



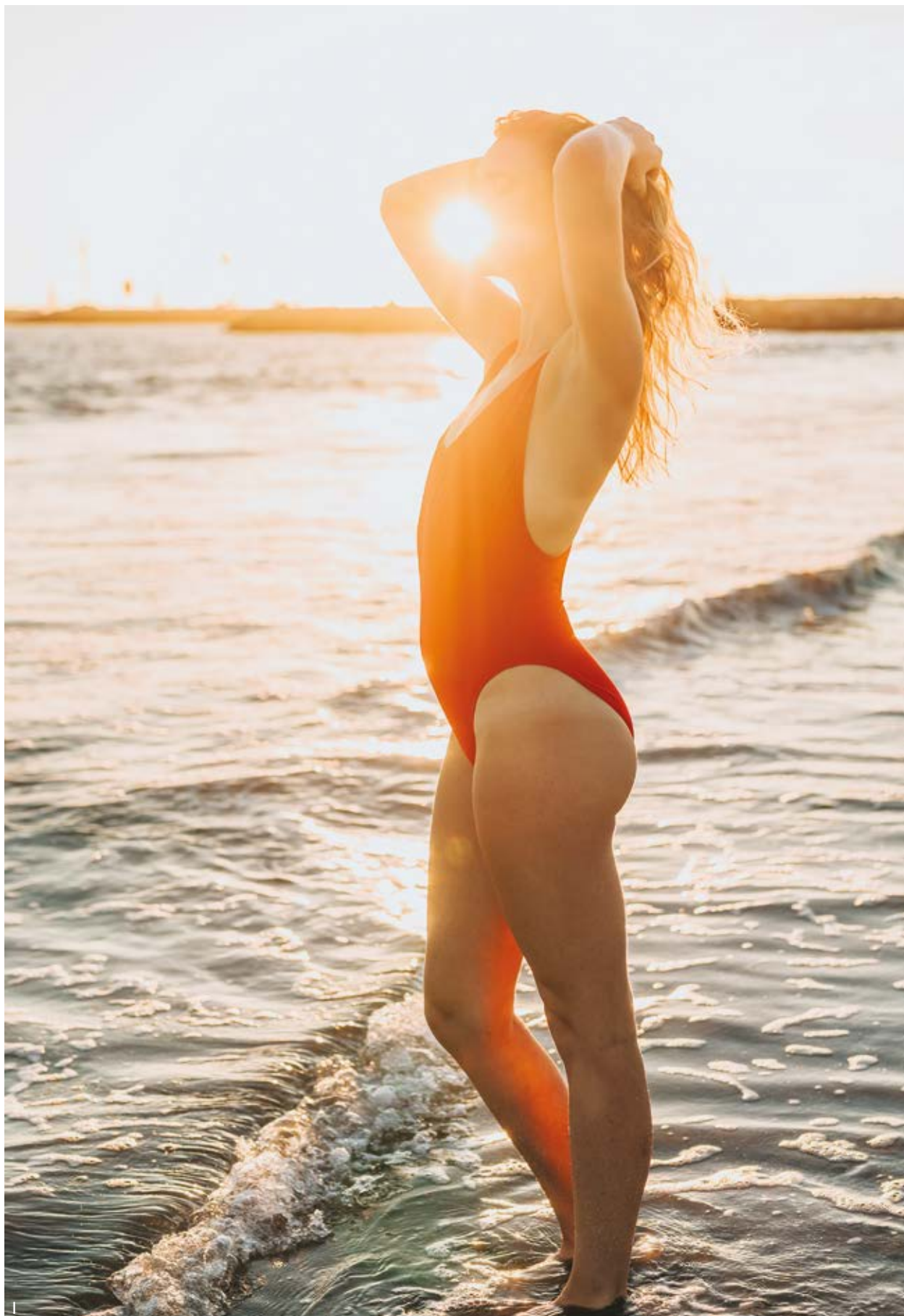
INTERFILIÈRE

SHANGHAI

2019

PRESS KIT

展会时尚杂志



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INTERFILIÈRE SHANGHAI 2019

2019上海国际贴身时尚原辅料展

150 exhibitors
家参展商

15 countries &
regions represented
个国家及地区

35% new exhibitors
新参展商

53% of exhibitors
with sustainable solutions
的展商可提供环保可持续解
决方案 (产品系列或工序)

This edition collaborates with a selection of suppliers and brands presenting a full collection of offerings for Summer 2021.
本届展会与一众海内外精选面辅料供应商及品牌紧密合作，为夏季2021提供不容错过的产品系列。

THE HAPPENINGS

TREND FORUM & PROTOTYPE FASHION SHOWS

Embarking a Sensual Journey with Concepts Paris, in quest of inspirations from 6 global destinations (Africa, Paris, California, Mediterranean, Britain and Nordic). The Forum uncovers a full collection of Spring/Summer 2021 demonstrated with the latest products and the hottest shopping from global travelling; highlighted by prototypes fashion shows.

THE GREEN VILLAGE

In response to the environmental and ethical issues in the industry, Eurovet presents the Green Village in order to publicize the importance of being "Green", and to showcase "Green", sustainable solutions existing in the market and proposed by the exhibitors.

INTERFEEL 'AWARDS

Interfeel' Awards recognize the excellence and innovation of the material and manufacturing specialists presenting at Interfilère Shanghai, judged by international experts from the bodyfashion industry.

YOUNG LABEL AWARDS

Following its successful debut in Shanghai in 2018, the Young Label Awards is encouraging the up-and-coming young designer labels from Asia Pacific, to dream bigger and to be fearless in telling their visions and stories beyond their horizon.

THE ESSENCE

Curated by Eurovet and their experts, THE ESSENCE offers an opportunity for Chinese brands to speak their own languages and unique stories.

展会精彩亮点

流行趋势论坛及设计概念样板时装秀

发掘品质卓越的蕾丝花边、刺绣、面料及辅料配饰,物料由参展商提供并与季节中心主题相呼应。2021夏季流行趋势，由CONCEPTS PARIS打造。时装秀已成为每场展会必不可少且不容错过的亮点，为访客带来灵感并透过面料与卓越技术的原创结合诠释内衣产业的新准则。

绿色小镇

为了响应行业环境和道德问题，欧罗维特 (Eurovet) 倾情呈献“绿色小镇”，以宣传环保可持续发展的重要性，展示市场上存在的且由展商提出的“绿色”可持续发展解决方案。

国际贴身时尚原辅料年度大奖

第6届「国际贴身时尚原辅料大奖」颁奖典礼 (INTERFEEL' AWARDS) 于2019年9月26日举办。奖项为由内衣、泳装及运动服行业专家所认可的国际化颁奖，来自内衣、泳装及休闲运动服领域的权威专家将逐一甄选参展商的参赛样品，为最具创新创意的参展商颁发奖项并认可其专业技术及产品系列。

新晋品牌大奖

继2018年新晋品牌大奖在上海成功首次亮相之后，今年继续鼓励来自亚太地区的崭露头角的年轻设计师品牌，来实现更大的梦想，无所畏惧地讲述他们的视野及故事。

THE ESSENCE

由欧罗维特及专家团队策划的The Essence活动为中国本土品牌提供了以自身特有语言讲述独特故事的绝好机会。



THE CONQUERORS

伟大的梦想家

Young Label Awards Finalists

新晋品牌大奖入围品牌

**#youngdesignerlabel #asiapacific
#lingerie #swim #activewear**

- They are the visionaries, questing for the greatest dream;
- They are the believers, be still, be true to the spirit;
- They are the adventurers, be fearless to embrace a richer and newer experience to the utmost;
- They are the conquerors, creating a unique magnificent universe of their own...

