



Showing confidence with fashion 時尚因自信而閃耀

House Show • 動態秀

It is always amazing how donning fashion items can easily boost self-esteem. On the runway today, our designers are presenting us with collections of vastly different styles, yet all display an air of self-assurance that is impossible to ignore.

Designer May Hsu brings us her three brands: HONG CHUBBY, MADAMMAY and MAY HSU. Our morning moodiness is chased away with HONG CHUBBY's vibrant pop-art pieces, perfectly capturing the confidence of a care-free youngster. Bold floral evening gowns from MADAMMAY transform you into a glowing goddess of nature. Intended to be simple and low-profile, MAY HSU captivates all eyes by layering different textures in the colors of black, white and gray, with the

occasion slab of red.

Whereas YENLINE gives a gentle modern touch to the silhouettes of flamenco dancers through a splice of textures, Wang Li Ling and Cointreau pair up for COINTREAU x WANG LI LING, showcasing futuristic bling and club-life glamor this Friday evening, preparing us for weekend parties ahead. From all these shows today, we are reminded something simple: that a true fashion guru always shines a confidence within. ■

時尚單品如何能讓一個人突然充滿自信，實在很奇妙！今日伸展台上，各家設計師的服飾，縱使風格迥異，之中散發出的自信之美讓人難以忽視。

設計師徐明美為我們帶來三個品牌：「HONG CHUBBY」、「MADAMMAY」和「MAY HSU」。

「HONG CHUBBY」普普風的鮮豔色彩散發年輕與活力，為我們趕走早晨瞌睡蟲；「MADAMMAY」利用大膽剪裁和印花，完美演繹女神的自信魅力；「MAY HSU」用色簡單，堆疊黑、白、灰三色的各式材質，配上偶爾出現的一撇紅，低調卻能吸引眾人目光。

許麗玲的「YENLINE」靈感來自佛朗明哥舞裙，配上拼接剪裁，顯現出女性溫柔摩登的一面。法國人頭馬君度COINTREAU與汪俐伶合作，推出「COINTREAU x WANG LI LING」系列，充滿未來感的時尚和夜店風的魅惑感，在星期五傍晚為我們揭

開假日狂歡的序幕。

今日所有動態秀，只為喚起我們心中那份因自信而擁有的魅力。這即是時尚的真諦。■



▲ YENLINE



◀ MAY HSU



▶ WANG LI LING



▲ HONG CHUBBY

Personal charisma fully expressed

個人魅力的充分展示

Fashion Exhibit • 靜態區

According to Carine Roitfeld, "Let others have beauty. I've got charisma." Style, as well as charisma, is quite impossible to define. You know it when you see it, and you can't fake it.

For instance, the FW2016 collection from Athena Chuang has perfectly combined Gothic romanticism with humorous modernity, creating a unique urban charisma. Its dark red vampire-

themed cloak with high-waist skirt are the full expression of the newfangled and sophisticated lady. CARNIVAL GENERATION's denim blazer offers gentlemen an opportunity to transcend formal wear to a chic personal suit.

There are always additions to spark creativity. Drilling Lab & Moxor's industrial designed accessories add strong elements of personality. And with customized blending, Herb Fun International's specialty coffee brings exclusive odors to your style! ■

「美麗讓別人擁有吧，我擁有個人魅力就足夠。」卡琳·洛菲德曾這麼說過。風格，和個人魅力一樣難以定義，但妳一看就會知道了，更不可能去假裝。

「Athena Chuang」的2016秋冬展完美地結合了哥特式浪漫與現代幽默，創造出一種獨特的城市魅力。以吸血鬼為靈感的深紅色斗篷和高腰裙充分體現現代女性的精緻和新穎。「CARNIVAL GENERATION」的牛仔西裝上衣給紳士提供了一個將正式西裝改造成時尚的個性穿著的機會。

飾品總是可以激發創意。「Drilling Lab & Moxor」的工業設計風飾品為造型增添了強烈的個性魅力。而通過客製化的烘焙咖啡豆，「Herb Fun International」的單品咖啡帶給妳獨一無二的味道。■



◀ Athena Chuang

▲ CARNIVAL GENERATION



▲ Herb Fun International



▲ Drilling Lab & Moxor

Love yourself — the feminine side

愛自己—女性風韻

Fashion Exhibit • 靜態區

As in years past, TIS this year showcased many feminine products with different styles. "Beauty begins the moment you decide to be yourself," the iconic fashion designer Coco Chanel told women. Bird's Cambridge blue one-piece dress brings a classy college look with a deliberate cut on the waist. Imitating the greenness of Ali Mountain, +10's adorable socks present an image of a lovely youthful girl.

