



Fashion Seminar • 研討會

## Plan rationally and build the right business model 理性規劃 建立正確商業模式



Style guest speakers are sure to help him do just that. ■

現今設計師與企圖在時尚圈開業的人實在很幸運。台北魅力展的兩場研討會分別由「菲力諮詢」總經理彭斐立講解「商品需求企劃」及「事業開發研究所」的社長島田浩司主講「台灣品牌未來進行式：新商業模式？新契機？」

總經理彭斐立表示，縱使「消費形態快速變化」，了解消費者需求以及抓住消費的心依然是必要的課題。她更提到：「擁有好業績的前提是擁有精確的定位。」兩位講者分別強調在產品上市前必須考慮到眾多現實因素，例如季節條件、消費者習慣等等。島田浩司先生也說遵循「五適」——適品、適的場所、適量、適中的價格、適合的時機——才是成功之道。

台灣品牌plain-me的創意總監黏丁文，今日也前往聆聽島田浩司的演講，他表示社長提到的一些技巧對於拓展大陸市場頗有幫助。■

(Above) Deborah Peng, general manager of Fablead Consulting conducts a seminar. (Below) Koji Shimada, president of the Institute of Business Development. ■

(上)「菲力諮詢」總經理彭斐立於研討會中。(下)「事業開發研究所」社長島田浩司先生。■

Designers and those who attempt to launch their own business in the fashion industry are lucky nowadays. Two seminars at Taipei IN Style, one on developing a merchandising plan delivered by Deborah Peng, general manager of Fablead Consulting, and the other, "The Future of Taiwan's Brands: New Business Model? New Opportunity?" by Koji Shimada, president of the Institute of Business Development, offered professional market analysis and many useful tips for would-be entrepreneurs.

Peng mentioned that despite "the fast-changing consumer style," it's still essential to comprehend and cater to what customers want. She also suggested that to have good sales one must strive for adequate product positioning in the

market. Both speakers placed emphasis on the consideration of practical factors before launching a product, for instance, the importance of seasonal conditions and consumer habits. "One should always strive for the five rights: right merchandise, right place, right quantity, right price and right time," said Shimada.

Tim Nien, creative director of plain-me, a Taiwanese brand, attended Shimada's seminar and found the speaker's insights quite interesting. Nien is trying to expand his business into mainland China, and the knowledge and experience of Taipei IN

Fashion Exhibit • 靜態展

## The power of new designers 新銳的力量

New designers took the fashion stage by storm, presenting new styles for fashion lovers everywhere. If you crave a bit of elegant French chic on the streets of Taipei, then opt for the vibrantly colored clothing of CRYSTAL WANG.

For those philosophical thinkers slash fashion lovers, Athena Chuang's fall collection inspired by the Greek philosopher Euclid is the fitting choice for you. Dleet's collection reconstructs geometrical patterns to create a three-dimensional look. Sevenfold's clothing by designer Steven Wu evokes the story of this rebellious designer who has shed some of his innocence since