Who else they could be? What are their stories to tell?

#新晋品牌 #亚太地区 #内衣 #泳装 #休闲运动

- 他们是梦想家, 怀揣着最美好远大的梦想 ;
- 他们是信仰者, 不忘初心, 永不言弃 ;
- 他们是冒险家, 无畏无惧, 拥抱挑战 ;
- 他们是征服者, 谱写出独一无二的华丽篇章...

他们还会是...? 又诉说着怎样的故事?



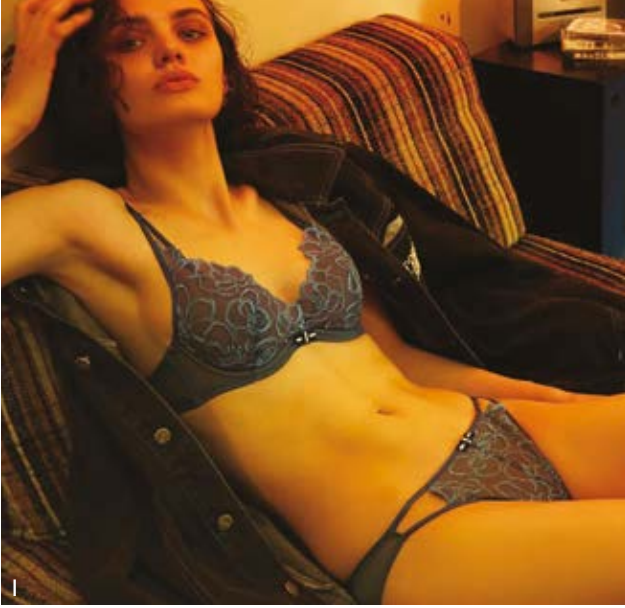
YOUNG LABEL AWARDS

— SWIM x LINGERIE x SPORT —

SHANGHAI

Following its successful debut in Shanghai in 2018, the Young Label Awards is encouraging the up-and-coming young designer labels from Asia Pacific, to dream bigger and to be fearless in telling their visions and stories beyond their horizon.

继2018年Young Label Awards在上海成功首次亮相之后，今年继续鼓励来自亚太地区的崭露头角的年轻设计师品牌，来实现更大的梦想，无所畏惧地讲述他们的视野及故事。



YOUNG LABEL AWARDS FINALISTS - LINGERIE

新晋品牌大奖入围品牌 – 内衣

CHUT! INTIMATES

COUNTRY: Japan
YEAR OF CREATION: 2014
DESIGNER: Yukari Saito
BRAND'S UNIVERSE:
SENSUAL / TRENDY / HEALTHY / INNOVATIVE /
EFFORTLESS

CHUT! INTIMATES suggests valuable products and great experiences for their customers not only beautiful design but also high quality, good fitting for body making and nice prices. Japanese meticulous feelings and techniques (patents) are very strong points of their lingerie.

国家: 日本
创立年份: 2014
设计师: Yukari Saito
品牌精神: 魅惑; 时尚; 健康; 创新; 随性

Chut! Intimates的设计师Yukari Saito曾在Wacoal和Triumph任职, 在日本内衣行业累积了超过15年的专业经验。凭借她的经验, 渊博的知识和对内衣的热情, Yukari独创了一种新的尺码测量方法和概念, 其设计的胸围尺寸可适用于三到四个传统尺寸。她的“Dress Easy Bra”为那些正苦恼寻找合适尺寸或担心在网上购买错误尺码的女性提供了一个理想的解决方案。

FREELASS

COUNTRY: China
YEAR OF CREATION: 2016
DESIGNER: Makin
BRAND'S UNIVERSE:
REAL / CONFIDENT / SELF-RESPECT / HEALTHY / PETIT

Freelass focuses on and provided solutions to young women with small cup size from AA, A to B. With push-up function, all the collections by Freelass feature lightness, softness and comfort, presenting the natural silhouette of women. The brand has created a full range of collections from chic fashion, holiday-wear, loungewear and resort-wear, to satisfy all our life scenarios, redefine the “function” of underwear, and change the relationship between underwear and women.

国家: 中国
创立年份: 2016
首席设计师: Makin
品牌精神: 真实; 自信; 自爱; 健康; 小胸

弗利少女着眼于年轻小胸围女性, 主要针对AA/A/B杯的小胸女性群体, 为其提供内衣解决方案。弗利少女的内衣完全不带聚拢功能, 所有内衣都是轻薄、柔软、贴合, 呈现女性最自然的线条。该品牌打造了时尚穿搭、节日、居家、度假全系列产品来满足到我们所有的生活场景, 重新去定义内衣的“功能”, 改变内衣与女人之间的关系。



KAT THE LABEL

COUNTRY: Australia
YEAR OF CREATION: 2015
DESIGNER: Kate Nixon
BRAND'S UNIVERSE:
SOPHISTICATED / ONE OF A KIND / LUXE / DETAIL /
FEMININE

The concept behind KAT THE LABEL was that beautiful lingerie can be worn every day, and doesn't need an ulterior motive. The brand was originally created because of the founder – Kate Nixon's love of lingerie, but the brand grew because of demand.

国家: 澳大利亚
创立年份: 2015
首席设计师: Kate Nixon
品牌精神: 优雅; 独一无二; 奢华; 细节; 娇柔

KAT THE LABEL背后的理念是每天都可以穿着漂亮的内衣, 而且不需要前动机。该品牌最初是由于创始人 – Kate Nixon对内衣的热爱而创建的, 但该品牌因需求而增长。



LIVARYMIO

COUNTRY: China
YEAR OF CREATION: 2018
DESIGNER: Siren
BRAND'S UNIVERSE:
BETRUE / BE SEXY / BE INDEPENDENT

LIVARYMIO breaks the tradition with the international advanced customized design concept, reconstructs the underwear design and the scenes, and designs the sexy bodysuits for young Asian women. The aesthetic expression of loyalty to the body and mind truly blends comfort and sensuality.

