

# Crafting Chinese-Chic Fashion through AI

**By establishing a presence in Hong Kong's fashion hub, Bifu strategically navigates the global upscale market and elevates its design philosophy via technology.**

In 2024, Hong Kong's dynamic high fashion scene attracted Bifu to establish a presence, captivating global audiences with its seamless blend of Chinese heritage and contemporary elegance. Founded in 2014 by architect-turned-designer Chen Xing, the Beijing-based brand reimagines cultural treasures, such as Dunhuang murals, Suzhou gardens and Qinghua ceramics, through a minimalist lens. Crafted from premium fabrics, Bifu delivers luxurious yet accessible designs for modern women. With an expanding footprint in Hong Kong and the Mainland's fashion markets, Bifu continues to redefine style and sophistication.

## Leveraging Hong Kong's Cultural Soft Power

Hong Kong's cultural soft power attracts Bifu to establish its headquarters in the city.

Chen said, "Hong Kong's upscale market provides an ideal springboard for our growth. It's a hub of affluent female professionals, our core clientele, whose taste and purchasing power align with our offerings."

Bifu has recently thrived in Hong Kong, hosting four successful trunk shows and has grown both sales and clientele by five times. "The growing Bifu community has attracted interest from hotels and landlords for a potential permanent store. With a solid corporate framework in place,

“Hong Kong's upscale retail market provides an ideal springboard for our growth.”

**CHEN XING**  
Founder  
Bifu

we are set to expand our Hong Kong team,” Chen added.

## Redefining Fashion with AI Innovation

Leveraging its strategic Hong Kong base, Bifu utilises AiDA, a cutting-edge generative AI tool developed by The Hong Kong Polytechnic University's AiDLab and InnoHK, to create original fashion collections from scratch. "AiDA empowers our team to explore a vast array of creative possibilities, analyse individual style preferences, and access highly tailored design inspiration that aligns with our vision for Chinese-Chic aesthetics," said Chen. "This bespoke AI solution, which is new in the global fashion industry, enables us to produce unique, culturally resonant collections that stand out in a competitive market."



InvestHK has propelled Bifu's expansion in Hong Kong by providing tailored, comprehensive support. Chen remarked, "Their strategic support has enhanced our global visibility, effectively showcasing our modern minimalistic aesthetic in the global fashion landscape."

## Bifu

- The brand established its headquarters in Hong Kong in 2024, leveraging the city's status as a global fashion hub to facilitate brand expansion
- It has won several prestigious awards, including accolades at Beijing Fashion Week and the Ram Charan Management Practice Award

[xiaohongshu.com](http://xiaohongshu.com)  
(account: 1093242417)

