World Madam Foundation, Shanghai Haipai Qipao Culture Promotion Association Present Cultural Exchange at UN Headquarters

Magnolia in Bloom Elegance in Motion brings Shanghai style qipao music dance and cultural dialogue to New York



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H.E. Dr. Srgjam Kerim, Chairman of the World Madam Foundation made a opening remarks

NEW YORK, NY, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- The World Madam Foundation and the Shanghai Haipai Qipao Culture Promotion Association co-hosted Magnolia in Bloom, Elegance in Motion, an international cultural exchange event held Sept. 10 at the Delegates Dining Room at United Nations Headquarters in New York. The program brought together guests from international organizations, cultural institutions, government, community groups and the arts, along with participants involved in cultural exchange between China and the United States.

Organized around Shanghai-style qipao, the event examined how traditional Chinese dress can serve as a contemporary language for artistic expression and intercultural dialogue. The program included remarks, cultural presentations, a gift presentation, a qipao showcase and an evening reception.

H.E. Dr. Srgjan Kerim, chair of the World Madam Foundation and former President of the 62nd

Session of the United Nations General Assembly, delivered welcoming remarks. Shen Huiqin, president of the Shanghai Haipai Qipao Culture Promotion Association, thanked the participating guests and cultural organizations.



The World Madam Foundation and the Shanghai Haipai Qipao Culture Promotion Association co-hosted Magnolia in Bloom, Elegance in Motion

A congratulatory letter from H.E. Khalilur Rahman, President of the 81st Session of the United Nations General Assembly, was read on his behalf by Dr. Djibril Diallo, his chief of staff. New York State Assemblymember Lester Chang presented legislative citations to Anni Huang, founder of the World Madam Foundation, and Shen Huiqin. Presentations during the program also addressed sustainable development investment and fashion education, connecting cultural heritage with creativity, education and global development.

Shanghai-style qipao reflects the interaction between Chinese dress traditions and the cosmopolitan culture of Shanghai. Its craftsmanship, silhouette and decorative elements preserve aspects of traditional aesthetics, while contemporary designers continue to explore new materials and forms of presentation. The organizers framed the qipao as a living cultural expression shaped by Shanghai's history of openness, inclusiveness and exchange.

During a cultural gift presentation, the Shanghai Haipai Qipao Culture Promotion Association presented three qipao pieces to a representative of UNESCO. The presentation used traditional Chinese dress as a gesture of friendship and recognition of cultural diversity, mutual respect and dialogue among communities.

The Shanghai-style qipao showcase combined fashion, music, dance and theatrical performance. Steps Through Time explored memory, heritage and contemporary life through theater. Modern Waltz paired the movement of qipao with contemporary dance, while Shanghai Ballad drew on the cultural atmosphere of the city. The choral work Flowers Bloom Across China concluded the artistic program with a musical presentation of China's cultural diversity.

Together, the performances placed traditional dress in a contemporary stage setting and highlighted the elegance, confidence and modern outlook of Chinese women. By combining qipao with performing arts, the showcase demonstrated how cultural traditions can remain recognizable while developing new ways to engage international audiences.

Guests continued their discussions during an evening reception and dinner. Participants from cultural and community organizations, the arts and international exchange fields shared views on qipao culture, women's cultural expression and future opportunities for cooperation. The gathering provided an informal setting for people from different cultural backgrounds to build connections around a shared interest in heritage and the arts.

The Shanghai Haipai Qipao Culture Promotion Association has worked to preserve, promote and internationally present Shanghai-style qipao culture. The New York event extended that work by connecting clothing, music and performance with a broader conversation about cultural diversity and mutual understanding. The organizers said they plan to continue creating opportunities for traditional Chinese culture to participate in international cultural exchange through open, contemporary and inclusive forms.

About the Organizers
The World Madam Foundation and the Shanghai Haipai Qipao Culture Promotion Association co-hosted Magnolia in Bloom, Elegance in Motion.

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