



On the road: traveling in style

在路上·夢幻的時尚旅行

House Show · 動態秀

Saturday begins with a breath of fresh air as Chinese brand Zihan showcases its latest line. The brand held true to its "Mori Girl" spirit, presenting dynamic variations of "girl in the forest" look. Large straw hats and bohemian prints gave off beach holiday vibes, while sweaters worn casually over the shoulder and loud-colored backpacks hinted at a Tokyo influence.

In its 2016 spring and summer show, established local brand Yenline took the audience on a journey to an idyllic Tuscany, while young designer Austin Wu took his brand Austin. W "back to Bauhaus" — unveiling expressive graphic designs inspired by the iconic

German art school.

Outdoors apparel brand Traveler celebrates its 25th anniversary with an eye-catching collection that enables those wearing it to take on explorations in wild forests as well as daily life in metropolis jungles in style. Traveler's variation on the classic trench coat and tweed jacket emanates class, and the leather moto jacket-inspired attire is as functional as it is fashion-forward.

Shanghai brand Aroma launched its first spring collection at Taipei IN Style on Saturday. Long wavy vests, roomy overalls and a hint of pop art: think retro feminine mixed with playful, childlike elements — for young female professionals, Aroma is unleashing the unruly youth within. ■

代表杭州中紡中心服裝城的中國品牌「Zihan」為森林系女孩打造的春夏服裝秀「時尚杭州」為星期六的活動拉开序幕。主打自然復古混搭風的「Zihan」完美演繹日本「森女」風格。模特兒身穿誇張俏麗的草帽、波希米亞圍圍、格子襯衫，像在風和日麗的沙灘上漫步。設計中也融入遼谷的街頭潮流：吊帶褲裙、龐克小背包、隨性搭載肩上的針織毛衣。

兩名台灣設計師於「許曉玲x吳日云2016春夏TOSCANA假期」共同公開新作。資深設計師許曉玲的品牌「YenLine」以不羈的不規則拼接、手工刺繡創造層次，帶觀眾踏上優雅懷舊的托斯卡尼之旅。而新銳設計師吳日云的Austin. W的作品，則以大膽的剪裁、熱鬧富立體感的圖樣，向德國著名的設計學校包浩斯致敬。

戶外服飾品牌「Traveler」為慶祝25週年，以「溫暖旅人」為題，展出靈感取自台灣與歐洲風尚的新款式。兼具時髦與功能性，「Traveler」的設計讓旅人在山林探險時也能閃耀亮眼，最新推出的系列更適合摩登男女漫步於都市叢林。「Traveler」改造傳統的英倫風衣、法式經典外套，無論穿在休閒或工作的場合皆宜，彰顯個人品味。而最後登場的仿牛皮外套造型，不但俐落帥氣，同時又保暖舒適。

上海品牌Aroma則首次發表春裝產品，預計於2016年三月推出的系列讓台灣觀眾搶先看。長版背心與寬鬆的吊帶褲，又帶有一點普普風的搞怪態度、復古典雅的女人味和一點童心的元素，Aroma讓現代輕熟女解放心中陽光又愛搗蛋的自己。 ■



▼ Traveler

▼ Austin. W.

► YenLine

▲ Zihan

► Aroma

A neutral trend

跟上中性潮流

Fashion Exhibit · 靜態區

Taiwanese brand 3rd Party Cookie's white brushed black jumpsuit is the first choice to be chic, comfortable and cool. You can also try a base color with an urban design, which will create a neutral street style.

Blender's edgy white top with its eye-catching trousers are the per-

fect match. The designer tries to "go back to childhood" and uses messy yet hippie drawings as patterns to attract modernists.

For those really daring women, Jeansda's snow-inspired men's jeans could be another try. Wrapped in the oversized jeans with their flake-shaped pattern, those women are too cool to be passé.

