



元宇宙的時尚 FASHION IN THE METAVERSE

由澳門生產力暨科技轉移中心 (CPTTM) 和澳門貿易投資促進局 (IPIM) 共同舉辦的2022年澳門服裝節於10月底在威尼斯人金光會展中心舉行。在為期三天的活動中，展出了好些本地和鄰近地區的設計人才的作品，風格廣泛並充滿靈感。今年的主題是「傳承·未來」，鼓勵設計師考慮如何將科技和元宇宙作為其設計精神的一部分，從而產生了一些高度創新的T台秀。《特寫》採訪了資深設計師吳嫦艷 (Kitty Ng)，以及一些在過去一年中新出現的本地設計師。

The Macao Fashion Festival 2022 took place at The Venetian Cotal Expo in late October, co-organized by Macao Productivity and Technology Transfer Center (CPTTM) and Macao Trade and Investment Promotion Institute (IPIM). The three-day event featured a number of local and regional design talents and wide range of inspiring styles. With this year's theme of "Legacy-Future", designers were encouraged to consider how technology and the Metaverse could be embraced as part of their design ethos, resulting in some highly innovative catwalk shows. CLOSER speaks to veteran designer Kitty Ng, as well as some of the newest local designers to emerge on the scene in the past year.

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文化傳承的設計

DESIGNING
A LEGACY

The opening ceremony of this year's Macao Fashion Festival (MFF) featured six designers from the greater China region, with Macau represented by veteran designer Kitty Ng. Kitty has worked in the fashion and garment industry for more than 30 years, heading up the production department of a fashion factory, and working as a technician and trainer at the Productivity Textile and Garment Technology Centre, and a guest lecturer at the Fashion Design Department of The Hong Kong Polytechnic University. She has also taken on the roles of technical director and judge for major fashion shows, as well as a technical consultant for uniform design, production and production for government departments and private organizations in Macau. This year at MFF, she featured designs from her personal label 'La Mode Désir' a boutique and design studio founded in 2004.

Can you tell us a bit about the inspiration behind your latest range presented at the opening ceremony fashion parade for this year's Macao Fashion Festival?

The theme of this year's Festival is 'Legacy, Future'. In line with this theme, I designed a series of cheongsams to preserve and commemorate Chinese culture. The fabric is made from traditional silk prints and embellished with the 'mother-of-pearl' technique, which was prevalent during the Tang Dynasty, to add the finishing touches. Inspired by the famous Mainland court drama *Yanxi Raiders*, what attracted me to this drama was not only the plot, but also the costumes of the actors and actresses, which made me fall in love with the colours of traditional Chinese painting. The colours are used to express the beauty of fashion and modern art, creating a peaceful and secluded atmosphere and exuding a sensual and elegant quality.

What were your impression of this year's Festival?

This year's festival gave me a whole new experience, including a unique stage design, new fashion display and infinite creative space combined with technology elements, all of which were very refreshing! I had the opportunity to see the work of many outstanding young designers and to showcase the power of fashion in Macau. At the same time, we were able to present Macau's fashion charm to the world.

今年的澳門服裝節 (MFF) 開幕式上，有來自大中國地區的六位設計師參加了開幕展出，而澳門的代表是資深設計師吳妮妮 (Kitty Ng)。Kitty 在時裝和服裝行業工作了三十年，領導過一家時裝廠的生產部門，在生產力紡織成衣技術中心技術員及培訓導師，並在理工大學時裝設計系擔任客座講師，她還擔任過大型時裝表演活動的技術指導和評判，以及澳門政府部門和私人機構的制服設計、生產和製作的技術顧問。今年她展示了她的個人品牌「La Mode Désir」的設計，這是一家成立於2004年的精品店和設計工作室。

