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Promoting Vietnamese ao dai to the world

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London Ao Dai Fashion Week 2026 (London Ao Dai Fashion Week 2026) is scheduled to take place from September 19 - 21, 2026 in London (UK), as part of Fashion Week.

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Top 3 Vietnamese Miss Tourism performed ao dai by elite artist Lan Huong at the event. Photo: BTC

Accordingly, Vietnamese ao dai will be introduced for the first time by collections of Vietnamese designers on a truly international fashion stage. The above information was shared by the Event Organizing Committee at a press meeting on February 3, in Hanoi.

With the message: A Runway of Heritage, A Future of Style - Runway of heritage, the future of style, London Ao Dai Fashion Week 2026 aims to bring ao dai - a symbol of Vietnamese culture - to the stage international fashion within the framework of London Fashion Week, at the same time, create an ecosystem connecting culture - community - trade - creativity between Vietnam and the world.

The program receives the sponsorship of the Vietnamese Embassy in the UK and the companionship of many prestigious organizations in Europe, the UK and Vietnam, especially with support from the State Committee on Vietnamese people abroad. This is seen as a large-scale cultural diplomacy initiative, bringing together designers, artisans, artists, media professionals, the Vietnamese community in Europe and international partners.

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According to the Organizing Committee, London Ao Dai Fashion Week 2026 will be designed as a series of continuous activities, where culture - creativity - community - trade are closely connected in a cycle of experiences. The focus of the event is on ao dai fashion shows, showcasing collections of Vietnam's top designers on the international stage.

In addition, there is the ao dai parade at famous and historically valuable landmarks of London, to honor ao dai as a living heritage, while affirming the position of ao dai in the world fashion flow.

Within the framework of the event, there will also be an exhibition of the quintessence of traditional Vietnamese crafts, introducing brocade, silk, ceramics, folk paintings, handmade jewelry, conical hats, almond grass bags and other products environmentally friendly. The Organizing Committee plans to organize a live demonstration of the manufacturing process, helping visitors experience the depth of heritage value.

In addition, the Vietnamese culinary and specialty exhibition will bring familiar flavors such as pho, spring rolls, spring rolls, bread and quintessential food products (dried foods, candy, dried fruits, traditional snacks...), creating a complete Vietnamese cultural experience space right in the heart of London at the same time, it opens up opportunities for networking and trade cooperation.

The project sets five goals throughout: Internationalizing ao dai on the London fashion stage; Connecting Vietnamese cultural exchanges with world fashion; Spreading the participation of the Vietnamese community abroad, international models and young talents; Introducing handmade products, the sustainable, environmentally friendly materials associated with Vietnamese art. And especially implementing a project imbued with cultural diplomacy, under the auspices of Vietnamese representative agencies abroad and the companionship of prestigious community organizations in Europe such as the Vietnamese Embassy in the UK, the Union of Vietnamese Associations in Europe, etc Union of Vietnamese Women's Associations in Europe and Association of Vietnamese Women and Children in the United Kingdom.



Ms. Nguyen Viet Trieu - President of the Union of Vietnamese Women's Associations in Europe - accompanying unit organized the speech. Photo: BTC

Sharing at the press meeting, Ms. Nguyen Viet Trieu, President of the Union of Vietnamese Women in Europe, emphasized London's special role as an ideal space to initiate large-scale community initiatives. At the same time, it affirmed the companionship of community organizations and authorities to demonstrate the spirit of solidarity of global Vietnamese people in promoting the country's image. Ms. Nguyen Viet Trieu said that bringing ao dai to the international stage is how we tell the Vietnamese story in the language of art and culture...

People's Artist Vuong Duy Bien - President of the Vietnam Cultural Industry Development Association - assessed the project as an encouraging model where heritage meets innovation and international markets. According to Mr. Vuong Duy Bien, today, we not only talk about conservation in the sense of preservation, but also think about heritage development as part of

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the cultural industry... Ao Dai can completely become a typical creative cultural product of Vietnam on the global map. And placing the ao dai runway in the middle of London has profound artistic meaning, contributing to promoting Vietnamese - British cultural diplomacy.

Dr. Dang Bich Lien, former Deputy Minister of Culture, Sports and Tourism, Honorary Chairman of the Vietnam Ao Dai Heritage Club, Chairman of the Vietnam Ao Dai Cultural Association - highly appreciated the meaning of the initiative to bring ao dai to the world, and said that this is not just a cultural promotion activity it is a strategic step in affirming Vietnamese heritage as part of the contemporary cultural flow. When heritage is placed in the international creative space, its value will be seen more fully and worthily.



Ms. Pham Thi Kim Hoa - Deputy Head of the State Committee on Vietnamese People Abroad, Ministry of Foreign Affairs spoke.

Photo: BTC

At the event, Ms. Pham Thi Kim Hoa - Deputy Head of the State Committee for Vietnamese People Abroad shared the meaning of connecting the community and spreading national identity through cultural initiatives abroad, highly appreciated the spirit of coordination between community organizations designer and communications team in bringing ao dai to the world.

With the project's throughout message that Vietnamese ao dai enters the world present with its identity - soft but full of internal strength; traditional but constantly creative; rich in heritage and ready for global dialogue, the Organizing Committee aims to build Fashion Week ao dai into a global brand with the next destinations being Paris and Milan.

Phuong Ha (TTXVN)



Whip ao dai to participate in the 2026 Viet Binh Ngo Tet Festival

A large number of people wearing traditional ao dai come to Ho Chi Minh City Youth Cultural House to visit, take photos and preserve memorable moments before the opening of the 2026 Viet Binh Ngo Tet Festival.

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Keywords: London Ao Dai Fashion Week, ao dai, Fashion Week London, designer, Vietnamese Embassy in the UK, Vietnamese Ao Dai Heritage,