



GELÉE



創新風格

INNOVATIVE STYLES

今年的澳門服裝節融合了科技和傳統元素

THIS YEAR'S MACAO FASHION FESTIVAL INCORPORATES
ELEMENTS OF TECHNOLOGY AND TRADITION



2022澳門服裝節 (MFF 2022) 是澳門時尚界年度盛事之一，由澳門生產力暨技術轉移中心 (CPTTM) 和澳門貿易投資促進局 (IPIM) 合辦，將於10月20日至22日在澳門威尼斯人金光會展，與第27屆澳門國際貿易投資展覽會 (MIF) 期間舉行。主辦單位期望透過服裝節，向外界展示本澳原創設計，展現業界的進步及努力成果，顯現時尚魅力，提高知名度，為品牌提供商業洽談平台，創造更多商機。該活動得到國際服裝聯合會 (IAF) 的支持，主要促進區域交流、互動與合作。

本屆服裝節以「傳承·未來」為主題，以結合傳統智慧及設計美學，融入新力量科技，並將加入元宇宙元素，利用虛擬時裝與實體時裝互相交替，打造創新時尚展示方式。同場，設置「大灣區服裝院校新秀作品展」延續大灣區時尚聯展，展示深圳、珠海、香港及澳門服裝設計院校新秀作品，推動本澳與大灣區服裝設計平台的交流和合作。

為擴大本澳品牌的宣傳及銷售渠道，本年服裝節將繼續加強線上活動，大家可透過中心 Facebook (<https://www.facebook.com/cpttm>)、澳門服裝節 Instagram (<https://www.instagram.com/macafashionfestival/>)，實時觀看各場時裝表演及每日活動亮點，透過網絡力量把服裝節延展到世界各地，讓更多人認識。

Macao Fashion Festival 2022 (MFF 2022) is one of the most prestigious annual fashion events in Macao. It is co-organized by Macau Productivity and Technology Transfer Center (CPTTM) and Macao Trade and Investment Promotion Institute (IPIM). This year, MFF 2022 will be held at the Venetian Cotai Expo from October 20-22, at the same time as the 27th Macao International Trade & Investment Fair (MIF). Through this fashion festival, the organizers hope to showcase the original designs of Macao as well as highlight the progress and successes of the Macao fashion industry to the world. The event also serves as a business networking platform that allows fashion brands to exhibit the charms of their creations while increasing their brand awareness and business opportunities.

The theme of this year's MFF is "Onward Heritage", signifying the organizer's intention to infuse the power of technology into traditional intelligence and design aesthetics. The element of the Metaverse will also be introduced, intermingling virtual fashion with physical fashion, creating an innovative way to exhibit new styles.

The "Fashion Collection Exhibition by Rookie Designers from Greater Bay Area Fashion Institutes" will also be held at MFF 2022, deepening Macao's fashion connections with the Greater Bay Area, showcasing collections created by rookie designers from fashion institutes in Shenzhen, Zhuhai, Hong Kong, and Macao. The show aims to promote better interaction and cooperation between Macao and other fashion design platforms within the Greater Bay Area.

In order to increase promotion and sales channels for Macao fashion brands, a wide array of online activities will be prominently featured during this year's MFF. The public can watch various fashion shows and daily activities highlights in real time through CPTTM Facebook (<https://www.facebook.com/cpttm>), and Macao Fashion Festival Instagram (<https://www.instagram.com/macafashionfestival/>). The power of the Internet will extend the presence of Macao Fashion Festival to all corners of the world, allowing more people to share the MFF experience.