



AUSTIN. W



R.SHEMISTE



HANG



is



SEI



VIANAD VIVI joanne Anais dorsbien

House Show • 動態秀

Asia Fashion Collection meets Eifini

Asia Fashion Collection 邂逅伊芙麗

Thousands of visitors flocked to Taipei IN Style (TIS) on the third day of its grand opening. Besides contemplating the newest Spring/Summer golf collection brought by the American golf brand Jack Nicklaus with the theme "Love Jack's Lifestyle," visitors also experienced the Eastern atmosphere conveyed on the catwalk. The very first fashion show, Asia Fashion Collection, consists of six emerging designers from Asia, which includes Taiwan's very own Austin Wu. The Asia Fashion Collection program concentrates on cultivating potential designers from Asia. The six new designers already participated in the Fashion Week in Tokyo last October and the Fashion Week in New York this February. As TIS is influential in the fashion industry, Taipei has become the Asia Fashion Collection's third stop.

Tzu-Yun Wu (AUSTIN. W) presented an AAW collection that transmits a see-through concept, using yellow, earth tones and black to interpret his homeland while Mim Mak (HANG) from Hong Kong placed emphasis on the shoulder

line to accentuate lines with heavy fabrics. Also, Yumiko Sei (SEI) challenged the limit of knitted garments and Maaku Suzuki's (VIANAD VIVI joanne Anais dorsbien) collection is dreamy, lacey and romantic. Clean cuts from Won Ji Yeun (R.SHEMISTE) have a strong futuristic sense and Akiko Kishimoto (is) takes you dancing in the moonlight mastering a combination of wool, silk and leather.

Grand finale, Eifini from Shanghai revealed its 2014-15 AW Collection at TIS under the theme "Illusion Taipei." The wearer's inner elegance is brought out by the structured design, reflecting Oriental femininity and solitude. TIS is the conductor of the fashion train, driving Oriental trends on a global journey. ■

近萬名訪客在台北魅力展開幕第三天湧入松山文創園區。除



Eifini

了前來欣賞由美國高球品牌Jack Nicklaus以「Love Jack's Lifestyle」為主題帶來的春夏時尚高球最新服裝新品外，也搶先感受伸展台上的濃濃東方味。19日第一場動態秀由齊聚亞洲六位新銳設計師的Asia Fashion Collection揭開序幕，台灣代表為設計師吳日云(AUSTIN. W)。Asia Fashion Collection跨國計畫旨在培育亞洲潛力設計師，看好台北魅力展在時尚產業的影響力，選定台北為第三站。六位設計師的作品也分別在去年十月東京時裝週和今年二月紐約時裝週亮相。

吳日云(AUSTIN. W)以透視為概念發表秋冬作品，並且透過黃色、大地色系和黑色詮釋家鄉；來自香港的Mim Mak (HANG)特別強調肩線剪裁且利用厚重布料塑造線條；Yumiko Sei (SEI)挑戰編織極限；Maaku Suzuki (VIANAD VIVI joanne Anais dorsbien)的系列傳遞著夢幻蕾絲的浪漫；Won Ji Yeun (R.SHEMISTE)剪裁俐落的風格展現強烈未來感，而Akiko Kishimoto (is)則善用絲、羊毛和皮料領你在墨黑月夜下翻翩起舞。動態秀壓軸的上海女裝品牌伊芙麗以「夢幻台北」為題發表2014-15秋冬系列。伊芙麗的立體設計流露出女性的內在優雅，反映出東方女性溫柔獨立的清新風華。■

Trunk Show • 台灣機能性紡織品驗證



The Taiwan Functional Textile Joint Promotion took place at Taipei IN Style on April 19. This show, presented by four brands — MITAS, GLORY+, Les modè les and Globe Trotter — is aiming to promote the high-quality image of MIT textile products. Featuring the theme of "The Best Source for Functional Textiles," the show presents various sports wear which is not only comfortable but also stylish. ■

台灣機能性紡織品驗證聯合展演在4月19日於台北魅力展登場。四家台灣品牌—蜜塔詩(MITAS)、金品公司(GLORY+)、瑪蒂斯(Les modè les)與遊遍天下(Globe Trotter)在現場秀出台灣MIT實力。以最佳機能性紡織品為主軸，活動中秀出了休閒服飾不僅好看又好穿。■

Fashion Seminar • 研討會

Exploring the online retail market in mainland China

Shopping habits have undergone a major transformation in recent years. A new procurement mode — online shopping — has been thriving over the past few years, creating new opportunities, according to Taipei IN Style.