您能介紹一下關於您在今年澳門服裝節開幕式時裝表演中展示的最新系列背後的靈感嗎？

今年大會的主題是「傳承·未來」，為了配合主題，品牌設計了一系列傳承中國文化的旗袍。布料採用了傳統真絲印花圖案，在圖案貼上了唐朝盛行的工藝「螺鈿」作點綴，起著畫龍點睛的作用，同時亦配上歐洲蕾絲拼接，令連地富有中國傳統文化及西方元素，中西交匯極致。靈感來自內地著名宮庭劇「延禧攻略」，這套電視劇除了劇情令人耳目一新外，更吸引我的更是劇中演員的服裝，令我一看便沉醉在這些「中國傳統國畫色」的戲服中。顏色系列正正採用了以上的色彩，希望能表現時尚之美及現代藝術效果，營造出讓人心神安寧的隱秘氛圍及散發出一股知性高雅的質感美。



對於今年的澳門服裝節您有什麼感受？

今年的服裝節給了我一個全新的感受，包括獨特的舞台設計、嶄新的服飾陳列展示及結合科技元素、無限創造的空間等，都令人耳目一新！今年再次踏上這表演舞台，有機會參與這場時裝盛宴，見證了很多優秀的年青設計師的作品，真是可喜可賀！同時彰顯了澳門時裝界的力量！讓本土時尚新靈感、新視野，透過澳門服裝節這年度盛事，向世界呈現澳門的時尚魅力！

今年的澳門服裝節就集中於科技和元宇宙，這些概念對您的時裝設計有什麼影響？

由於「元宇宙」概念在這幾年開始相當流行，我對它如何影響時裝設計也很感興趣。所以今年為配合服裝節的主題，找了一間本地初創公司，將我們品牌系列其中一個主要款色，製作了一段「元宇宙」短片，用作系列展的開場片頭。短片雖然只得短短的三十秒時間，但都要花上很多時間與初創公司設計人員溝通和研究，如何將一件服裝，在「元宇宙」世界中演譯出神韻。而在虛擬世界所搭建的環境，則使用了澳門人景之一的「龍環葡韻」作為場地，環境令我產生不少的設計靈感，例如當看見虛擬人在主席上走動，令我想起可在相鄰的兩旁加上百褶蕾絲，可增加動態美感，因此這個改動需要和「元宇宙」設計人員的技術配合，否則不能把這個改動同時出現在該服裝的現實和「元宇宙」版本之中。



您認為這些概念對於品牌創作及推廣又有什麼影響？

今次經驗令我相信未來服裝設計在一定程度上會受到「元宇宙」的影響，未來時裝設計師可能同時要考慮他們服裝怎樣配合「元宇宙」，利用它無邊界的優勢向全世界推廣自家的品牌，同時也可以利用「元宇宙」無限制的環境用視覺藝術去傳達設計理念。我們的品牌也希望嘗試在這個方向發展成為「元宇宙」的「高級訂製」品牌。「元宇宙」在未來將會成為服裝時尚企業全新的推動力！

經歷過之前幾年的困境及挑戰，您是否覺得本地時裝業現在開始復甦？

全球各行業在疫情下都面對各種不同程度的挑戰，時裝業亦不能獨善其身。過去的三年我們有著前所未有的壓力，對品牌亦是一次嚴峻的考驗；雖然經濟有復甦跡象，但時尚服裝行業正面臨著後疫情時代的全新市場變化，以「高級訂製」為例，機遇與挑戰都是共存的。希望在疫情好轉下能為經濟發展帶來曙光！現階段還是要好好裝備自己，待經濟復甦，能盡快重新出發。

您的品牌和設計在未來有什麼計劃？

目前仍然以澳門作為基地，繼續做好「高級訂製」的經典品牌。在澳門及內地政府的大力支持和推動下，整個粵港澳大灣區現在已經呈現很好的營商環境，包括產業的供應量，相關配套也很成熟，令服裝設計師能有更多及更好的發展機遇，因此，我們將來有條件及在能力的許可下，希望在不久的將來有機會融入大灣區發展，開展更大的市場，吸納更多的高端客戶，延續品牌的精髓！

This year's MFF is focusing more on technology and the Metaverse. How did you incorporate these concepts into your approach to designing?

