



Taiwan: Home to eye-catching designs

Through the power of beauty and fashion, Taipei IN Style is helping transform the city into Asia's fashion capital

透過時尚美學，台北魅力展將台北翻轉為亞洲時尚首都

Featuring 121 brands from Taiwan, Japan and Hong Kong, as well as 10 runway shows, the November edition of 2016 Taipei IN Style (TIS) is a tribute to the efforts made by Taiwan's garment industry to overcome the global recession by developing local brands. This international approach, which is being applied successfully by Taiwan designers, can be seen at Songshan Cultural and Creative Park from Nov. 10 to 13.

Justin Huang, president of Taiwan Textile Federation, attributes the international recognition gained by Taiwan's fashion industry in part to the continued support of the Bureau of Foreign Trade. The bureau has promoted Taiwanese brands and designers internationally while

attracting global resources to Taiwan.

TIS aims to further promote Taiwan's brand names and designers to the world, including in China, South Korea, Japan and the countries of Southeast Asia. Taiwan does not have free trade agreements with many countries, so it must continually work hard, Huang said. "We cultivate our ability to innovate on one hand, while developing our creativity on the other, also making use of technology resources in the textile industry's upstream and downstream to develop new products."

Important institutions at home and abroad have also heeded the call this season, including the FRT (Footwear and Recreation Technology Research Institute), Taiwan Garment Industry Association, Taiwan Hosiery Manufacturers' Association and the Taipei City Office of Commerce. Japan's Fukuoka Asia Collection and GWCA (Gifu Women's and Children's wear Manufactures Association), and the HKTDC (Hong Kong Trade Development Council) have also sent delegations to join the trade fair, further highlighting TIS's role in transforming Taipei into Asia's fashion capital through the power of beauty and fashion.

2016台北魅力展展出121個來自臺灣、日本及香港等各國設計品牌，並舉辦10個時尚走秀。縱然在全球經濟不景氣的大環境下，依舊展現臺灣服裝產業及設計的堅韌能量，發展自有品牌。由臺灣設計師引領的國際發展之路，於11月10至13日在松山文創園區盛大進行。

主辦單位紡拓會秘書長黃偉基表示，臺灣時裝業在國際間受到肯定，經濟部國際貿易局的長期支持功不可沒，國貿局不但在國際市場積極推廣臺灣品牌及設計師，也把全球的資源引入臺灣。

紡拓會期許將臺灣品牌及設計師進一步推廣至全世界，包括中國、韓國、日本及東南亞國家。臺灣跟諸多國家均未簽訂自由貿易協定，也因此更需堅持不懈地努力，黃偉基說：「我們一方面深耕創新設計力，另一方面發揮創意，利用臺灣紡織業上下游的技術資源，投入新品開發。」

國內外重要機構包括臺灣鞋技中心、製衣公會、織襪公會及臺北市政府商業處，也都在此時響應臺灣設計的號召。日本的福岡、岐阜、香港貿發局也組團參與，證明台北魅力展已透過時尚美學的能量，把臺灣轉為亞洲的時尚首都。



▲ Yoshimitsu Kosai from Doshaburi S.L., Japan, wants to establish business relationship with Taiwan's global brands. | 日本Doshaburi S.L.的Yoshimitsu Kosai想與全球台灣品牌建立商業合作關係。



▲ Charlie Tang, director of Charlie Shing, Hong Kong, is here to find new designs and new products. | 香港Charlie Shing的Charlie Tang在尋找新的設計理念及產品。



▲ Nardio Zhung of 10Collect, China, looks for design concepts and products of Taiwan. | 中國10Collect的鐘佳聲在尋找台灣的設計概念及產品。

▲ Chow Tan Tan

A safari adventure with YENLINE

跟著YENLINE 古城叢林探險

Awakening the adventurous little girl hidden away deep inside

At Taipei IN Style (TIS), designer Hsu Yen-lin showcases her 2017 spring-summer selection. Since she established the YENLINE brand 16 years ago, fashion has become the fundamental element of her daily life. Besides improving the quality of her designs, over the years she has also imparted the spirit of her personal growth, metamorphosis and transcendence into her designs.

