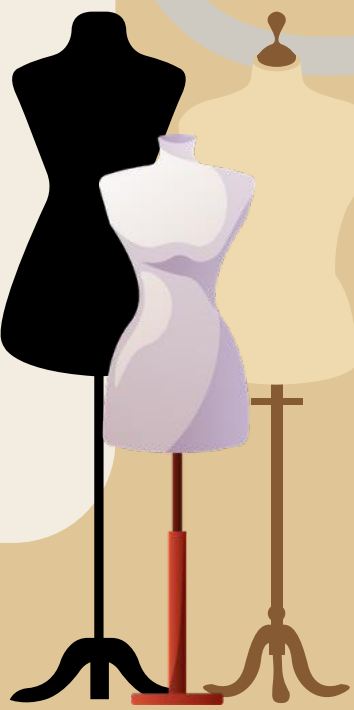
Rex Mok

Global Director Technical Marketing & Development // General Manager HK

looking for:

Labels interested in cooperation

Global leader in both sustainability and speciality fibre innovation.





The Designer



Nadine Schratzenberger

SCAN ME!



MONTREET

Nadine Schratzenberger is the Mind behind Montreet. Drawing on her experience in the sports fashion industry and environmental activism she created **Montreet**. She is also an expert in closed loop production and works as an independent consultant, helping fashion labels to create a more environmental conscious and sustainable approach to production.



Sustainability

- **Responsible Materials & Chemical Management**
- **Resource Efficiency in Energy, Water & Materials**
- **Circular Design, Durability & Waste Prevention**



02

BRANDS



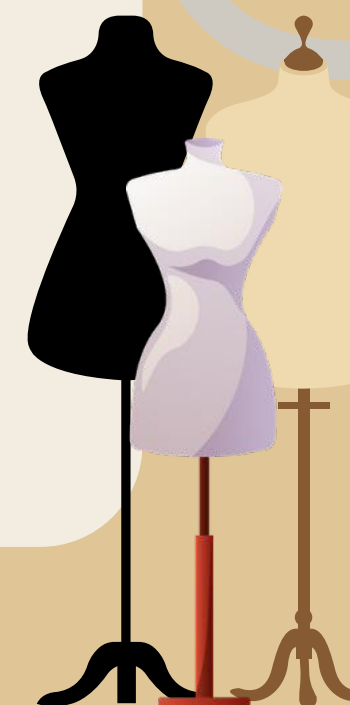
MONTREET

Products

Sustainable, **durable unisex apparel** for **outdoor** activities and sport, where art and design are integral to each piece, making it a versatile **companion for both city and nature.**



SCAN ME!





Montreet

E. office@montreet.net

W. montreet.net

Nadine Schratzenberger
CEO

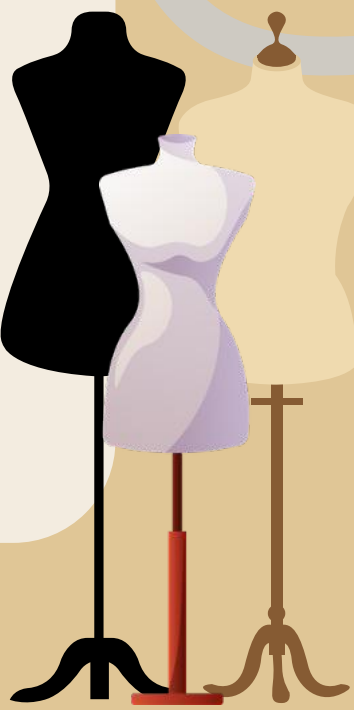
looking for:

Retail Partners

Labels interested in
sustainability consulting

**Specializes in creating
sustainable, durable unisex
apparel designed for outdoor
activities and sport.**

MONTREET





The Designer



Stefanie Klausegger

With **MY MAGPIE** Vienna, **Stefanie Klausegger** brings together her professional background as an industrial designer and her passion for Viennese Art Nouveau.

