



A passion for fashion

時尚狂熱

House Show • 動態秀

On the first day of TIS, we saw contradicting, if conflicting, elements fused together by Taiwanese designers of different generations. Starting in the morning, leading female haute couture brand KERAIA slipped us into a dreamy haze under the theme "double joy," the Chinese character "喜". The show started out with a soft palette of baby colors and shimmering flecks of gold and was completed with sophisticated nude pumps and extravagant fur collars. In the afternoon, CREATIVE EXPO TAIWAN amazed all with a burst of colors. Designer Hsu Chiu-I captured our attention with the island's natural landscapes majestically painted onto flowing fabrics, but playfully paired it with bold bright stockings. Then, designer Goji Lin gave a theatrical blend of traditional Eastern

cultural concepts with modern Western silhouettes. Only GOJI LIN can surprise us with a white and blue porcelain bag and a Chinese opera-inspired evening gown on the runway!

The next show's theme "Re-born," featuring young Taiwanese designers and brands. CEPHAS displayed femininity with an air of hipster and punk in its round, mirrored sunglasses and ponytails finished off with black lace bows, while VACAE brought back classic trends to young female work wear.

Accessories of feather and tassel and nose rings brought out the attitude of an urban nomad in Plate Movement's collection, and Just In Case poked at our understanding of fashion, showing that indifference for trends does not conflict with a passion for fashion.

As for the evening show, CARNIVAL GENERATION took casual denim to men's dress wear for a more youthful and energetic appearance, while Athena Chuang redefined "gothic" with a vibrant shade.



▲ CARNIVAL GENERATION

魅力展開第一天，臺灣各年齡層的設計師，在伸展台上大膽融合各式看似衝突的元素。

女裝品牌「克萊亞 KERAIA」以「喜」為主題揭開序幕，營造出「雙喜」愉悅氛圍。服飾以優雅柔美的粉色系為基底，由金色點綴出波光粼粼的時尚感，搭配裸色系跟鞋和毛領，顯現出成熟、雍容華貴的氣質。

下午兩場動態秀由文博會主辦，第一場中奔放的色彩吸引眾人目光。設計師徐秋宜將臺灣自然景觀繪製在雪紡上，而亮色系絲襪的搭配讓「本真一衣」(王仁傑 X 徐秋宜) 輕盈飄逸的美感別出心裁。林國基則帶來一場充滿戲劇性的服飾組合，結合東方傳統文化和西方現代剪裁，只有「GOJI LIN」能讓青花瓷提袋和京劇晚禮服躍上伸展台！

接續的動態秀，由新一代設計師攜手舉辦，並以「Re-born」為題。「CEPHAS」以俏皮鏡面太陽眼鏡和黑色雪紡蝴蝶結髮飾，呈現女人味俏皮的一面；而「VACAE」利用經典設計，為輕熟女打造出輕快、活潑又不失專業感的辦公室時尚；「Plate Movement」的羽毛、流蘇飾品和鼻環完美表現出一種都市遊牧的生活態度；「Just In Case」挑戰我們對於時尚的定義，對於流行嗤之

以鼻卻又對時尚狂熱。

當晚，「嘉裕 CARNIVAL GENERATION」選用單寧的休閒感，讓男士西裝年輕化，「Athena Chuang」則以亮色系創造出活潑的吸血鬼風。



▲ KERAIA



▲ CEPHAS

▲ GOJI LIN

Sportswear with function in mind

機能性運動服裝，讓流汗不再是問題

Fashion Exhibit • 靜態區

Getting yourself sweaty and smelly after a 3-on-3 pick-up basketball game with friends does not have great consequences, and it is even worse when your clothes won't dry out after half an hour of waiting.

