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文化交匯新風尚

East meets West

Taiwanese designs blend cultures and traditions

臺灣設計在傳統及新時代文化揉和間迸出新潛能

A blend of cultural elements from the East and the West was on show at "Fashion Footwear Runway '16". As brand GIDER hit the stage, the exquisite finish it added to the subtlety of clean-cut business wear was immediate, with shoes imbuing Western embroidery with Eastern totems. Also on show were Taiwanese brands F.Knit and WALKING ZONE, who transform sports and casual footwear with bold yet vibrant colors inspired by contemporary street culture from the U.S. and England, putting out distinct collections from "the streets." Next up was MOMENTANÉE a brand who, through subverting the imagery of fairy tales, adapted "silk road" as its collection theme, embellishing its designs with newfound insights on Eastern and Western traditions.

In the "2016 The Final Selection Show of Taiwan Fashion Design Award," 16 finalists, selected out of a hundred contestants, showcased the unlimited possibilities that textile designs offer. Among them were designers whose designs were based on the outfits of traditional Chinese farmers and fishermen, finished with the layout and detailing of Western couture, creating fresh new fashion garments.

在「2016品味·風格·魅力鞋靴」中，四家臺灣品牌紛紛亮相，帶來一場東西方文化碰撞、新舊元素融合的美學盛宴。品牌「GIDER」一登場，就步出為簡練正裝若點睛般的極致技藝，結合西方電繡、東方龍圖騰，運用傳統皮革及新潮材質拼接玩出紳士鞋款新風尚。生於臺北街道的運動品牌「F.Knit」及休閒品牌「WALKING ZONE」則分別以美、英街頭文化與精神為設計發想，輕輕舞動出新

舊交融的獨特街頭鞋藝。壓軸的「MOMENTANÉE」更推翻婚鞋以往的甜美形象，以絲綢之路為設計靈感，糅合東西衝突的精髓，演繹出新舊交雜、東西合璧的繁華盛景。

接踵而來的2016時裝設計新人獎，更使海外外貿主眼晴為之一亮。從百位參賽者中脫穎而出的16位設計師，將紡織設計的潛能無窮迸發，主題不設限。其中，有設計師將華人傳統的「漁夫裝」及「稻田裝」，以西方的版型結構及細節處理，煥發出新世代時裝，將傳統文化往下耕耘，承接出始於東方、修於西方的嶄新設計風尚。

氣候難民
CLIMATE REFUGEE

氣候變遷與環境災害接踵而至，在氣候劇變中省思，我們能為這片崩潰的土地做些什麼？
Climate change and environmental disasters have struck us. What can we do for this land?

Bringing Taiwan fashion to next level

Designers of all generations, unite!

臺灣設計師集思 時尚更上一層樓

Japanese buyer and ATELIER_TRE fashion director Atsuko Kato, a six-time visitor to the show, eagerly spoke about the improvements in Taiwan brands and designers that she saw at the latest edition. Kato pointed out changes not only in design styles on the runway, but also in the product prices, which better fit their target age group. Kato had high praise for Athena Chuang's playful new collection of androgynous pieces.

Shows that she looks forward to are brand ZUO's "SECRET" on day three, as well as Tai-



▲ Atsuko Kato, center, posed with ATHENA CHUANG designer Athena Chuang, right, and the brand's marketing and communications assistant manager Sherry Shih, left, at the 14th Taipei IN Style. | 加藤敦子(中)與ATHENA CHUANG設計師莊承華(左)和行銷公關襄理於會場中合影。

wan's young generation of designers in "FASHION IN TAIPEI" and designer Hsu Yenlin's YENLINE on the fourth day.

Sharing thoughts about the exhibition area, Kato said she was interested in designer Nick Cheng's brand CHENG PAI CHENG with its colorful prints on flowing fabrics, and the silhouettes of designer Cecilia Chang's brand Ceci. Sharing a conclusion from her talk with YENLINE designer Hsu Yen-lin, Kato suggested that all generations of designers in Taiwan should come together to share ideas to further elevate their designs.

日本ATELIER_TRE時尚總監與買家加藤敦子小姐第六次參加台北魅力展，大方分享在臺灣時尚品牌與設計師身上所看見的進步。

除了動態秀在呈現上更加完整，加藤敦子表示產品定價與目標族群年齡層更符合，並對ATHENA CHUANG設計師莊承華新一季中性風作品大為讚賞。其他場動態秀中，她最期待第三天由設計師林窈如品牌ZUO帶來的「秘密」和第四天資深設計師許曉玲YENLINE和臺北好時尚將呈現的新銳設計師們。而靜態區內，鄭百成的CHENG PAI CHENG 飄逸而豐富色彩的作品和張翔瑜Cecici的特殊剪裁也是採買重點。

加藤敦子最後分享與設計師許曉玲在前一次活動的交流，認為臺灣新生代、中生代與資深設計師若更頻繁相互交流，能夠激盪出更多創作上的火花。



▲ Niki Bruce, editor of SPH Magazines, likes local fabric and creative cuttings; she is looking for products that are not commonly seen in Singapore. | 來自新加坡的時尚編輯Niki Bruce對於布料及特殊剪裁最感興趣，因為在新加坡較少見。



▲ Kelvin Fung, brand manager of OMG SHOWROOM, Hong Kong, was impressed by Just In Case, a Taiwanese brand that mixes elements from the East and West. | 來自香港的品牌經理人馮敬恩表示，臺灣設計師服裝品牌Just In Case，融合了東西方文化的元素，讓他印象深刻。



▲ Janet Tinsay, managing director, J Promotions &Event, USA, is scouting for new designers to promote in the U.S. fashion market. | 身為行銷公司總監的Janet，發掘世界各地新銳設計師並將其設計潛能引入美國市場。

Effortless elegance

Enjoy a feeling of lightness and simplicity

隨性優雅 渾然天成
簡單舒適 穿出輕快好心情

Japanese designer kapuwa's bedazzling floral co-ord is the trusty and comfortable go-to piece your wardrobe has been crying out for. A close look at the indigo blue khadi cotton dress reveals the intricacy of its natural earthy dyes, with the dimensions of the fabric enhanced through textile block printing. Pair it with a pair of pointy white flats from being TOKYO by BELL FLORRIE

and a half-moon shaped leather clutch from Hong Kong brand TAT and voila! – an air of elegance and simplicity that makes for an effortless look. Add Takashi Naomi's exquisite, hand-crocheted golden necklace and you're good to go!

日本設計品牌「kapuwa」2017夏季兩件式藍色碎花裙，簡單樸實，輕鬆營造隨性迷人風采。自然大地色系手織棉布，經過雕版手

工染製、印刷等多道程序而成，細膩呈現不同印花設計。穿上「being TOKYO by BELL FLORRIE」白色尖頭平底鞋，再搭配香港設計品牌「TAT」同色半月型手拿包，在田園隨性中帶有幾分典雅，活潑中不失氣質。而日本設計師田畑上美同名品牌「Takashi Naomi」的金色手工項鍊，精緻小細節為整套穿搭畫龍點睛！

▶ WALKING ZONE

▼ F-KNIT



▲ GIDER

▶ TAT



▼ being TOKYO by BELL FLORRIE



▲ Takahashi Naomi



▲ kapuwa