



On the road: traveling in style

在路上・夢幻的時尚旅行

House Show • 動態秀

Saturday began with a breath of fresh air as Chinese brand Zihan showcased its latest line. The brand, true to its "Mori Girl" spirit, presented an urban variation of the "girl in the forest." Straw hats, wedges with loose tailoring in soft shades of pink, gray and white, altogether form a tranquil look that uplifts the quotidian pressure of many city girls.

In its 2016 spring and summer show, established local brand YENLINE took the audience on a journey to an idyllic Tuscany, while young designer Austin Wu took his brand AUSTIN.W "back to Bauhaus" — unveiling expressive graphic designs inspired by the iconic German art school.

Outdoors apparel brand TRAVELER celebrated its 25th anniversary with an eye-catching collection that enables those wearing it to take on explorations in wild forests as well as daily life in metropolis jungles in style. TRAVELER's variation on the classic trench coat and tweed jacket emanates class, and the leather moto jacket-inspired attire is as functional as it is fashion-forward.

Shanghai brand AROMA launched its first spring collection at Taipei IN Style on Saturday. Long wavy vests, roomy overalls and a hint of pop art: think retro feminine mixed with playful, childlike elements — for young female professionals, AROMA is unleashing the unruly youth within. ■

代表杭州中紡中心服裝裝的中國品牌「Zihan」為森林系女孩打造的「時尚杭州」為星期六的活動拉開序幕。主打自然復古混搭風，春夏設計在「森女」風格中，融入都會元素。草帽、模型鞋、寬鬆剪裁搭配嫩粉紅、灰和白的輕柔，彷彿紓解了都會女性生活中的壓力。

兩名臺灣設計師於「許麗玲x吳日云2016春夏TOSCANA假期」共同公開新作。資深設計師許麗玲的品牌「YENLINE」以不羈的不規則拼接、手工刺繡創造層次，帶觀眾踏上優雅懷舊的托斯卡尼之旅。而新銳設計師吳日云的AUSTIN.W的作品，則以大膽的剪裁、熱鬧富立體感的圖樣，向德國著名的設計學校包浩斯致敬。

戶外服飾品牌「TRAVELER」為慶祝25週年，以「溫暖旅人」為題、展出靈感取自臺灣與歐洲風尚的新款式。兼具時髦與功能性，「TRAVELER」的設計讓旅人在山林探險時也能閃耀亮眼，最新推出的系列更適合摩登男女漫步於都市叢林。「TRAVELER」改造傳統的英倫風衣、法式經典外套，無論穿在休閒或工作的場合皆宜、彰顯個人品味。而最後登場的仿牛皮外套造型，不但俐落帥氣，同時又保暖舒適。

上海品牌「AROMA」則首次發表春裝產品，預計於2016年三月推出的系列讓臺灣觀眾搶先看。長版背心與寬鬆的吊帶褲，又帶有一點普普風的搞怪態度、復古典雅的女人味和一點童心的元素，「AROMA」讓現代輕熟女解放心中陽光又愛搗蛋的自己。 ■



▲ Zihan

▲ ▼ YENLINE

A unisex trend

跟上中性潮流

Fashion Exhibit • 靜態區

Taiwanese brand 3rd PARTY COOKIE's white-brushed black jumpsuit is your best choice to be chic, comfortable and cool. You can also mix basic colors with the urban designs to create the feel of uni-sex street style.

The edgy white tops of bLender

pair perfectly with their eye-catching trousers. The designer attracts modernism-lovers by bringing them back to their childhoods in the messy hippie drawings and patterns.

For audacious females, JEANS-DA's snowy white boyfriend jeans are definitely worth trying on. Wrapped in oversized jeans of snowflake patterns, those women are too cool to be passé.

NOVIZIO'S super light jacket is a great add-on for neutrals. Using Tyvek's evaluative paper-light and flexible fabric, the

jacket is a genius idea for hang-outs. ■

臺灣品牌「3RD PARTY COOKIE」白色印染的黑色連身褲是時尚、舒適、個性的最佳單品。也可以試著混搭基本色的現代設計，營造街頭中性風。「bLender」有個性的白色上衣和亮眼的褲子是完美搭配；設計師希望藉由回歸童年，和複雜的嬉皮設計圖案吸引現代主義者。對於敢大膽嘗試的女性，絕不能錯過「JEANS-DA」以雪花為靈感的男友牛仔褲。套上雪花圖案的寬版牛仔褲，絕對能讓妳走在時尚尖端。而「NOVIZIO」精心設計的輕便外套更能讓妳把中性穿得有型，材質使用和紙張一樣輕薄的Tyvek布料，帶著這件外套出門準沒錯。 ■

