

TAIPEI
FASHION
WEEK
臺北時裝週







文化部 部長 史哲

Minister of Culture **Shih Che**

臺北時裝週 AW24 以文化奧運作為主題，讓運動時尚深入日常生活，也彰顯臺灣活力多元的文化精神。自 AW24 開始，時裝週將更加強呈現產業化能量，除了期待能成為已有商業營運能力、市場潛力、國際拓展企圖的臺灣品牌的重要展秀平台之外，未來也將逐步拓展其他國家與臺灣時尚產業的連結。

臺北時裝週 AW24 的「文化奧運」主題，響應了今年最盛大的全球盛

事——2024 巴黎奧運，以臺灣工藝大師、藝術家匯聚的文化工藝為基底，加上運用創新的碳捕捉紗線製成的布料，完成臺灣重視環境永續，又能兼顧運動服必須透氣舒適的多重任務。而周裕穎設計師打造的巴黎奧運中華臺北代表團進場服，也在臺北時裝週 AW24 首度亮相。

本季更有許多別於以往的巧思安排，在舉辦場地松菸文創園區，首度規劃民眾專場「L' Histoire et la

Couture」之夜，以臺灣藝術文化 IP 為元素，與時裝共同演繹一場唯美驚豔的展秀，邀請所有人沉浸在視覺與穿著的饗宴；而時裝週核心的品牌秀，則精選了 8 家具市場性、有國際市場企圖的設計師品牌，除了國際買家，也歡迎一般民眾前往選購，一起換上新裝，整裝待發。

臺北時裝週 AW24 透過議題及交流活動採洽商談，提升臺灣設計師在國際上的能見度，希望臺北時裝週能夠成為展現臺灣時尚風格與文化魅力的平台，向外界展現臺灣多元包容的創意風貌，以時尚表述臺灣文化特質，使臺北時裝週成為亞洲時尚界的新勢力。

Taipei Fashion Week AW24 adopts "Cultural Olympiad" as its theme, bringing sports fashion into everyday life and manifesting Taiwan's vibrant and diverse cultural spirit. Starting from AW24, Taipei Fashion Week will further enhance the presentation of industrial energy. In addition to aiming to become an important showcase platform for Taiwanese brands with existing business capabilities, market potential, and international expansion ambitions, it will also gradually expand connections between the fashion industries of Taiwan and other countries in the future.

The theme of "Cultural Olympiad" at Taipei Fashion Week AW24 resonates with this year's grandest global event, the 2024 Paris Olympics. Drawing on the cultural craftsmanship brought together

by Taiwan's master craftsmen and artists, and utilizing the innovative fabrics made of carbon capture yarn, all of these accomplish that Taiwan emphasizes environmental sustainability, and in the meantime, they meet the requirements of breathable and comfortable sportswear. Designer Justin Chou's creation for the Chinese Taipei delegation at the Paris Olympics also made its debut at Taipei Fashion Week AW24.

This season, there are many unique arrangements unlike previous ones. The venue at Songshan Cultural and Creative Park hosts the first-ever public event "L'Histoire et la Couture" night. The event integrates Taiwan's intellectual properties (IPs) of art and culture with fashion to create a beautiful and stunning fashion show. Everyone is invited to immerse themselves in a feast of vision and clothing. The core brand shows of Taipei Fashion Week feature 8 carefully selected designer brands with marketability and international market ambitions. In addition to international buyers, the general public is also welcomed to attend and purchase, and be ready to put on new outfits and for new adventures.

Taipei Fashion Week AW24 aims to enhance the visibility of Taiwanese designers internationally through themed discussions and exchange activities. It hopes to become a platform manifesting Taiwan's fashion style and cultural charm, demonstrating Taiwan's diverse and embracing creative characteristics to the world. By expressing Taiwan's cultural traits through fashion, Taipei Fashion Week strives to become a new force in the Asian fashion scene.



整裝待發 AW24

SPORTS OPENING

開幕秀

把運動穿上身·時裝開始有了表情.....

攀岩·勢必從容鎮定
衝浪·果真神氣十足
滑板·讓人興奮不已
霹靂舞·絕對風采動人

流動的風景、滿載的想像·從此刻起漂浮運行。
亮相·是為了讓人看見·真實存在的美。
你要不要湊近一點·仔細看看我？

When sports are tied with wears, fashion starts to become vigorous...

Rock climbing, undoubtedly echoes to calmness and composure.
Surfing, magnificently impressive.
Skateboarding, leaves people exhilarated.
Breakdancing, absolutely captivating.

Flowing landscapes, brimming with imagination, now float and roam from this moment on.
The appearance is to make people see the real beauty that exists.
Would you like to come closer and take a good look at me?

C JEAN

自由之聲

Sound of Freedom



「追尋極限·創造永恆」是 C JEAN 的設計核心理念。此季的靈感來源融合了奧運競技項目、古代角鬥士、古典神話，彷彿受到智慧、工藝、戰略之神雅典娜的啟示，猶如穿越了古今城市之經典交匯。C JEAN 將奧運競技場上的奔跑、跳躍和轉動等動作揉合，形成了一種獨特的視覺饗宴，同時展現運動員們對於挑戰與勝利的追求。C JEAN 運用流線型剪裁、生動的色彩和輕量透氣的布料，同時使用福懋興業股份有限公司開發以 PET 製造的拉鍊和鈕扣，來降低對環境的影響。此外，C JEAN 也融入台化回收的蚵繩等海洋廢棄物，嘗試以單一材質全回收的方式進行設計和製作，試圖打造一系列展現奧運精神的永續時尚。

更令人期待的是，C JEAN 簡君嫻與美國國家航空暨太空總署 NASA 合作，考量到 2024 年巴黎奧運將在巴黎的經典景點舉行，重新詮釋 NASA 衛星圖作為服裝的圖案設計。將包括巴黎艾菲爾鐵塔、巴黎大皇宮之美融入其中，為這個系列增添獨特的視覺元素。除了將這些標誌性建築及巴黎的美麗帶入以外，也融入臺灣的元素，這一系列作品不僅彰顯了對於運動、文化、藝術、創新和環保的堅持，更帶來全新的魅力與價值觀的呈現。

"The pursuit of excellence, the creation of eternity" is the core design philosophy of C JEAN. The inspiration for this season blends Olympic athletic events, ancient gladiators, and classical mythology, as if influenced by the wisdom, craftsmanship, and strategy of the goddess Athena, as if traversing the classic intersections of ancient and modern cities. C JEAN integrates movements such as running, jumping, and spinning on the Olympic field to create a unique visual feast, while also showcasing athletes' pursuit of challenges and victories. The brand employs streamlined tailoring, vibrant colors, and lightweight breathable fabrics, while using zippers and buttons made from PET developed by the Formosa Taffeta to reduce environmental impact. Additionally, C JEAN incorporates recycled marine waste such as oyster ropes collected in Taiwan, attempting to design and produce in a fully recyclable manner with a single material, aiming to create a series of sustainable fashion pieces that embody the Olympic spirit.

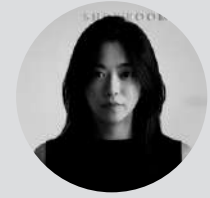
What is even more anticipated is C JEAN-ChunYuan Jean's collaboration with NASA. Considering that the 2024 Paris Olympics will be held at classic landmarks in Paris, they reinterpret NASA satellite imagery as patterns for clothing. This will include iconic Parisian landmarks such as the Eiffel Tower and the Grand Palace, adding unique visual elements to the collection. In addition to incorporating these iconic buildings and the beauty of Paris, elements of Taiwan are also included. This series not only showcases persistence in sports, culture, art, innovation, and environmental protection but also brings a fresh charm and a new set of values to the fashion industry.

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C JEAN 的設計精神凝聚著創新與永續的力量，以獨特的風格融合傳統工藝與現代美學，展現對於環境、藝術和文化的敏銳洞察力，探索創作的無限可能性。

The design spirit of C JEAN embodies the power of innovation and sustainability, blending traditional craftsmanship with modern aesthetics in a unique style, manifesting a subtle insight into the environment, art, and culture, while exploring the boundless possibilities of creation.

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[簡君嫻]

簡君嫻是設計師兼藝術家，常在作品中隱喻性地探索自然與社會議題，透過創作發聲，營造影響力。服裝系列融合傳統工藝與藝術文化，並重視永續質材，在創作與跨界合作上拓展創新可能性，激發設計無限想像，也展現 C JEAN 獨特風格和豐富的设计理念。

Chun Yuan Jean is a designer and artist who often explores natural and social issues metaphorically in her works, using creations to voice her opinions and cause an impact. Her clothing collections blend traditional craftsmanship with artistic culture and prioritize sustainable materials. Through her creative process and collaborations across different fields, she expands innovative possibilities, igniting boundless imagination in design, and showcasing the unique style and rich design philosophy of C JEAN.

福懋興業股份有限公司與 C JEAN 設計師簡君嫻合作，採用福懋的透濕防水布，從面料到防水膜，皆為百分之百寶特瓶回收聚酯，副料也搭配南亞回收聚酯原料製成，形成單一素材全回收，同時也關注海洋議題，使用台化海廢回收，達到真正的循環經濟。

Formosa Taffeta and C JEAN teamed up with designer ChunYuan Jean to use this company's breathable waterproof fabric. From the fabric to the waterproof membrane, it's all made from 100% recycled PET bottles. Even the accessories are made with recycled polyester from Nan Ya, creating a fully recycled single material. They also pay attention to marine conservation by utilizing recycled nylon from ocean waste, provided by Formosa Chemicals and fibers.

