

# TAIPEI

## IN STYLE

# 2015

Apr. 09-12

Nov. 12-15



Taipei  
Style

贊助機關 Sponsoring Authority



國貿局

主辦單位 Organizer



Taiwan Textile Federation  
紡拓會

合辦單位 Partner



松山文創園區  
Songshan Cultural and Creative Park

協辦單位 Co-organizers

台北市文化局



TAIPEI  
臺北市政府產業發展局  
Department of  
Economic Development

ADAPTIVE  
TAIPEI  
CITY 2016



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## We Are



## *One of The Most Unique Fashion Event In Asia*

### Activities

- Booth Exhibition
- House Show
- Trunk Show
- Seminar
- Business Matchmaking

### Goals

- Gather fashion design talents
- Build fashion festival in Asia
- Initiate fashion dialogue
- Reinforce company business



Taipei IN Style (TIS) formed in 2006, sponsored by the Bureau of Foreign Trade, Ministry of Economic Affairs of Taiwan and co-organized by the Department of Cultural Affairs and the Department of Economic Development of Taipei City Government. Carrying the mission of bonding the apparel and textile industry from upstream to downstream, TIS has successfully paved the road for numerous Taiwanese and foreign designers, brands and companies to international stage.

With the ambition of building a perfect fashion trade platform and spreading the idea of fashion week in Taiwan, TIS takes place twice a year in each April and November in Taipei's creative hub--Songshan Cultural and Creative Park, hoping to be in line with the global fashion seasonal cycle and generating more cultural impression.





# I. Introduction

Participated Exhibitors: ISSEY MIYAKE, Hiroko Koshino, SHIATZY CHEN ,  
JNBY, Gioia Pan, Cher Michel Klein, Robyn, EIFINI, FangFang



# I. Introduction

## International Launching





# I. Introduction

## Participated Buyers:

**Taiwan:** SHINKONG MITSUKOSHI, eslite, SOGO, Breeze, FE 21, Hankyu, Miramar, Chungyo, YAHOO, momo, etc.

**Overseas:** ARRTCO(China), Yun San(HK), PARCO(Japan), HYUNDAI(Korea), Parkson(Malaysia), Front Row Studio(Singapore), MAP Group, Lafayette(Indonesia), LAYERS LONDON(UK), CARA&CO, Whistles(Austria), etc.



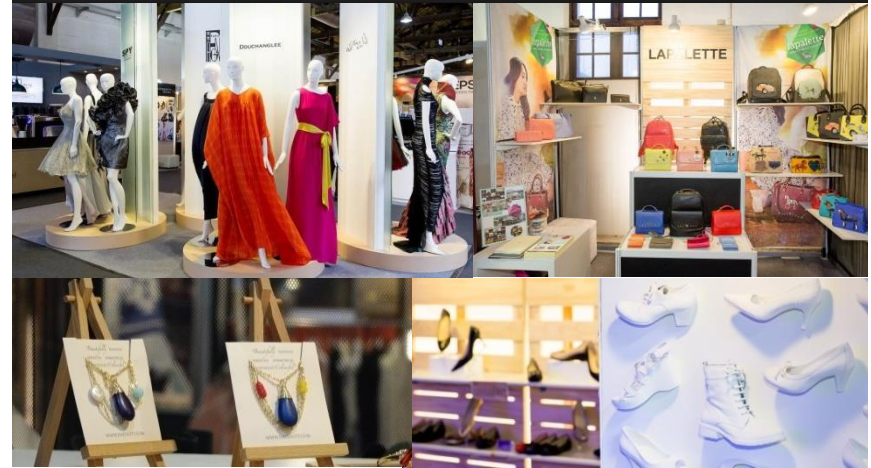


# II. TIS 2014 Snapshot

## House Show



## Booth



## Seminar



## Trunk Show





## II. TIS 2014 Snapshot



### Matchmaking



**2014 Recap**  
**2 Trunk Shows**  
**9 Seminars**  
**21 House Shows**  
**19 Participating Countries**  
**299 Exhibitors**  
**300 Booths**  
**7,874 m<sup>2</sup> Area**  
**40,000 Visitors**





## II. TIS 2014 Snapshot





科技王 Geek Show

E6 流行美妝 www.appledaily.com.hk

## 時尚解構 × 運動元素

### 新加坡新銳設計師登台魅力展

曾新加坡最靚模特兒人選的Angie Lim，日前在「Taipei IN Style」台北魅力展中，展示了她最新創作的「ANGE REVOLTE」系列。Angie Lim表示，她一直對運動元素充滿興趣，並希望透過她的設計，將運動與時尚完美結合。