As the 'metaverse' concept has become quite popular in the past few years, I was interested in how it could influence fashion design. So this year, in line with the theme of the festival, I asked a local start-up company to create a short video on one of the main colours of our collection. A short video called "Meta Universe" was produced to kick off the collection. Although the video was only 30 seconds long, it took a lot of time to communicate with the designers of the company and work out how to translate a garment into the 'metaverse' world. For example, when I saw the avatar walking along the corridor, I thought of adding pleated lace to the sides of the dress to enhance the dynamic beauty. This change would need to be combined with the technical skills of the 'metaverse' designers, otherwise it would not be possible to make this change in both the real and 'metaverse' versions of the outfit.

How do you think these concepts will impact the fashion industry in the future?

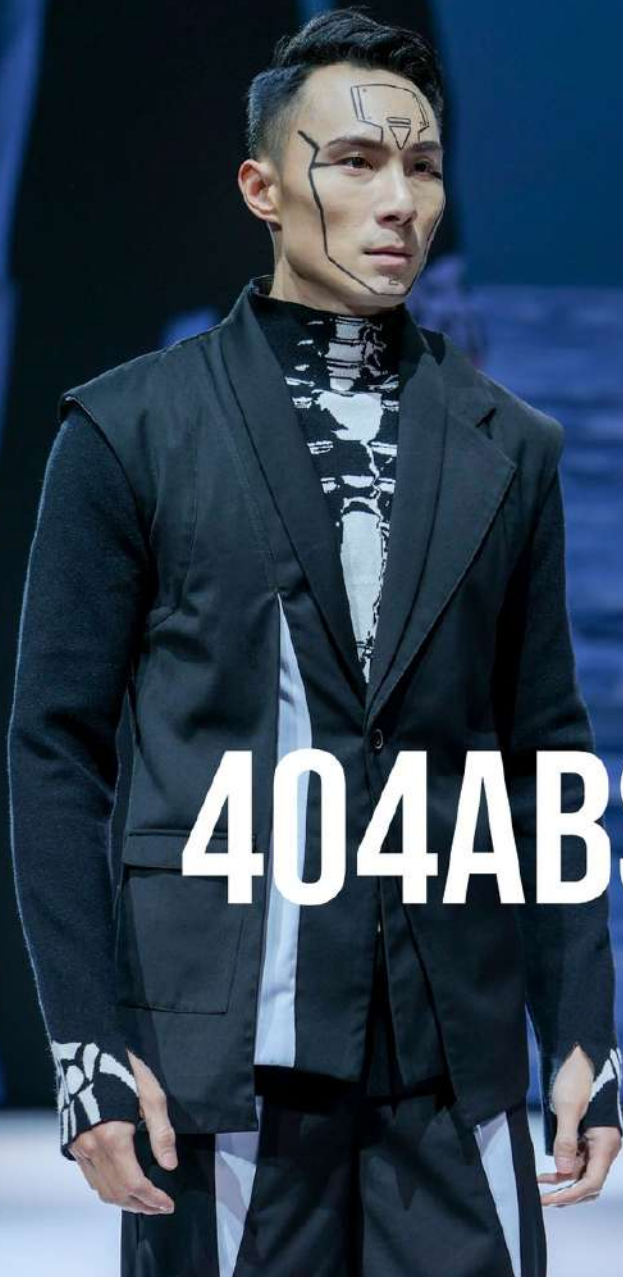
This experience has led me to believe that the future of fashion design will be influenced to a certain extent by the metaverse, and that future fashion designers may also have to consider how their garments fit into the metaverse, taking advantage of its borderless nature to promote their brands worldwide. At the same time, they may also take advantage of the boundless environment of the metaverse to communicate their design concepts through visual art. We hope to develop our brand in this direction and become a *couture* brand in the metaverse. In the future, the 'Meta- Universe' will become a new driving force for fashion companies!

Do you feel like the local and regional fashion industry is starting to make a recovery now after the challenges of the past couple of years?

All industries around the world are facing different levels of challenges in the wake of the pandemic, and the fashion industry is no exception. The last three years have been unprecedentedly stressful and a serious test for brands! Although the economy is showing signs of recovery, the fashion industry is facing new market changes in the post-pandemic era, and in the case of *haute couture*, there are both opportunities and challenges. At this stage, we need to equip ourselves well so that we can start afresh as soon as the economy recovers.

Do you have any plans for your brand and designs for the coming year?