JAMIE WEI HUANG

打破服裝邊界 突破時尚極限

Redefining "Clothing", Redefining "Fashion"



黃薇 Jamie Wei Huang 在設計領域有著出色的表現，更在藝術與服裝領域有著卓越的跨界作品。風格融合了創新的剪裁和細節設計，並注重材質選擇和工藝呈現，展現現代感與前衛感。

近年來黃薇 Jamie Wei Huang 積極研究運動與機能服裝，如：拜訪臺灣防寒衣製造商龍頭薛長興，涉略水上運動、超越時裝的專業領域。2024 臺北時裝週以臺灣中華代表隊衝浪運動為靈感創作一系列時裝作品。作品中融合了宏遠興業所支持的平織面料，以高端的時裝系列作為核心主軸，點綴低調的奧運色彩和衝浪元素。

Jamie Wei Huang has delivered an outstanding performance in the field of design, particularly demonstrating remarkable cross-disciplinary works in art and fashion. Her style integrates innovative tailoring and detailed design while emphasizing material selection and craftsmanship, manifesting a modern and avant-garde sensibility.

In recent years, Jamie Wei Huang has proactively researched sports and functional clothing, such as visiting Taiwan's leading wet suit manufacturer, SHEICE Group, and delving into the professional domain beyond fashion, such as watersports. For the 2024 Taipei Fashion Week, she created a collection of fashion pieces inspired by the Chinese Taipei surfing team. The collection incorporates plain weave fabrics supported by Everest Textile Co., Ltd, with high-end fashion collections as the core theme, accented by subtle Olympic colors and surfing elements.

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不被潮流與時尚流行所左右，堅持以工藝精神對待作品。

Not influenced by trends or fashion fads, Jamie Wei Huang insists on appreciating her works with a spirit of craftsmanship.

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2023《當代工藝 時尚跨界》
金工 蘇小夢 X Jamie Wei Huang 黃薇 系列作品



[Jamie Wei Huang]

來自臺灣的倫敦當代女裝設計師黃薇 Jamie Wei Huang，自英國中央聖馬汀藝術學院畢業後，創立 Jamie Wei Huang 同名品牌。初試啼聲即驚豔四座，2014 年拿下臺灣新銳設計師大獎 <ELLE NEW TALENT AWARD> 冠軍。2015 年進入倫敦時裝週官方日程，持續發表於倫敦時裝週，2018 年更晉升為官方主秀日程，成為第一個品牌創立三年以上闖進倫敦時裝週官方大秀的臺灣設計師。

Originally from Taiwan, London-based contemporary womenswear designer Jamie Wei Huang founded her eponymous brand after graduating from Central Saint Martins College of Arts and Design in the UK. Making a stunning debut, she won the <ELLE NEW TALENT AWARD> in Taiwan in 2014. In 2015, she entered the official schedule of London Fashion Week and has continued to showcase her work there. In 2018, she was promoted to one of the official main shows, becoming the first Taiwanese designer to break into the official London Fashion Week main show within three years of founding her brand.

宏遠興業股份有限公司成立於 1988 年，以創新導向的高附加價值機能性布料與生態創新布種，為國際知名運動和戶外休閒品牌客戶最佳合作夥伴。本次提供回收寶特瓶環保布料及回收工廠下腳料的環保回收素材；在素材優異性能下，同時也力行減少石化產品的使用，以延緩全球暖化危機。

Everest Textile Co., Ltd was founded in 1988. It is internationally renowned for its innovation-oriented high affiliated value of functional fabrics and ecologically innovative fabrics. The best partner for sports and outdoor leisure brand customers. This time, the company provides environmentally friendly fabrics from recycled PET bottles and environmentally friendly recycled material from recycled factory waste. With the excellent performance of the materials, Everest Textile also strives to reduce the use of petrochemical products to delay the global warming crisis.



JUST IN XX

JUSTIN XX 周裕穎

臺灣夢想 臺灣力量

Taiwan Dreams, Taiwan Power

JUST IN XX 2024AW 巴黎奧運進場服延伸系列，以「臺灣夢想、臺灣力量」為主軸，將臺灣行政區輪廓圖打破重組，以中華奧林匹克委員會會徽原色為基調，將「山」、「海」、「城」、「原」等元素轉化為服裝版型與印花，並透過不同布料的彈性與張力，結合立體剪裁設計，讓服裝具備吸濕、快乾、涼感、促進新陳代謝等機能性需求。

為了向巴黎奧運盛事獻上最高敬意，周裕穎集結臺灣在地文化之最，組成夢幻團隊——轉譯當代藝術家江賢二的作品《臺灣山脈》為服飾紋樣；邀請文字設計師林國慶打造「Chinese Taipei」翻轉文字成為「加油」口號以數位直噴技術呈現；以及運用人間國寶嚴玉英製作的香蕉絲工藝織片設計成時尚配件，完美體現工藝與創意結合的獨特臺灣魅力。

JUST IN XX 2024AW Paris Olympic entry uniform extension collection, with "Taiwan Dreams, Taiwan Power" as the main theme, breaks down and reorganizes the outline of the Taiwan administrative region. It uses the original colors of the Chinese Taipei Olympic Committee emblem as the fundamental key, transforming elements such as "mountains," "seas," "cities," and "plains" into clothing patterns and prints. Through the elasticity and tension of different fabrics combined with three-dimensional cutting design, the clothing possesses functional needs such as moisture absorption, quick-drying, cooling sensation, and promoting metabolism.

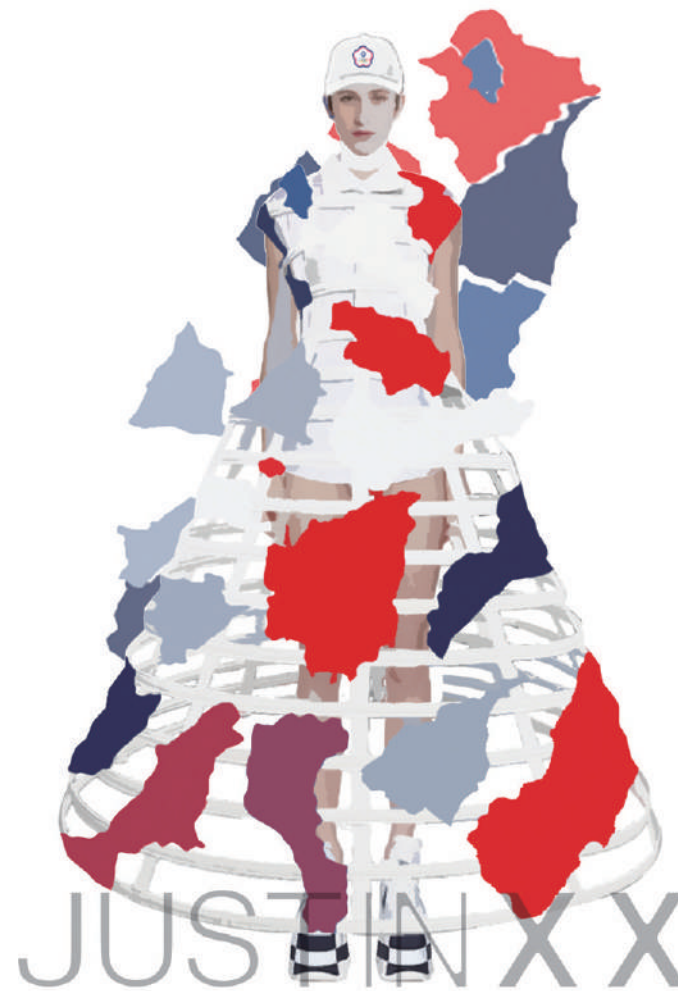
In order to pay the highest tribute to the Paris Olympics, Justin Chou assembled the pinnacle of Taiwan's local culture and formed a dream team—Justin Chou transforms "Mountain Range of Taiwan", the work of the contemporary artist Paul Chiang, into clothing pattern. They invited typography designer Lin Guo-Qing to create a "Chinese Taipei" reversed text turning into a slogan of "GO" presented through digital direct spray technology. They also utilized the craft of banana silk by national treasure Yan Yu-Ying to create fashion accessories, perfectly embodying the unique charm of Taiwan combining craftsmanship and creativity.

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巴黎古典風格融合臺灣在地文化，跨界碰撞打造運動時尚新視覺。

Parisian classical style blends with Taiwanese local culture, interdisciplinary constructs a new visual of sport fashion.

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周裕穎與旭榮集團攜手合作，採用碳捕捉紗線製成永續環保立體緹花布料，以「山」、「海」、「城」、「原」為設計靈感，打造出獨一無二的創作，將永續環保帶入潮流。

Justin Chou collaborates with NEW WIDE GROUP to create unique designs using carbon-captured yarns to produce sustainable and environmentally friendly three-dimensional jacquard fabrics. The design inspirations are "mountains," "seas," "cities," and "plains," they craft one-of-a-kind creations that integrate sustainability into fashion trends.



[周裕穎]

周裕穎是臺灣第一位登上紐約官方時裝週的設計師，現已六度登上紐約時裝週，獲時尚權威媒體 Vogue Italia 選為紐約時裝週 Best Of Talents，同時也是 2024 巴黎及 2021 東京奧運中華代表團進場服裝設計師。擅長透過設計將時尚與臺灣藝術、工藝文化完美結合，被譽為文創跨界鬼才，為臺灣首位與國立故宮、國立歷史博物館聯名合作的服裝設計師。

Justin Chou is the first Taiwan fashion designer participating in New York Fashion Week officially and has now been in this event for six times. Recognized by fashion authority Vogue Italia as one of the Best Of Talents at New York Fashion Week, Chou has also designed the entry uniforms for the Chinese Taipei delegations at the 2024 Paris and 2021 Tokyo Olympics. Chou's expertise is seamlessly blending fashion with Taiwanese art and craft culture, he is acclaimed as a genius at crossing boundaries in the cultural and creative industries. Chou is the first Taiwanese designer to collaborate with the National Palace Museum and the National Museum of History on clothing designs.