Angie Lim 2013年「ANGE REVOLTE」系列，以運動元素為主題，展現了運動與時尚的完美結合。Angie Lim 2014年「ANGE REVOLTE」系列，則以運動元素為主題，展現了運動與時尚的完美結合。

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## 台北ファッションウィークが多彩にロンブー淳が:

Fashionsnap.com 11月7日(金)10時38分配信

ツイート 12



Try to Rememberのショーに出演した田村淳

台湾で最大規模のファッション総合Style (タイペイ・イン・スタイル)開幕した。アッシュ・ペー・フランス(同展示会「PR01. TRADE SHOW」と)台北ファッションウィークを形成。初2号の田村淳がモデルとしてランウェイを沸かせた。

【写真一覽】ロンブー淳が登場 イベント

「Taipei IN Style」および「PR01. TRADE SHOW」は、松山文化センターを会場に11月6日から9日まで開催される。「Taipei IN Style」は台湾196ブランドが出展し、国際的な出展を強化。また中国やASEAN等、ヤーやメディアを誘致し、交流の場の創出と新規ファッションマーケット。会後半の2日間は、会場を一般客にも解放。新作の販売をはじめ、画など様々なイベントが予定されている。



Models line up for a photo shoot for the 10th edition of Taipei IN Style (TIS, 台北魅力展) taking place from Nov. 6 till Nov. 9 at the Songshan Culture and Creative Park (松山莊), showcasing the latest styles of the world's leading fashion designers. The curtain fell for the 5th edition on April 20, successfully attracting media, buyers and industry-related participants from 19 regions and countries and resulting in a total of 15,000 visitors.

## Taipei IN Style's autumn session starts today

By Katherine Sui, Supplement Writer

The 10th edition of Taipei IN Style (台北魅力展) is unwrapping its four-day run from Nov. 6, and will include such major Asian retailers such as Parkson and PARO on the buyers' list.

Now in its 10th year, the Taipei IN Style for autumn is slated to bring together 196 fashion designers and brands from over 14 nations and markets from around the world.

At a pre-event fashion show, the Taiwan Textile Federation unveiled 22 of the latest works from fashion designers. The Federation said that Taiwanese fashion designers will be looking forward to playing their avant-garde collections for women.

Exhibitors include Chinese Fashion Week's (中国國際时装周) China Fashion Association Award (CFA Award, 金項獎) winner Gioia Pan (潘怡和), who has collaborated with EPSON during the four-day event. They include Taiwan, 14 designers from Hong

## 率14個設計師品牌，參加台北魅力展，物色全球合作夥伴

# 港貿發局 大秀時裝創意

【本報訊】香港貿易發展局今年再度於台北魅力展設立香港館，率領14個香港設計師品牌參展，向環球時裝買家、百貨商、代理商等展示最新的設計，物色合作夥伴。

為加強推廣香港的時尚設計及無限創意，眾多設計師品牌也聯手呈獻「時尚香港STYLE HONG KONG」時裝表演，於伸展台上展示最新的作品。



●香港貿易發展局總經理朱耀昌(後排右五)帶領來自香港的设计師出席時尚香港時裝表演。

## 知名设计师与品牌展示平台

隨著兩岸四地的跨产业間整合與交流也越趨頻繁，台北魅力展越來越受到業內人士的青睐。2014台北魅力展春季展聚集了兩岸各地知名设计师、杭州女装品牌以及亞洲新锐设计师。有“中国十佳设计师”称号、中国服装设计最高荣誉“金顶奖”的李小燕、台湾知名设计师组合姜珊珊与李张玉菁、香港炙手可热的知名设计师Henry Lau，以及澳门著名设计师吴端妮等人，在今年春季展中发表最新作品。同时，素有“中国米兰”之称的杭派女装，如蓝色倾情、ILOVECHOC与圣格瑞瑞等品牌也首度来台参展，另外，甫于今年2月在纽约时装周崭露头角，包括台湾新锐设计师吴日云等六位来自香港、日、韩的新锐设计师，也受邀展出。而以都会精致风格著名的上海知名女装伊芙丽，亦在董事长钱晓韵女士亲自带领下台发表品牌春夏新装，诸多国际知名品牌的参与，显示台北魅力展经过多年累积的创意和影响力，已成为两岸四地间的指标性盛事。

