



# Return to basics, natural garments

回歸本色、自然衣著

House Show • 動態秀

As the first day draws to a close, designers are setting the tone for spring and summer 2016. The latest collections of Londee and NAIF Vogue hint at a liberating, relaxed return to nature. For Londee, this reconnection to nature is literal, with orient-influenced florals, earthy hues and butterflies aflutter for the couture collection, whereas the designers from NAIF Vogue, Wang Ren-Jye and Hsu Chiu-I, gave their unique take on classic white garments -- a return to basics.

Other highlights of the day were Cointreau's event, during which local brands S, CARBONATE and Chiehms gave insight presentations of its latest collections, and the finals for the annual Taiwan Fashion Design Award, where 14 contestants chosen out of 500 worldwide applicants were competing for the top prize of US\$10,000. The award-winning designers offered a kaleidoscopic feast for the audience, with couture

designs that draw inspiration from religious symbols and structures to an imaginative fusion of tribal patterns and Savile Row gentry tailoring.

As a bonus show that evening, winners of the 2015 sweater design contest showcased their work on the runway. The recurring theme of



◀ Londee

nature emerged again in the winning collection, which sought to question the relationship between man and the environment, giving off a potent impression of freedom and setting the tone for the upcoming runway shows of the four-day fashion fiesta. ■

設計師的作品發表讓我們在開展首日的動態秀上一窺明年的春夏潮流。台灣品牌《龍笛》與《本真一衣》的作品舒適、回歸大自然，奢華雍容卻不失自由隨

性。對《龍笛》來說，和自然的連接更是直接表現在設計上：古典中華文化的花兒點綴、大地色系的調配、以及高級訂製服上的蝴蝶裝飾，在伸展台上展翅舞動。而《本真一衣》的設計師王仁傑與徐秋宜在白色的基本款服飾上，跳脫傳統、給予藝術性的闡釋。

當天的重頭戲還有法國人頭馬君度橙酒的跨界時尚派對，邀請台灣品牌 S, CARBONATE 及 Chiehms 設計師在活動上展出最新一季作品，兼具優雅與個性的設計讓觀眾看得如癡如醉。另外，《台灣時尚設計獎》的決賽也隆重登場：世界各地500名參賽者中，入圍的14名年輕設計師在國際陪審團面前一決勝負、



◀ NAIF by Hsu Chiu-I

角逐美金一萬元首獎。這場比賽像萬花筒般的變幻，從靈感取自宗教與符號的高級訂製服，到融合山林部落花紋及英倫紳士服剪裁的設計，盡收眼底。



▶ S, CARBONATE

2015年《毛衣設計開發競賽》中脫穎而出的優勝者也在伸展台上展現創意。「自然」的元素再次出現在第一名的作品中：設計師透過原住民花紋譜出人與大地的關係，表現強烈的自由意象，為為期四天的時尚大會揭開序幕。 ■



▶ Isabelle Wen

## TIS seminars give clear fashion insight

台北魅力展研討會  
透析時裝新趨勢

Int'l Seminars • 國際研討會

While many people still often misunderstand the fashion industry as one "up-in-the-sky," Greer Hughes, senior analyst of the WGSN Mindset Group, on Nov. 12th gave us a clear insight into how fashion trends not only comply with our everyday lives, but are also a reflection of the current state and development of society.

In our post-modern society, improvements in technology have brought about convenience, but have also resulted in the disruption of order, values and religion. Breaking away from convention and reconsidering traditional values, our limits for acceptance seem to be played with, and pushed further and further beyond what we once defined as "normal."

Against this backdrop, she gave us four predictions for the 2016/17 autumn and winter trends: "artisan," "remaster," "elemental" and "offbeat." When applied to apparel, each experiments with layers and tailoring, mixing elements like sci-fi with comfort, or extravagance with functionality.