The more mature women should wear Keraia's red-laced Sheath dress, with its Chinese-style delicacy and elegance. Renowned designer Artina Tang has brought passion to her new brand El Shaddai Jewelry. Her butterfly silver necklace embodies heavenly eternal love and the idea of metamorphosis into a better self. Serina's vintage franc-shaped necklace also delivers the designer's love for femininity and the value of courtesy. ■

像在以往的場次中，台北魅力展帶來了許多不同風格的女性化商品。「美麗從妳決定做自己的那一刻開始」標誌性的時尚設計師香奈兒曾如此告訴女人。

「Answering Bird」的淺藍色洋裝有一種優雅的學院風，尤其體現在背後腰際的刻意剪裁上。模仿阿里山的綠色，「+10」可愛的襪子給人一種青春少女的形象。

更成熟的女性應該穿「KERAIA」的紅色蕾絲洋裝，有一種中國風的精緻與優雅。著名的設計師Artina Yang對她的新品牌「El Shaddai Jewelry」注入熱情，蝴蝶狀的純銀項鍊象徵了上帝恆恆的愛以及自我的蛻變。「SERINA」的復古風法郎威的項鍊也傳遞了設計師對女性溫柔與禮儀的熱愛。■



▲ Answering Bird



▶ KERAIA



▲ El Shaddai Jewelry



▲ SERINA

◀ +10

Taiwan fabric manufacturers can have edge in China market: Expert

給臺灣布料廠商的幾點建議

Int'l Seminars • 國際研討會

With years of experience in the fashion industry, Deborah Peng, general manager of Fablead Consulting, analyzed the current marketing strategy in China, giving some advice to Taiwanese fabric manufacturers interested in expanding in the Chinese market.

For the current condition of China's fashion industry, the lack of strict regulation leads to price wars in which fabric suppliers compete to win, she pointed out. Exclusive agents are on the loose. And the rise of "fast fashion" is hurrying the pace of the fashion industry.

"Fabric manufacturers in Taiwan must set a clear merchandising plan," Peng said at the seminar on April 15. Chinese people, with more ubiquitous air conditioning now, need more mid-range clothing, such as knitwear, than before. Blended fabric is therefore an advantage for Taiwanese fabric suppliers, as Chinese suppliers are not good at producing

this kind of textile. Another strength of Taiwanese suppliers is that they enjoy stable quality when it comes to fabric production.

To ensure the rights of Taiwanese fabric suppliers, Peng wants to cooperate with the Taiwan Textile Federation (TTF) to establish an industrial union, encouraging more manufacturers to enter the Chinese market. ■



◀ Deborah Peng



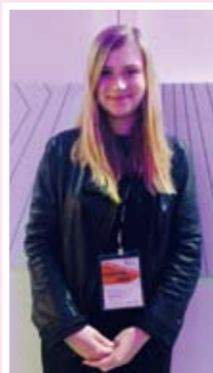
時尚界資深經理人菲力諮詢總經理彭斐立，在台北魅力展第二天研討會分享中國當前市場現況，並給予想進入中國市場的臺灣布料商建議。

目前中國市場缺乏嚴謹制度，廠商競相砍價出售布料，代理商訂貨制度也很混亂。近年興起的快時尚加速了整個時尚產業的步調。

「臺灣的布料商需要設定明確的商品企劃」隨著空調設備愈來愈普及，中等厚度的服飾(如針織)，中國市場需求比以往更大。然而中國廠商不擅長製作混紡布料，相比之下，臺灣廠商在這點占有利基，又布料品質穩定，比中國廠商更有競爭力。

為保障臺灣布料廠商的權益，彭斐立計畫和紡拓會合作鼓勵臺灣廠商進軍中國市場。■

Event Snapshots • 活動剪影



◀ Exhibitor Nicole Mierswa from Ceci notes that more international brands are included at this spring event, while the fall one last year featured more Asian brands and functional textiles. | 品牌Ceci的Nicole Mierswa認為本次魅力展參展廠商較國際化，相較之下去年秋天的活動則以亞洲設計師為主，服飾機能性也較強。■



▲ There were many visitors in Warehouse N0.5 on the second day of TIS. | 台北魅力展的第二天，參觀者聚集在松山文創五號倉庫。■



▶ Paul Khor, a buyer from Singapore, said this is his second time visiting the exhibition and the first time watching the fashion show, which he called "brilliant." | 新加坡買家保羅·許表示，這是他第二次來台北魅力展，同時也是第一次在展內看精彩彩紛、異彩紛呈的時裝秀。■



▲ Many fashionistas are waiting to get into the House Show Event. | 人們在排隊等待觀看動態秀。■



◀ National Palace Museum Director Feng Ming-chu visited TIS on Thursday, April 14. She was interested in how culture can be combined with fashion. | 國立故宮博物院院長馮明珠於4月14日蒞臨台北魅力展，她對於文化與時尚的結合產生濃厚的興趣。■



▶ Deborah Peng, general manager of Fablead Consulting, is visiting Taiwanese suppliers at the Fashion + Function booth. She is looking for new fabrics for the Chinese market. | 「菲力諮詢」總經理彭斐立女士，在時尚功能展區與臺灣供應商交流。她非常期待能帶新紡織品進軍中國市場。■

▼ Visitors stop at the booth of St. John's University/Fashion Administration & Management | 參觀者在聖約翰大學時尚經營管理系展區駐足。■