PCES

融入多元文化的時尚旅程

Fashion Journey Embracing Multiculturalism

此系列由 2024 巴黎奧運的主軸：以人為本、積極正面、大膽、傳承為發想，融合四個運動項目的歷史、文化發展、環境、裝備等細節，創造出獨特風格的秀服系列。

衝浪為主題的服裝，以運動使用的保暖緊身衣為內搭，與海浪造型及配色的正裝禮服做結合。攀岩服裝使用大地色系加上運動裝備的設計細節：使用安全扣環連結洋裝，連身褲設計取自攀岩石的造型以及安全吊帶細節。霹靂舞服裝由舞蹈發源地紐約及嘻哈音樂為發想，結合當時舞者的服裝及嘻哈文化特色。滑板系列則由運動本身發展出獨特的街頭時尚風格融入滑行動態產生的律動感。應援服由儀隊制服為靈感搭配國旗配色，設計出具有代表性且表達對體育之重視的服裝。

PCES 利用永續機能布料和獨特美感風格，創造出符合運動主題並展現布料多方面用途的各式服裝。呈現出融合多元運動元素及文化的獨特風格，彰顯運動與時尚的交融之美。

The collection borrows the spirit from the 2024 Paris Olympics including people-focused, elegant, positive, audacity and boldness. We aim to create a unique series of fashion garments that integrate the history, culture, environment, and equipment of four types of sports.

For surfing-themed attires, the designs combine wetsuits commonly used in the sport with formal attire inspired by waves, incorporating corresponding colours and shapes. Sport climbing outfits feature earthy tones and combine design elements from climbing equipment, such as safety harnesses integrated into dresses and pants inspired by boulders. Breakdance attires take references from New York City, the origin of the dance form. Blending the clothing styles of dancers and hip-hop culture. Skateboarding outfits infuse streetwear fashion and highlight every outfit's unique style. Team uniforms draw inspiration from the Guard of Honour uniforms, integrating national flag colours to create representative garments that express the significance of sports.

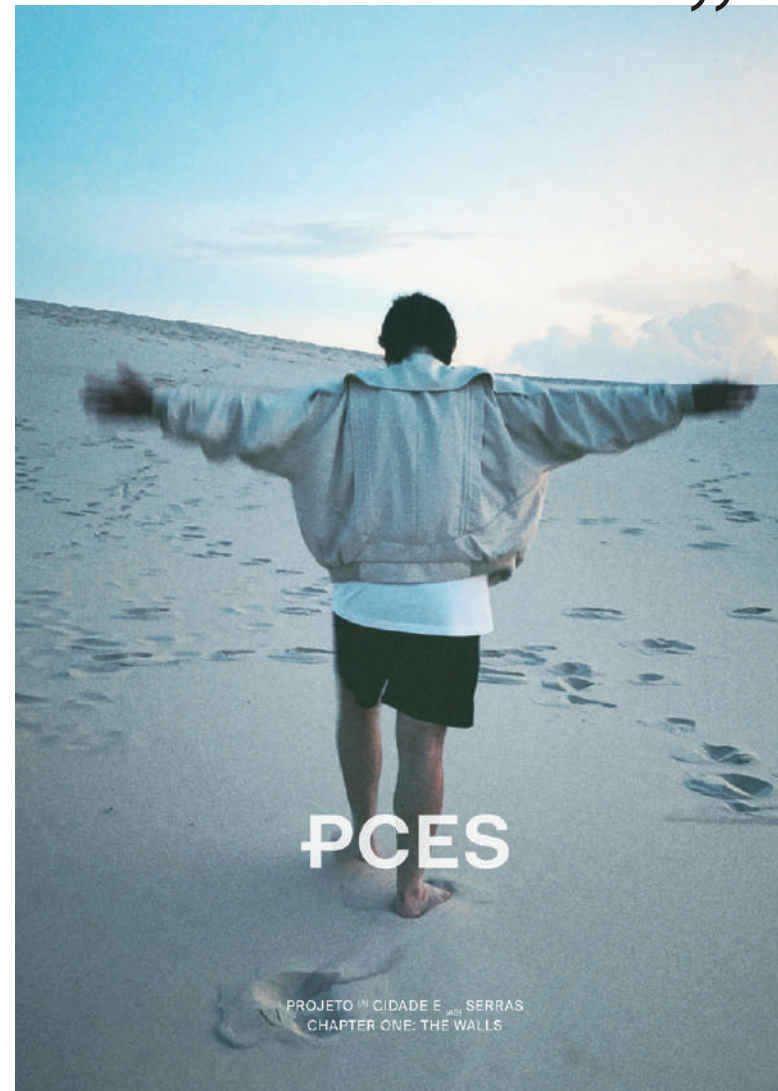
We create various styles of clothing that align with the theme of sports and showcase the multifunctional aspects of the fabric by utilising sustainable functional fabrics. Present a unique blend of diverse sports elements and culture, highlighting the beauty of the fusion between sports and fashion.

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PCES 是一段在自然與科技之間尋找適合自己平衡的旅程，我們歡迎每個人成為這段旅程的一分子，找到心中屬於自己的 PCES (find PCES of mind)。

PCES is a journey towards finding the balance of individuals between nature and technology. We welcome everyone to be part of this journey, to find PCES of mind.

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集盛實業及佳紡國際兩家企業運用回收臺灣在地種植的可可農業廢料，再製成 SECAO® 可可紗，重新賦予廢料新價值，實現生物可降解與永續性。

Both Zig Sheng Industrial Co., Ltd. and Grandetex Development Co., Ltd. utilize recycled agricultural waste from locally grown cocoa in Taiwan to produce SECAO® cocoa yarn, giving new value to the waste and achieving biodegradability and sustainability.



[李玉琪、暢芷筠]



[Bruno Chung]

李玉琪、暢芷筠、Bruno Chung 三位設計師運用不同文化及專業背景共同創造出具有獨特美感的風格。設計從自然、文化和科技中汲取靈感，並嘗試在科技與自然間找尋合適的平衡。品牌追求使用已存在的資源做設計，並注重零廢棄版型的研發，從版型設計開始做到不浪費，且善用此手法創作出獨具風格的服飾。

Designers Yu Chi Lee, Chih Yun Chang, and Bruno Chung collaborate to create a unique style with a diversity of cultural and professional backgrounds. Inspired by nature, culture, and technology, their designs attempt to find a harmonious balance between technology and nature. The brand aims to utilise existing resources for design and focuses on the development of zero-waste patterns. Start from pattern design to minimise waste and employ this technique to create a distinctive style.



Storywear

零廢棄設計與紡織力，
創造臺灣永續時尚產業鏈

Zero-waste design and textile capabilities create
Taiwan's sustainable fashion industry chain.

靈感來自法國大革命追求的普世精神：自由、平等、博愛，並從奧運聖火傳達和平理念反思——在動盪的社會下，群體發聲能結束戰爭並留下廣泛的影響。故以法國國旗為發想起點，如何讓反戰被看到、如何將和平、自由與愛被感染，成為設計最重要主軸。此次設計「不侷限」於既定印象的運動選手服飾，跳脫框架，藉由表現自我的設計，提倡自由、平等、博愛與和平，並將機能布料打造成正裝、經典形式，充分展現自我。

The inspiration stems from the universal spirit pursued during the French Revolution: liberty, equality, fraternity, and reflects on the peace concept conveyed by the Olympic torch – in times of turmoil, collective voices can end wars and leave a profound impact. Therefore, the starting point of the inspiration is the French flag, the main focus of the design is how to make anti-war sentiments visible and spread peace, freedom, and love. This design does not confine itself to the stereotypical athletic attire of athletes, it is meant to break free from the norm. Through self-expression in design, it advocates for freedom, equality, fraternity, and peace. Functional fabrics are transformed into formal, classic garments, fully manifesting individuality.

“

服飾是承載文化的載體，每一件衣服都有著一段故事、一個永續的意念。

Apparel serves as a vessel for culture, and each garment carries a story and a sustainable idea.

”



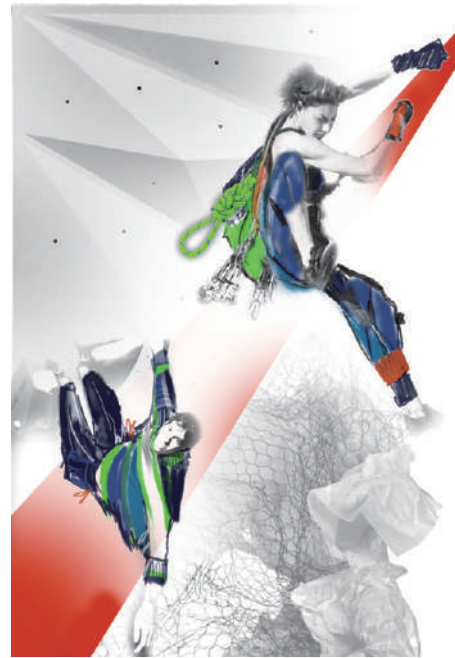
[陳冠百]

陳冠百於英國攻讀服裝管理碩士時期專研「永續時尚」議題，並對現今時尚產業做出反思。創辦人認為臺灣最迷人之處在於「臺灣精神」——充滿創造性的臺灣，卻又同時兼具韌性與堅守初心。其品牌便是創始於這樣的精神：堅持結合在地裁縫師、實踐永續時尚、社會企業，締造「新世代的臺灣精神」。

During his master's studies in Fashion Management in the UK, Chen Guan-Bai specialized in the topic of "sustainable fashion" and reflected on the current fashion industry. The founder believes that the most fascinating aspect of Taiwan lies in the "Taiwanese spirit" – Taiwan is full of creativity, yet it also possesses resilience and stays true to the original intention. The brand was founded on this spirit: it insists on combining local tailors, practicing sustainable fashion, and being a social enterprise, thereby creating the "new generation of Taiwanese spirit."

力鵬企業與零廢棄品牌 Story Wear 合作，將紡織品生產過程中所產生的下腳料、邊料及降級品，利用回收製程技術，讓紡織產業鏈的各段廢棄物均能有效地的循環再生；並以立裁方式製成中性版型，不只布料永續，穿搭上更是別具設計。

Li Peng Enterprise Co., Ltd. collaborates with the zero-waste brand Story Wear to utilize the scraps and offcuts generated during the production process of the textile industry. They ensure to have effective recycling of waste at every stage of the textile industry chain. Creating unisex garments with neutral cutting, promoting the concept of multi-wear. Not only does this approach deliver fabric sustainability, but it also adds unique design elements to the outfits.