国家: 中国
创立年份: 2018
首席设计师: Siren
品牌精神: 真实 · 性感 · 自洽

LIVARY MIO由顶尖设计学院法国ESMOD海归设计师MICHE HUANG创立, 经过十多年行业历练沉淀, 积累10万+亚洲女性胸型数据, 立志为不同胸型需求作出变革, 提升内衣尺码的包容度与精细度, 开发出半码与组合码的半定制标准, 满足每一位女性的任何场合需求, 以真实性感的女性力量, 开创内衣场景化审美新时代。



MAIMIA

COUNTRY: Japan
YEAR OF CREATION: 2018
DESIGNER: Mai Kannari
BRAND'S UNIVERSE:
LET THE ROMANCE BEGIN

"The dressed you and the nude you. What about the you in between?"

MAIMIA's lingerie gives inspirations to your private life, delivering the refreshing mood of each collection and suggesting modern ways of dressing under the dress. With the elaborated design, the silhouette for everyday wardrobe, carefully selected material, and the airy fitting for day to night, the brand is the ultimate answer for women with style who seeks to explore her life in private.

国家: 日本
创立年份: 2018
首席设计师: 神成舞
品牌精神: 开启浪漫人生

Maimia的内衣为您的私人生活增添灵感，其精致的设计和现代衣橱的轮廓，每天都很轻盈。作为东京的职业女性，65C / 30C，Mai很难找到具有精致设计，现代轮廓，轻盈配合的内衣。她还希望将艺术，文化和时尚带入内衣。



NAITANGPAI

COUNTRY: China
YEAR OF CREATION: 2016
DESIGNER: Jay & Chris
BRAND'S UNIVERSE:
LIGHTWEIGHT / SMALL / SUPPORTIVE / SCIENTIFIC / HEALTHY

NAITANGPAI, designed for Chinese busty women, has developed 63 types of large bra cups and offers 47 sizes in C to K cups. They have created a more accurate 7-size data size measurement and one-on-one consultancy services targeting breast-type problem solutions, making life cozier, more comfortable, and healthier.

国家: 中国
创立年份: 2016
首席设计师: Jay & Chris
品牌的宇宙: 轻巧; 娇小; 支撑; 科学; 健康

奶糖派NAITANGPAI，专为中国胸部丰满女性开发设计，研发了63种大胸专属杯型，提供C到K杯全系47个尺码。开创了更精准的7项数据尺码测定法和以胸型问题解决方案为目标的一对一顾问式服务，让更多胸部丰满女性的生活变得更便利、更舒适、更健康。



NUDE

REGION: China Taiwan Area
YEAR OF CREATION: 2013
DESIGNER: Crystal Chang
BRAND'S UNIVERSE:
SIMPLE / ELEGANT / CLASSIC / COMFORT / IMPLICIT

“NUDE” –Iconic Wardrobe Essentials– An underwear for every woman who is elegant, confident and has a unique style. Every piece of underwear is an irreplaceable essential style, and it is also an indispensable close-fitting dress in the wardrobe.

地区: 中国台湾地区
创立年份: 2013
首席设计师: Crystal Chang
品牌精神: 简约的, 优雅的, 经典的, 自在的, 内敛的

“NUDE” – 标志性的衣柜必备品 – 适合每一位优雅, 自信且具有独特风格和风格的女性的内衣。每件内衣都是不可替代的必备款式, 也是衣橱里不可或缺的紧身连衣裙。



THE BLENDER

COUNTRY: China
YEAR OF CREATION: 2018
DESIGNER: Jie Gao
BRAND'S UNIVERSE:
REAL / CONFIDENT / SELF-RESPECT / HEALTHY / PETIT

THE BLENDER, a lingerie brand for the modern intelligent woman, was born out of a love for color, architecture and art, that celebrates the natural form of women's body. Adopting the finest customized fabric that features a delicate second-skin effect. Awaken the desire, embrace the realness.

国家: 中国
创立年份: 2018
首席设计师: Jie Gao
品牌精神: 简约的, 优雅的, 经典的, 自在的, 内敛的

THE BLENDER, “A Piece of Desire.” 一个专为中国新一代时髦女性设计的贴身衣物品牌。诞生于对色彩, 建筑, 艺术的融合, 鼓励现代女性展示自我真实之美。结合品牌定制面料打造犹如第二层肌肤般的舒适感。无惧欲望, 拥抱真实的自己。



3

YALANKA NEWLIFE

COUNTRY: China
 YEAR OF CREATION: 2018
 DESIGNER: Jenny Miao
 BRAND'S UNIVERSE:
 CHIC / LOVABLE / FREEDOM / NATURE / ECO-FRIENDLY

In the sense of restraint of traditional underwear and the complete release of European and American underwear, YALANKA finds a balanced aesthetic and practical comfortable underwear suitable for a new generation of young Chinese consumers, seeking a delicate and exquisite beauty in addition to creating health and comfort.

国家: 中国
 创立年份: 2018
 首席设计师: Jenny Miao
 品牌精神: 别致; 可人; 自由; 自然; 环保

雅兰卡在传统内衣的束缚感和欧美内衣的完全释放中找到适合中国新一代年轻消费者适合的平衡美感和实用舒适的内衣，在创造健康舒适以外寻求淡雅精致的美感。



4

YOU BRAS

REGION: China Hong Kong
 YEAR OF CREATION: 2010
 DESIGNER: Irene Cheung
 BRAND'S UNIVERSE:
 IN SEARCH OF PERFECTION

Honorary lecturer, Hong Kong's famous diamond-level "chest cup mold design and molding" – IRENE, together with her band of disciples, has developed the large-size underwear and the 3D bust design and cup model prototype data that IRENE has studied for many years. The precise skills, systematically fine scoring and crafting techniques for making patterns, YOU BRAS shows women's true and bright, true and sexy, from vision, to feel, from appearance to heart, from heart to heart, from beauty To the comfort of the bust is no longer A, B, C, D... According to the map, it is the match between the heart and the soul, the inspiration and the soul, the most "private" fashion that belongs to you.

地区: 中国香港
 创立年份: 2010
 首席设计师: Irene Cheung
 品牌精神: 追求完美

由中国香港著名钻石级“胸围杯模设计和成型”荣誉讲师 – IRENE, 连同她的一班得力弟子所创立的品牌，凭IRENE多年钻研的大码内衣和有关3D胸围设计及杯模原型数据制定的精确技艺，并系统化精准评分和制作纸样成型的技巧，YOU BRAS展现女性真我的亮丽，真实的性感，由视觉，到感觉，由外表，到内心，由心声，到心灵，由美丽，到舒适... 胸围已不再是A、B、C、D...按图索骥，是心声与心灵的匹配，是灵感与灵魂的吻合，是只属于自己的最「私蜜」的时尚。



YOUNG LABEL AWARDS FINALISTS - SWIMWEAR 新晋品牌大奖入围品牌 – 泳装

ILLUSION GAME

COUNTRY: China

YEAR OF CREATION: 2017

DESIGNER: Luting Shao

BRAND'S UNIVERSE:

MODERN / INDEPENDENT / DELICATE / GRAPHIC LOGIC / EASY TO
MATCH VACATION OUTFITS

ILLUSION GAME was founded in 2017 in Shanghai, China, the product incorporates an understanding of geometric aesthetics, creating a modern resort style through the destruction of “fabrics and lines”; as a cross-season resort category, they erase the season. The concept replaces the “quarter series” with “story number”, giving the product vitality that is not affected by the epidemic.