In this regard, Tian Guang (田光), the director of the Global Business Department from JD.Com (京東商城), one of the biggest online networks in mainland China, pointed out that JD.Com has been cooperating with several brands and supporting them in selling, marketing and distributing products in mainland China, creating an excellent reputation among buyers.

Taking into consideration experiences from the past, Tian said it is important to have a complete distribution system in an online shopping system so that both sellers and buyers can save time and effort. In addition, the marketing skill of the website is also essential in establishing a successful online platform. "We also hope that JD.Com can help more people to introduce their brands into mainland China," said Tian. ■



JD.Com, Tian Guang (田光)

前進中國網路市場

現代的消費習慣已然改變，一種新的採購模式—網購—正在興起。而中國，身為世界上最大的市場之一，在網購市場也有極大的發展可能性。今天在台北魅力展上，京東商城國際業務總監田光來到現場與大家分享中國網路市場的潛力以及如何在中國網購市場打出一片天。

京東商城是中國最大的幾個網購平台之一，目前也與多家品牌合作，成功地在消費者之間建立起良好口碑。綜合過去的經驗，田總監說明一個完整的物流體系是建立良好網購系統的必要條件。好的物流體系能省下買家及賣家的時間以及精力。再者，行銷手法也是不可或缺的條件之一。

田總監總結道：「我們也希望京東商城能幫助更多人將自己的品牌引進中國。」■

Fashion Exhibit • 靜態區

The perfect casual wear wardrobe

完美的休閒衣櫃

Unlike plenty of suits and dresses, casual wear provides us with a sense of relaxation and comfort. Being functional while looking good can be challenging, but Taiwanese brands are able to accomplish this delicate balance.

Try on MooZ's ski jacket — it's breathable and water repellent, perfect for cold weather. A selection of sophisticated colors and lightweight spring/summer lines are designed to your taste. Men's shirts from Outerboro are stylish and functional — the trouble of changing shirts is no longer an excuse for not biking to work. Double Wing is 100-percent Made in Taiwan and provides a comfortable wear with soft fabrics. If you are a hat person, consider Squad for their distinctive patterns and multicolor caps. Going out for a bike ride but don't want to carry much? Sneeze's shoulder bag is small but fits all your necessities.

Complete your perfect wardrobe by hanging up some casual and functional garments now. ■

除了洋裝和西裝，休閒服飾能帶給我們舒適和放鬆感。台灣服飾都可達到維持美感又同時兼顧機能性極具挑戰的目標。

來試穿木子(MooZ)的雪衣吧！透氣又防水的材質，是寒冷天氣的最佳選擇。另有輕量的春夏系列和各種顏色任君挑選。Outerboro有型又具機能性，穿上襯衫騎腳踏車上班而不須再更換衣服不再是夢。百分百MIT的顯泰(Double Wing)給你柔軟布料製成的舒服衣物。如果你出門要戴帽子的話，你一定會喜歡Squad多彩和具創意圖案的帽子。想騎單車樂活一下，卻不想帶太多東西在身上？Sneeze的單肩背包小巧卻能收納所有必需品。

選幾件休閒又有功能性的衣物，讓你的衣櫃更完美吧！■



Checkerboard cap by Squad



Water repellent shirt by Outerboro



Water proof outer jacket by MooZ



Men's casual pants by Double wing



Classic shoulder bag by Sneeze

Fashion Express • 時尚快遞



In March, the Taiwan Textile Federation took some Taiwanese designers' brands — such as AUSTIN. W, If&n, Wisdom and more — to "roomsLink," a fashion exhibition in Japan. This November, roomsLink and Taipei IN Style will host separate events in Taipei. ■ 紡拓會今年三月組團赴日參加當地roomsLink展。參展廠商如吳日云(AUSTIN.W)、If&n、Wisdom和其他設計師品牌等。而今年十一月roomsLink也將在松山文創園區與台北魅力展同期展出。■