Tackling the problem head-on, KINGS FAMILY and STRONG-TEX — both famous Taiwan-based manufacturers that have acquired the label of the Taiwan Functional Textiles, a certification specifically developed for high-quality textiles — bring fair-goers a wide selection of functional sportswear, such as flash-dry polo shirts,



▲ Taiwan Functional Textiles

jackets, down coats, and leggings. In addition, Fashion + Function, a booth consisting of 11 Taiwan textile manufacturers, and Made-in-Taiwan Smile Products, also present a number of related products. The former showcases a series of functional textiles that are moisture-wicking and odorless, and the latter offers quality and comfortable sportswear.



▲ STRONG TEX

▲ KING'S FAMILY

▲ Made-in-Taiwan Smile Products



▲ Fashion + Function

跟朋友打完三對三鬥牛後，汗流浹背又渾身發臭，實在很不舒服，但要是等了半個小時，衣服還是一樣溼答答，那就更是令人討厭了。

通過臺灣機能性紡織品標準認證的「KINGS FAMILY」和「STRONG-TEX」都是臺灣有名的服飾製造商。他們注意到這樣的問題存在，所以今年帶來許多機能性的運動服裝，像是說快乾polo衫、外套、羽絨衣及運動緊身褲等。

除此之外，由十一家素料廠商組成的「Fashion + Function」以及「MIT微笑標章產品攤位」也提供不少相關產品。前者展示一系列無臭又快乾的機能性布料，後者則帶來優質又舒適的運動服裝。

TIS blends fashion, culture

台北魅力展 時尚與文化大放異彩



▲ Justin Huang, fourth left, and Ke-Neng Wu, fourth right



▲ Tsai Ping-Kun, fourth left

Fashion News • 展前記者會

TIS is a platform to showcase fashion and culture. Speaking at the opening of the HAKKA booth, sponsored by the Hakka Affairs Council (HAC), Ke-Neng Wu, director of the Department of Industrial Economy under the Hakka Affairs Council, said that Hakka-style clothes and accessories help highlight the specificities of the Hakka culture. Justin Huang, secretary

general of the Taiwan Textile Federation (TTF), the organizer of the trade show, added that the TTF will continue working with the HAC to develop more innovative products.

During his visit to the Creative Expo Taiwan, Tsai Ping-Kun, deputy minister of the Ministry of Culture, highlighted that "fashion" is a crucial part of the creative and cultural industry on the island. He further urged all to stop by the booths to see how "East meets West" in a new generation of Taiwanese brands.

一年舉辦兩次的台北魅力展，提供來自世界各地有才華的設計師，展示自己作品及實現夢想的舞台。客委會產業經濟處處長吳克能，在擔任「客風搖曳」開幕典禮詞時表示，這些具有客家元素的服飾及配件，精確地凸顯出了客家的文化。主辦單位中華民國紡織業拓展會(紡拓會)的秘書長黃偉基也補充說道，紡拓會將持續與客委會合作，開發出更多有創意的產品。

文化部長蔡炳坤在文博會動態秀開幕時，指出「時尚」屬於臺灣文創發展的重點項目之一，並鼓勵大眾前往文博會攤位參觀新一代臺灣設計師如何融合東西方元素。

井田敦子：設計師與買家齊聚「展」

Designers, buyers meet through TIS: Iguchi

Int'l Seminars • 國際研討會

Astuko Iguchi, director of ATELIER_TRE, shared her experience as both a buyer and seller, hoping not only to better bridge the chasm between industry and fashion designers, but also to impart her knowledge of branding to the audience.

"Every little detail matters," she said during the seminar on April 14. "Designers have to always bear in mind that clothes are meant to be worn by people. It does not matter how good they look in photos; as long as customers do not feel good wearing them, they will not give your products a try."

Iguchi also stressed the importance of knowing how to make patterns and sew. "These skills are very important if you want to

communicate with pattern makers," she said. With the same observation in mind, she complimented the organizers of the fashion fair. "It is good having a platform such as TIS. It allows designers to meet and talk to buyers from around the world."