SYZYGY

將罕有化作日常 簡單卻不落俗

Transform Rarity to Daily Essence, Simple yet not Mundane

系列靈感源自天文恆星中的星結現象：彗星揮灑匯集而成的環狀結點，象徵著巴黎奧運運動員在競賽場上閃耀的毅力與團結精神。選手們如同彗星一般摘星拼搏，留下璀璨榮耀的結點。系列以「攀岩」元素為基調，融合了代表團隊的紅、白、藍三色，利用特殊的 3D 視覺閃色面料，將肢體與服裝機能完美融合。採用了來自陸、海、空的回收再製面料、碳捕捉技術素材以及功能性版型設計，展現「一件衣服，多種樣貌」多穿性與環保時尚理念。「ASTRAL KNOT 星環之光」將成為奧運歷史上熠熠生輝的一刻，閃耀著運動的榮耀，綻放著夢想的光芒。

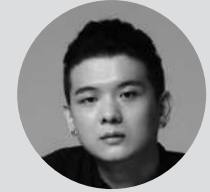
The inspiration of this collection is from celestial phenomena, specifically the star knots formed by comet tails, symbolising the perseverance and unity of Paris Olympic athletes. Like comets, athletes strive to reach the stars, leaving behind nodes of glory. The core of the collection is the elements of rock climbing, in addition, it integrates red, white, and blue to symbolise teamwork. Innovative 3D iridescent fabrics seamlessly fuse with functionality. Utilising recycled materials and carbon capture technology, it embodies "one garment, multiple possibilities" and eco-fashion. "ASTRAL KNOT: Light of the Star Ring" shines in Olympic history, reflecting the sport's glory and dream's radiance.

“

一件衣服 · 多種樣貌 ·

One Garment, Multiple Possibilities.

”



[高元龍]

高元龍，倫敦皇家藝術學院畢業，義大利 Feel The Yarn 針織奧斯卡首獎得主。以「一件衣服，多種樣貌」理念創立 SYZYGY 時裝品牌，致力於呈現時尚的多元美學，作品曾於倫敦、紐約、巴黎、東京及臺北時裝週展出。

Kao Yuan-Lung, a graduate of the Royal College of Art in London and the winner of the Feel The Yarn Knitwear Oscar in Italy, founded the fashion brand SYZYGY with the concept of 'One Garment, Multiple Possibilities.' Dedicated to presenting diverse aesthetics in fashion, his works have been showcased at fashion weeks in London, New York, Paris, Tokyo, and Taipei.

遠東新世紀與設計師高元龍攜手合作，採用 FENC®TOPGREEN®BIO3 廢氣回收技術，獨特 3D 閃色針織技術結合碳捕捉綠色材料，以奧運新項目「攀岩」為版型設計靈感，突顯多穿性與環保永續理念，榮獲 2024 年 IF 設計大獎。

Far Eastern New Century Corporation collaborates with designer Kao Yuan-Lung, employing FENC®TOPGREEN®BIO3 waste gas recovery technology. The unique 3D iridescent knitting technique combines with carbon-capturing green materials, drawing inspiration from the new Olympic sport of 'rock climbing' for pattern design, highlighting versatility and environmentally sustainable concepts. This collaboration received the 2024 IF Design Award.



SHOW FASHION

品牌秀

探索抽象質地
以服裝重新詮釋臺灣故事
時尚·是永不褪色的美

捕捉流行時尚切片·2024 秋冬臺北時裝週品牌秀即將華麗登場。
這次共徵選出 8 個臺灣設計師品牌參與秀程。
包括：#DAMUR、Claudia Wang、DOUCHANGLEE、GIOIA PAN、INF、
Liyu Tsai、UUIN、WooLeeX。

萬眾矚目的各品牌獨立大秀·其靈感有來自真實生活的取材·
亦有揉合復古與現代、東西方文化底蘊而來的創作。
設計師們端上各種焦點款式·運用無限創意的能量·完美演繹秋冬潮流·
令人心跳加速、目眩神馳的星光磁場即將顛覆你我對時裝工藝的想像。

Exploring abstract textures,
Reinterpreting stories of Taiwan through clothing,
Fashion is the timeless beauty that never fades.

Capturing the essence of fashion trends, the 2024 Autumn/Winter Taipei Fashion Week brand show is about to make a glamorous appearance. This time, a total of 8 Taiwanese designer brands were selected to participate in the show. They are #DAMUR, Claudia Wang, DOUCHANGLEE, GIOIA PAN, INF, Liyu Tsai, UUIN, and WooLeeX.

The highly anticipated independent runway show of each brand, its inspiration stems from real-life sources as well as a fusion of vintage and modernity, Eastern and Western cultural backgrounds. Designers present a variety of standout styles, utilizing boundless creative energy to perfectly interpret autumn and winter trends. The mesmerizing atmosphere is going to redefine our imagination of fashion craftsmanship, leaving us breathless and exhilarated.



[黃世舜]

2015年 #DAMUR 品牌在柏林與臺北的跨界交融中誕生。旅居德國的臺灣設計師黃世舜 (Damur Huang) 率領著一支充滿藝術靈感的團隊，以對街頭文化的熱愛與對生命自由的追求，開創出一個充滿活力的高級時尚品牌。透過與國際品牌的合作，#DAMUR 挑戰傳統，將自由個性與反叛解構藝術帶入每一位時尚人士的生活。

The journey of #DAMUR began in 2015, born from the fusion of Taipei's vibrant streets and Berlin's urban landscape. Founded by Damur (Shih-Shun) Huang, a Taiwanese designer based in Berlin, we are fueled by a passion for streetwear and bold self-expression. Partnering with brands, #DAMUR empowers individuals to express their individualism through eclectic influences from Berlin twisting Taipei to Global.

“

穿上 #DAMUR · 成為自己的藝術品。

Play Naughty, Dress Elegant.

”



#DAMUR

「#IAMVERSATILE」2024 秋冬系列，是一場對傳統的挑戰，一次對自我與自由的浪漫讚歌。在這一季，設計師黃世舜將無邊界的藝術奇思妙想融入街頭潮流時裝設計，以迷人的鏤空、精緻的抽繩細節和浪漫的波浪捲邊，重新演繹六十年代的未來再生風華。

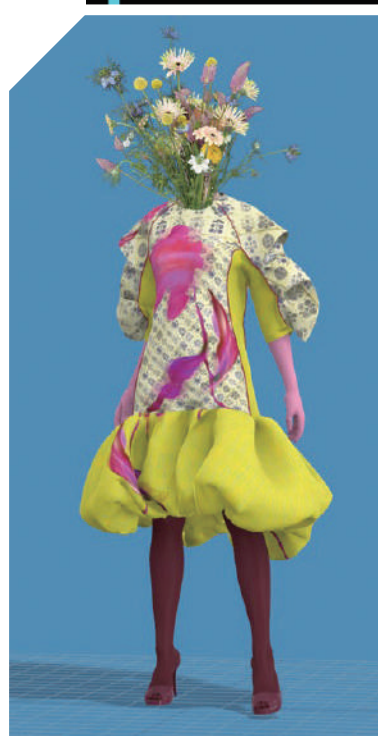
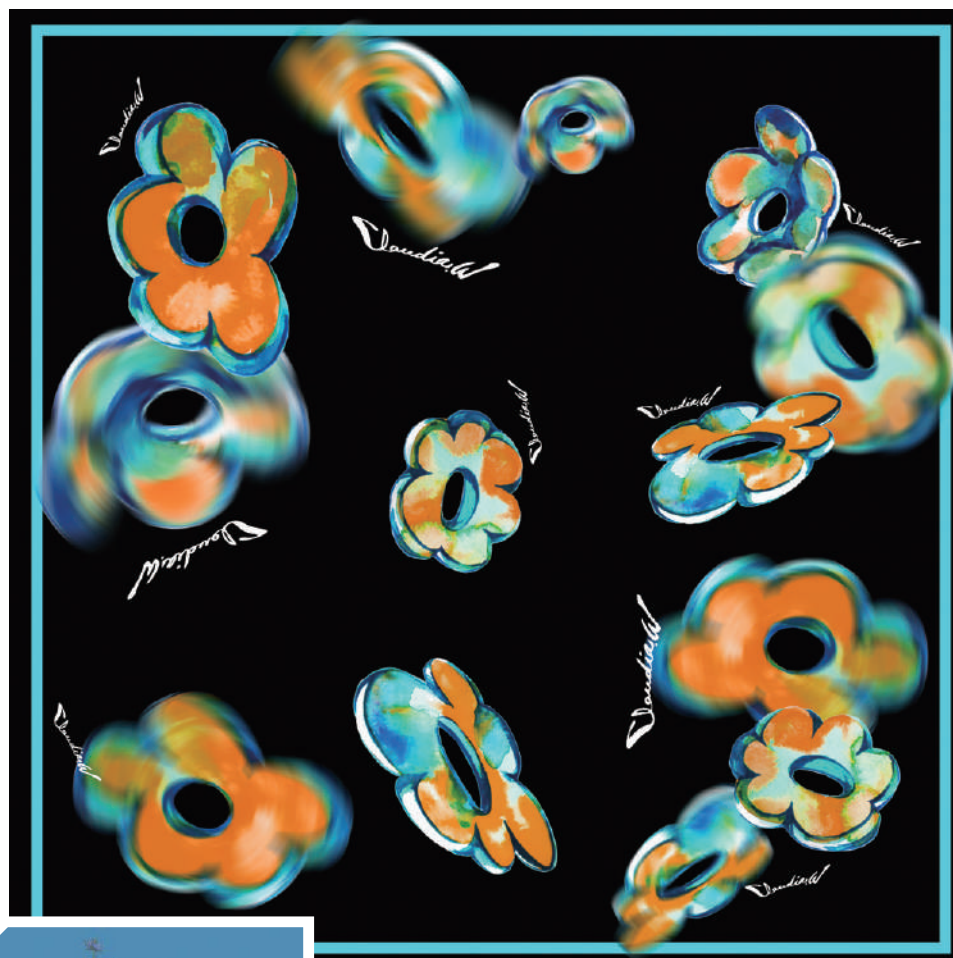
在設計師的引領下，每一件時裝藝術品都是無限靈感的源頭，從優雅的燈芯絨到別緻的棋盤格緹花，從熾熱的大紅到柔和的米色和深邃的海軍藍，色彩和質地的對比，如同街頭叛逆文化的精髓，以獨特的語言回應當代世界的多元。

在當下和未來的想像中，設計師大膽地將現代社交媒體的表情符號融入高級時尚，打破虛實界限，讓時尚人士在時尚的戰場中找到表達的共鳴。#DAMUR 的設計不僅重新定義了當代潮流，更賦予個性時尚新的跑道，將高級時尚與街頭風格混合，讓每一位穿上 #DAMUR 的人都能找到獨特的時尚靈感，並將這份獨特風格留給每一個時代的時尚雅痞。

The AW24 collection, "#IAMVERSATILE," celebrates individuality and freedom of expression by daring to break away from conformity. Reimagining traditional 1960s styles with provocative cutouts and drawstring details, it creates experimental shapes that defy convention, empowering you to express your true authenticity.