The company is still based in Macau and continues to be a classic brand of *haute couture*. With the strong support and promotion from the Macau and Mainland governments, the entire Guangdong, Hong Kong and Macau Greater Bay Area has now become a very good business environment, including the supply of industries and the maturity of the relevant supporting facilities, so that clothing designers can have more and better opportunities for development. We hope to continue the essence of our brand by expanding into the Greater Bay Area in the near future.



404ABSENT

404ABSENT是澳門最新的時裝品牌之一，在今年年初才成立，由Fiona Sam和KC共同創立，專注發展「Meta-fashion 元時尚」。

「我們成立了信數位藝術及旗下品牌404ABSENT，作為一個元時尚公司，我們專注於可持續和應用的時尚和虛擬產品。」Fiona解釋說，「我們已經發佈了一個NFT故事系列，在這個系列中，我們將時尚和故事兩種形式結合起來，以展現我們的品牌理念。」

404ABSENT is one of the newest fashion brands in Macau, having only been established at the beginning of this year, by partners Fiona Sam and KC, with a particular focus on 'Meta-fashion'.

"We established our company FE Digital Art and our brand 404ABSENT as a Meta-fashion company, focusing on sustainable and applicable fashion products," explains Fiona. "We have already released one NFT Story Collection, in which we combine fashion and storytelling, to present our brand's philosophy."

This year's Macao Fashion Festival had strong themes of technology and the Metaverse, a perfect match for this new brand.

"We were very excited to join MFF this year, and we're happy to see that the local fashion industry is adapting different ways to present fashion products. This is a big change because it also implies people are more willing to accept fashion in different ways, like virtual ones. This means a lot to our business," Fiona comments.

"Behind the concept of the Metaverse and NFTs, it's all about the technology of creating virtual art and experiences. When it comes to the fashion industry, that means not only presenting, but also the ways of creating, promoting and wearing. And that's what our brand has been working on."

The designs of 404ABSENT feature lots of tech-inspired looks, like their signature circuit board pattern. And during the production process, they also created virtual products based on real garment patterns. In the near future, they even plan to develop an AR filter so that their customers can try on their virtual items.

Against a backdrop of virtual designs, 404ABSENT also presented their 'real' seasonal range on this year's catwalk, with the theme of 'Reconstruction'.





今年澳門服裝節的主題含有強烈的科技和元宇宙 (Metaverse) 元素，與這個新品牌完美匹配。

「我們很開心能參與今年的澳門服裝節 (MFF)，也很高興看到本地時裝行業正在接受更多不同的方式來展示時裝產品。這是一個很大的變化，因為這也意味著人們更願意接受不同形式的時裝。比如虛擬時裝。這對我們公司的發展前景具有重大意義。」Fiona評論說。

「在元宇宙和NFTs的概念背後，全是關於創造虛擬藝術及虛擬體驗的技術和科技。對於時裝行業來說，這不僅是產品的呈現方式，創造、推廣和穿著方法也和他息息相關。而這正是我們品牌一直在努力的方向。」

404ABSENT 的設計有很多來自科技的靈感，比如他們標誌性的電路板圖案。而在創作過程中，他們也是根據真實的服裝紙樣創建虛擬產品，在不久的將來，他們甚至計劃開發AR服裝濾鏡，以便他們的客戶可以試穿他們的虛擬產品。

404ABSENT 今年以虛擬服裝秀為背景，在澳門服裝節的T台上展示了他們「真實」的季節服裝系列，主題為「重疊」。

「這系列是基於重疊人體和服裝的概念，靈感來自於骨骼、機器人和高速，」設計師說，「你可以看到帶有骨節圖案的針織品，以及將兩件服裝混合為一的产品。另外，我們這次用了拼接方法來展現品牌標誌性電路板圖案的靈感。」

在未來的一年裡，這對設計組合將專注於跟進他們目前的系列，用更多新設計延續此系列的創作靈感，以及開發他們的AR服裝濾鏡。他們還希望與其他有興趣在虛擬時裝領域工作的品牌進行更緊密的合作。

「我無法預測未來，但我認為NFTs提供了一個讓澳門設計在國際舞台上發光的機會，假如虛擬時裝真能成為澳門設計的一個賣點。」Fiona提出，「想象一下，當我們想到澳門的設計時，我們會立即把它與虛擬時裝聯繫起來的畫面。」



"It's based on the idea of the reconstruction of human bodies and garments, with inspirations of ribs, androids and Gundam," says the designer. "You can see knitwear with rib patterns, and products mixing two garment ideas together into one. Also, this time we used patch works to give the idea of our brand's signature circuit board pattern."