## 能源局 辦綠能趨勢論壇

【台北訊】落實綠能產業推廣成效，結合綠能產業前瞻議題研討，經濟部能源局13日在國立臺灣科技大學國際會議中心舉辦「2015綠能產業趨勢論壇暨聯合展示大會」，宣導政府產業發展政策方針，配合綠能產業論壇議題的探討，針對未來前瞻趨勢進行討論交流。

能源局在現場結合友達光電、東元電機、大銀微系統、晶元光電、康舒科技等40家綠能業者，以及臺灣科技大學、明志科技大學等5所學校，超過60個展示攤位，共同展示綠能產業成果發表。

## 市場在亞洲華人圈以及國際市場的吸引力。

对大陆来说，台湾是个比较，文化气息的地方，其市场规模虽然不大，但是崇尚文化内涵与品位，这是追求内涵与品位的品牌极为看重的地方。另外，相较于崇尚一线国际品牌的香港市场，新锐设计师发展空间有限，但是台湾市场对于设计师品牌比较青睐，这也是吸引港澳新锐设计师参加展会很重要的原因。

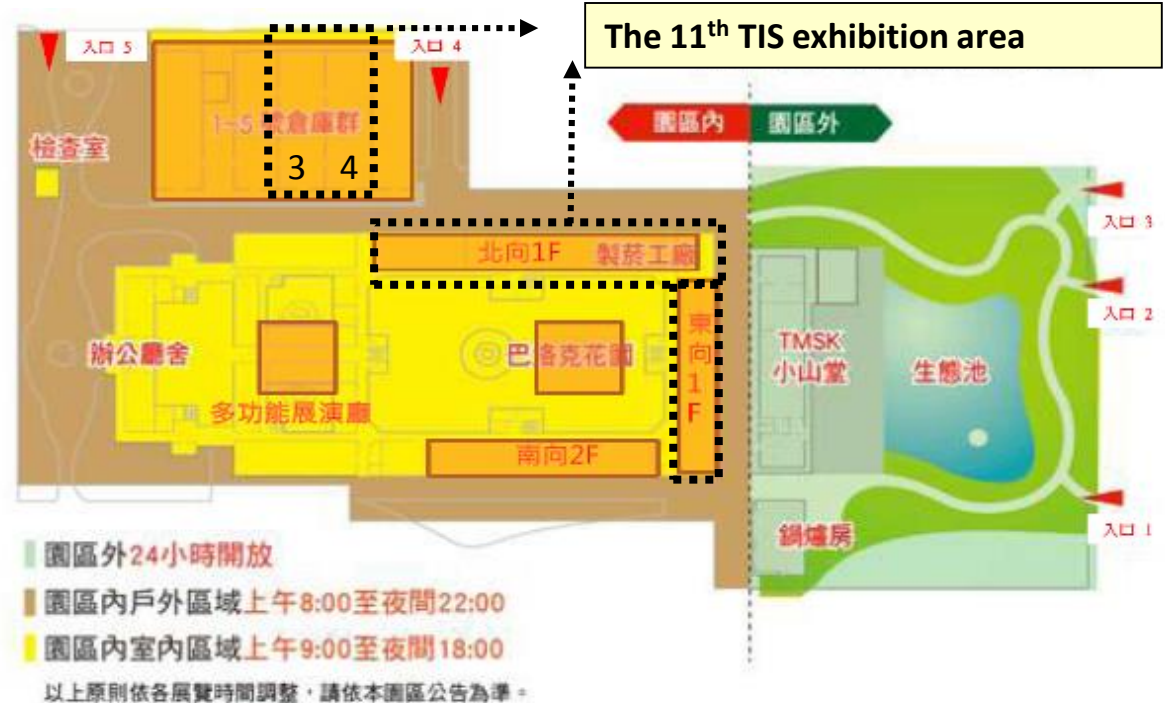
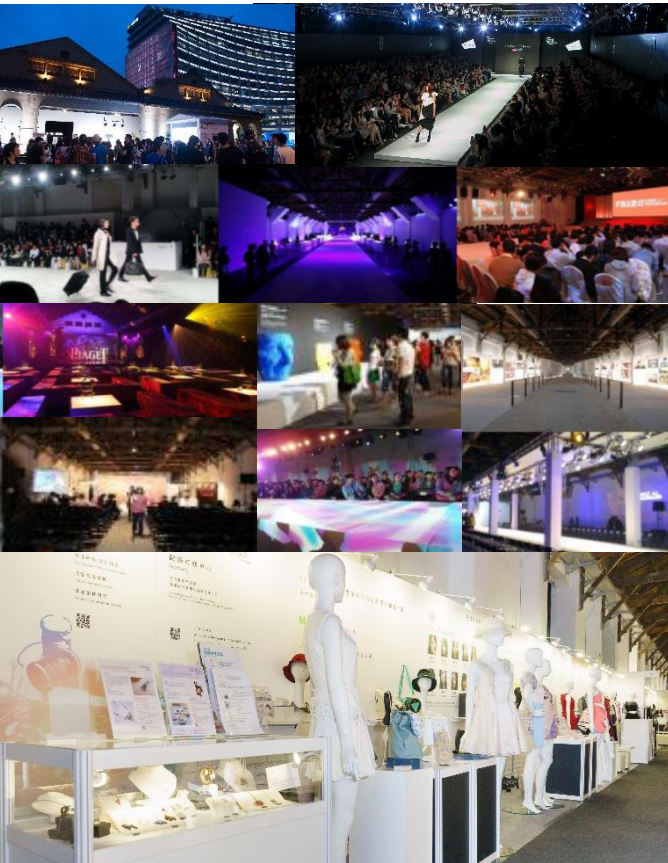