In her latest collection, YENLINE withdraws from its usual royal elegance and also awakens the adventurous little girl hidden



away deep inside. The ensembles are an exciting combination of innovative elements that integrate avant-garde patterns and symbols rendered in bold colors. Hsu's designs will be presented in a flash-mob style fashion show on the fourth day of TIS. Ku & Dancers and Eelin Entertainment models shall bring new life to the simple fabrics against the backdrop of music by Jipo Yang and Cajon wawa.

在本次台北魅力展的伸展台上，設計師許艷玲帶來2017春夏系列作品。在經營品牌YENLINE十六年後，服裝已是許艷玲生活中密不可分的一部份。除了持續精進設計質感，內心所歷經的成長、蛻變與昇華也影響著個人創作風格、反映生命總和。

這一季許艷玲收起以往氣質、貴氣的特性，在YENLINE的設計中注入許多新鮮元素及活力，運用新奇符號元素與大膽繽紛色彩，喚醒勇闖古城、叢林的赤子之心。結合古名伸舞團及伊林模特兒的動態演藝與音樂家楊智博、陳清欲的音樂力量，將在台北魅力展第四天以快閃服裝秀的形式，為簡單的布料創造全新生命舞動。



▲ BOB Jian

臺北好時尚 'Fashion IN Taipei' contest uncovers talents

Winners are ready to recreate the fashion show-going experience on the fourth day

Organized by the Taipei City Government, the "Fashion IN Taipei" contest seeks to uncover talents, making fashion more relevant to daily life and paving the way for a more global Taiwan and fashion-forward Taipei. At this year's Taipei IN Style, winning designers won't just display their work together at a booth in the exhibition warehouses - five of them will also recreate the fashion show-going experience on day four.

Under the theme "postmodern nomads," Plate Movement's designer Yu-chang Lee illustrates how humans in modern society explore their own values using cultural symbols. Designs by Xiwi Chang from XIWI and Ming-Studio's designer Ming Pin Tien are centered on sentiments and memory, respectively. Ming-Studio shows concern for social issues with jacquard weavings and patterns that inspired by the plight of Alzheimer's. XIWI depicts the very beginning of life in a mother's uterus by the combination of red and beige shades with prints and embroidery, which redefine styles of sportswear.

As for brands within #nude and BOB Jian, the influence of traditional oriental cultural elements is evident. While designer Huang Chi Yao imbues the natural simplicity of Ta Chu to exquisite circular arcs in shoulder lines of its design, Bob Jian blends elements such as face paint designs with asymmetrical structures and silhouettes to recreate the mystical feeling of the Chinese folk belief "Ba Jia Jiang."

由臺北市政府主辦的「臺北好時尚」旨在發掘服裝設計人才，縮短時尚與生活距離，營造城市時尚氛圍接軌國際。此次展覽中，「臺北好時尚」於靜態展中設置攤位，也將由五名新銳設計品牌帶來顛覆傳統的動態秀。

Plate Movement設計師李昱昌作品則環繞「後現代游牧」，探討現代人如何藉由文化符號探索自身價值。以人的情感與記憶為主軸的有XIWI設計師張海璋和Ming-

Studio的田明彬。Ming-Studio以一系列阿茲海默症發想的縹花布料展現人文關懷。張海璋以生命誕生為題，重新詮釋運動風，印花、刺繡搭配膚色、紅色系，敘述子宮裡無記憶的狀態。

黃紀堯與簡國彥兩位設計師皆以傳統東方文化為創作靈感，within #nude運用簡練的圓弧肩線與布料材質呈現求道於水、神游太初的視覺效應；BOB Jian則使用臉譜與不對稱結構表現出八家將的神祕感。



▲ BOB Jian



▲ Ming-Studio



▲ Ming-Studio