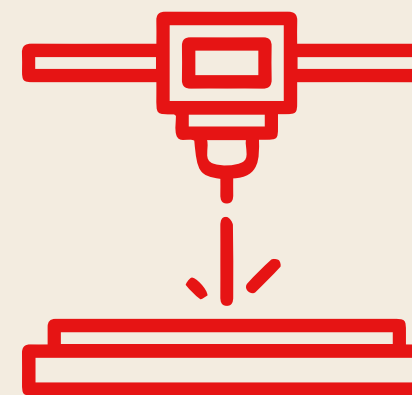
Sustainability



- **Local Production in Vienna**

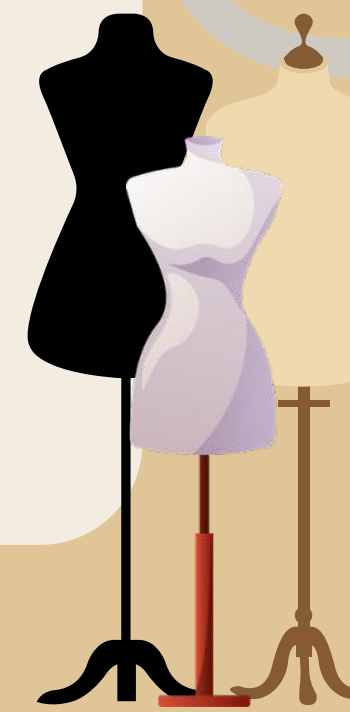


- **Sustainable Materials & Responsible Quantities**



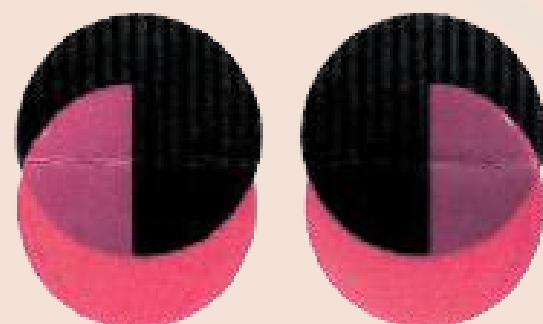
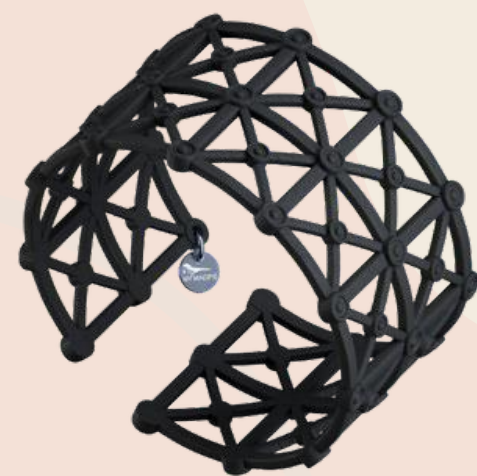
- **Energy-Efficient Additive Manufacturing**

SCAN ME!



02

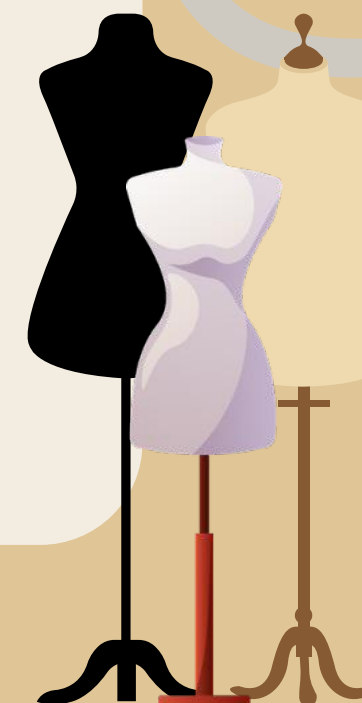
BRANDS



Products

MY MAGPIE Vienna creates **feather-light, 3D-printed** jewelry inspired by **Viennese Art Nouveau**, combining modern design with historical motives such as the Thonet weave and the Viennese Secession.

SCAN ME!





MY MAGPIE Vienna

E. office@mymagpie.at

W. mymagpie.at

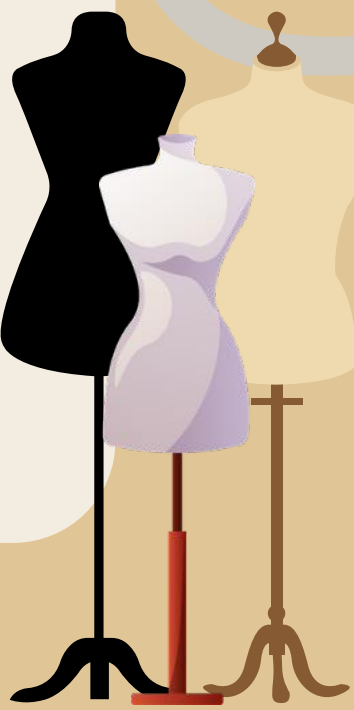
Stefanie Klausegger

Designer & CEO

looking for:

Retail Partners

Creating feather-light jewellery pieces using a 3D printing process.



woody®

shoes since 1922



Woody is a **4th generation, family-run business** with more than a century of experience of woodworking experience, which has **already collaborated** with fashion Icons such as **Vivienne Westwood**.