国家: 中国

创立年份: 2017

首席设计师: 邵鹭婷

品牌精神: 现代; 独立; 细腻; 图形逻辑; 易于搭配职业装

ILLUSIONGAME 于 2017年成立于中国上海，产品融入对几何美学的理解，通过对“面料与线条”的破坏再塑造，带来充满现代感的度假风格；作为跨季节的度假类别品牌，我们抹去季节概念，以“故事编号”代替“季度系列”，赋予产品不受流行影响的生命力。我们主张轻松简便的度假生活方式，免去度假时替换泳衣与外衣的麻烦，将泳衣塑造成为完整度假造型中的一部分，既适合单穿，也适合搭配成衣外穿，可以穿去游泳、可以穿去晒太阳、可以穿去逛街、甚至可以穿去蹦迪。



YOUNG LABEL AWARDS FINALISTS - ACTIVEWEAR 新晋品牌大奖入围品牌 – 休闲运动服

BLACK MANGO

COUNTRY: Korea

YEAR OF CREATION: 2019

DESIGNER: Jin Xin

BRAND'S UNIVERSE:

PROFESSIONAL / ACTIVEWEAR / SILHOUETTE SHAPE /
DYNAMICALLY / COMFORTABLE

BLACK MANGO is a company that designs, manufactures and sells medical beauty products for women that feature the combination of beauty with medical technology. Based on continuous research on the beauty of women, We are introducing various products to the market and striving for higher quality and design. We will become a leading company in the global beauty industry by presenting a new paradigm of the beauty of women.

国家: 韩国

创立年份: 2019

首席设计师: JIN XIN

品牌精神: 专业; 运动服; 轮廓形状; 动态; 舒适

BLACK MANGO是一家为女性设计、制造和销售医疗美容产品的公司，该产品结合了美容和医疗技术。在不断研究女性美的基础上，我们向市场推出各种产品，争取更高的品质和设计。我们将通过展示女性之美的新范例，成为全球美容行业的领先企业。

BOKETTO

COUNTRY: Japan

YEAR OF CREATION: 2019

DESIGNER: Yuko Yamamoto

BRAND'S UNIVERSE:

COMFORT / EFFORTLESS / FINE MATERIALS / TIMELESS
/ LOVE

“BOKETTO” is an onomatopoeic word in Japanese that literally means “to do nothing”. It most often refers to the act of gazing vacantly, lost in your own thoughts. I’ll take a rest, and just stare out into the view, thinking about anything and everything. This is a breathtakingly comfortable room / lounge wear brand rooted in such as “Boketto” moments or emotion. We only use consciously selected the finest materials, collaborate with skilled Japanese artisan, and share “Boketto” in your life.

国家: 日本

创立年份: 2019

首席设计师: 山本由布子

品牌精神: 舒适的; 轻松的; 精细材料; 永恒的; 爱

“BOKETTO”是日语中的拟声词，字面意思是“什么都不做”。它通常指的是在你自己的思想中失去注视，迷失的行为。我会休息一下，只是凝视视野，思考任何事情。这是一个令人惊叹的舒适的房间/休闲服品牌，根植于诸如“Boketto”时刻或情感。我们只使用有意识地选择最好的材料，与熟练的日本工匠合作，并在您的生活中分享“Boketto”。

YALANKA New life

雅兰卡YALANKA New life

CO - FOUNDER & DESIGNER / 联合创始人及首席设计师: Jenny Miao

Tell us about yourself

YALANKA New life was founded in the summer of 2018. The designer, also the co-founder and the former design manager of RUBII and ORDIFEN under Ordifen, has been engaged in lingerie design for over ten years, with rich experience being accumulated in the design and development of lingerie products. At the current time when the new female consumer awareness is awakened, the designer him/herself develops a new perspective and concept for lingerie as well as a unique aesthetic taste. This coincides with the pursuit of YALANKA for a new lifestyle, and therefore, YALANKA New life was born.

How did you find your passion in bodyfashion (lingerie/swimwear/ activewear)?

The excessive functionalization and complexity of underwear in Chinese market casts constraints on the body. The lingerie products made from raw chemical materials of varying quality cause harm to the environment and bring hazards to customers' health. To solve this, we want to create a new lingerie concept for customers by bringing them with comfortable, simple and decent products. By selecting high-quality, natural and eco-friendly materials, we take care of customers' health while protect our beautiful earth, being kind to ourselves as well as the earth.

How did you come up with your designs? Where are the inspirations?

The design of YALANKA New life is inspired by young females, including their perspectives of everyday life, perception of heart and inner needs. YALANKA New life hopes that every piece of lingerie will help enrich the daily life of young women and solve their problems.

Who is your brand designed for?

Being wise and confident, modern women have an independent spiritual world, a fashion style of their own, and a steadfast consciousness of self-appreciation

and self-enjoyment, paying attention to health, comfort and life quality.

What were the challenges of establishing your own brand? How did you overcome them?

1. It's hard to delivery product quality to customers under the e-commerce sales mode. Besides, problems like various product qualities, mismatch between promotion and real products are quite prevalent on e-commerce platforms. It's not easy to present the products made from high-quality materials with exquisite craftsmanship to customers in a direct way through e-commerce

Solutions: Search for off-line cooperation opportunities to directly delivery product information to customers in a face-to-face way. Cooperate with off-line brand integration stores, open pop-up stores and experience stores, etc.

2. We are facing huge challenges in determining brand positioning, style and product differentiation for new brands and it's hard to make brand positioning clear in a short time.

Solutions: Collect helpful advice, constantly verify market needs and adjust focus.

What do you expect by participating in the Young Label Awards?

1. To review our working results in the early stage and gain improvement from the perspective of professionals and customers.

2. Delivery the information of our brand to global customers through professional institutions in the industry.



请介绍一下您自己

YALANKA New life成立于2018年夏天。作为联合创始人设计师在内衣行业从事内衣设计专业十多年，在欧迪芬先后担任过RUBII和ORDIFEN两大品牌的设计经理。在内衣产品的设计开发积累了丰富的经验。在新女性消费意识觉醒的当下，设计师个人对内衣有着全新的见解和理念，同时也有着独到的审美。这也和YALANKA对生活方式的追求不谋而合，YALANKA New life便由此孵化诞生。

您对美体时尚（内衣/泳衣/运动服）的热忱来自哪里？

中国内衣市场产品的过度功能化，复杂化对身体存在着一定的束缚；品质参差不齐的化工原料制成的内衣产品不但给环境带来一定的压力，也给消费者的健康带来一定的隐患.....

