



[For Immediate Release]

November 8, 2014

2014 「Taipei IN Style」

Fashion maestros gathered to consummate the TIS

Fashion maestros from Taiwan and China hosted three fashion shows at the Taipei IN Style during the third day of the event, including: Taiwanese designer Goji Lin and his 2015 Spring/Summer series in "The Ultimate of Luxury;" "Fashion Designers in Shanghai" featuring Liu Hui-Li and Shanghai brand THETHING; and in the evening session, "EIFINI AW14/15 Collection" by Shanghai brand EIFINI. All these astonishing performances consummate the TIS with perfections.

New Chinese talents introduced by the Shanghai master

By the supports of Shanghai Mart and Shanghai International Fashion and Design Center, Madam Liu Hui-Li, a well-respected designer from China, joined new brand - "THETHING" in the latest exhibition. Madam Liu Hui-Li is a world-renowned custom designer as well as a prominent figure when Shanghai was nominated "City of Design" by UNESCO in 2010. Her works have been showcased in France, Japan and Egypt, while Liu herself is a constant guest to the country's leaders. Liu has always based her works upon principles of tradition, culture, art and practicality. Her concise, free and open cutting styles have been praised as "an astonishing combination between eastern elegance and western openness."

From Shanghai, China, "THETHING" has joined the show to unveil its latest 2015 spring/summer collection themed - Nature. Featuring the theme of forest and farm, THETHING's spring innovations comprised of the use of dynamic colors while its summer designs were inspired by Machu Picchu. THETHING has been well-known for its imaginative visuals and the use of dynamic colors and geometric shapes to give wearers distinct characters of their own.

Goji Lin pushes urban extravagance to the limits

As the Director General of Taiwan Association of Fashion and Accessories Designers, Goji Lin has extensive experience in fashion design. Goji Lin's 2015 spring/summer series titled "The Ultimate of Luxury" places emphasis on the physical appeals and extravagance of urban women. Inspired by the rise of party culture in the 1970's, Goji Lin used Bohemian curves, laces, irregular shapes and great color varieties to present the beauty of women at night.



New Sino-French elegance by EIFINI

EIFINI, a women's fashion brand from Shanghai, has long been working with French designers to incorporate eastern modesty with the French sense of beauty. For this season's series, EIFINI has opted for the use of monochrome tone with exquisitely designed patterns to bring out the elegance in women. As for the winter series, EIFINI has added a touch of pink to the common grey, white and black in an attempt to redefine the winter colors. Whether it was simple monochrome or the use of warm colors, they conveyed the French urban elegance that EIFINI is so adapted at!

Press Contact:

Taiwan Textile Federation TEL: 886-2-2341-7251 FAX:886-2-2391-1648

Cecilia Liu EXT.2561 、cecilia_liu@textiles.org.tw

Andrew Wang EXT.2544 、andrew@textiles.org.tw

Disco Chen EXT.2965 、disco@textiles.org.tw

Prestige Public Relation TEL: 886-2-2775-2612 FAX:886-2-8773-1215

Michelle Dong EXT.623/0972-303-161 、michelle.dong@prestigepr.com.tw

Rex Chang EXT 627/0937-066-171 、rex.chang@prestigepr.com.tw

Aaron Yu EXT.621/0931-234-168 、aaron.yu@prestigepr.com.tw



2014 「Taipei IN Style」 Schedule

◆ House Show Timetable (Warehouse 2)

Date	Time	Content
11/8 (Sat)	14:00- 15:00	Title: Fashion Designers in Shanghai Designer: Liu Hui-Li, THETHING Brand : Shanghai Mart & Shanghai International Fashion and Design Center
	16:00- 17:00	Title: The Ultimate of Luxury Designer: Goji Lin Brand : GOJI LIN
	19:00- 20:00	Title: EIFINI AW14/15 Collection Brand : EIFINI

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

Date	Time	Content
11/8 (Sat)	14:30- 16:00	Topic : MIT Underwear & Taiwan Functional Textile Joint Promotion