► TRAVELER



Taiwan Hosiery Manufacturers' Association • 臺灣區襪襪工業同業公會

Think outside the socks 令人說「哇！」的襪子

Chyau Ke Co. Ltd.
僑柯有限公司

Kate Ko from the marketing department of Koolfree brand explains that the company saw the prospects and needs in products infusing fashion and function when establishing their brand. Thus came about a line of stockings of vibrant colors. Also, growing health concern about bad blood circulation motivated another line of compression socks with medical functions. Established with ambition, Koolfree aims to provide more than cozy socks. ■

「旅行家」行銷企劃專員柯乃慈說明品牌創立之際，看見時尚與功能性結合的潛力與需求，因而創造出一系列有別於傳統、色彩繽紛鮮豔的絲襪，與另一系列較著重醫療功用的壓力襪，以因應時人血液循環不佳的毛病。「旅行家」的創立宗旨充滿企圖心，讓顧客穿在腳上的襪子不只是舒適而已。 ■



Wei Zhan International Enterprise Co. Ltd.
煒展國際企業有限公司

As the second generation of his family in the business, Willy Sung tells the story of the company's transition from being a manufacturer to setting up a recognizable brand name. At TIS hoping for more exposure, their brand aSaLi attracts a group of loyal customers with intriguing patterns, especially in kids' socks. Other than unique designs, their "bamboo yarn" sport socks also fare well with customers searching for comfort. ■

身為接手傳統產業的第二代，宋章逸先生詳述從代工轉型為自有品牌的過程。透過多種圖案花紋童襪吸引一批客群的「aSaLi」，希望能在台北魅力展中提高曝光率與知名度。除了獨特設計之外，竹炭紗所織成的運動襪也因舒適深受客人信賴與喜愛。 ■



Hsiaotex Enterprise Co. Ltd.
捷盈實業股份有限公司

Soxtex brand products stand out with their practical functions, corresponding to the rising interest in health-related benefits. General Manager Johnny Hsiao enthusiastically explains that "With happy feet, nothing can go wrong with our health!" At the fair this year, the company features thermo socks, heated with a thin piece of metal in the soles, and stress-relieving cushioned socks, both favored by customers and merchandisers. ■

「Soxtex」的產品之所以能在眾多品牌中脫穎而出，是憑藉著襪子的健康導向功能。總經理蕭銘祺先生說：「從足部保護好，身體就會好！」簡單闡明足部健康的重要性。今年展出的商品有：透過腳底金屬片達到禦寒功能的襪子以及能紓解足部壓力的氣墊襪，深獲買家與採購業者青睞。 ■



WuFuYang Knitting Co. Ltd.
吳福洋針織股份有限公司

Originally a manufacturer for numerous international brands, the company made a perfect transition while carrying on their own brand's high-quality tradition to their own brand, W. Chief Executive Officer Andrew Wu thinks the future of the company lies in "customization," and other functional items. For example, anti-bacterial socks, both functional and fashionable, boasting their ability to stay odorless even if worn for days. ■

以多家國際知名品牌商品代工開始做起，到成功轉型擁有自家品牌「W」，吳福洋始終堅持製造高品質的襪子。執行長吳晉哲認為，未來趨勢在「客製化」和開發高機能性襪子。例如除臭抗菌功用的襪子，即使連續穿三天也能清爽無異味，是兼具機能與時尚的價值商品。 ■



(經濟部國際貿易局廣告)

Int'l Seminars • 國際研討會

► On the third day, Boris Provost, director of brand strategy and international development at Who's Next & Premiere Classe, was invited to talk about how the platforms operate to bring exhibitors lasting benefits. He also mentioned that participating in professional trade shows worldwide is crucial for Taiwanese trades to develop global markets, allowing more brand exposure and business expansion. ■

第三天邀請法國Who's Next和Premiere Classe品牌策略與國際開發總監Boris Provost，說明展會透過各種機制與活動來幫助廠商達到參展的最大效益，同時也向臺灣業者講解參加國際專業商展的重要性，作為開發國際市場的策略，能提高品牌市場曝光率及拓展業務。 ■



► Giulio Xiloyannis, managing director of the ZALORA Taiwan Branch, explains how a clear focus on in-season fashion collections and strategies of "drop shipping" in supply chain management benefit local brands in e-commerce. ■

ZALORA臺灣營運總監Giulio Xiloyannis，在下午的研討會中說明如何利用對當季流行款式的聚焦和供應鏈管理的「直運」策略，使品牌在瞭解電子商務的營運模式受益良多。 ■