# III. TIS 2015 Scheme

Location: Songshan Cultural and Creative Park

Date: 9<sup>th</sup>-12<sup>th</sup>, April

12<sup>th</sup>-15<sup>th</sup>, November





# III. TIS 2015 Scheme

House Show (April)							
4/9(Thur)		4/10(Fri)		4/11(Sat)		4/12(Sun)	
11:00-12:00	Show1	11:00-12:00	Show5	11:00-12:00	show9	11:00-12:00	Show13
14:00-15:00	Show2 booked	14:00-15:00	Show6 booked	14:00-15:00	Show10 booked	14:00-15:00	Show14
16:00-17:00	Show3	16:00-17:00	Show7 booked	16:00-17:00	Show11 booked	16:00-17:00	Show15
19:00-20:00	Show4	19:00-20:00	Show8	19:00-20:00	Show12 booked	500 seats	

House Show (November)							
11/12(Thur)		11/13(Fri)		11/14(Sat)		11/15(Sun)	
11:00-12:00	Show1 booked	11:00-12:00	Show5 booked	11:00-12:00	Show9 booked	11:00-12:00	Show13 booked
14:00-15:00	Show2 booked	14:00-15:00	Show6 booked	14:00-15:00	Show10 booked	14:00-15:00	Show14
16:00-17:00	Show3 booked	16:00-17:00	Show7	16:00-17:00	Show11	16:00-17:00	Show15
19:30-20:30	Show4 booked	19:00-20:00	Show8	19:00-20:00	Show12	500 seats	



# TIS 2015 Participation Fee (Foreign Exhibitor) **Register Now!**



Exhibition Area	
<b>Standard Booth</b>	<b>9sqm (3m×3m) US \$ 3,000</b> ※Partitions, Fascia Board, Spotlights, Hanger rack(shelves), Table, Chairs, Waste Basket
<b>Raw Space</b>	<b>9sqm (3m×3m) US \$ 2,700</b> ※Built by exhibitor, minimum 18 sqm required
<b>Designer Showcase</b>	<b>4.5sqm (3m×1.5m) US \$ 1,250</b> ※Partitions, Fascia Board, Spotlights, Hanger rack(shelves), Table, Chairs, Waste Basket
Fashion Activities	
<b>Trunk Show</b>	<b>US \$ 1,200 (90 minutes- include entry and exit time )</b> ※For press conference and smaller collection showcase - <b>Models and video record are not included in the price</b> - Applied to exhibitor with minimum 2 standard booths
<b>House Show</b>	<b>US \$ 11,000 (Weekday) US \$ 15,000 ( Weekend )</b> ※World class standard with professional hardware/runways/lighting/audio/video record and hair/make-up services. - <b>Models are not included in the price</b> - 1 free standard booth given
<b>5% discount for booking 4-7 booths! 10% discount for booking 8-11 booths!</b>	



# BENEFITS



# Taipei IN Style Welcomes You!



Taiwan Textile Federation/Fashion Marketing Department 886-2-23417251 [tis@textiles.org.tw](mailto:tis@textiles.org.tw)

