台北松山文創園區



Taipei IN Style showcases fusion chic

台北魅力展 秀出多元性時髦

House Show • 動態秀

n the first day of Taipei IN Style, visitors experienced fashion inspired by French liquor, pop art and antiques. At Cointreau Stylish Night Out, an evening event themed on the orangeflavored triple sec Cointreau, models lit up the catwalk with sparkling cocktail dresses in warm sunset shades.

It was fusion fashion too at the afternoon runway show, "Inspiration — British Fashion in Taipei," which featured two British designers, Philip Colbert and Mei-hui Liu. The former opened the program with simple shapes and loose fits that were a canvas for pop art. His creations include classic red dresses plastered with fried eggs and garments in the form of a popcorn box or tomato can — a paean to Andy Warhol.

Next, the Taiwan-born British designer showed her line of antiques-inflected artisan fashion in the show's second half. Liu's London-based brand, Victim Fashion Street, specializes in salvaged fabrics and Victorian lace, raw-stitched together into fashion resembling antique decor.

"Inspiration — British Fashion in Taipei" is the British Council Taiwan's first foray into fashion programming. The runway show is accompanied by an exhibition featuring nine British labels. Featured designers include

Arlette Ess with accessories based on original art prints; and Hong Kong's Candy Baker, who hand-makes hosiery with a slimming and elongating effect.

The acclaimed Sarah Angold presents jewelry inspired by mathematical structures. Her collection, a favorite among celebrity stylists, uses cutting-edge industrial technologies to build jewelry in the form of mathematical structures.

会展者在台北魅力展的第一天,便體驗了 由法國酒品、普普藝術和古董一併啟發 的時尚盛宴。以君度橙味甜酒為題的「君度 魅力橙迷之夜」中,名模們身著溫暖夕陽彩霞 色系的晚禮服,光芒四射,點亮了伸展台。

下午的動態秀,「顛覆時尚-英倫設計新 定義」一樣是場多元的時尚饗宴,展演了兩位

計師Philip Colbert及劉 英國設 美惠的作 品。前者以簡約剪裁和 鬆垮設計 開場,一件件的衣服猶 如普普藝 術的畫作。創作之一有 一件佈滿了太陽蛋的經典紅色洋裝,另外還有 爆米花盒或番茄罐頭形狀的衣飾,都用以歌頌

接著,臺籍英國設計師在動態秀的下半 場演繹手工縫製的骨董時尚。劉美惠以英國為 基地的品牌「Victim Fashion Street」擅長以維 多利亞蕾絲搭配二手布料,縫製出具骨董裝飾 意義的時尚風格。

「顛覆時尚-英倫設計新定義」是英國文 化協會首次跨界至時尚產業的活動。除了動態 秀外,也領軍9個品牌於靜態展中展出。其 中包括擁有創意印花配件的「Arlette Ess」以 及香港創造修長效果的手工設計褲襪「Candy Baker 1 °

廣為人知的「Sarah Angold」,極受知名 造型師所喜愛,她利用尖端科技打造數學結構 形狀的首飾。 ■

a low return on investment.

"Don't spend money on

a fashion show in New

York," stressed Morel.

夢想中的時尚市場,然而

要打入這個市場卻是說比做

來的容易。專業買手顧問楊天 福表示中國市場很大,但消費者

的口味目前集中在如香奈兒般的知名品

洛杉磯Emblem Showroom 的執行長Eveline

牌。不過,新崛起的台灣品牌可以透過人脈經營

往前邁進,他說,一位朋友的介紹牽線便能破除

Morel提到美國也是新銳時尚品牌的一大挑戰。

的金額為1,141美元,但對台灣設計師來說,該

市場競爭力大,而且充滿許多潛規則。

這個市場很誘人,消費者每年平均在衣物上所花

Morel解釋道,美國零售商較偏好單一色

系,而對較難銷售的印花敬而遠之。設計師應該

避免耗錢的錯誤,例如在銷售季開始後才行銷新

一系列的產品,或是花太多錢在低投資效益的

品牌曝光策略。她說:「別砸錢在紐約時尚

繁文縟節的重重關卡。

秀上。」■



Playing in the major leagues

與重量級買家交手

Int'l Seminars • 國際研討會

or many Taiwanese designers, the dream fashion markets are the U.S. and mainland China, but making inroads is easier said than done. Yang Tien-fu, a veteran fashion procurer and consultant, said the Chinese market is big but that consumer tastes are currently concentrated in the best-known brands. such as Chanel. But emerging