对此，我们想给消费者打造新的内衣生活理念，带给消费者更为舒适简约又不失貌美的内衣产品；甄选高品质的天然环保材质，带给消费者更健康呵护的同时又能保护我们美丽的地球，善待自己善待地球。

您的设计灵感来自哪里？

YALANKA New life的设计灵感来自于年轻女性日常生活的视角，心灵的感悟和内心的需求。希望每一件内衣都能为年轻女性的日常生活增彩解忧。

您的品牌是为谁/哪一类型的消费者而设计？

知性自信的现代女性，有独立的精神世界，对待时尚不盲从做自己，有坚定的自我审美和悦己意识，注重自身的健康舒适和生活品质。

在成立品牌之初，您遇到了哪些困难或挑战？您是如何克服的？

1.电商销售模式下的产品品质难以传达给消费者。电商平台的产品品质参差不齐，宣传和产品品质不匹配的现象严重。高品质的选材结合精湛的工艺制造打造出来的产品在电商模式的销售过程中比较难以直观的体验呈现给消费者。

克服方式：寻求线下合作机会，更加直观地和消费者面对面传递产品信息。与线下品牌集成店合作、开线下快闪店及体验店等.....

2.新品牌在寻求品牌定位、品牌风格和产品差异化上存在有较大的挑战，难以在较短的时间里清晰化品牌定位。

克服方式：收集有效建议意见，持续不断的验证市场并持续调整聚焦。

参与本届新晋品牌大奖的竞赛, 您有什么期望？

1.从专业和消费者的角度，鉴别前期工作的成果，获得提升。

2.通过行业专业机构，把我们品牌的信息传递给全球更多消费者。

FREELASS

弗利少女

FOUNDER / 创始人: Meiling Wu - 吴美玲

Tell us about yourself

I'm Meiling WU, the founder of Freelass. Before joining the lingerie industry, I was a practitioner in e-commerce, which is also the major I studied back in college. When launching my own brand, I chose the Taobao platform, whose entry threshold is the lowest. But I've never defined Freelass as a Taobao brand, only taking this platform as a medium to bring products to users, nothing more.

How did you find your passion in bodyfashion (lingerie/swimwear/ activewear)?

Instead of placing too much emphasis on fashion, I prefer to see lingerie as a way to express women's inner feelings. When starting my underwear business, I had one simple purpose in my mind: to offer comfortable and fashionable lingerie collections. Girls with small breasts don't have to wear heavy padding. Most of the time, it's not because you mind having small breasts, but because the market doesn't offer more choices. It seems that having small breasts is a bad thing, that you need to cover it up with underwear. It felt like a whole new world had opened up before me when I first put on this single-layer lace lingerie, and at that moment, I realized that underwear is not a burden.

How did you come up with your designs? Where are the inspirations?

My products tend towards the French style, because I admire the delicacy and elegance of French women, regardless of age and body shape, and comfort and elegance is the essence of Freelass. In fact, we have different design themes for each edition, with each theme coming from various inspirational sources.

Who is your brand designed for?

Freelass is a lingerie brand specially designed for girls with small breasts. We chose our target group, not because of any preferences, but because we think that focusing on

this will help us do a better job in a given segment. It's easier for us to meet the needs of customers and designs without giving too much consideration to functional requirements such as support, so we can design in a freer way, choose from various fabric materials while facing less restrictions on style. That's why we decided to give up the mass market.

What were the challenges of establishing your own brand? How did you overcome them?

Maybe it's hard for those not involved in the lingerie industry to imagine the complexity of the supply chain for underwear. Actually, a product that looks like it's been sewn together from several pieces of cloth has to go through dozens of different processes. Even those involved in the apparel industry may find it hard to believe that the production period of underwear lasts at least three or four months. The biggest problem in the early stage was to synchronize production output and duration. Factories have long been accustomed to the early distribution mode, that is, the same-styled underwear will be sold for several years and to everyone, bearing different brand labels without design issues. If the market response for a certain design is good, you have to wait a few months before increasing orders. The good thing is that factories which have established a long and stable relationship with us are gradually willing to accept the changes in the current market, and we are working together to solve the problems we face.

What do you expect by participating in the Young Label Awards?

I hope that more girls will have the chance to experience different types of lingerie. Like clothes, people find their own style and preferences. Similarly, I hope that Freelass will have the chance to circulate more widely, and girls who like the style offered by Freelass will have more opportunities to meet us.



请介绍一下您自己

大家好，我是吴美玲，弗利少女的创始人，在做内衣之前，我一直是一个电商行业从业者，包括在大学时候也是学的电商专业，所以在品牌推出的时候，很自然选择了现在门槛最低的淘系平台，但我从来没有将弗利少女定义为淘品牌，平台只是一个媒介，是将产品带到用户手上的一个媒介，仅此而已。

您对美体时尚（内衣/泳衣/运动服）的热忱来自哪里？

相较于时尚，我更多的是将内衣作为女性内心的一种表达，开始做内衣的时候初衷很简单，我希望能有舒适，好看的内衣选择，即便我是小胸也不需要穿上厚厚的盔甲来伪装什么。很多时候不是你介意自己胸小，而是市场让我们没有选择，仿佛小胸是一种羞耻，需要通过内衣来掩饰什么。当我第一次穿上这种单层蕾丝的内衣，让我觉得打开新世界，内衣原来不是负担。

您的设计灵感来自哪里？

品牌的产品方向其实是更偏法式的，因为我很欣赏法国女生无论年纪大小，无论高矮胖瘦都散发出的那种精致，因为舒适跟精致是弗利少女内衣的精髓。事实上我们每一期都有不同的设计主题，而每一个设计主题的设计灵感都不同。

您的品牌是为谁/哪一类型的消费者而设计？

弗利少女是专门针对小胸群体的内衣品牌，我们做了一部分的人群取舍，其实并不是有什么偏好，而是我们觉得可以更专注的做好某一细分领域，无论是从用户需求、设计需求上来说都更容易，我们可以在无需过多考虑承托性这一功能性问题上，我们可以在设计上有更大的发挥空间，面料选择上更加多样化，款式设计上可以更加没有约束，因此我们选择取舍了一大部分的市场人群。

在成立品牌之初，您遇到了哪些困难或挑战？您是如何克服的？

不做内衣的人大概很难想象，内衣的供应链复杂程度，看似两片布料，其实却要历经几十道工序，就算同样是做服饰的，他们应该也很难想象内衣的生产工期最起码要历时三四个月。早期最困难的其实就是工厂的生产产量跟生产工期的磨合，工厂早已习惯早期的经销商模式，同一款内衣卖几年，一款内衣贴遍所有品牌卖给所有人，不存在设计问题。而当你这款市场反应好，需要加单的时候又得等上几个月时间。好在长期稳定合作的工厂，愿意开始慢慢接受现在市场上的转变，也在慢慢一起解决这个问题。

参与本届新晋品牌大奖的竞赛，您有什么期望？

我希望更多的女生可以有机会见到更多不一样的内衣，就像服饰一样，大家都可以找到自己的风格，自己的喜好，同样我也希望弗利少女有机会在更多地方展示露出，让喜欢弗利少女内衣的女生有机会见到我们。

NAITANGPAI

奶糖派

FOUNDER / 创始人: Michael - 大白

Tell us about yourself

I'm Michael, the founder of Naitangpai, a lingerie brand for big boobs. Most people wonder how did I get involved in lingerie industry for big cup bras. Actually, it was quite a coincidence. I used to hear my female friends complaining the challenge of finding the suitable bra for big boobs. At that time, I thought the same as most guys did: it couldn't be such a challenging issue. What a great thing it is to have big boobs, and the problem they were faced with maybe not common. But I changed my mind 5 years ago when my wife couldn't find suitable bras for her inflated boobs due to pregnancy. Finally, she, like many other big-breasted girls, had to choose the bra with a larger band size and a smaller cup size, pressing boobs like a corset. Her body and my heart were tortured everyday. My wife asked me: "Aren't you doing underwear for pregnant women? Why can't you find the right one for me?" I felt helpless.

