



Smart casual, comfort chic

聰明舒適的絕代風尚

House Show • 動態秀

The latest collections of local brands F.KNIT, PUHU and Momentané featured designs ranging from casual smart to sexy and classy bridal footwear. F.KNIT and PUHU cater to young urbanites in Asia, for whom one pair of shoes can fit all occasions. F.KNIT played with animal prints and vibrant "candy pop" styles. Shoe fanatics could easily go crazy for PUHU's reinventions of classic staples, some with a touch of street art, and others with shock factors like unconventional fluorescent, dynamic yellow teamed up with darker hues. On the other hand, Momentané displayed dazzling crystal-studded shoes for one of the most precious moments in life — weddings.

In its seventh year, the Hong Kong Trade Development Council has collaborated with Taipei IN Style once again, presenting 11 notable Hong Kong designers at the "Fashion Hong Kong" runway show on Friday. Geometrical

shapes and stripes were all the rage in b.yu's collection, while ANVEGLOSA's leather-based items stole the show. #nude made by SUOI embodied effortless elegance through roomy silhouettes and semi-transparent, breezy layering. Hong Kong designers are bringing psychedelic stripes, lightweight denim, and casual styles back to the forefront.

The finale of the show featured local brand Carnival by designer Kenny Yen and designer Athena Chuang's eponymous brand. Carnival showcased formal and casual menswear, with models suiting up in army-inspired jackets, collegiate sweaters and endearingly goofy bow ties. Meanwhile, Athena Chuang displayed her new couture collection as well as her latest spring line recently unveiled in Milan. Kimono-esque collars and waistlines sauced up the runway, along with styles difficult to pigeonhole — a sweet spot between sporty and luxurious comfort chic. ■

「2015品味·風格·魅力鞋靴秀」今日亮麗登場，展示台灣品牌「F.KNIT」、「PUHU」以及「Momentané」的最新鞋款。

「F.KNIT」與「PUHU」適合亞洲都會男女「一鞋多用」的需求，一雙鞋就能在工作與約會間輕鬆轉換。「F.KNIT」大玩動物紋、俏麗的繽紛色系。「PUHU」對經典鞋款的創意詮釋，則讓鞋迷們為之瘋狂：在休閒鞋款上加入街頭藝術的隨性，或在經典的英式皮鞋鑲上大膽的螢光黃。另外，「Momentané」推出閃閃惹人愛的鑲鑽高跟鞋、搭配純白婚紗，讓珍貴時刻更加難忘。

香港貿易發展局和 Taipei IN Style 聯手舉辦的 Fashion Hong Kong 今年邁入第七屆，由11名香港設計師在台北呈現香港的時尚風貌。「b.yu」的設計強調幾何圖形的應用與直線條紋，而「ANVEGLOSA」以牛皮為創作基底展示獨特的剪裁、兼具俐落感與女人味。「#nude made by SUOI」在寬鬆飄逸的長褲、長裙及半透明的上衣設計上，表現出輕鬆自我的態度。香港設計師正帶起亞洲新潮流，由迷人的條紋圖樣、簡約的輕單寧和休閒舒適的風格當道。

當天的壓軸則展示嘉裕西服設計師顏立翔的男裝最新系列及設計師莊承華同名品牌 Athena Chuang 的高級訂製服系列。前者一次即展示了所有日常、從正式到休閒的服飾。除了軍裝元素，模特兒搭配了學院風針織毛衣和俏皮的蝴蝶結。莊承華除了高級訂製服，近日來開展出的春裝也亮麗登場。日本和服般的領口和束腰帶成為設計重點，春裝風格介於運動風和奢活的舒適時尚之間，風格獨特。■



▲ Blind by JW

▲ PUHU

▲ Athena Chuang

▲ Carnival x Kenny Yen



A holiday mood 歡欣節慶

Fashion Exhibit • 靜態區

As the leaves embrace their colorful fall shades, and the temperature drops suddenly, you can tell that the gloomiest part of the year is coming, but you can also count down the days until Christmas. Here are some accessories that will get you in the holiday mood.

iTease's frayed silk scarf is a must for this season. Its minimalist design and simple pattern make it go with everything. Anni King's Dusk Canteen bag is another hit for the season. The glittering golden chain and the cherry red leather fully express the femininity and

elegance of modern women. And Clave's well-designed Mistress heels are the perfect match. Drawing inspiration from Hitchcock, Clave's bloody red leather high heels are perfect for dangerous yet sexy women in urban cities. H THREE's beautiful green shoes are another extraordinary choice. Their thick wooden tread with flower-embroidered leather will put you in the holiday mood. Olivia Yao's Jade Royal Twist necklace with its bohemian design is a special spice for the holidays.