Taiwanese brands can get ahead

TIS broadens

your horizon

台北時尚魅力 綻放國際

Foreign Visitors • 國外參觀者

An Jeong Sun, a Korean visitor who joined

TIS for the first time, learned that Taiwan

also grows coffee trees while visiting the

booth of San Formosan, a sponsor of the

by networking. A friend's recommendation can cut reams of red tape, Yang

Eveline Morel, chief executive of LA's Emblem Showroom, remarked that the U.S. is also a challenge for new international fashion brands. It's an attractive market, where the average consumer spends US\$1,141 on garments each year, but for Taiwanese designers it is also competitive

> Morel explained that U.S. retailers tend to prefer solids and stay away from prints, which are tougher to sell. Designers should avoid costly mistakes, like marketing a line after the start of a selling

season or paying too much for brand exposure that has

event, which has the coffee that interests her and her friend.

and rife with unfamiliar rules.

來自韓國的An Jeong Sun表示這是她第一次 參加台北魅力展。她之前不知道臺灣有產咖



Eveline Morel,

Emblem Showroom



啡,而她和朋友一起參觀的森東砂咖啡使她 們非常感興趣。 ■

Herma Führen is a designer from the Netherlands who used to make opera costumes. This is her first time attending TIS. She not only enjoys buying modern clothes but also considers the fashion industry in Taiwan to be very refreshing.

Herma Führen是一位來自荷蘭的設計師,在 退休前她擅長製作歌劇服飾。第一次參加台 北魅力展的她坦言喜歡現代服飾,並認為臺 灣時尚產業使人耳目一新。■

Be your own super star

做自己的女王

Fashion Exhibit • 靜態區

diva's best feature is not what she wears but her confidence in choosing her apparel. Taipei IN Style once again exhibits a series of women's wear featuring brilliant designers who are each unique and distinguishing.

Athena Chung showcases her classic femininity but adds in a tint of toughness and bravery in her new collection. Inspired by ancient Greek clothing, Chung presents a fusion of power and beauty through flowing cuts of sheer

fabrics. Another reputed young designer, Austin Wu, who excels in a futuristic style, is turning to military-inspired looks for 2015 Autumn/Winter collections to commemorate his year of serving the military. "I used earthy tones and army green as base colors for this season, as my target market — Taiwan and Japan — prefers them better," said Wu.

S, Cabonate, on the other hand, applies bright yellow, blue and black as base colors along with patterns; highwaist A-line skirts and fishtail skirts are also used for an elegant yet glamorous look. A woman becomes a painting to be contemplated in different ways when she dresses in if&n's latest collections, which are themed "poetry in motion." Its low-saturation colors and asymmetrical lines brush out dynamic natural scenery. And last but not least, Yui Atelier revolves around the idea of existence and appearance by using low-key colors and mix-matching fabrics.

完 眼的女王不是因為彩衣霓裳才備受矚目,而是勇敢選擇自己要穿什麼的自 信。台北魅力展今年再度展出由傑出設計師所 設計之各具特色的時尚女裝。

其中莊承華「Athena Chung」的最新系列 跳脱一貫的柔美女性風格,而加入女性力量與 堅忍的味道。強調女性力量感的最新設計以古 希臘服飾為發想,莊承華運用飄逸布料與流動 的線條,巧妙呈現剛毅與柔美的對比與結合。 另一位擅長表現未來感的知名年輕設計師吳日 云,則以軍裝作為「Austin. W」2015秋冬的設 計概念,紀念去年步入軍旅生涯的人生階段。 設計師表示這季以日本及臺灣人較為喜愛的大 地色系及軍綠色作為主要顏色,而日臺兩國也 是該品牌的主打市場。

運用鮮豔黃、藍、黑為基調的 「S, Cabonate」,透過印花、高腰A字裙和 魚尾裙為女人打造高雅又迷人的風采。穿上 「if&n」的最新系列的女人,會像幅能以不同 角度、方向觀賞的畫作一樣。以「Poetry in Motion」為題的最新系列利用低彩度的布 料和不規則剪裁揮灑出律動的自然美景。 「Yui Atelier」則用低調顏色混搭不同布 料,討論一個人的外貌和存在感。



Taipei IN Style kicks off!