It was at that moment that I started to make serious research on people with big boobs. Then I surprisingly found out that the proportion of big boob population in China has reached 20%! The number is the sum of the female population in Britain and France. So I began to wonder what can I do with such a huge group of people who can't have suitable bras.

After several times of communication, 2 of the community representatives, namely Pupu and Susu decided to join me. Now, the two are our co-partners responsible for R&D and marketing respectively.

Besides, we were also lucky enough to immediately gain support from Ms Claire XIAO, the founder of the Design Department of the two brands of Embryform and Maniform, as well as Ms LONG Jun, who has 17 years of supply chain experience, and finally have them join us to tackle R&D, supply chain and other challenges. So that's why Naitangpai exists now as a newly started brand.

How did you find your passion in bodyfashion (lingerie/swimwear/ activewear)?

We hope that girls with big boobs can find the right bras as easy as girls with common sizes.

Besides, we believe that confidence makes people beautiful. Many big-breasted girls have inferiority from childhood, and even have to hunch their back to cover up their physical characteristics, making minimizer the biggest needs for groups with big boobs in China. But everyone is born different. How could you be a confident

person if you can't accept your body? We hope to make a difference so that big-breasted girls can keep their body upright and show the best of them in a confident way.

How did you come up with your designs? Where are the inspirations?

Inspiration 1: Baymax, the healing guardian (also the nickname of Michael)

I wish Naitangpai will become the guardian for "big-breasted girls" to protect them anytime and anywhere. To this end, we design our products according to specific life scenarios of these girls, providing strapless, sleep, seamless, super-thin, wire-less, bralette, sports, and swimsuit bras with up to 63 cup shapes ranging from C-K in 49 sizes, endowing every big-breasted girl the power to take care of each situation calmly at all times in their lives.

Inspiration 2: Less is more

My R&D partner Pupu has a background in architectural design and has studied and tested most of the world's brands for big bras. Based on her international vision and understanding of structural mechanics, the big bra in Naitangpai doesn't adopt the clumsy design of the tight wrapping and multiple hooks & eyes popular in the Chinese market, but pursues less coverage and a smarter stress structure to achieve the support, stability and comfort required by big boobs. We hope to offer them lighter and prettier big cup bras rather than those in mom's style while satisfying their functional requirement at the same time

Who is your brand designed for?

Young Chinese females who embrace big boobs and pursue beautiful life.

In China, most people will equate "big boobs" with "fat body". Traditional big cup bras take plump middle-aged mature females as their target consumers, the color and style of which don't fit young girls. Therefore, young females with big boobs, especially those who have a smaller band size but a larger cup size, are often ignored. So Naitangpai is dedicated to this group of people. The band size of bras in Naitangpai ranges from 65 to 90, more suitable for the physical features and aesthetic preferences of young Chinese women. Among the consumers of Naitangpai, the proportion of women aged 18 to 32 is as high as 80%.



What were the challenges of establishing your own brand? How did you overcome them?

Challenge 1 Prototypes R&S

A suitable big bra cup in current Chinese market is extremely scarce, so we have to make the R&D by ourselves. Luckily, our R&D partner ZHANG Chengpu enjoys doing this. Apart from the technical support from Ms XIAO Nan (Claire), she, at the early stage of the brand, also attracted more than 3,000 lingerie fans via community to participate in the test feedback during the R&D process. To ensure the comfort and stable support of each product type, Naitangpai will conduct more than 100 person-times tests and more than 20 rounds of optimization before the launch of each cup shape, winning us positive feedback from users.

Challenge 2 Supply Chain

Although we solved problems in R&D at the early stage, we couldn't start mass production. Due to small quantity, tons of sku, high process and quality requirement, high-end fabric providers are not interested in us and no manufacturing factory is willing to cooperate with us. We invited industry experts from the supply chain. By cooperating with them, we solved the problem of quick response production for small batch and high quality and achieved a production support for a minimum order quantity of 1000 pieces for 49 skus in single style and color.

Challenge 3 Decentralized Customer Groups

Females with a D cup or above only covers 20% of mature women in China while young females are only 20% of the above proportion, which mean that our customer base only accounts for 4% of Chinese females, less than 2% of all population. This makes it extremely hard for us to win customers and operate off-line business.

We appreciate this era for the advanced mobile internet and transportation network it offers, which enables us to win customers in a low-cost way through online community and users' word-of-mouth publicity, allows us to easily travel between major cities, and makes it possible for us to provide users with one-on-one offline consulting services by online centralized reservation in the case of a small customer base.

Challenge 4 Cognitive Difference

In the past, there were very few bras in D cup or above, less in E and hardly in F. Especially in under-developed areas, D cup bras even couldn't be found.

To this end, my team and I have created a lot of articles, comics, audios, videos to interpret breast shape and lingerie, and even innovated a bra size self-test tool to help more people understand the differences between breast shape, bra size and wearing methods. We are still working hard to popularize breast-related knowledge, and we have also driven a lot of We Media to spread these contents. At present, choosing bra based on breast shape, 7 data size measurement methods and the scientific wearing of underwear mentioned by China's domestic We Media and many brands often draw on the original contents created by Naitangpai.

What do you expect by participating in the Young Label Awards?

To make great bras for big-breasted Chinese girls, we still get a long way to go. Right now, the work done by Naitangpai is still not enough. By competing in this contest, we hope that more international professional organizations and manufacturers would pay attention to the needs of this group for lingerie, and provide them with better products so that they can enjoy the comfort and convenience of the right underwear just like the females in other groups.