In another seminar in the afternoon,

David Lin, general manager of the Lazada Group, generously shared his experience with e-commerce and tips for brand promotion on platforms such as eBay and Amazon. He provided assistance with close analysis on the pros and cons of various platforms to help shorten the time required for a brand to survive competition and strive. ■

目前仍許多人誤把時尚當作是與生活中「遙不可及」的一個產業，而英國WGSN資深分析師Greer Hughes則清楚點出時尚產業與生活的關聯性：時尚潮流不僅與人們的日常生活密不可分，更反映當今社會的狀態與發展。

科技雖為現今後現代的社會帶來便利，卻也破壞了既有的秩序、價值觀與宗教信仰。在脫離舊有常規和重新思考傳統價值的同時，我們對於何謂「正常」的認知一再地被重新定義，並且逐漸往極端發展。

因應這樣的趨勢，Greer Hughes同與會者分享2016/17年秋冬流行趨勢的預測，包括「手做創意」、「再進化」、「科技感」和「遊戲」四項潮流。將這四項元素利用層次的堆疊和剪裁運用在時裝上，分別實驗搭配出各種可能性，比如說：將具科幻感的元素融入舒適、華麗的服飾卻仍然保有其功能性。



▲ David Lin is the general manager of the Lazada Group.  
高青國際股份有限公司總經理林友龍



▲ Greer Hughes is a senior analyst of the WGSN Mindset Group.  
英國WGSN資深分析師Greer Hughes

高青國際股份有限公司總經理林友龍則在另一場研討會中，大方分享自己經營電子商務平台的多年經驗，以及在eBay與Amazon上推廣品牌的秘訣。總經理對各個平台優缺點的精闢分析，減少品牌創作者在拓展知名度過程中的摸索與困惑。 ■

## Chic but Comfortable 兼顧舒適的時尚穿搭

Fashion Exhibit • 靜態區

Girls nowadays are busy people who wake up with a long day ahead. With so many responsibilities, and so many wonders to discover, the last thing you want to be is uncomfortable. On weekdays, you can consider wearing a Maison de Ines outfit (Korea Style Week), while Au Revoir Simone's (Korea Style Week) beige trench coat will be a nice addition in case of rain. For the evening,

consider Jihnoy's (Korea Style Week) black top and beige and black shorts with lines cut on the top and bottom, your keen fashion sense will be subtly revealed. Gelée's flamboyant leather top and blue jeans are also trendy for the evening. For the weekend, the Japanese brand Le Minor provides the most comfortable and classical striped top for casual wear. For a cozier, comfy, weekend look, slip yourself into a Love Me Back (Korea Style Week) extra-long cardigan. ■

現代的女生們都很忙碌，肩上了好重的責任，生活中又有許多美妙的事物等著我們探索，不舒適的穿著絕對不會是我們想要的。工作平日就選擇Maison de Ines的套裝吧，搭上Au Revoir Simone的米色風衣外套在綿綿細雨的日子是很不錯的加分。晚上若穿著Jihnoy的黑色透視上衣，和上下都經過特意剪裁的米、黑色短褲，你敏銳的時尚嗅覺將低調地表露無遺。澳門設計師浮誇的黑色皮衣和破洞牛仔褲也是晚間流行穿搭的選擇。週末出門時，日本品牌Le Minor提供了最舒適和經典的條紋上衣。如果再穿上Love Me Back的加長版的針織外套會更有假日的氣息。 ■



◀ Au Revoir Simone

◀ Le Minor

▼ Gelée

▶ Jihnoy

◀ Maison de Ines

Event Snapshots • 活動剪影



▼ Visitors take photos at the entrance of Taipei In Style. ■  
共襄盛舉的參觀民眾在台北魅力展入口處拍照留念。 ■



▲ Fiona Siew, the executive director of FnBC from Singapore, would like to see more products with Chinese style and more local designers for inspiration and cooperation. ■  
蕭淑芬是來自新加坡FnBC的執行董事，她想在這次的台北魅力展尋找具中國元素的產品，並挖掘更多台灣設計師，激發靈感進而合作。 ■



◀ Designers for S, CARBONATE, left, Nicolas Beckers and Chiehms designer pose before a show. ■  
設計師陳嫻潔、君度橙酒董事總經理Nicolas Beckers與設計師劉曉蓉於動態秀前合影。 ■



◀ During your visit to the show, don't forget to check the magazine area, where you can find various publications about local and international fashion. ■  
觀展時，別忘了到雜誌區看看最新時尚雜誌，汲取國內外時尚新知。 ■



▼ On the first day of Taipei In Style, there were many visitors meeting with local and international exhibitors. ■  
台北魅力展開展首日即有許多參觀者與臺灣及國際參展商相會。 ■

▲ This year, French spirits brand Cointreau partnered with rising local designer brands S, CARBONATE and Chiehms. ■  
今年法國君度橙酒與臺灣品牌S, CARBONATE及Chiehms攜手打造跨界摩登時尚盛宴。 ■