



## VIETNAMESE

## Vietnamese ao dai enters the world at Fashion Week London 2026

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**VOV.VN - The project "Fashion Week London 2026 Ao Dai" brings a meaningful message: When Ao Dai enters the world, Vietnam is present with its identity – is soft but full of internal strength; traditional but constantly creative; rich in heritage and ready for global dialogue.**

On February 3, the cultural promotion project "Ao Dai Fashion Week London 2026" was officially launched with the message "A Runway of Heritage, A Future of Style", promising to create a cultural ecosystem - sustainable trade and bring the Vietnamese Ao Dai symbol into the flow of high-end fashion in the UK. The event aims to bring Ao Dai –, Vietnam's cultural symbol –, onto the international fashion stage within the framework of London Fashion Week, and build an ecosystem connecting the culture – community – creative – trade between Vietnam and the world.

The project also received the sponsorship of the Vietnamese Embassy in the UK, with the companionship of many prestigious organizations in Europe, the UK and Vietnam, especially the State Committee on Vietnamese people abroad.



*Ms. Nguyen Viet Trieu - President of the Vietnam Women's Association in Europe spoke at the event*

Speaking at the meeting, People's Artist **Vuong Duy Bien** –, Chairman of the Vietnam Association for Cultural Industry Development, emphasized: “Today, we not only talk about conservation in the sense of preservation, but also think about developing heritage as part of the cultural industry. Ao Dai can completely become a typical creative cultural product of Vietnam on the global map.

Sharing the same view of spreading Vietnamese cultural values to the world, Ms. Nguyen Viet Trieu –, President of the Vietnam Women's Association in Europe, affirmed that bringing Ao Dai to the international stage is the way Vietnam tells its story in artistic and cultural language contribute to affirming national identity in the global creative space.

Besides Ao Dai fashion shows by leading Vietnamese designers, the "Ao Dai Fashion Week London 2026" program also organizes Ao Dai parades at historic London landmarks, to honor Ao Dai as a living heritage, at the same time, affirming the position of traditional Vietnamese clothing in world fashion.

The program space also includes an exhibition of traditional Vietnamese crafts with products such as brocade, silk, ceramics, folk paintings, handmade jewelry, conical hats, almond grass bags and environmentally friendly products; along with an area introducing Vietnamese cuisine and specialties, create a multi-dimensional cultural experience and open up opportunities for connection and trade cooperation.



*Top 3 Vietnamese Miss Tourism performed ao dai at the meeting*

"Bringing Ao Dai to the world is not just a cultural promotion activity, but 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 recognized more fully and worthily", Dr. Dang Bich Lien – Former Deputy Minister of Culture, Sports and Tourism, Honorary President of Vietnam Ao Dai Heritage Club, Chairman of the Vietnam Ao Dai Cultural Association commented.

The project "Fashion Week London 2026 Ao Dai" will take place from September 19 to 21, 2026, within the framework of London Fashion Week. For the first time, Vietnamese Ao Dai will be introduced by collections of Vietnamese designers on a truly international fashion stage.



**Vietnamese silk ao dai with exquisite embroidery patterns captivates American audiences**

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