Exploring contrasts in fabrics and textures, from fine corduroy to chequered jacquard, and using a bold colour palette from vibrant scarlet to muted beige and navy, reflects the diversity of today's world while staying true to our streetwear roots.

Looking ahead to a digital future, we incorporate modern social emojis into the runway, bridging the gap between the digital and physical worlds. Blurring the lines between luxury culture and street style, Damur Huang redefines high-end streetwear brand #DAMUR by celebrating your uniqueness unapologetically and spreading the message of individuality worldwide.



[Claudia Wang]

Claudia Wang 2020 年創立同名服裝設計品牌，擅長運用藝術美學及虛擬科技技術融入時裝設計，曾為唐鳳部長打造獨特視覺風格的虛擬服裝。除了時裝設計圈，亦活躍於科技、藝術與美妝領域。

Claudia Wang founded her eponymous fashion design brand in 2020, specializing in incorporating artistic aesthetics and virtual technology into fashion design. She has previously created unique visual styles of virtual clothing for Minister Audrey Tang. In addition to the fashion design industry, she is also active in the fields of technology, art, and beauty.

“

遊走虛實·線上線下無限時尚。

Roaming between virtuality and reality, the infinity of fashion exists both online and offline.

”



Claudia.W

叛逆反骨、充滿活力的豐富色彩是 Claudia Wang 一貫的 DNA。善於透過藝術性的創作，表達對日常生活與自身文化背景的關懷，並搭配具有不對稱設計剪裁的日常款式，提升時尚融入日常穿著的習慣。

Claudia Wang 致力於元宇宙虛擬科技潮流，除了在臺灣時尚圈創造線上虛擬看秀的潮流先河，更應用 3D 虛擬技術，改良實際服裝製作流程，保留藝術性風格的印花，以及節省印花布料的製作；同時使用環保布料呼應全球關注的永續議題。

2022 年 3 月臺北時裝週，與數字王國虛擬人鄧麗君合作獨立品牌大秀，展現時尚與數位的跨域應用。2023 年 9 月受邀於世界級現代美術館 Tate Modern 發表 2024SS 倫敦時裝週系列作品，透過虛實與數位遊戲整合打造全新的設計體驗與服裝概念，在英國大放異彩。

Rich colors with rebellion and vitality have always been Claudia Wang's brand DNA. Skilled in expressing concerns for everyday life and her own cultural background through artistic creations, she matches asymmetrical designs with everyday styles to elevate fashion into daily wear habits.

Claudia Wang is dedicated to the metaverse virtual technology trend. Apart from pioneering online virtual fashion shows in Taiwan fashion field, she also applies 3D virtual technology to improve the actual clothing production process. This includes retaining artistic style prints and saving printed fabric production, while also using eco-friendly materials to correspond to the issue of sustainability which is a great concern globally.

During Taipei Fashion Week in March 2022, Claudia Wang collaborated with the virtual persona Teresa Deng produced by Digital Domain for an independent brand showcase, demonstrating the cross-domain application of fashion and digital elements. In September 2023, she was invited to present her 2024 Spring/Summer collection at the world-renowned modern art museum, Tate Modern, during London Fashion Week. Through the integration of virtual reality, digital gaming, and physical elements, she crafted a completely new design experience and clothing concept, and caused a great sensation in the UK.



“

生活即設計·設計即生活。

Life is design, design is life.

”

DOUCHANGLEE

觀察人群快速流動的身影·跨越地域、種族、階級、職業、性別....等多樣視野·構思面對未來的衣裝本質。在城市流動與多元文化之間穿梭探索·重塑舊日經典並融入街頭活力·在不同質感之間·為多元輪廓注入豐富的視覺層次·編織不受拘束的自我型格。

Observing the rapid movement of people across regions, races, classes, occupations, genders, and other diverse perspectives, rethinking the essence of clothing for the future is crucial. By navigating between urban mobility and diverse culture, reshaping old classics while infusing them with street vitality, and weaving rich visual layers into multiple silhouettes across different textures, individuals can cultivate an unrestrained sense of self-expression.



[竇騰璜]



[張李玉菁]

DOUCHANGLEE 由華人時尚設計雙人組竇騰璜與張李玉菁共同創立。設計師從日常生活汲取靈感·風格散發著摩登而不拘一格的自信心;實用主義為品牌核心主軸·運用簡潔的輪廓與靜謐的色調·創造經久不衰的精緻單品·並將多元藝術融合於設計中·為時尚界帶來了一種無拘束的時髦態度。

DOUCHANGLEE was co-founded by the Taiwanese fashion designer duo, Dou and Changlee. Drawing inspiration from daily life, the designers' style exudes a modern and eclectic sense of confidence. Practicality is the brand's core spirit, utilizing clean silhouettes and serene tones to create enduring and exquisite pieces. They integrate diverse art forms into their designs, bringing a sense of unrestricted chic attitude to the fashion world.



[潘怡良]

潘怡良是全球設計師當中少數以針織發展為主的服裝設計師，作品以技術層面為前提，著重服飾之質感與設計性兼具。原創設計中融入典雅、簡約、高質感風格。擅於以簡潔的線條與針織垂墜、伸縮之特性來勾勒完美曲線。在設計上，紮實的針織原創功底，從不同角度擷取生活靈感，每次創作都能啟發新的設計浪潮。

Gioia Pan is one of the few fashion designers globally who primarily focuses on knitwear development. Her work emphasizes the quality and design of clothing, with technical proficiency as a prerequisite. Her original designs incorporate elegance, simplicity, and high-quality aesthetics. Specialized at using clean lines and the characteristics of knitwear's drape and stretch to outline perfect curves. In design, her solid foundation in original knitwear work allows her to draw inspiration from life from various perspectives, inspiring new design trends with each creation.

潘怡良 GIOIA PAN

2024 秋冬系列主題「如風...」，融合針織技法的精髓，展現出色彩與款式的獨特魅力。在這一系列中，設計核心以黑、白、灰、藍四種色調為主，創造出既經典又具現代感的視覺效果。這些色彩不僅彰顯出秋冬季節的冷靜與沉穩，也為整個系列增添了一股莫名的詩意與深度。

透過精細的針織工藝，創造出各式各樣的質地與圖案，同時表達了設計師對細節的精湛掌握和創新的設計靈感。款式上，「如風...」系列走的是個性化路線，設計師將傳統與現代融合，打造出既時尚又實穿的戶外休閒裝。這些設計不僅迎合了追求個性和舒適的消費者，也反映了當代入對於自由與自我表達的追求。這一系列不僅是向傳統針織工藝的致敬，也是對現代設計趨勢的前瞻性探索。

The theme of the 2024 autumn/winter collection is "Like the Wind..." blending the essence of knitting techniques to showcase the unique charm of colors and styles. In this collection, the design core revolves around four main tones: black, white, gray, and blue, creating a visual effect that is both classic and modern. These colors not only manifest the calmness and steadiness of the autumn/winter season but also add an inexplicable poetic and profound depth to the entire collection.

Through meticulous knitting craftsmanship, a variety of textures and patterns are created, expressing the designer's mastery of detail and innovative design inspiration. In terms of styles, the collection of "Like the Wind..." follows a personalized route, where the designer blends tradition with modernity to create fashionable and wearable outdoor leisure wear. These designs not only cater to consumers who seek individuality and comfort but also reflect contemporary aspirations for freedom and self-expression. This collection not only pays homage to traditional knitting craftsmanship but also represents a forward-looking exploration of modern design trends.

“

紮實的針織工法、超時代的時尚圖像，賦予時尚新的生命。

Solid knitting techniques and cutting-edge fashion imagery breathe new life into fashion.

”



[郭瑋]

設計師郭瑋擅長觀察細微的變化並以服裝設計細節來體現層次；專精於解構風格，將兩種對比或衝突的文化巧妙地互相融合，並拆解重塑，並在其中置入文化精神與寓意，創造出縱貫古今的時尚單品。

Designer Guo Wei's expertise is observing subtle changes and embodies layers through clothing design details. Specializing in deconstructive styles, he ingeniously blends two contrasting or conflicting cultures, deconstructs and reshapes them, and infuses cultural spirit and symbolism into them, creating fashionable pieces that traverse ancient and modern times.

“

INF以人為出發，以「文化為底蘊，時裝為載體」。

INF starts with a human-centric approach, with "culture as the foundation, fashion as the carrier."

”



取自日本歌舞伎文化，傳統歌舞伎並非現代所見的表演舞台劇，而是指一群在古代奇裝異服、行為上標新立異的族群。在那個時代聚集地痞與武士等各種階級的人群，聲勢浩大，漸漸形塑成一個當代流行的族群文化，並被稱呼為傾奇者；反觀現代，時尚不就是這麼一回事嗎？讓我們一起標新立異，開創屬於自己的時代，成為現代的傾奇者。

轉化傳統日式的服裝符碼，並與現代的穿著流行互相拆解重塑，如：和服與西裝的結合、木屐與皮鞋的結合，日式袴褲與西裝褲的結合等，並利用傳統日式和服與家徽等線條為充滿結構與變形的服裝添上屬於當代的色彩。

除了自行開發棉質布料混紡作為素色布基底，也利用回收寶特瓶紗線作為印花布料，另以日本木屐文化為靈感開發全回收素材男女涼鞋。

Derived from Japanese Kabuki culture, traditional Kabuki does not refer to the modern stage plays we see today, but rather to a group of individuals in ancient times who dressed extravagantly and behaved eccentrically. Gathering people from various social classes including ruffians and samurais, it gained immense popularity and gradually shaped into a contemporary cultural phenomenon known as "Kabukimono." Comparatively, isn't fashion akin to this? Let us together the notion of being unconventional, and pave our way to create our era, becoming the Kabukimono of the modern age.

