



[For Immediate Release]

November 9, 2014

2014 「Taipei IN Style」

A successful close of Taipei IN Style promoting Taiwan's fashion industry

The 2014 Taipei IN Style had come to an end today. The final day (November 9th) of Taipei IN Style featured three house shows: "Taiwan Indi Style," "ANARSUSE," and "Fashion in Taipei" that showcased the works of 25 new designers. Through beautiful house shows and seminars held during this event, Taiwan was given an opportunity to demonstrate its design talents and bring local brands to the world's attention, and created abundant business opportunities. The exhibition have attracted over ten thousands of visitors over the 4-day period, and spurred numerous business opportunities. Next year TIS is going to celebrate its 10th anniversary since the first edition in 2006, and the Taipei IN Style 2015 would be worth a greater perspective for audience's expectation. 2015 Taipei IN Style will start on the 9th to the 12th April.

Taiwan's indigenous designers joined hands in "Taiwan Indi Style"

Chinese brand ANARSUSE making its first appearance in Taiwan

From Hangzhou, China, ANARSUSE announced its autumn/winter series here at Taipei IN Style as an attempt to venture into the international market. ANNASUSE is known for combining two extreme styles into creating multi-layered designs for modern women. It is well-versed in using concise curves to bring out the many characters of women in a modest way. For this year's autumn/winter series, ANNASUSE incorporated the use of knitwear and wool felt combined with natural colors to present the brand's modest nature.

25 Taiwanese talents in the closing show "Fashion in Taipei"

The 2014 "Taipei New Fashion Design Talent Competition" had identified 20 new talents, whom were offered show opportunities and assistance in the commercialization of their designs. The Gold Prize winner, Chou Yu-Ying (周裕穎), drew inspiration from "YouBike" - the most popular leisure activity in Taipei, and made suits and coats out of heat-dissipating fabrics while



combining a variety of local visual elements such as Taipei 101 Building, CKS Memorial Hall, Longshan Temple, and graffiti arts. The Silver Prize winner, Andre Kao (高勝忠), based his designs on the myths of the indigenous people and introduced elements such as pottery, glass beads, knives, and fabrics made of coffee grounds to show Taipei's diverse cultures. The Bronze Prize winner, Victoria Kao (高綵瑄), stood out from the competition with the use of specially designed printing patterns to reflect the rising buildings and skylines in Taipei.

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■2015 「Taipei IN Style」

Date : 9~12 April, 2015

Venue: The Songshan Cultural and Creative Park

Warehouse No.3 & No.4

Tobacco Factory North and East



2014 「Taipei IN Style」 Schedule

◆ House Show Timetable (Warehouse 2)

Date	Time	Content
11/9 (Sun)	11:00- 12:00	Title: Taiwan Indi Style Brand : Taiwan Indi Style
	14:00- 15:00	Title: ANARSUSE Brand : Hangzhou Shizhe Fashion Co., Ltd.
	16:00- 17:00	Title: Fashion in Taipei Brand : Taipei City Office of Commerce