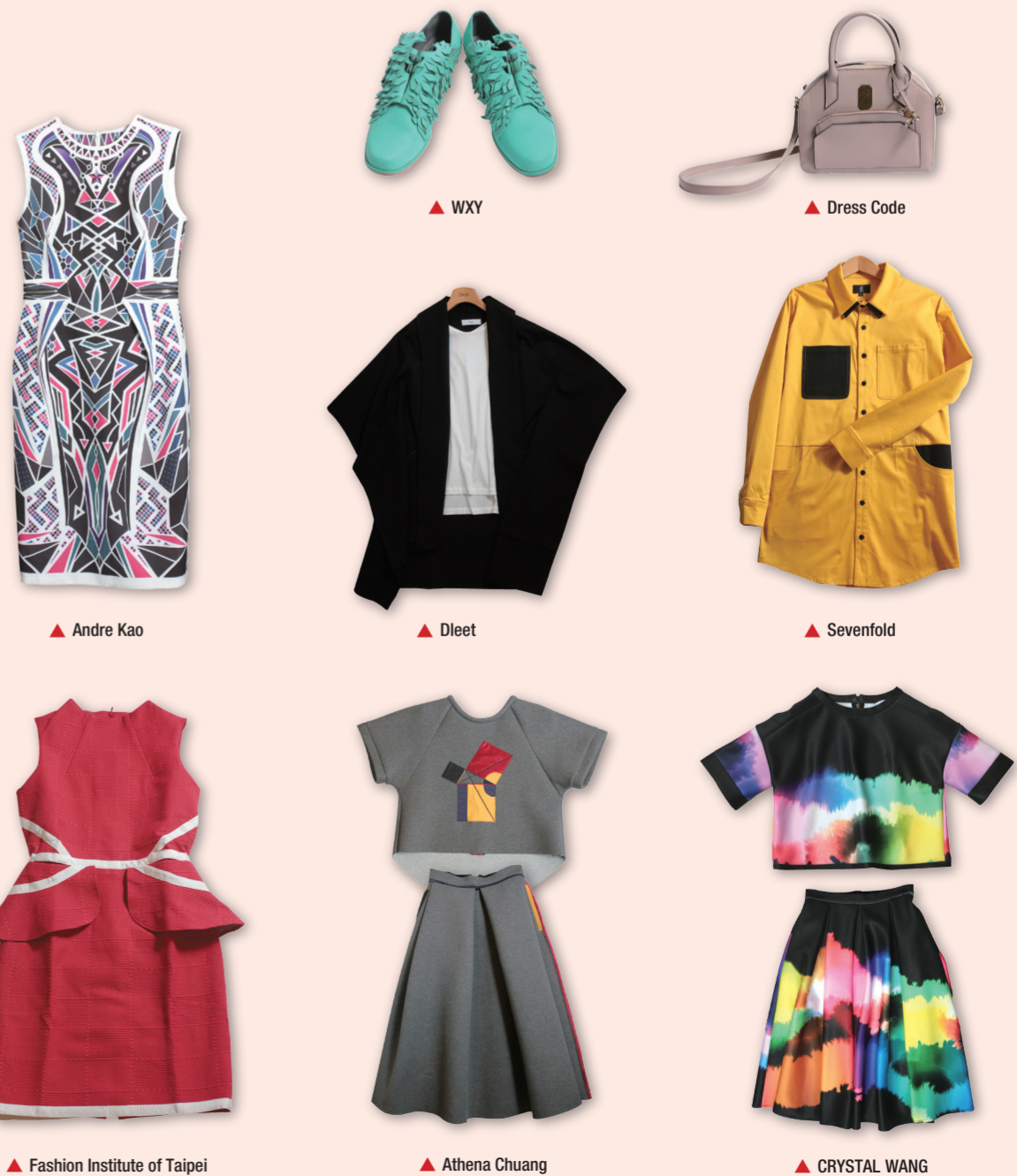
last season.

The brand Andre Kao took home second place in the Fashion in Taipei contest with his aboriginal-style dress. Meanwhile, the edgy unisex shoe collection from WXY released its first pair of shoes for every season in multiple colors. Also, Dress Code's unisex loafers are meticulously crafted by a team of six designers. Finally, the Fashion Institute of Taipei offers urban clothing created by dozens of local designers. ■

新銳設計師以炫目的姿態踏上時尚的舞台，帶給時尚愛好者更多選擇。如果你想要將法式優雅風格搬到

台北街頭，你應該選擇「CRYSTAL WANG」的絢麗色彩服飾。至於那些哲學家兼時尚愛好者們，「Athena Chuang」被希臘哲學家歐基里德啟發的秋季服飾將是恰當的選擇。多我李倍的設計重組幾何圖形，創造了立體感。

「Sevenfold」品牌設計師吳鑄金的服裝描述一位年紀稍長的叛逆男孩的故事，他已脫去些許上一季的純真。品牌安德烈以一件帶有原住民色彩的禮服獲得台北好時尚選拔賽的第二名。「WXY」中性又前衛的鞋子品牌在每一季都推出他們的第一雙鞋，各推出不同的顏色。六位設計師一絲不苟的打造了「Dress Code」的中性鞋款。「西園29服飾創作基地」帶給大眾幾十個台灣設計師設計的都會氣息服裝。■



## Start a fashion revolution 掀起時尚革命

If there is one word that best embodies the runway show on the second day of Taipei IN Style (TIS), it must be "dynamic." The fantastical journey began with a joint runway show organized by Singaporean designers Alfie Leong and Angela Lim, which revealed two versatile spring/summer collections with bold, contrasting colors such as white, black, dark blue, bright orange and mint blue on garments with unconventional cuts evoking cutting-edge styles.