For the stylish guys, Sweet Villians' geometric designed round-toe shoes and Vince Park's vintage and classy Cross-body bag are both great choices. ■

當葉子轉紅，溫度驟降，灰暗的冬天即將來臨，但最令人期待的耶誕假期也不遠了。看看在冬日時令人眼睛為之一亮又充滿節慶氣息的配件吧！

「iTease」的絲巾是寒冷冬季的必備品，簡約的設計和樣式，百搭又有質感。「Anni King」的Dusk系列包包則為本季最暢銷，金色的鏈帶和酒紅的皮革突顯了現代女性優雅和柔美的一面。「Clave」的Mistress系列高跟鞋為簡單服飾注入靈魂，從希區考克的電影中尋得靈感，「Clave」血紅色的皮鞋好似都會中一位危險又性感的女人。「H THREE」綠色漸層的鞋也是不錯的選擇，木製厚底及繡著花的皮革都有聖誕氣息。「Olivia Yao」的波希米亞風項鍊則是賦予聖誕節一種特別風味。

對於時尚型男來說，「Sweet Villians」的幾何造型圓頭鞋和「Vince Park」的復古風肩包都是不錯的選擇。■



▲ Clave

▲ iTease

▲ OLIVIA YAO

▲ Sweet Villians

▲ H THREE

▲ VincePark

▲ ANNI KING

Brands are created in the mind

品牌，從「心」出發

Int'l Seminars • 國際研討會

These days, as easy as it is to create your own business, it is twice as hard to make your own brand stand out and be recognized among the sea of other brands. On the second day of TIS, Edwin van den Hoek, founder and creative director of 4-Options Studio, conducted a seminar on the topic "Products Are Made in the Factory, Brands Are Created in the Mind."

Without the acknowledgement of consumers, it is impossible for brands to stand alone. With the structure of the fashion industry and the role of designers changing drastically over the past decade, 4-Options Studio assists its clients to adjust with customized services and group educational programs on the art of branding. The

introduction of e-commerce has not only made the experience of purchasing more vivid, but has also bridged the gap between brands and their customers.

New strategies have come up, such as holding competitions for limited edition designs, recruiting designers and selecting models from followers. This immediacy between both sides brings benefits, such as lower advertising costs and up-to-date brand images. It is without a doubt that once a brand wins the hearts of its customers, it has already won over many thousands of its competitors. ■

現今社會中，自創品牌並非難事，但要在眾多品牌中亮眼突出卻是難上加難。台

北魅力展的第二天，4-Options Studio創辦人與創意總監Edwin van den Hoek主持的研討會以「工廠製造商品，「品牌」由心創造」為主題。

一個品牌，沒有消費者的認同是無法生存的。過去十年中，時尚產業的架構和設計師的角色已和過去變得截然不同，因此4-Options Studio在品牌行銷上，提供客製化的服務和團體課程，幫助客戶適應環境變化。網路交易的出現，除了讓購物經驗更精采有趣，也拉近品牌與顧客之間的距離。

新的行銷廣告策略由此而生，例如：在網路上舉辦限量產品的設計徵稿，在社群媒體上徵設計師和從粉絲中挑選模特兒。這種溝通的立即性，不只降低廣告成本，同時能為品牌創造新形象。毫無疑問地，品牌只要深植人心，就等同於在同業中勝出。■



▲ Edwin van den Hoek is the founder and creative director of 4-Options Studio. 4-Options Studio創辦人與創意總監Edwin van den Hoek。

Event Snapshots • 活動剪影



▲ Vivian Wong (黃婉儀), an exhibitor from Hong Kong and the design director at Coucou, enjoys the laid-back vibe in Taipei where she likes how easy it is to directly interact with Taiwanese customers. ■ 香港品牌Coucou的設計師黃婉儀享受在展上與觀展者直接互動。■



▲ Her first time in Taiwan, Terasawa Mari, a buyer from Isetan Mitsukoshi, Japan, is happy to share her thoughts about the cultural differences between Tokyo and TIS in fashion shows and design items. ■ 日本伊勢丹買主寺澤真理，分享日本與台北在時裝秀和設計品項方面的差異。■



▲ Buyer Atsuko Iguchi from ATELIER_TRE finds this year's TIS trends and items more functional, while those from previous years focused more on design. ■ 日本ATELIER_TRE買家井口敦子認為今年展中設計較偏機能性。■

▲ Paris-based Boris Provost, center, is director of brand strategy and international development at Who's Next. It is his first time at TIS. He wants to discover more Taiwanese designers and make new connections. ■ 來自法國巴黎的Boris Provost是Who's Next的品牌管理和國際發展的主管。他期待找到更多與台灣設計師合作的機會。■