Transforming traditional Japanese clothing codes and reshaping them in conjunction with modern fashion trends, such as the fusion of kimono and suits, wooden clogs and leather shoes, Japanese hakama and trousers, etc., while utilizing the traditional lines and emblems of Japanese kimono and family crests to infuse contemporary styles into clothing that is rich in structure and transformation.

In addition to developing blended cotton fabrics as solid color bases, we also utilize recycled PET yarns for printed fabrics. Inspired by Japanese wooden clog culture, we have developed fully recyclable men's and women's sandals using recycled materials.



[蔡麗玉]

設計總監蔡麗玉主張「時尚」源自於日常生活態度。擅長於旅遊中取材，常年造訪歐美流行之都，以國際視野觀察流行脈絡，將生活體驗融入每季創作靈感中。服裝設計風格緊密扣合流行趨勢元素，經典中帶著優雅，內斂中展現奢華。

The Creative Director, Liyu Tsai, advocates that 'fashion' stems from one's everyday life attitude. Proficient in sourcing inspiration from travels, she regularly visits popular fashion capitals in Europe and America, observing trends with an international perspective, and integrating life experiences into each season's creative inspiration. Her fashion design style closely aligns with elements of popular trends, blending elegance with classics and showcasing luxury within subtlety.



“

擁抱自信、精緻與獨特魅力，Liyu Tsai 為現代女性織就優雅品味的時尚之美。

Embracing confidence, refinement, and unique charm, Liyu Tsai weaves the elegant taste of fashion beauty for modern women.

”

Liyu Tsai
keraia de luxe

本季以 "Rond De Jambe" 展開一幅唯美虛靜之芭蕾印象，結合當代藝術的線條與設計輪廓，重塑屬於 Liyu Tsai 2024A/W 系列的當代浪漫與女性獨立。"Rond De Jambe" 是芭蕾裡重要的基礎動作，在地面上畫圈的基礎鍛鍊，與 Liyu Tsai 一直秉持著對設計的熱忱，認真呈現每一季獨特的精神相呼應。

將帶有浪漫主義時期的時代美學，追尋內心理想世界或夢幻的逃避主義，提點出「白色芭蕾」靜謐虛靜的意境，再加入當代藝術的線條讓新舊融合撞擊出一幅美麗的畫面。同時在白色、銀色、粉色的純淨中融入抽象的情韻，讓本季系列以雅致的意象，層疊交錯且帶有夢幻的飄逸柔美，卻又不失女性獨立特質，帶來一場彷彿芭蕾舞表演般的時尚展演。

This season, Liyu Tsai's 2024A/W collection unfolds a beautiful and tranquil ballet impression with 'Rond De Jambe,' combining the lines of contemporary art with design contours to reshape the contemporary romance and female independence inherent in the brand. 'Rond De Jambe' is an essential basic movement in ballet, and it is the foundation exercise of drawing circles on the ground, echoing Liyu Tsai's steadfast passion for design and earnest presentation of each season's unique spirit.

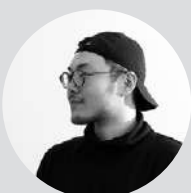
Incorporating the aesthetic of romanticism era and the pursuit of an ideal inner world or dreamlike escapism, Liyu Tsai evokes the tranquil ambiance of 'White Ballet,' implying a serene and quiet atmosphere. By blending contemporary art lines, the collection juxtaposes the old with the new, creating a beautiful tableau. Infusing abstract charm into the purity of white, silver, and pink, this season's collection exudes an elegant imagery, with layers intertwining in a dreamy and graceful manner while maintaining the independence of femininity. It delivers a fashion showcase of a quasi-ballet performance.



[劉子超]



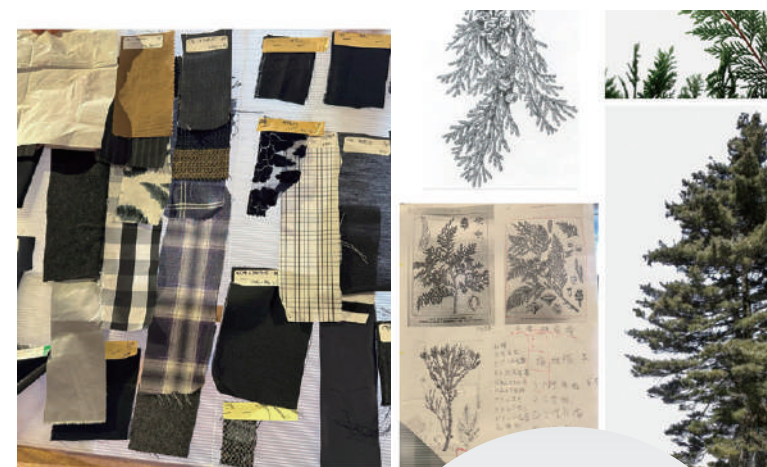
[劉燕純]



[林宏諭]

UUIN 由劉子超 (Tzutsao Liu)、劉燕純 (Andrea Liu)、林宏諭 (Van Lin) 共同創立。擁有年輕無畏的主張以及紮實穩健的工藝傳承，是強而有力的鐵三角組合。連續 6 年入圍臺北時裝週成員，發表超過 12 場服裝秀，與臺灣藝文、影視娛樂產業有緊密的連結。

UUIN was co-founded by Tzutsao Liu, Andrea Liu, and Van Lin. With their fearless advocacy and solid craftsmanship inheritance, they form a powerful trio. They have been nominated for Taipei Fashion Week for six consecutive years, presenting over 12 fashion shows and maintaining close ties with Taiwan's arts, film, and entertainment industries.



“

在都會日常中找尋藝術性的啟發，在文化脈絡上發現生活的趣味。我們期待每件 UUIN 的作品，都如同一份為當代女性量身定制的禮物。

Seeking the artistic inspiration from urban daily life, discovering the interest of life from cultural contexts, we expect each garment of UUIN to be like a customized gift for contemporary women.

”

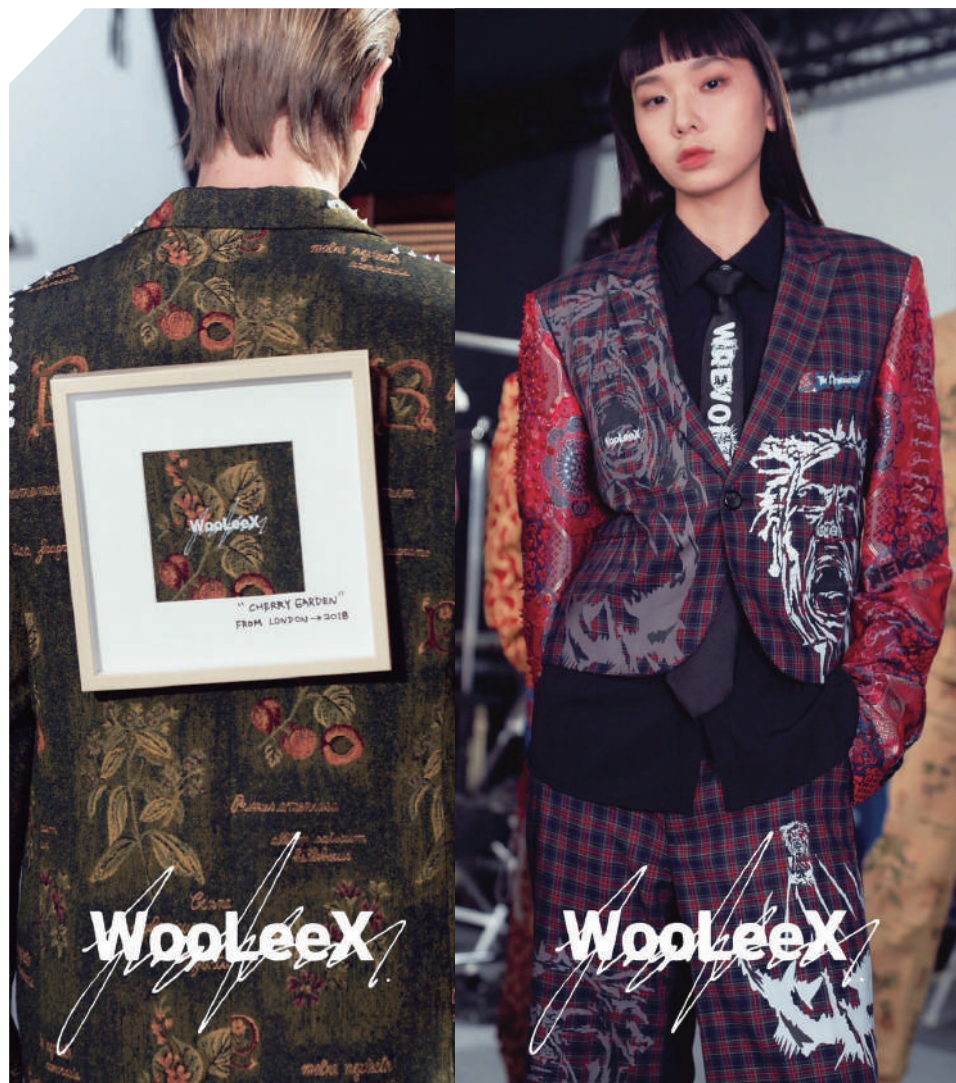
UUIN

Alishan 阿里山，此系列由阿里山山腳出發：於嘉義車站搭乘近百年歷史的小火車進入山中，沿著山腰鐵道，悠晃上山，一路感受植物奇妙的林相變化，雲霧彷彿是一張柔和的畫布，掩映於山色空濛之中，慢慢揭開一場靜謐而奇幻的冒險……

UUIN 從植物學家手繪臺灣紅檜的圖稿擷取靈感，作為服裝創作的起始，再藉由阿里山獨特的日出雲海色彩作為服裝的中繼延伸，最後以知名畫家陳澄波所繪之〈阿里山速寫〉作為系列的結尾。透過獨特的服裝創作語彙，將臺灣這座最神秘的山林風貌展現在全世界面前。

The Alishan collection begins its journey from the foot of Alishan Mountain: boarding the nearly century-old small train at Chiayi Station, entering the mountains, swaying along the mountain railway, experiencing the marvelous botanical changes along the mountain slopes. The clouds and mist seem like a soft canvas, veiling amidst the misty mountain hues, slowly unveiling a tranquil and magical adventure...

