



TIS 2008 designer brand report series

Taipei In Style becomes a prime fashion event in Asia “International Fashion Designers’ Gala Show” on July 10 will decode new aesthetics

Gathering six top fashion designers from Hong Kong, Singapore, Japan, China and Taiwan, the “International Fashion Designers’ Gala Show” will be held on July 10 as one of the highlights at Taipei In Style 2008. To further confirm the status of TIS as a prime fashion week event in Asia, the organizer Taiwan Textile Federation has invited six top international fashion designers to participate in a fashion extravaganza on Taipei’s catwalk. They are Shawnyi from Taiwan, Barney Cheng from Hong Kong, Minoru Adachi from Japan, Desmond Yang from Singapore, and Hai-Yan Wu from China.

Shawnyi from Taiwan

Chien Yu-Feng and Shawn Pan, the couture duo of Shawnyi, are two designers from Taiwan with extensive training in France. They had made their names with their own brands in the fashion world. The two met in a fashion fair in New York. With similar backgrounds and the same passion and philosophy for fashion, together they created “YufengShawn”, later renamed “Shawnyi”, that mixed and matched the contrasting design elements of the two to give birth to a unique style with a multitude of modern aesthetics. The designs of Shawnyi eloquently play with tailoring, coloring and fabrics to reflect the brand’s spirit: féminité, élégance and glamour.

Barney Cheng from Hong Kong

Barney Cheng is very active in the fashion scenes all over the world, with his womenswear collections particularly well-known. He has designed evening wear for numerous celebrities including Gong Li, Joan Chen, Michelle Yeung, Maggie Cheung, Hsu Chi, among others. Cheng feels that comfort is the ultimate goal of fashion design. That is why his lines are mostly simple and his fabric choices comfortable. And with a touch of talent and fine work, his designs always present perfect structures. His clientele includes customers from the top tier of the market. While his charge for 200,000 HK Dollars per piece may be considered less expensive than the European couturiers’, Cheng’s services are still a luxury for most people. Still, he finds endless satisfaction and unlimited creativity in his work.

Minoru Adachi from Japan

Renown Japanese designer Minoru Adachi graduated from ESMOD JAPON in 1989, and has worked for Joseph and Workers for Freedom in London as well as Barney’s New York. Encouraged and affirmed by the international fashion people and industry, Adachi established own

brand "MODE A COTE" in 1997, Adachi started to participate in fashion events such as Tokyo Fashion Week and thereafter held fashion shows in fashion centers including New York, Paris and Shanghai, gaining more and more international exposure.

Desmond Yang from Singapore

Described as a "fashion magician" by Singapore's fashion media, Desmond Yang has been a name frequently mentioned in the international fashion competitions. Examples include winning the third place at Asean Young Designers Contest (Indonesia) in 1997, the third grand prize at Smirnoff International Fashion Awards (Berlin) in 1998, the grand prize at Motorola hand phone pouch competition in 2004, as well as the grand prize of International Apparel Federation Designer Award in October 2007. Yang is invited to present his collection at TIS 2008 for an updated version of creative and energetic Asean fashion.

Hai-Yan Wu from China

Recognized as "the transmitter of Chinese aesthetics", China's renown fashion designer Hai-Yan Wu started by winning the first prize at the China National Fashion Illustration Art Contest. Her works have since then constantly won her prizes at various fashion contests, and her amazing talent quickly received spotlights from both domestic and foreign media. In her country, she has been named one of the "top ten best fashion designers", one of the "50 most influential people in China's fashion", "the most talented fashion designer" and "China's fashion master". At the end of 2001, she was awarded the China Fashion Design Golden Award, which is the most honorable award on China's fashion design stage.

Over the last two years, Taipei In Style has established itself as the most anticipated event in Taiwan's fashion industry. Meanwhile, it is also one of the most important fashion week activities in Asia. Taiwan Textile Federation aims to reinforce TIS 2008 as a platform to network Asian as well as American and European brands. A visit to the show will definitely open your eyes to the rich resources of Taiwan's and Asia's fashion cultures and creativities, and the explicit business opportunity behind the scene.

Tis 2008 is scheduled to show from July 10 to 13, 2008 at the Taipei World Trade Center, Hall 2. For further information, please visit: www.taipeiinstyle.com