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CULTURE

## Fashion Week London Ao Dai 2026: Bringing Vietnamese heritage to the international fashion catwalk

(Chinhphu.vn) – Ao Dai Vietnamese culture promotion project Fashion Week London 2026 officially launched to the media with the message “A Runway of Heritage, A Future of Style – Runway of heritage, the future of style”, aiming to bring Ao Dai – Vietnamese cultural icon – to appear within the framework of London Fashion Week, while creating an ecosystem connecting the creative – community – trade – between Vietnam and the world.

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Top 3 Vietnamese Miss Tourism performing ao dai by elite artist Lan Huong.

The program receives the sponsorship of the Vietnamese Embassy in the UK, the support of the State Committee for Overseas Vietnamese and the companionship of many prestigious organizations and associations in Europe, UK and Vietnam. This is seen as a large-scale cultural diplomacy initiative, bringing together designers, artisans, artists, media professionals, overseas Vietnamese communities and international partners.

### From fashion catwalks to Vietnamese cultural ecosystem

According to the Organizing Committee, Fashion Week London 2026 Ao Dai will take place from September 19–21, 2026 in London. The focus of the event is Ao Dai shows by Vietnamese designers on a truly international fashion stage. In parallel, there is the Ao Dai parade activity at famous London landmarks, along with the exhibition space of traditional crafts, Vietnamese cuisine and specialties, thereby introducing the depth of heritage and opening up opportunities for connection, commercial cooperation.

Ms. Hoang Thi Hai Ha, Founder of the project, said the project sets 5 goals throughout: Internationalizing Ao Dai on the London fashion stage; Connecting Vietnamese cultural exchange with world fashion; Spread the participation of the Vietnamese community abroad, international models and young talents; Introducing handicraft products and environmentally friendly sustainable materials associated with Vietnamese art; Implement a project imbued with cultural diplomacy, under the auspices of Vietnamese representative agencies abroad.

Emphasizing London's role, Ms. Nguyen Viet Trieu, President of the Vietnam Women's Association in Europe, said that this is a special convergence point for a generation of well-trained young Vietnamese people, capable of becoming become cultural bridges and international cooperation in the future. "Bringing Ao Dai to the international stage is how we tell the story of Vietnam in the language of art and culture", Ms. Trieu shared.

### Ao dai in the national cultural industry and soft power strategy

From a cultural management perspective, People's Artist Vuong Duy Bien, Chairman of the Vietnam Association for Cultural Industry Development, assessed the project as an encouraging model in developing heritage associated with the cultural industry. According to him, placing the Ao Dai runway in London not only has artistic meaning but also contributes to promoting Vietnamese cultural diplomacy.


According to the roadmap, the project was announced from October 20, 2025, media meeting at the agency in charge of overseas Vietnamese (February 3, 2026), press conference in London (March 8, 2026), preparation phase (March 15–, September 15, 2026), official demonstration (September 19–, 21, 2026) and summary at the end of September/2026.

In the long term, the Organizing Committee aims to build Fashion Week Ao Dai into a global brand, with subsequent destinations such as Paris and Milan.

With a message throughout: **when Ao Dai entered the world, Vietnam was present with its identity**, 2026 Fashion Week London Ao Dai is expected to become a new hallmark in the journey to bring Vietnamese heritage deeply into the international flow of fashion and culture.

Hongyuan

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