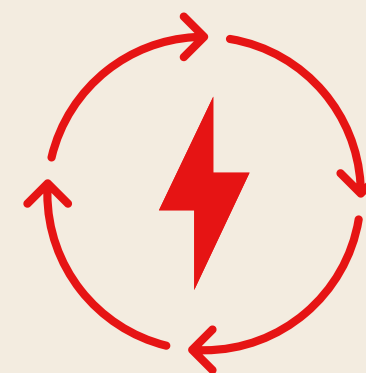
SCAN ME!



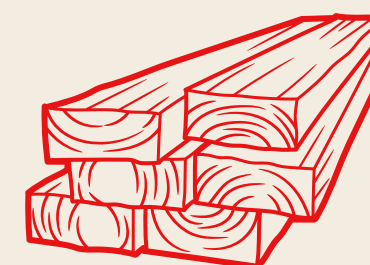
Sustainability



- Regional & Transparent Production



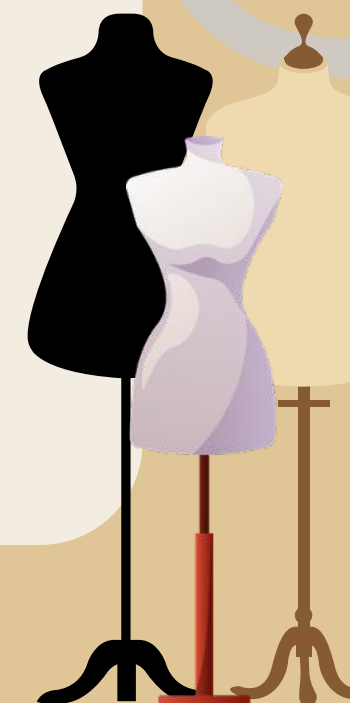
- Energy-Efficient & Circular Manufacturing



- Natural & Responsible Materials



- Designed for Longevity



02

BRANDS

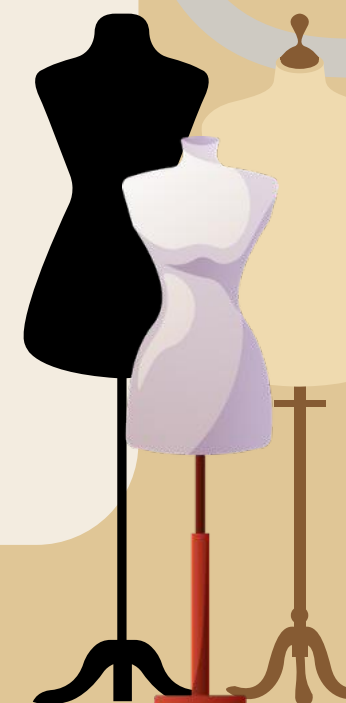
woody®

shoes since 1922



Products

The collection ranges from **clogs** and **sandals** to **boots** and even **sneakers**, all featuring a **handcrafted, flexible wooden sole** that seamlessly combines comfort, functionality, and style.



SCAN ME!



02

BRANDS

woody[®]
shoes since 1922



Woody

E. woody@woody.co.at

W. woody.co.at

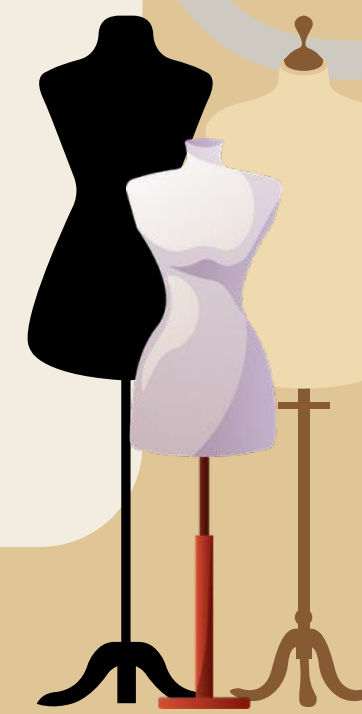
Sandro Piroutz

Managing Director

looking for:

Retail Partners

**Crafting handmade, flexible
wooden shoes**

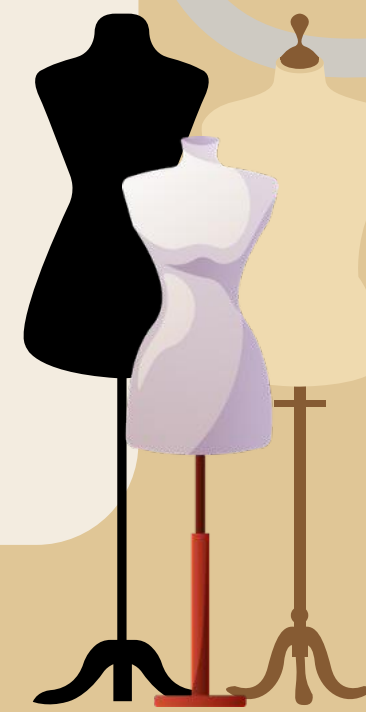


03 COLLABORATION PARTNERS



Boutique production powerhouse where bold ideas transform visions into unforgettable stories.