请介绍一下您自己

我是奶糖派大杯文胸的创始人**大白**，一个给大胸做内衣的男人。

很多人问我，你一个男生，怎么做起了大杯文胸？其实很偶然。之前有听到女性朋友抱怨，大胸不好买内衣。当时我跟很多直男一样，不以为然。胸大多好啊，大胸买不到内衣，是小众人群的小问题吧！

变化发生在5年前，我太太怀孕了，胸像充气一样变大，根本找不到合适的文胸。她和很多大胸女生一样，最后只好用底围更大、罩杯不够的文胸，像束胸一样压在胸上。每一天，她的身体，我的心灵，都备受摧残。我太太问我：“你不是在做孕妇内衣吗？怎么连一款合适的文胸都找不到？”我感到很无力。

这时，我才去认真研究大胸群体，然后发现：中国大胸人群占比竟然达到20%！相当于英国和法国女性的总和。这么大的群体，都找不到合适的内衣，我能做点什么呢？

可我是男人，怎么跟女生沟通呢？难道我和她们说：“来，我们谈谈你的内衣？”怀着忐忑的心理，我把做大杯文胸的想法，发到了豆瓣的内衣社群。结果出乎意料！正好有一群女生，因为买不到合适的大杯文胸，正在发愁。她们跟传统内衣厂商沟通过，人家嫌弃，说大杯文胸订单小，麻烦多，不愿做。她们一度甚至想过自己做。看到我认真研究后提出的构想时，大家不仅不怀疑，还热烈支持。有2位社群代表——**璞璞**和**苏苏**，在几次交流后，就决定加入我们。现在她们分别是负责研发和运营的合伙人。我们运气很好，听到我们要做这件事，**安莉芳**和**曼妮芬**两大品牌的设计部创建人**肖南老师**、有17年供应链经验的**龙珺女士**，马上表示支持，最后加入了我们，帮我们攻克研发、供应链的一个个难关，这才有了今天刚刚起步的奶糖派大杯文胸。

您对美体时尚（内衣/泳衣/运动服）的热爱来自哪里？

我们希望大胸也能像平常人一样，方便的找到合适的内衣。

并且，我们认为——自信才是最美的。不少大胸女生从小自卑，甚至含胸驼背来掩饰自己的身体特征，以至于大胸显小竟然成为了中国大胸群体最旺盛的文胸需求。每个人生而不同，如果都不能接纳自己的身体，怎么能做到自信？我们希望改变现状，让大胸姑娘们更加自信，抬头挺胸，绽放自己最美的一面。

您的设计灵感来自哪里？

灵感一：治愈系守护者**baymax**（大白昵称的由来）我希望奶糖派成为“大胸女孩守护者”，时刻保护着她们。为此我们按照大胸女孩不同生活场景来针对性的设计产品，提供包括无肩带、睡眠、无痕、超薄、

无钢圈、bralette、运动、泳衣等多达63种杯型、C~K罩杯49个尺码的内衣，让大胸女性在生活各个时刻都能从容应对。

灵感二：少即是多less is more

我的研发合伙人**璞璞**有着建筑设计专业背景，并研究测试过全球大多数的大杯文胸品牌。基于她的国际视野和对结构力学的理解，奶糖派的大杯文胸没有采用中国市场上大码内衣包裹严密、更多背扣的笨拙设计方法，而是追求更少的包覆面积和更巧妙的受力结构来实现大胸所需的承托、稳定和舒适。我们希望在满足功能需求的前提下，给她们更轻巧、更美观的大杯文胸，拒绝大妈款。

您的品牌是为谁/哪一类型的消费者而设计？

胸部丰满，追求美好生活的中国年轻女性。

在中国，大多数人心目中“大胸”和“胖”是划等号的，传统大码文胸都是以发福的中年成熟女性为主要目标消费者，色彩和款式都不适合年轻女性。因此胸部丰满的年轻女性，尤其是底围小、罩杯大的人群基本被忽略了。而奶糖派正是为这一群体设计，底围从65~90，更符合中国年轻女性的身体特征和审美偏好。奶糖派消费者中18~32岁女性比例高达80%。

在成立品牌之初，您遇到了哪些困难或挑战？您是如何克服的？

挑战1 版型研发

欧美和日本版型并不适合中国女性的胸型、身材和穿着习惯，因此中国现有合适的大杯版型极为匮乏，只能靠自己做研发。幸运的是我们的研发合伙人**张成璞**对研发工作乐此不疲，不仅得到了**肖南（Claire）老师**的技术支持，还在品牌创立之初就借助社群吸引到超过3000名内衣爱好者参与研发过程中的测试反馈。为了保证文胸版型产品的舒适度和承托稳定性，奶糖派每个杯型上市前都经过100人次以上的真人测试和超过20轮的优化，为我们赢得了用户口碑。

挑战2 供应链

创立之初，我们虽然解决了研发问题，但批量小，sku超多，还对工艺、品质要求高，高端面料的供应商对我们不感兴趣，也没有加工厂愿意和为我们生产。

幸运再次降临，我们先邀请到了有着17年内衣供应链经验的**龙珺女士**加入团队，通过她得以与高端面料供应商快速建立沟通，赢得了支持；此后我们又邀请到有着20年文胸生产管理经验的**陈国强**、**梁小红**夫妇，合作建立工厂（深圳小众互联），专门解决小批量、高品质的快返生产问题，实现49个sku单款单色最小起订



量1000件的生产支持。

挑战3 客群分散

D杯以上女性在中国成年女性中仅有20%，而年轻人又只是其中的20%，这意味着我们的主要客群只是女性中的4%，人群中的2%都不到。这让获客和线下经营都变得异常困难。

我们感恩这个时代，有先进的移动互联网和交通网络，让我们得以通过网络社群和用户口碑传播实现了低成本聚集客户，让我们得以便捷的奔波于各大城市间，在客户群体稀少的情况下，通过线上集中预约的方式，依然能够为用户们提供线下一对一的顾问服务。

挑战4 认知差异

由于过去中国内衣市场上D以上尺码的产品极少，E杯更少，F杯几乎找不到，尤其在经济欠发达地区，甚至D杯都找不到。所以在中国大多数人（包括女性）的认知中，C杯即是大杯的标准，文胸的最大罩杯是F。不少F、G、H杯的小底围用户可能穿的是C、D杯的较大底围文胸。此外，很多人认为，罩杯的字母就代表大小，而不理解70D 的胸部只有80D 的三分之二那么大。这些给我们带来了很高的教育成本。

为此我和团队做了大量的胸型和内衣科普文章、漫画、音频、视频，还制作了以文胸尺码自测工具，帮助更多人理解胸型差异、文胸尺码和穿戴方法。我们仍然坚持不懈去做这些科普工作，也带动了很多自媒体来一起传播这些内容，目前中国国内自媒体和很多品牌所常说到的分胸型选内衣、7项数据尺码测定方法和内衣穿戴科普的内容，很多都在借鉴了奶糖派的原创内容。

参与本届新晋品牌大奖的竞赛, 您有什么期望?