UUIN draws inspiration from hand-drawn sketches of Taiwan red cypress by botanists, serving as the starting point for clothing creation. It then extends the design concept through the unique colors of sunrise and sea of clouds in Alishan, and finally concludes with the famous painting 'Sketch of Alishan' by renowned artist Chen Cheng-Bo. Through a unique vocabulary of clothing creation, UUIN showcases the mysterious mountain scenery of Taiwan to the world.



[謝宇農]



[謝明柔]

WooLeeX 創辦人謝宇農，長期受美式嘻哈文化薰陶，喜愛 old school 刺青藝術圖騰，並將喜好及經歷轉化為自身設計能量，擅長布料與畫作的結合。WooLeeX 女裝線主理人謝明柔，擅長製造對比衝擊感，並以女性能量融合品牌的極端個性碰撞創新，注入更多可能性。

WooLeeX founder, Xie Yu-Nong, has been deeply influenced by American hip-hop culture for a long time, and he has a passion for old school tattoo art motifs. He transforms his interests and experiences into his own design energy, excelling in combining fabrics with artworks. WooLeeX's women's wear line is led by Xie Ming-Rou, who specializes in creating contrasting impacts. By merging feminine energy with the brand's extreme personality, she infuses more possibilities into the designs.

“

日常穿搭 WREVOLUTIONX · 特殊場合著 WooLeeX
WREVOLUTIONX daily,
WooLeeX on special occasions.

”



WooLeeX

WooLeeX 以充滿品牌風格的藝術畫作巧妙融入時裝之中而聞名。映入眼簾的強烈視覺衝擊感是品牌給人的第一印象，再仔細看更是精緻的手繪做工藝術。設計師將過往在國外所見所學帶回品牌，除了歷練及創作，更透過各式文化的兼容，讓東西方的特色手法相互結合，並廣泛運用在布花設計之中；此外也帶入東方傳統刺繡工藝的元素，並將手繪細節融合燙印新技術；同時樂於實驗不同手法與造型，探索更多的藝術可能性，讓人能重新體驗時尚並感受品牌獨樹一格的藝術品味。

WooLeeX 一直以來有許多跨界合作，結合歌手演員們將藝術設計帶到更高的境界，為演藝圈爭鋒合作的品牌之一。合作過的對象如：蕭敬騰、曾之喬、陳零九、邱鋒澤、Karencici、高爾宣、熊仔、畢書盡、王品澐、盧彥澤等，都曾訂製 / 穿著 WooLeeX 服裝亮相。

WooLeeX is renowned for ingeniously integrating brand-style artworks into fashion. The striking visual impact is the brand's first impression, however, it is actually a meticulous hand-painted craftsmanship upon closer examination. The designer brings back experiences and knowledge gained abroad to the brand, not only in refinement and creation but also through the compatibility of various cultures, allowing Eastern and Western characteristics to merge. This fusion is extensively applied in fabric flower design. Additionally, elements of Eastern traditional embroidery craftsmanship are incorporated, blending hand-painted details with new heat transfer printing technology. The brand is also keen on experimenting with different techniques and styles, exploring more artistic possibilities, enabling people to experience fashion anew and appreciate the brand's unique artistic taste.

WooLeeX has always engaged in interdisciplinary collaborations, elevating artistic design with singers and actors to higher realms, making it one of the leading brands in the entertainment industry. Collaborations have included artists such as Jam Hsiao, Chiao Chiao Tseng, Nine Chen, Qiu Feng Ze, Karencici, OSN, Kumachan, Bii, Boris Wang, Zach Lu, among others, who have all worn or customized WooLeeX clothing for appearances.



L'Histoire et la Couture 時尚與藝術同行 臺北時裝週再現「與史博同行」 時尚大秀

**The Synchronization of Fashion and Art
Reenact the fashion show of L'Histoire et la Couture
in Taipei Fashion Week**

Happy Friday Night · 用最時髦的看秀行程度過！4月26日·臺北時裝週再現「與史博同行」時尚大秀·由 JUST IN XX 周裕穎設計師攜手史博館策劃·以「歷史作為訂製時尚」為概念·轉譯史博館的重要國家館藏·打造一場流轉於不同時空的華麗時尚大秀·帶給觀者全新的視野與想像。

《L'Histoire et la Couture》為臺北時裝週首度開放以大眾參與為主的時尚大秀·集結國家館藏精彩的藝術作品·經由當代頂尖服裝設計師的巧手·打造臺北時裝週中最夢幻與新潮組合·多元呈現史博館館藏IP的精髓與風貌·讓歷史走入生活·讓藝術貼近觀眾·透過時裝作品賦予館藏新生命·展現時裝 x 藝術 x 音樂跨界新篇章。

Happy Friday! Spend your Friday with the utmost trendy fashion show! On April 26th, Taipei Fashion Week reenacts the fashion show of L'Histoire et la Couture, inviting the designer Justin Chou of JUST IN XX, to conceive the concept of 'Made in History with National Museum of History', to interpret the collections of the National Museum of History. It's a magnificent fashion show transcending different time and space, promising viewers a whole new perspective and imagination.

"L'Histoire et la Couture" marks the first runway show of Taipei Fashion Week that has opened to the public, bringing together the remarkable creations, and through the creative mind and crafts of the top contemporary fashion designers, the final result is that Taipei Fashion Week becomes a dreamy and avant-garde combination. The whole event allows for a diverse presentation of the essence and style of National Museum of History collections, bringing history into daily life. The showcased works intricately blend traditional and contemporary art, ingeniously creating new life into museum collections and manifesting a new chapter of cross-disciplinary exploration among fashion, art, and music.



服飾品國際買主採購洽談會 TAIPEI IN STYLE Business Matchmaking Trade Show

為協助臺灣服飾品業者佈建海外行銷通路及提升國際能見度，經濟部與文化部協力搭建時尚產業交流互動商貿平台「TAIPEI IN STYLE」，邀請國際重量級買家於臺北時裝週期間來臺採購，輔以實體多元的 B2B 商貿靜態展示、品牌 VIP 訂貨發布會強化商洽效益，及線上連結設計師品牌資料庫，線上與線下同時曝光協助臺灣品牌開發國際市場。

For this AW24 season, the Ministry of Economic Affairs and Ministry of Culture continue to support the Taiwan Textile Federation in organizing the Business Matchmaking Tradeshow Event "TAIPEI IN STYLE" with Taipei Fashion Week. Global buyers are welcome worldwide to participate in B2B matchmaking events, tradeshow, runway shows, and brand VIP activities in Taipei. These platforms aim to assist Taiwanese designers in promoting and increasing business opportunities towards the international fashion supply chain and markets.

精選品牌 FEATURED BRANDS (依英文字母順序排序)

.67ARROW、(A)crypsis®、BOO、C JEAN、C R Y、ccyeh、CHARINYEY、CHENG HUNG NAN X CHOW des HOMME、Claudia Wang、IRENSENSE、Jun616xteen、LESIS、LYNLI Jewelry、MANICHIACHIA、MIESTILO、odyssey、PCES、Reflection、Seivson、SLOW ROVER、Stone' As、URNAVY、WEAVISM、WooLeeX



即將在法國舉行的 2024 巴黎奧運，由 JUST IN XX 設計師周裕穎為中華台北代表團進場服操刀設計。擅長跨域共創的他，特別邀請藝術家江賢二、原民國寶工藝家嚴玉英、手工纏花工藝家林佩瑩、翻轉文字藝術家林國慶，以及在永續議題展現卓越技術的臺灣紡織製造大廠旭榮集團、琺藝印花、仁美織標協力合作，準備向全球進行一場精彩的時尚文化外交。

面料的選擇，特別採用以「碳捕捉」技術聚合成低碳人造纖維，添加「鍍鐵維」具備調節體的體溫及濕度、抗靜電、高吸濕排汗等機能性，讓運動員在巴黎奧運開幕式炎熱的天氣下穿著涼爽不濕黏。鞋子設計成中華隊顏色，搭配寬源鞋業運用環保皮革的精製做工，將是進場時的一大焦點。奧運進場服上畫龍點睛的手工纏花「梅花」與「油菜花」，則象徵全體國人對每位奧運選手獻上最大的加油與祝福。

在工藝大師、藝術家、紡織大廠的支持下，工藝與時尚完美結合，為每位選手打造別緻的運動裝束，2024 巴黎奧運，將再一次把臺灣時尚紡織產業的實力，帶到世界面前。

The 2024 Paris Olympics, soon to be held in France, will see the Chinese Taipei delegation, represented by designer Justin Chou, designing their parade uniforms. Chou's expertise is interdisciplinary collaborations, and he has specially invited artist Paul Chiang, indigenous Taiwanese craftswoman Yan Yu-

Ying, handcrafted "Chanhua" artist Lin Pei-Ying, and reverse calligraphy artist Lin Guo-Qing, along with Taiwan's leading textile manufacturing companies such as New Wide Group, Grand Yi Design Co., Ltd., and Junmei Label and Textile who are renowned for their expertise in sustainability, to collaborate. Together, they are preparing to present a remarkable diplomacy of fashion and culture globally.