Novizio's specially made light jacket is a great add-on for neutrals. Using Tyvek's evaluative

fabric, which is as light and as flexible as paper, the jacket is a genius idea for hangouts. ■

台灣品牌「3rd Party Cookie」白色印花的黑色連身褲是時尚、舒適、個性的最佳選擇。妳也可以試試用基本色搭配現代設計，那樣會帶來一種中性街頭風。「Blender」的有個性的白色上衣和亮眼的褲子是完美搭配；設計師希望可以回到童年，以看似雜亂的嬉皮設計圖案吸引現代主義者。對於敢大膽嘗試的女性，可以挑戰「Jeansda」以雪花為靈感的牛仔褲。套上男版牛仔褲，配上雪花圖案，絕對讓妳走在時尚尖端。而「Novizio」精心設計的輕型外套更能讓妳把中性穿得有型，外套使用和紙一樣輕薄靈活的Tyvek面料，帶著這件外套出門準沒錯。 ■



► Blender

► Novizio

► Jeansda

▲ 3rd Party Cookie

Int'l Seminars · 國際研討會

► Boris Provost, director of brand strategy and international development at Who's Next & Premiere Classe, talks about how these two professional trade show platforms function crucially in the fashion industry during his seminar. ■
台北魅力展的第三天，法國商展公司Who's Next和Premiere Classe品牌策略與國際開發總監Boris Provost，在研討會中介紹這兩個專業平台在時尚產業中所扮演的重要角色。 ■



◀ Giulio Xiloyannis, managing director of the Zalora Taiwan Branch, explains how a clear focus on in-season fashion collections and strategies of "drop shipping" in supply chain management benefit local brands in e-commerce. ■
Zalora台灣營運總監Giulio Xiloyannis，在下午的研討會中說明如何利用對當季流行款式的聚焦和供應鏈管理的「直運」策略使品牌在電子商務的營運模式中受益。 ■



Taiwan Hosiery Manufacturers' Association · 台灣區襪織工業同業公會

Think outside the socks 令人說「哇！」的襪子

Chyau Ke Co. Ltd.
僑柯有限公司

With ambition beyond cozy socks, Koolfree was established amid the decline in the hosiery industry. Kate Ko from the marketing department explains that seeing prospects in infusing fashion with function, they came up with a line of stockings in vibrant colors. Also, the growing health issue of bad blood circulation motivated them to develop compression socks with medical functions. ■

面臨絲襪產業

的沒落，「旅行家」品牌的創立宗旨卻充滿企圖心，企圖讓顧客穿在腳上的襪子不單只是舒適。行銷企劃專員柯乃慈說，當時看見時尚與功能性結合的潛力，因而創造出一系列有別於傳統、色彩繽紛鮮豔的絲襪和醫療功用較強的壓力襪，因應血液循環不佳的通病。 ■



Wei Zhan International Enterprise
煒展國際企業

As the second generation in the business, Willy Sung tells the story of the company's transition from being a manufacturer to setting up a recognizable brand name. At TIS hoping for more exposure, their brand aSaLi attracts a group of loyal customers with intriguing patterns, especially in kids' socks. Other than unique designs, their "bamboo yarn" sport socks also fare well with customers in comfort. ■

身為接手傳統產

業的第二代，宋韋逸先生詳述從代工轉型為自有品牌的過程。透過多種圖案花紋童襪吸引一批忠實的「aSaLi」，希望能在台北魅力展中提高的曝光率與知名度。除了獨特設計之外，竹炭紗所織成的運動襪也因舒適度頗受客人信賴。 ■



Hsiatex Enterprise Co. Ltd.
捷盈實業股份有限公司

Products of the brand Soxtex stand out with their practical functions, which correspond to the rising interest in health-related benefits. General Manager Johnny Hsiao enthusiastically explains that "With happy feet, nothing could go wrong with our health!" At the fair this year, they feature thermo socks, relieved with a thin piece of metal at the soles, and stress-relieving cushioned socks. ■

「Soxtex」的

產品之所以能在眾多品牌中脫穎而出，是憑藉著襪子的健康導向功能。總經理蕭銘棋先生說：「從足部保護好，身體就會好！」簡單闡明足部健康的重要性。今年的展出的商品有：透過腳底金屬片達到禦寒功能的襪子以及能紓解足部壓力的氣墊襪。 ■



WuFuYang Knitting Co. Ltd.
吳福洋針織股份有限公司

Originally a manufacturer for numerous international brands, the company demonstrated a perfect transition while carrying on the tradition of high-quality with the establishment of their own brand, W. Chief Executive Officer Andrew Wu thinks the future of the company lies in "customization," and other functional products such as anti-bacterial socks that boast no odor even when worn for several days. ■

以多家國際知名

品牌的高品代工開始做起，到成功轉型擁有自家品牌「W」，吳福洋始終如一，堅持著襪子的高品質。執行長吳晉哲認為，未來的趨勢在於「客製化」和開發高機能性的襪子。像是具除臭防菌功用的襪子，即使連續穿了三天也能清涼無異味。 ■