台北魅力展 火熱開跑

Fashion News • 展前記者會

This year's aipei IN Style (TIS) kicked off yesterday with the theme Asia Fashion Hot Spot. The event gathers 115 domestic and international brands, creating a versatile platform for fashionistas, brand scouters and young designers.

"Young designers start up small, but they have rich creativity and enjoy powerful backings in the upstream

and midstream supply chain, so TIS must be a platform for the younger generations to better experience the competitive market," Justin Huang, secretary-general of the Taiwan Textile Federation, said during a pre-exhibition press conference on the April

► Justin Huang, center, secretarygeneral of the Taiwan Textile Federation, attends the pre-exhbition press conference. (中華民國 紡織業拓展會秘書長黃偉基(中)於展 前記者會中留影。)

↑015 台北魅力展昨日展開序幕,今年主 ▲題訂為「亞洲時尚熱點」,匯集115國 內外品牌參展,提供時尚達人、品牌星探 及新銳設計師多樣化的平台。在4月8日的 展前記者會上,中華民國紡織業拓展會秘

書長黃偉基表示:「年輕設計師及新品牌剛 開始都默默無聞,但他們擁有非常豐富的創 意,及強大的中、上游供應鏈做後盾。因此 我們更該以TIS為平台提供給新的一代,也 讓他們更能體驗備具競爭的市場。」■



British vs. Taiwanese style

英倫風VS.臺灣新銳

Fashion Exhibit • 靜態區

his year, British Council Taiwan leads nine British fashion brands to exhibit in TIS in order to fulfill your fashionista desires. Designer Dawn Tsai who grew up in England introduces fine ceramics under the brand Encharm, saying that "fine things should be commonly used in our daily life." Arlette Ess prints original designs onto fine silk or wool scarves to create high-quality accessories that make a statement. And the lost glamour of the '20s and '30s is found in Candy Baker's creative and fun

If you're scouting for stylish jewelry, Claire English - Special Jewellery Company, Studio Tatty Devine and Michelle Lowe-Holder can satisfy your fashion fantasies; the former two have luxurious and playful designs while the latter plays with vintage details utilizing an eco-friendly

With renowned brands such as Natacha Marro that provides modern hand-made shoes, the recent recipient of Vogue Italia's VDFE award, Sarah Angold Studio and The Rodnik Band, whose designer Philip Colbert was described as "the Godson of Andy Warhol," will all surprise you with their artistic and trendy designs. For ladies rushing in the bustling cities, unique and comfortable clothing will be found at design+, which was introduced by the Fashion Institute of Taipei.

年,英國文化協會在TIS進駐了九個英 **一** 國時尚品牌來滿足你成為時尚達人的 願望。旅居英國的設計師蔡佳橖帶來精細 瓷器品牌「Encharm」,她說,「精品應更 普遍被用在我們的日常生活中」。另外, 「Arlette Ess」主打織印於頂級絲綢及圍巾 上的原創圖繪,帶給你高質感的時尚單品。 「Candy Baker」帶人們重新找回20與30黃金 年代的獨特潮流與新鮮感。

若是獨鍾富含設計感的首飾,奢華又 趣味的「Claire English - Special Jewellery Company」和「Studio Tatty Devine」,以 及以環保概念玩復古的「Michelle Lowe-Holder」絕對可以滿足你的時尚幻想。

知名品牌如「Natacha Marro」的時尚 手工鞋款、近期得到義大利Vogue雜誌Vogue Talent頭銜的「Sarah Angold Studio」以及被 譽為安迪沃荷教子的設計師Philip Colbert所 創立之品牌「The Rodnik Band」,讓你發掘 時尚與藝術兼具的驚喜設計。而忙碌穿梭於 都市女士們,不妨從西園29服飾創作基地帶 來的「design+」中找到屬於自己的風格與愜 意。■