In the coming year, the design duo will focus on following up their current collection with more new designs, as well as developing their AR filter. They also hope to work more closely with other local brands who are interested in exploring the area of virtual fashion.

"I cannot predict the future, but I think that NFTs offer a chance to let Macau designs become known on the international stage, if virtual fashion can become a selling point of Macau designs," offers Fiona. "Imagine the case that when we think about Macau design, we immediately link it to virtual fashion."

W AVENUE



在經營她創辦的婚禮策劃業務W AVENUE數年後，經常對現有的禮服設計感到不滿意，於是張志宜決定開始設計她自己的禮服。

「根據我過去的經驗，客戶比我更瞭解他們的需求。我從客戶身上學到了很多他們所喜歡的，但我們當時的系列中並不總是有他們想要的那種東西，所以我決定開始自己的設計品牌。」她說。

W AVENUE是一個原創的輕型婚紗品牌，以簡單優雅的設計來突出新時代女性的浪漫願景。

「我們堅持為每一位女性創造完美的時刻，用服裝來共同創造美麗的回憶。」Wini評論說。

她的首個系列的靈感來自珍珠，並以綢緞為主要特色。

After running her wedding planning business W AVENUE for a number of years, and frequently feeling unsatisfied with the available dress designs, Wini Cheong decided to start designing her own.

"From my past experience, clients know their needs better than I do. I learned a lot from my customers about what they liked, but we didn't always have the kinds of things they wanted in our existing range, so I decided to start my own brand," she says.

W AVENUE is an original light wedding dress brand, with simple elegant designs to highlight a romantic vision of women in the new era.



"We insist on creating perfect moments for each woman, and use clothing to create beautiful memories together," comments Wini.

Her debut collection is inspired by pearls and predominantly features satin.

"The nature of pearls is very pure. It represents elegance, nobility and luxury. And weddings are a symbol of pure love," explains the designer. "Satin has a flawless surface reflecting the unique brilliance of pearls. It is simple yet timeless and is matched with beaded fabrics to add a sense of luxury."

While her new brand is not strongly impacted by technology at this stage, Wini acknowledges the possibilities that the Metaverse may come to offer in the future.

"A number of clothing brands have launched virtual clothing ranges, and I think this practice can indeed break down geographical boundaries, especially in the post-pandemic era, and help brands to release new products and express their ideas to a wider audience."

The local wedding industry has faced a lot of challenges in the past couple of years, but Wini is hopeful for the future.

"I think the economy and fashion industry still need some time to recover. In the future, we will combine more fashion elements to launch different series. I hope we can go to fashion weeks in different places to promote Macau brands and Macau original designs," she says.

「珍珠的本質是非常純粹的，它代表著典雅、高貴和奢華。而婚禮是純潔愛情的象徵。」設計師解釋說，「緞面有一個無瑕的表面，反映了珍珠的獨特光彩。它簡單而永恒，與珠子飾物相配，增加了豪華感。」

雖然她的新品牌在现阶段並沒有受到科技的強烈影響，但Wini承認元宇宙在未來可能帶來的可能性。

「一些服裝品牌已經推出了虛擬服裝系列，我認為這種做法確實可以打破地域界限，尤其是在後疫情時代，幫助品牌發佈新產品，向更多人表達他們的想法。」

在過去的幾年裡，本地的婚慶行業面臨著很多挑戰，但Wini對未來充滿希望。

「我認為經濟和時裝行業仍然需要一些時間來恢復。在未來，我們將結合更多的時裝元素，推出不同的系列。我希望我們能去不同地方的時裝周，推廣澳門品牌和澳門原創設計。」她說。



