



Return to basics, natural garments

回歸本色、自然衣著

House Show • 動態秀

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

Other highlights of the day were Cointreau's event, during which local brands S,CABONATE and Chiehms gave insight presentations of its latest collections. S,CABONATE captivated the audience with simple clean-cut styles in soft shades of pastel pink, blue and pearl white in conveying a sense of effortless elegance. Chiehms' bold designs exem-

plify the confident and unconventional Cointreau woman, where darker tones and metallic textures layered above gentle fabric mix class with street-edge. As for the finals of the annual Taiwan Fashion Design Award, 14 contestants chosen out of 500 worldwide applicants competed 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 to kick off 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。臺灣品牌《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》設計師徐秋宜在白的基本款服飾上，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，邀請臺灣品牌S,CABONATE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。S,CABONATE以柔和的粉紅、粉藍、珍珠白配上俐落剪裁，隨性而典雅。而Chiehms大膽玩輕柔布料、深色系與金屬屬感的組合，融合優雅與街頭兩種風格，襯托出新時代女性的自信和魅力。

另外，《時裝設計新人獎》的決賽也隆重登場：世界各地494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，角逐美金一萬元首獎。這場比賽像萬花筒般的饗宴，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剪裁的設計，盡收眼底。

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，為四天的時尚大會揭開序幕。 ■



◀ LONDEE

▼ S,CABONATE

▲ NAIF by Hsu chiu-i

▲ Chiehms

Chic but comfortable 兼顧舒適的時尚穿搭

Fashion Exhibit • 靜態區

Girls nowadays are busy people waking up with long days ahead. With so many responsibilities, there are still wonders in the world waiting to be discovered, so the last thing you would want to be is uncomfortable. On weekdays, consider wearing a Maison de Ines outfit, where an au revoir, simone's beige trench coat would be a nice addition in case of rain. For evenings,

a JIHNOY's black top and beige and black shorts with slits on the top and bottom, subtly reveal your keen fashion sense. 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 classical striped top for a casual look. For a cozy and comfortable weekend, slip yourself into a Love me back extra-long cardigan.

現代女性的日常都很忙碌，肩負了許多多重責任。然而生活中仍有許多美妙事物等著被探索，不舒適的穿著絕非我們想要的。平日工作可選擇Maison de Ines的套裝，配上au revoir, simone的米色風衣外套在綿綿細雨中是很不錯的加分。晚上若穿著JIHNOY的黑色透視上衣，上下切口的特意剪裁米色黑色短褲，敏銳卻低調的時尚感表露無遺。澳門設計師浮誇的黑色皮衣和刷破牛仔褲也是晚間的流行穿搭選擇。週末外出時，日本品牌Le Minor提供了最舒適的經典條紋上衣。如果再套上Love me back的加長版針織外套會更有假日的氣息。 ■



◀ au revoir, simone

◀ Le Minor

▼ Gelée

▶ JIHNOY

◀ Maison de Ines

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-clouds," 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 Gozens,

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. ■

目前仍有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 Mindset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與同會者分享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。

青商國際股份有限公司總經理林友程則



▲ David Lin is the general manager of Gozens. 青商國際股份有限公司總經理林友程



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

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。 ■

Foreign Buyers • 國外買家



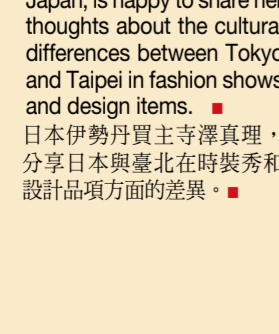
▼ Buyer Atsuko Iguchi from ATELIER_TRE finds this year's TIS trends and items more functional, while those from previous years focused more on design. ■ 日本ATELIER_TRE買家井口敦子認為今年展中設計較具功能性。 ■



▲ 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产品，並挖掘更多臺灣設計師，激發靈感進而合作。 ■



▼ Sophorn Tim, buyer and co-founder of Sincerely Sweet Boutique from Los Angeles, finds designs less artistic and more approachable for consumers than the previous year, which he thinks will make sales easier for brands. ■ 來自洛杉磯的買家Sophorn Tim，為Sincerely Sweet Boutique的創辦人之一，在今年台北魅力展中發現相較去年，今年設計藝術感的降低，會讓消費者覺得比較容易親近，也對品牌的銷售會有助益。 ■



▲ 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 Taipei in fashion shows and design items. ■ 日本伊勢丹買主寺澤真理，分享日本與臺北在時裝秀和設計品項方面的差異。 ■



Event Snapshots • 活動剪影



▲ 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。 ■



▲ Long lines await fashion shows at Taipei IN Style. ■ 在台北魅力展，群眾大排長龍等待時裝秀入場。 ■



▲ Many flock to the exhibition on the first day. ■ 展覽的第一天吸引大批人潮前往。 ■