Creating cinematic clips working with renowned brands like BREITLING, ADIDAS, BMW or NBC.



03 COLLABORATION PARTNERS

CHRISTIAN
HESCHL

Award-winning composer for film and television.

Collaborations with brands and networks such as National Geographic, Disney+, Apple TV+, NBC, and Amazon.



03 COLLABORATION PARTNERS



The Tripadvisor for discovering local shopping experiences.

Supporting local brands while exploring cities worldwide:

- 175 Companies (AT, DE, HUN, CH)
- 9,000+ users
- 12,000+ monthly views



03 PRODUCT OVERVIEW



04

FUTURE EVENTS



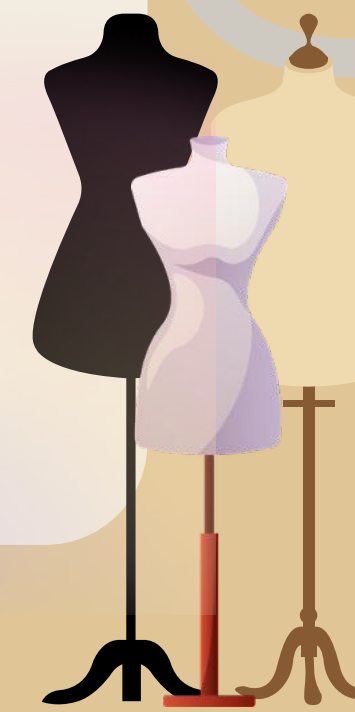
Aug 31st - Sep 5th 2026

**Fashion Delegation from Austria comes to
Hong Kong**



Sep 2nd 2026

**CENTERSTAGE 2026
Panel Discussion, Fashion Show & Cocktail
Reception**



05

SUPPORTING US



Connect Austrian
fashion brands with
retail partners in
Hong Kong and China



Participate & support
our events




Introduce Austrian
products to
enthusiasts in the
market




CONTACT US

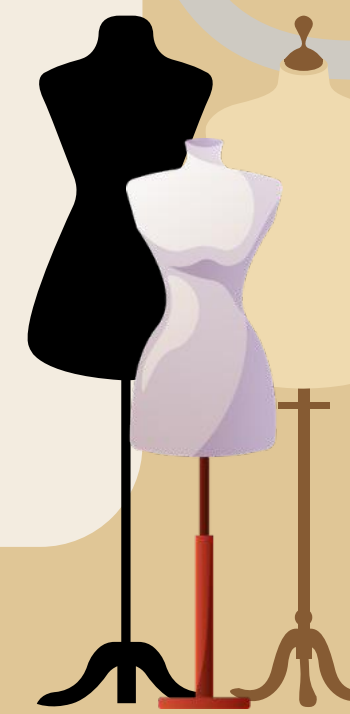
Austrian Trade Commission

 13/F, Diamond Exchange Bldg.
8-10 Duddell Street, Central
Hong Kong SAR

China

 +(852) 2522 2388

 hongkong@advantageaustria.org



THANK YOU FOR YOUR SUPPORT



Federal Ministry Economy, Energy and Tourism Republic of Austria



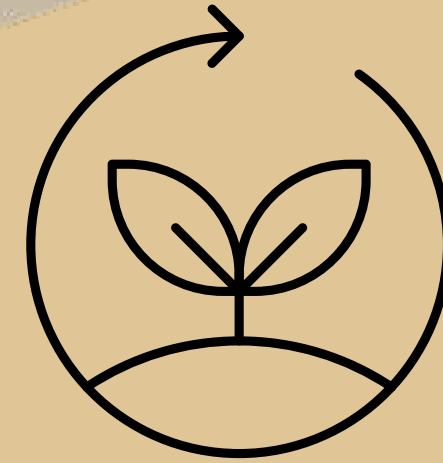
**LET'S CREATE SOMETHING
AMAZING TOGETHER!**



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 *go international*
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und Tourismus 