ALTA BELLA



澳門本地的另一個新時裝品牌是Bella Homer創辦的Alta Bella。該品牌成立於去年8月，是一個支持環保和工匠精神的泳裝和度假服裝品牌，生產可持續、手工製作、可翻轉的無縫泳裝和高端度假服裝。

「我們的目標是通過舉辦不同的活動促進身體積極性和女性維權。」Bella解釋說。「我作為一名時裝設計師的旅程始於澳門的第一次新冠疫情封鎖期間。為了給我的創造力尋找一個有意義的出口，我決定為每個女性創造泳裝；她們穿起來會很舒服和自豪，沒有負罪感。」

今年是該品牌在澳門時裝節的首次亮相，展示了2023年的度假裝系列。

Another new fashion brand on the local Macau scene is Alta Bella by Bella Homer. Established in August last year, Alta Bella is a pro-ethical and artisanal swimwear and resort wear brand, producing sustainable, handmade, reversible seamless swimwear and high-end resort wear.

“Our goal is to promote body positivity and female empowerment through our different campaigns,” explains Bella. “My journey as a fashion designer started during the first Covid lockdown in Macau. In search of a meaningful outlet for my creativity, I decided to create swimsuits for every woman; something they would be comfortable and proud to wear, something guilt free.”

This year was the brand's debut at the Macao Fashion Festival, showcasing the 2023 Resort Wear Collection.



「我們的設計材料主要是不同類型的絲綢，如 mikado, gazar 和 organza。我們也有有機亞麻和有機棉的設計。」Bella 介紹說，「重點是帶有脆弱性的女性氣質，自由表達和完全舒適自在；女性熱愛自己的身體，並為彼此加油。」

「這是我們首次出 show，所以非常激動，同時也有一點害怕。但主辦方提供了我們所需要的支持。」她補充說。

作為一個以網絡為主的企業，科技是推展品牌的一個重要因素。

「我們正在全力以赴地在社交媒體上宣傳，因為我們的業務是一個在線業務，我們的目標是更加注重新社區參與。作為一個品牌，作為一個發展中的女性權益社群，我們仍在擴大和成長。我們在明年會有更多的設計展計劃。」

"Our design materials are mostly different types of silk such as mikado, gazar and organza. We also have designs made of organic linen and organic cotton," explains Bella. "The focus is femininity with a touch of vulnerability, the freedom to express and be completely comfortable in one's own skin; women loving their bodies and cheering each other on."

"This was our debut show so it was very exciting and at the same time a little bit scary. But the organizers ensured we had all the support we needed," she adds.

As a predominantly online business, technology is an important factor in promoting the brand.

"We are going full blast with our social media presence because ours is an online business and we aim to focus more



關於今年對元宇宙的關注，Bella 認為它可以為具有環保意識的品牌帶來機會。

「對於像 Alta Bella 這樣的小品牌來說，這是一個發展不同面向的機會。以擴展我們的業務。在目前的科技趨勢下，也許這將幫助我們找到解決時裝界面臨的問題的方法，如生產紡織品的工廠排放有毒廢物造成的海洋污染。」

Bella 在疫情中開始了她的品牌，但希望事情能夠很快恢復正常。

「我覺得今年的澳門服裝節代表了本地時裝業的重生。也許過去兩年的挑戰幫助我們創新、成長，並瞭解在我們的品牌或業務方面，什麼該做，什麼不該做。在我看來，這兩年是反思和轉變的一年。」



on community involvement. We are still expanding and growing as a brand and as a developing community of empowered women. We have more design shows planned for next year."

Regarding this year's focus on the Metaverse, Bella believes it can present opportunities for brands with an eco-friendly approach.

"For a small brand like Alta Bella, this is an opportunity to discover different aspects to grow our business. With the current trends in technology, maybe this will help us find solutions to problems the fashion industry is facing such as marine pollution due to toxic waste emissions by factories producing textiles."

Bella started her brand in the middle of the pandemic, but is hopeful that things can get back to normal soon.

"I feel like this year's Macao Fashion Festival represents a re-birth for the local fashion industry. Maybe the challenges from the past two years have helped us innovate, grow and learn about what and what not to do when it comes to our brands or businesses. They have been reflective and transformative years in my honest opinion."