



- For Immediate Release -

October 31, 2013

“2013 Taipei IN Style”

Taiwan's Fashion Industry Scales to New Heights, Amazes International Visitors

(TAIPEI, Taiwan) — The Taipei IN Style (“TIS”) show, which brought together fashion industry professionals from all over the world, recently came to a successful conclusion at Nangang Exhibition Hall on Thursday, October 17, 2013. The TIS has grown in scale year after year with the support of the Bureau of Foreign Trade, Ministry of Economic Affairs. This year's show began on October 15 and lasted for three days, attracting overseas exhibitors, media outlets, buyers, and fashion professionals from over twenty countries and regions. More than 218 exhibitors organized and operated 264 display booths. In addition, a total of eleven house shows, seven trunk shows, and three professional seminars helped attract more than 28,000 visitors. The 8th Taipei IN Style highlighted Taiwan's domestic fashion design capabilities and brand appeal. It is estimated that this year's TIS will bring in more than US\$8 million in business opportunities for Taiwan and lay down a solid foundation for the domestic clothing and fashion industry.

A Gathering of Stars from the Fashion World: Designers from Taiwan and Hong Kong Strut Their Stuff

Eleven house shows were held during the Taipei IN Style fashion show. This year's show brought together veterans and new designers and brands from Taiwan and Hong Kong. It also attracted many celebrities from both the fashion and entertainment industries. **FN.ICE**, a brand of GoHiking, uses large amounts of Ecoya™ recycled yarn in its 2013 fall/winter collection Modern Heritage. The collection blends together classic check patterns and functionality. **Style Hong Kong**, a gathering of five Hong Kong designers led by the Hong Kong Trade Development Council, presented the latest fashions from Hong Kong. Twenty-nine cutting edge and high-potential designers exhibited at the **2013 Fashion IN Taipei**, displaying limitless creativity of a new generation of designers. **Chiui Hsu** invited more than eleven artists and models to participate in the house shows, closely integrating fashion and art. The “NEW GEN - Spring/Summer 2014 Collection” is composed of designs from four high-potential designers: 2014 Spring/Summer collections including **Liu Chun-ting's** “Seeker”, **Eve Lin's** “Crossing Boundaries”, **Cecilia Tuan's** “PEN & SWORD”, and **Crystal Wang's** “Sea Wonders”, were announced to universal acclaim. **KERAIA**, high-end brand with many socialite fans, created delicate and timeless designs; **Yen-lin Hsu's** Spring/Summer 2014 Collection “Flying Against the Wind” was a collaboration with Alexander King Chen and presented designs emphasizing feminine independence; In “**Robyn Jetset India**”, designer Robyn Hung used wild colors and costume designs to help women find the source of happiness; “**2013 Taiwan Indigenous Fashion Trend**” was a collaboration between ten aboriginal designers, instilling creative improvements into traditional pieces to create modern elegance; **Lee Kun Ming's** “2014 Pastel Decor Bright Colors” painted haute couture dresses with



various pastel colors, revealing another type of elegance and style! The “Taiwan Fashion Design Award 2013 Finale”, an award discovering many new industry talents each year, showcased diverse creations as the perfect finale to the 2013 Taipei IN Style.

This year's Taipei IN Style saw many well-known participating vendors including emerging and veteran apparel brands. This has attracted many well-recognized people from the entertainment and fashion industry, such as Janel Tsai, Li Peixu, Jasper Liu, Sunnie Huang, Darren, Ailing Tai, Lee Ming Chuan, Stephanie Wen, and more. Taipei IN Style is becoming increasingly prestigious with each year!

TIS Professional Exhibition Area Gathers Elite Designers

The 8th Taipei IN Style show attracted the attention of various industries, and its professional exhibition area presented 264 booths from the quality Taiwanese vendors as well as foreign designers; Most notable in the domestic presentation area is the “Chao!Taiwan”, with brands hosted by Taiwan entertainers/brand spokesmen **Continued** (Darren, The Drifters), **WOW** (Calvin Chen, Fahrenheit), **Outerspace** (Leo Liao, CIRCUS), **Fever** (Chen Chien-chou, Blackie), **Adore.I.G.I** (Genie Chuo), **SQUAD**, **Filter017**, **FPG-Style**, etc. Continued spokesman Darren visited the exhibition area to interact with buyers and fans, attracting large crowds. In addition, Taiwanese designers and brands MAIN CHIU, méchant bébé, H. and L.E., and the 5 8 Campaign also presented many refreshing and dazzling designs.

The international exhibition area attracted vendors and designers from countries such as Sweden, Australia, Japan, Korea, Singapore, Malaysia, Indonesia, and more. Leonid Alexeev, the important fashion competition judge and famous fashion designer from Russia, was on the scene to personally represent his brand. The Swedish jewelry brand The Green Girl exhibited accessories with environmental themes. Zack Lo, accessory brand favored by international actresses, and Chailie Ho also exhibited. Meanwhile, the Mainland Chinese women's brand JNBY not only participated in the TIS, but also formally declared their entrance into the Taiwan market. The TIS is not only an influential force in Asia, but also highlights the importance of Taiwanese fashion on the international stage.

