



[For Immediate Release]

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## **2014 「Taipei IN Style」 Fashion Craze Continues**

The second day of "Taipei IN Style" (TIS) started with a joint runway show by Singaporean designers Alfie Leong and Angela Lim, followed by Taiwanese designers Yen-Lin Hsu and Alexander King Chen. The afternoon sessions featured Taiwan Fashion Design Award 2014 Finale and Hsu Chiu-I's new indigo-dyed exhibition with her 12 artist friends. In the meantime, two seminars were held to discuss brand management and merchandising strategy, which attracted vast audience from local businesses.

### **An extravaganza of Asian styles 「Illumni Spring/Summer 2015 Series」**

Today's house shows started off with "Illumni Spring/Summer 2015 Series" by Singaporean designers Alfie Leong and Angela Lim. During which Songshan Cultural and Creative Park was already overwhelmed with crowd before noon. Singapore's veteran designer Alfie Leong has time and time again been acclaimed in international fashion weeks for his unorthodox ideas, and became a winner of Singapore President's Designer Award in 2013. The other Singaporean designer, Angela Lim, has been well-known for experimenting different materials and elements in redefining the human curve.

### **YENLINE/ALEXANDER KING CHEN Spring/Summer 2015 Fashion Show- Silk Road**

During the afternoon session, Yen-Lin Hsu once again partnered with Alexander King Chen in a house show titled "Spring/Summer 2015 Fashion Show-Silk Road." In addition to being another highlight of this year's TIS, this show was meaningful as it coincided with the 20th anniversary of the brand. Yen-Lin Hsu has always been persistent about her perceptions toward elegance, beauty and lifestyle. For her spring/summer series, she made the perfect combination of high boots from the Wild West with eastern elements. 2014 also marks the 5th anniversary of Alexander King Chen's proprietary brand, and his collaboration with Yen-Lin Hsu in this year's TIS has signified the success of Taiwanese designs. Meanwhile, a great number of celebrities, media and bloggers were also invited to witness this sensation.

### **16 Finalists to Compete for the Throne of 2014 TFDA**

Since 1987, Taipei Fashion Design Award (TFDA) has become a major annual event in Taiwan's fashion industry. There are 16 finalists selected from 500 new talents entered the 2014 TFDA finale



this year. Meanwhile, Taiwan's leading apparel companies including Wintex Knitwear, Makalot Industrial, Eclat Textile and so on, actively offer a total of US 38,000 dollars' sponsorship to the event in order to help explore young talents for Taiwan apparel industry.

### **The latest Spring and Summer Design 「A day I miss, our mundane fragments」**

Scheduled in the evening session was Hsu Chiu-I's house show titled "A Day I Miss; Our Mundane Fragments," during which a dozen of artists were invited to walk the runway. The show was about vesting new ideas into indigo-dyed fashion, and reintroducing creativity in its pristine and intuitive form.

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## 2014 「Taipei IN Style」 Schedule

### ◆ House Show Timetable (Warehouse 2)

Date	Time	Content
11/7 (Fri)	11:00– 12:00	Title: Illumni Spring/Summer 2015 Series Designer: Alfie Leong, Angela Lim Brand : MU Gold Label by Alfie Leong 、 Ange Révolte by Angela Lim
	14:00– 15:00	Title: Silk Road Designer: YENLINE / ALEXANDER KING CHEN Brand : Ocean International
	16:00– 17:00	Title: Taipei Fashion Design Award (TFDA) 2014 Finale Designer: Brand : TFDA
	19:00– 20:00	Title: A Day I Miss; Our Mundane Fragments Designer: Hsu Chiu I Brand : NAIF By Hsu Chiu I

### ◆ Trunk Show/Seminar Timetable (North Tobacco Factory 2F)

Date	Time	Content
11/7 (Fri)	10:00– 11:00	<b>Topic :</b> Merchandising Plan 【Fablead Consulting】 <b>Speaker :</b> Deborah Peng, General Manager,
	13:00– 15:00	<b>Topic :</b> Futures of Taiwan' s Brands: New Business Model? New Opportunity?【Institute of Business Development Co., Ltd. 】 <b>Speaker :</b> Koji Shimada, President