



▲ Madammay



▲ Hong Chubby



▲ Carnival x Kenny Yen



▲ Athena Chung



▲ Athena Chung



▲ noier

▲ NelsonBlackle

▲ Zokuzokub

## Asian couture gets playful

### 亞洲時裝 玩味十足

House Show • 動態秀

Taipei IN Style went into its second day on a playful note, with Taiwanese designer Hsu Ming-mei turning the catwalk into a carousel of whimsical pieces branded after her cat. Hsu chose her sub-brand Hong

Chubby, named after her cat, as the opener for her 15th anniversary show at Taipei IN Style. The catwalk saw frisky yet sophisticated ensembles, like an edgy naval jacket matched to a classic lace skirt. Hsu also displayed her main brand, MADAMMAY, a collection of soft-to-the-touch dresses with elegant lines.

At Asia Fashion Collection, a catwalk celebrating designers of East Asian her-



▲ Asia Fashion Collection

itage, it was also surprise after surprise. Marina Hara's Old Honey modernized old-fashioned silhouettes with the unexpected cool touch, like a sparkling blue band at the shoulder of a white dress. Meanwhile, Tsubasa Shinyo displayed a menswear line that featured shirt dresses and a wool-blend top with pink faux fur, while Hong Kong's NelsonBlackle entertained with rain boots festooned with colorful cartoon graphics.

Other featured designers were Taiwan's Athena Chuang, Japan's Zokuzokub, and South Korea's Lee Younggon. Lee chose contemporary men's suits that are mostly black and all punk — a collection from noier, a brand inspired by watching his father make black umbrellas.

Apart from showing at the Asian Fashion Collection, Athena Chuang held a stage with Carnival's Kenny Yen in the evening. Chuang debuted her fall-winter collection: lushly feminine business chic and evening wear with the occasional flirty twist — a hand-stitched butterfly ornament, or the surprise mesh back. Yen's collection for the spring season abounded in soft cottons and pastels befitting a romantic gentleman. ■

台北魅力展的第二天上演了一場嬉遊記，臺灣設計師徐明美以旗下副牌「Hong Chubby」揭幕在魅力展登台的15週年時尚大秀。該品牌名稱來自她的愛貓，設計師一系列的華服將伸展台變成了童趣十足的旋轉木馬。台上可見有趣又成熟的風味，例如極具個性的海軍制服夾克配上蕾絲澎裙。設計師具備優雅條又柔美的主要品牌「MADAMMAY」，也讓看秀嘉賓一飽眼福。

「Asia Fashion Collection (AFC)」秀中的東亞設計師們更是帶來連連驚喜。設計師鈴木優「old honey」的現代化復古輪廓中，閃爍著一種預期之外的冷感，一件肩膀上有著閃亮藍色緞帶的白色洋裝即可見得。另外，樺葉翼的男裝則有長版襯衫搭配人造粉紅毛皮的混羊毛上衣。香港品牌「NelsonBlackle」則以卡通圖案的雨靴逗樂了全場觀眾。

秀中設計師還包括臺灣設計師莊承華、日本星 拓真以及韓國的Lee Younggon。Lee Younggon選擇展示「noier」一系列多半為黑色並帶著龐克風的男裝；該系列源於設計師看父親製作黑色雨傘時所得到的靈感。

莊承華除了在「AFC」中展示新裝之外，也協同「嘉裕」的設計師顏立翔在晚間另一場動態秀中呈現全新系列。莊承華的秋冬新作演繹浪漫，一只手縫的蝴蝶裝飾，一件擁有鏤空背部設計的衣服，適合時髦商務女性，也是魅力無限的約會服。而顏立翔則用粉色系的柔軟棉布成就一位羅曼蒂克的紳士。 ■

## Be more edgy, be yourself

### 做自己的個性型男

Fashion Exhibit • 靜態區

(A)crypsis speaks for an urban look and is highly detail orientated. "Many of our products' suppliers are the same as ones from world-known brands," said A Horn, creative director of the brand, explaining that even though they want to create practical and approachable menswear, they pay much attention to the quality.

If you're also one of the people who are anti-fast fashion, you might agree with Just in Case's collections. The designer of the brand implements

jungle's city dwellers. Long worker shirts that are comfortable yet stylish redefine men's usual casual look.

Oversized and organic-style garments from Fu Yue that both men and women are fond of blend Laozi's inaction ideology into its clothing lines. Founders Gary Lin said Fu Yue tend to build versatile styles through distinctive cuttings instead of using different fabrics. ■



▲ (A)crypsis

定義了男仕們的普遍休閒樣貌。男男女女都崇尚的「甫月」將老子的無為思想融入大尺寸的自然服飾中。創辦人林宇丞表示與其玩花樣，「甫月」偏好利用不同的剪裁做變化。 ■



▲ Just in Case



▲ Fu Yue

deconstruction as the design concept; for instance, you could find a pair of shorts with backpacks as pockets.

As for Wisdom, its latest collection uses a military garb look for the urban

注重細節的「(A)crypsis」為男士們打造都會風格。創意總監張義宏說，即使企圖帶給大家平易近人又實穿的男裝，還是不能忘卻品質。因此該品牌的產品原料供應商和許多世界知名品牌相同。

若您也是反快時尚的一員，大概會在以解構主義為設計概念的「Just in case」找到認同感；例如，一件以背包為口袋的短褲。

「wisdom」替都市叢林的城市漫遊者描繪起軍裝風，舒適又有型的長版襯衫重新



▲ wisdom

## Alternatives to fast fashion

### 快時尚下的生存法則

Int'l Seminars • 國際研討會

Recent innovations in garment manufacturing have made it possible to have one design idea hit a London catwalk and, two months later, appear in mass production at a store near you.

Such fast fashion is made quickly and then replaced, resulting in a profound environmental impact, said Katherine Hsuan, a senior project executive of the nongovernmental organization Redress, which runs the Eco-chic Design Award in Hong Kong.

It's a fashion design competition that challenges emerging fashion designers in Asia

and Europe to create clothing with minimal textile waste. Designers are taught how to reduce waste and then asked to design garments that are judged by a world-class panel. The nine-month contest culminates every January at a runway show in Hong Kong Fashion Week.

Also at TIS, Keiya Tokuoka introduced Japan's "select shops." Select shops are boutiques that carry a meticulously chosen collection of brands from around the world and provide an alternative to disposable fashion. Tokuoka, a professor at the Bunka Fashion Graduate University, said the shops not only curate their fashion, but also the entire shopping experience. Managers of successful select shops carefully choose the background music, the scent in the air and their hospitality to add value for customers, he said. ■



▲ Keiya Tokuoka, Bunka Fashion Graduate University



▲ Katherine Hsuan, Redress

Foreign Buyers • 國外買主



▲ Gaku Mizoguchi is an executive officer for store planning and design at PARCO. ■ 日本大型連鎖百貨PARCO的執行長溝口岳負責規劃設計部門。 ■



▲ Barneys New York's PR & branding senior manager, left, checks out one of the exhibited shoes. ■ 日本時尚專賣百貨Barneys New York的資深品牌公關中野光(左)仔細鑑賞一雙展示鞋。 ■



Buyers interacting with exhibitors at TIS. ■ 買主們與各廠商洽談。 ■