The fabric selection includes materials infused with "cooling and germanium fibers," offering functionalities such as temperature and humidity regulation, anti-static properties, and high moisture absorption and sweat-wicking capabilities. This ensures that athletes remain cool and dry even in the sweltering weather of the Paris Olympics opening ceremony. The design of shoes is based on the theme colors of Chinese Taipei delegation, along with the sophisticated crafts and the utilization of eco-friendly leather by Oh Nice Handmade Shoes, and this is going to be the highlight of the entrance parade. The handcrafted floral motifs of "plum blossoms" and "rapeseed flowers" embellished on the Olympic parade uniforms symbolize the collective support and best wishes extended by all Taiwanese citizens to every Olympian.

With the support of master craftsmen, artists, and leading textile companies, the fusion of craftsmanship and fashion transforms into unique sportswear for each athlete. At the 2024 Paris Olympics, these garments showcase the strength of Taiwan's fashion and textile industry to the world.



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江夏碧 Charlotte Chiang
中華民國紡織業拓展會
創新與永續設計處 處長
Director of Innovative & Sustainable Design
Department, Taiwan Textile Federation



何世賢 Kevin Ho
旭榮集團 紡織貿易事業體
執行副總
EVP of Knitting & Trade BG,
New Wide Group



何兆華 Zhaohua Ho
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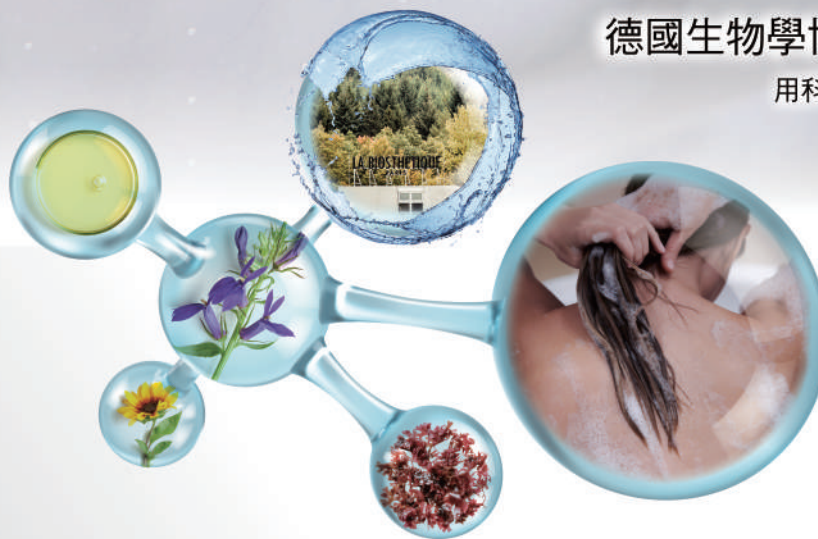
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封面故事 COVER STORY

新時尚運動：力與美的雙重昇華

New fashion movement: The dual sublimation of strength and beauty.

在璀璨的時尚伸展台和激烈的運動賽場之間，雖然看似天壤之別，實則蘊含著相似的靈魂與追求——盡一生畢一事，以無數日夜的堅持、智慧、體力積累，用生命的熱情演繹對卓越的無盡追求。當聚光燈照耀、掌聲喝采響起的那一刻，不論是身著華麗時裝的模特兒，抑或身披運動裝扮的運動員，都向全世界，也向內在的自己，宣告他們所經歷的每一次飛躍與蛻變。



2024 年臺北時裝週以「新時尚運動」為主題，展現精神與肉體力量的雙重昇華，更彰顯時尚、運動與工藝的共融美學，開創一個更加多元和包容的文化視野。在服裝設計概念上，運用設計師周裕穎為本屆奧運國家代表隊設計的進場服為架構，轉化為時尚的藝術表達突破兩者的界限，並特別訂製百褶蓬裙營造運動瞬間的視覺效果，以及融入傳統的纏絲雕花工藝別針，為整體造型注入精緻的藝術美感。

視覺呈現上，特意邀請跆拳道國手邱義睿、舞者張瑀參與演出，讓勁力與柔美、男與女、肌肉與線條的肢體動感，在鏡頭前互動、撞擊出既對比又和諧共存的火花留影，見證時尚與運動相結合時所爆發出的無限可能與創造力。在臺北時裝週的舞台上，每一次走秀、每一場演出，都開啟探索極限、美學與創新的可能，時尚與運動的跨界融合，不只是一種潮流趨勢，更是文化的前瞻性思考，挑戰著傳統美學的邊界，在多元共創中推動美學革新。

Between the glamorous fashion runway and the intense sports arena, though they may seem irrelevant, they both share the similarity of spirit and pursuit, and that is devoting a lifetime to mastering a craft, accumulating countless days and nights of perseverance, wisdom, and physical strength, and interpreting an endless pursuit of excellence with the passion of life. When the spotlight shines and ovation happens, whether it's the models with glamorous garments or

the athletes cladding in sportswear, they announce to the world and to their inner selves the leaps and transformations they've experienced with each endeavor.

The theme of 2024 Taipei Fashion Week is "New Fashion Movement," manifest the dual sublimation of spirit and physical strength, highlighting the fusion aesthetics of fashion, sports, and craftsmanship, paving the way for a more diverse and embracing cultural perspective. In terms of clothing design concepts, the uniforms designed by designer Justin Chou for the Olympic national team serve as the framework, transformed into fashionable artistic expressions to break the boundaries between the two. Specifically tailored pleated puffball skirts create visual effects reminiscent of sports moments, while incorporating traditional silk embroidery craftsmanship brooches to infuse the exquisite artistic beauty into the overall styling.

In terms of visual presentation, Taekwondo athlete Chiu Yi-Ruei and dancer Chang Yu were specially invited to perform, allowing the dynamic interaction between strength and grace, male and female, muscles and lines of body movements, to collide and harmoniously coexist in front of the camera, capturing sparks of contrast and harmony. This visual representation is a compelling proof that the infinite possibilities and creativity unleashed when fashion and sports are combined. On the stage of Taipei Fashion Week, each runway show, each performance, opens an exploration of limits, aesthetics, and innovation. The cross-disciplinary fusion of fashion and sports is not just a trend but also a visionary cultural reflection, challenging the boundaries of traditional aesthetics and driving aesthetic innovation through diverse collaborations.

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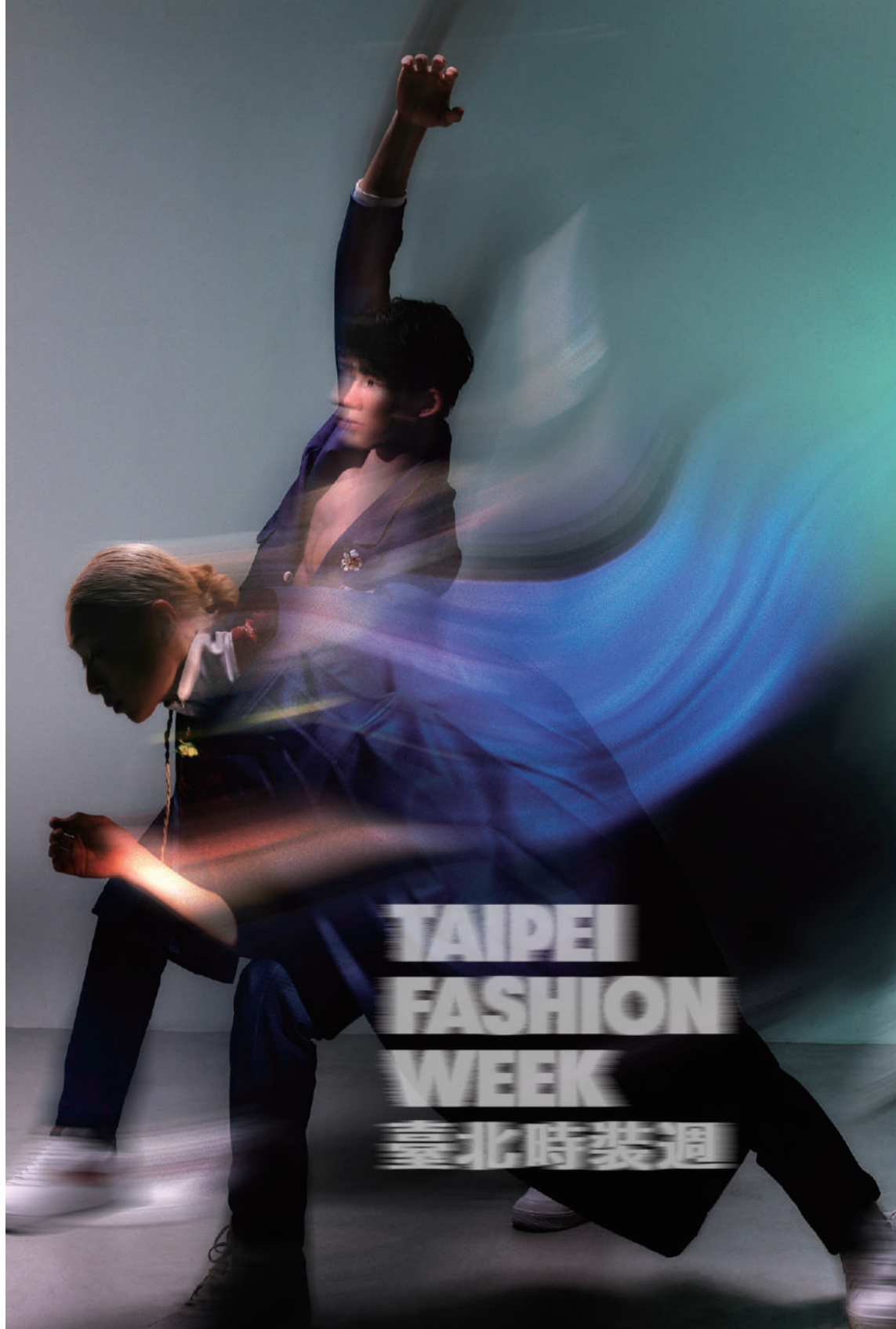
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