Seminars, Trunk Shows, and the Business Matchmaking Gather Crowds and Business Opportunities

In addition to the house shows which presented the creativity of various designers, many fashion brand professionals and enthusiasts participated in TIS. The foremost goal of the show was to enhance industry and brand competitiveness and to promote brands to the international stage. Therefore, TIS hosted a special series of professional seminars, including “Global Retail Trends and Spring/Summer 2014 Macro Trends” from WGSN, “Selling to Australia! New Markets & Opportunities” by TCF Global, Australia, and “The New Silk Road to China—Online Shopping” by the Institute for Information Industry. The professional analysis in the seminars enhanced the international competitiveness of Taiwan's brands and assisted industry professionals to grasp opportunities, diversifying Taiwan's design industry.



In addition to the house shows, the venue included a “Trunk Show” area to provide brands a space for showcasing their works. TIS hosted seven exciting fashion events. “PARCO-Asia Fashion Collection Announcement” was the first to showcase designer Austin Wu's 2014 Spring/Summer collection and collaboration products between four Taiwan fabric factories (Tri Ocean Textile, Taiwan Taffeta, Aurotex, and Super Textile). The “PAIHO GROUP Life Style 3D Casual Wear Launch” presented innovative casual jackets made from “3D bamboo cotton” and shoes made from spandex fabric. “Mixing your Fashion in a Blender” presented creative and innovative products from a new generation of designers. The “Taiwan Functional Textiles Joint Promotion” showcased Taiwan's impressive textiles and the innovativeness of functional textiles. The indispensable fashion item—hosiery—was also showcased in “Love MIT Socks”, which gathered three Taiwanese fashion designers and six Taiwanese hosiery manufacturers to reinterpret hosiery as the main character of fashion. The “YANG JEFF S/S 2014 Collection” showcases graceful and fashionable women's dress with exquisite handmade elegance. The official drink of this year's Taipei IN Style was “Patrón Tequila - Simply Perfect”, which was presented in a final feast of sight, sound, and taste!

After the series of trunk shows, exhibition booths, and seminars came to a close, business matchmaking was also a necessity. Matching international buyers with domestic vendors through the show in order to achieve sustainable brand development is a major goal of Taipei IN Style. This year, buyers, exhibitors and media from countries such as Taiwan, mainland China, Hong Kong, Japan, Korea, Nepal, Indonesia, India, Singapore, Malaysia, UK, USA, Brazil, France, Sweden, Poland, Peru, Russia, Australia, and Kuwait were matched up with designers, and follow-up orders are estimated to reach US\$8 million.

The 2013 Taipei IN Style show promoted Taiwan's soft power on the international stage with a variety of fashion shows and exhibitions. TIS not only attracted many celebrities from Taiwan, but also enjoyed a high level of attention from Taiwanese and international media as well as related industries. Taiwan's soft power was becoming increasingly recognized throughout the world. In order to connect more brands and manufacturers with international opportunities, the 2014 Taipei IN Style show will expand its operations, hosting two shows in one year rather than only one show. Hence, for the first time ever, next year's TIS will be hosted from April 17, 2014 to April 20, 2014.



[Attachment: Event Photos]



Deputy director Jiang Wen-ruo, Ministry of Economic Affairs (seventh from the left) and Ye Yi-shiung, chairman of the Taiwan Textile Federation on site (sixth from the right) at the pre-show press conference



Deputy director Jiang Wen-ruo, Ministry of Economic Affairs (sixth from the left) and Ye Yi-shiung, chairman of the Taiwan Textile Federation (seventh from the right) at the pre-show press conference



FN.ICE 2013A/W Modern Heritage demonstrating functional fashion



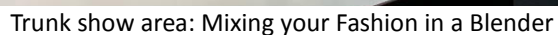
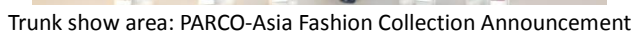
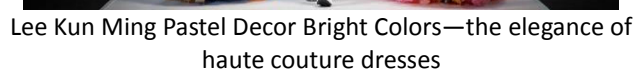
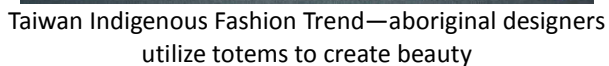
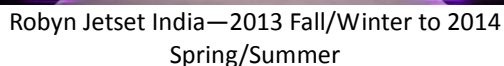
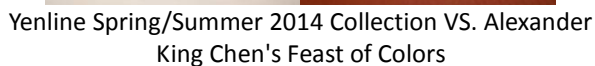
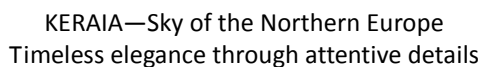
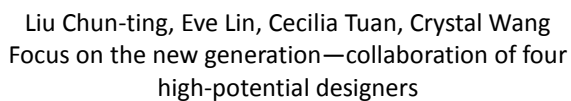
Style Hong Kong—5 Hong Kong designers interpret Xiangjiang elegance



Fashion in Taipei—emerging designers compete for the spotlight



NAIF by Hsu Chiui—a combination of art, fashion, and living



Taipei IN Style

October 15-17, 2013
台北·魅力



Display booth



Display booth



Seminar: Global Retail Trends and Spring/Summer 2014
Macro Trends (WGSN)



Seminar: Selling to Australia! New Markets &
Opportunities (Australia TCF Global)



Overseas Event area



Magazine area