Following the morning's highlights, another joint show, "Silk Road" by Taiwanese designers Hsu Yen-lin and Alexander King Chen, presented the adventure of glamour. Chen, inspired by the purity of Indian religions, showcased a series of fabulous evening gowns representing grace and luxury, while Hsu combined mysterious Peruvian ethnic patterns in her new urban chic spring/summer collection.

Next, the spotlight fell upon finalists for the Taipei Fashion Design Award (TFDA), a Taiwan design competition that started in 1987. A total of 16 finalists, whittled down

from 500 competitors, competed onstage. From innovative cuts to revolutionary details, these up-and-coming designers are not afraid to show their daring ideas, and they are ready to shine in the fashion world. This show ended on a high note when Chu Chia-hsuan was named the winner with her work titled "The Death of Soldiers."

The last show — "A day I miss, our mundane fragments" — marked an elegant end to the day's excitement. Taiwanese designer Hsu Chiu-i unveiled her reflection on people's daily lives, building a bridge for people to communicate with the natural environment, the material world and different attitudes toward living. Combining various colors, she redefined elegance with the simple aesthetic of her collection, leaving members of the audience in infinite reveries. ■

如果非要為第二天台北魅力展的動態秀下一個註解，那非「生機無限」莫屬了。

這一天的奇幻旅程始於兩位新加坡設計師的春夏新作。Alfie Leong和Angela Lim

分別以強烈黑、白、深藍、亮橘，以及薄荷綠色的對比以及非傳統大膽的剪裁，呈現出多元且多變的日常服飾。

而延續著早上精彩，兩位台灣設計師以新主題「絲路」帶領著觀眾前往華美和優雅的冒險。陳科維受印度梵我精神的純粹所啟發，他帶來了一系列飄逸而華麗的晚禮服，展現出無與倫比的高貴和雅緻。而許艷玲則結合絲路神秘的民族圖騰在她的春／夏都會時尚新品中。

接下來的時裝設計新人獎大賽，更是將第二天的魅力展推向一個新的高潮。從500名參賽者中脫穎而出的16名新銳設計師在這個嶄新的舞台上，呈現自己的迷你系列。從非傳統的剪裁到革新的細節設計，他們不畏懼表現自己瘋狂的想像也準備好在時尚界的舞台大展身手。這場比賽以朱嘉萱的「兵兵兵兵」奪下冠軍而結束一個段落。

而最後由台灣設計師徐秋宜所帶來的「歲月如梭，日常如常」為這一天畫下完美落幕。她開啟了一段對現代生活的省思，為人與自然環境、物質世界與不同的生活態度架起了對話的橋樑。運用各種不同的色彩，她重新以簡單的美學詮釋了現代優雅，讓觀眾們留下無限遐思。■

Foreign Visitors • 國際嘉賓

### 流行星探：無限創新

Sam Bydak, antiques expert from the Canadian Collector Roadshow, is surprised that the materials seen in the fashion shows combine with daily apparel. Therefore, being fashionable and functional can be accomplished at the same time. ■

長期玩古董的Sam Bydak在看秀時對於伸展出服裝所使用的布料感到驚奇，因為結合了一般人平日會穿的服裝。由此可看出，時尚和實用可以兼顧。■



Gaku Mizoguchi, executive officer for the New Business Planning Group of Parco, thinks the styles emerging from the fashion industry in Taiwan are creative. Considering the diversity of fashion elements showcased at this year's Taipei TIS, he also believes that young designers in particular have the potential power to bolster the local fashion industry. ■

Parco的執行董事，溝口岳認為台灣的時尚風格很有創意。看到今年展示時時尚的多樣性，他期待年輕設計師更加帶動時尚業擴展。■