活動開始的第一天，「ATELIER_TRE」的經理井田敦子於研討會上分享自己作為買家和營銷商的經驗，除了希望減少業界需求和設計師

作品的落差，也將品牌開發的知識傳授下去。

「再小的細節都很重要。」她在研討會上說道。「設計師永遠要記得，衣服是給人穿的。不管照片拍起來多好看，只要客戶穿起來不舒服的話，他們就不會買了。」

此外，井田女士也提及打樣和縫製的重要。「如果要跟打樣師溝通的話，不能不懂這些知識。」最後，她也稱讚這次展覽的主辦方，「有像台北魅力展這樣的平台實在很棒，讓設計師能夠與來自世界各地的買家見面及討論。」



▲ Pedro A. Guevara, director of the Commercial Office of Peru in Taipei, also attends Taipei IN Style for the first time, hoping to make the Peruvian alpaca known to Taiwan's fashion designers. | 秘魯駐臺北商務辦事處代表格培卓第一次前來參展，希望能讓臺灣的時尚市場更認識秘魯的羊駝毛製品。

Foreign Visitors • 國外貴賓

Japanese buyer Jun Shimada from BAYCREW'S GROUP comes to TIS for the first time to gain more understanding about the style preferences of local youths. | 買家嶋田純來自日本BAYCREW'S集團，首次參加台北魅力展，希望能更加了解臺灣年輕人的市場。



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A casual, yet comfortable lifestyle

創造「休閒」而「舒適」的生活型態

Fashion Exhibit • 靜態區

The combination of casual wear and accessories never goes out of style, whether it is a stylish purse made of high-quality Italian leather or a skirt made by Taiwan's indigenous designers. Among other highlights, designs from both HAKKA, sponsored by the Hakka Affairs Council, and TOTEM, sponsored by the Taiwan Indigenous Survival and Development Association, offer a wide selection of casual wear and accessories that embody Hakka and Taiwanese indigenous elements.

In addition to folk-style products, DUKE & DUCHESS, a Taiwanese boutique brand that was registered in France, ASTORE ITALIA, an Italian boutique brand, and the Commercial Office of Peru in Taipei present show-goers with exquisite accessories,



▲ HAKKA

such as purses, long wallets, and alpaca products, such as jackets. Lastly, St. John's University's Department of Fashion Administration & Management is joining the fair for the first time with labels Lu Xue Zhang, Yvonne Lin and Sweet Thing that have their own take on creative design, culture and casual wear through inspiring parent-child outfits, versatile scarfs, and ladies' clothes, whereas MAYMAYTEX, a Taiwanese clothing brand brings elegance to women's wear with outfits of various pastel hues.



▲ MAYMAYTEX

▲ HAKKA

▲ Lu Xue Zhang

▲ Sweet Thing

▲ DUKE and DUCHESS

▲ ASTORE ITALIA

▲ PERU

▲ TOTEM

不管是由義大利高級皮革製成的手提包，還是臺灣設計師製作的裙子，休閒服飾和配件的組合，永遠不會過時。

深切觀察到這點的「客風搖曳」(由客委會指導)及「原風采」(由臺灣原住民族生存發展協會指導)，於是推出一系列蘊含客家和原民元素的休閒服飾。

而除了民族風的產品之外，註冊於法國的臺灣精品品牌「達質尊爵」、來自義大利的「ASTORE ITALIA」、以及秘魯駐臺北商務辦事處，提供給選展人時尚精美的配件，像是說手包包及長夾，還有羊駝毛製品，例如說夾克。

最後，聖約翰科技大學的時尚經營管理系，也首次攜手「Lu Xue Zhang」、「Yvonne Lin」及「Sweet Thing」等設計師品牌參展，帶來結合文化及他們獨特創意的服飾，像是說親子裝、多功能圍巾及女裝。臺灣本土的服飾品牌「MAYMAYTEX」也展出許多淡色系的女裝。