为中国的大胸女性做好内衣这件事情道阻且长，奶糖派现在所做的这一点工作还微不足道，参加这次竞赛，是因为我们希望能有更多国际专业机构和厂商重视能这个群体在内衣方面的需求，为她们提供更好的产品，让大胸群体也能像所有其他女性一样，享受到合适的内衣给她们生活带来的舒适和便利。

KAT THE LABEL

FOUNDER & DESIGNER / 首席设计师: Kate Nixon

Tell us about yourself

My name is Kate, I studied fashion design & technology at RMIT in Melbourne, Australia. I'm 28 years old and I live in Melbourne with my partner. I started Kat the Label back in 2015 when I was 24 living in the coastal town of Byron Bay Australia, and working fulltime for a menswear label as well. I grew up living all over the world, when I was 16 my family and I moved to China Taiwan Area, where I attended an American school for 2 years. During this time we travelled all over Asia, which I think is a big reason how and why I started manufacturing Kat the Label overseas. I love travelling over there and meeting my suppliers in person, it's so important for growing the business relationships, but I also adore the food, the experience. Other countries I lived in were Papua New Guinea, New Zealand, Malaysia & Australia – so you could say I definitely have more of a global view and approach to my business and designs.

How did you find your passion in bodyfashion (lingerie/swimwear/activewear)?

I first worked with lingerie when I was at university. We dove deep into the roots and history of lingerie and how it has progressed over the years, which is where I really found my niche looking at 1920's style lace bralettes and unlined unpadded bras. This was the starting point to Kat the Label, because I would play around at home on my sewing machine using vintage laces I inherited from my grandma to come up with simple triangle bras. My passion was always in the beauty of the fabrics I could explore with, while keeping simple silhouettes. As the business has grown my product offering has too, but this is where my passion first began. I noticed growing up that the 'norm' for traditional lingerie was oversexualized with padded cups and busty cleavage. I saw a gap in the market for beautiful, unique pieces that weren't for promoting to men but about self love and acceptance with the body you already have and so became passionate about providing other women like me such a product.

How did you come up with your designs? Where are the inspirations?

My designs always start with a fabric. I travel to China twice a year to visit the fabric market and select unique fabrics that aren't traditionally used in lingerie. I like to keep my designs different, so I always start with the fabric and go from there. A lot of inspiration for me comes from vintage styles, particularly 1920's with a large focus on vintage trims and unlined unpadded triangle style bralettes. This is a common theme across a lot of my designs.

Who is your brand designed for?

Kat the Label is designed for young professional women, who want to feel empowered and comfortable when they're wearing lingerie. It's like a little confidence boost under your clothes. We want women to feel empowered and confident through our lingerie, she wears it for herself not for anyone else. And if she wants to wear it for someone else, that's fine too. Kat the Label has elements of self love to make women feel great, promoting loving the skin you're in while adding the perfect lingerie to compliment that. Generally speaking, my target customer is in her early 20's – early 30's, tech savvy, busy women who want to shop online with ease. I help them do this by a variety of women throughout social media wearing the brand, detailed sizing guides and excellent customer service for sizing queries when they do come through. Majority of my customers are from Australia, but we see popular sales through China and Japan. Along with France and the USA.

What were the challenges of establishing your own brand? How did you overcome them?

My biggest challenge was definitely cash flow. Always having enough money to put into each range, to make sure it's amazing, but juggling inventory at the same time. I've got to a stage now where I am still self funded and can manage the bigger orders, and it just took time, patience and commitment during the slower seasons. You have to get good with managing your funds and limiting where you can and shouldn't spend those hard earned dollars. Managing production has also been a challenge. Last year I had placed an entire range with the one supplier, who after 4 months of delaying my order because it was too small, he ended up delaying that range 6 months when I had no other stock to sell. It was a really hard time for the business, but I have overcome this now after heading quickly over to China, sourcing new factories to help me out. Now I am working with 4 factories at one time so I always have someone available to produce for me. It's a lot to juggle but it's a lot better than being solely dependent on one factory!

What do you expect by participating in the Young Label Awards?

Participating in the Young Label Awards was great for me because it gave me a moment to stop, step back and really reflect on Kat the Label and how far it's come since the early days and from such a young age. I started at the age of 24 from the sewing in my spare room at home. Being a finalist is so exciting because its recognition that my hard work is paying off, and I get to share my work with lots of new people. Paris would be a dream for me the lingerie capital, so I am hoping out of this experience I can travel there soon and really immerse myself in those stunning French lingerie boutiques and get inspired.



请介绍一下您自己

我叫Kate，曾在澳大利亚墨尔本皇家理工大学（RMIT）进行“时尚设计与技术”专业的学习。我今年28岁，与男友一起生活在墨尔本。我是在2015年开始创建Kat the Label品牌的，那时我24岁，住在澳大利亚沿海城镇拜伦湾（Byron Bay），那时我还在一家男装品牌做全工作。我的成长、生活足迹遍布世界各地，16岁那年，我们全家搬到中国台湾，我在一家美国学校读了2年。在这段时间里，我们游遍了整个亚洲，我觉得，这可能是后来我决定在海外完成Kat the Label品牌制造的一个非常重要原因。我喜欢去那里出差，亲自与供应商会面，这对发展业务关系非常重要，当然我也喜欢那里的美食和体验。我还在巴布亚新几内亚、新西兰、马来西亚和澳大利亚居住过，因此你可以说我毫无疑问对业务发展和设计更有全球视野和全球化方法。

您对美体时尚（内衣/泳衣/运动服）的热忱来自哪里？

我最初接触与内衣有关的工作还是在上大学的时候。我们深入探究内衣的起源与历史，以及内衣在后来的发展演进历程，当我看到1920年代的风格蕾丝法式三角杯内衣（Bralette）和无内衬、无胸垫文胸时，我觉得我真的找到了属于自己的天地。这是Kat the Label品牌的起点，我开始在家里用缝纫机和祖母留给我的复古蕾丝缝制简单的三角杯文胸。我对探索面料美感，同时保持轮廓简洁的设计始终充满热情。尽管随着业务的增长，我的产品供应也在扩展，但这是我的激情初始点。在不断成长的过程中，我注意到传统内衣“标准”过度性感化的问题，比如用胸垫填充的罩杯和丰满的乳沟设计。我看到传统设计理念与市场的差距，也看到了一个市场空缺，那就是对美丽、独特内衣的渴求，不是为了满足男性审美的内衣，而是为了取悦自我，接受自己本来身体的内衣，因此我开始热衷于为像我一样的女性设计内衣产品。

您的设计灵感来自哪里？

我的设计总是从面料开始。我每年会去中国出差两次，去走访面料市场，选择传统上不会用于内衣制造的独特面料。我喜欢让自己的设计与众不同，因此我的设计总是从面料开始。我的许多灵感都是来自复古风格，尤其是1920年代的风格，我非常喜欢复古边饰、无内衬、无胸垫的蕾丝法式三角杯内衣。这是贯穿我的许多设计的共同元素。

您的品牌是为谁/哪一类型的消费者而设计？

Kat the Label是专为年轻职业女性而设计的，她们希望在穿着内衣时感觉到舒适，感到被赋予力量。就好像在你的衣服里面穿了一个自信提升器一样。通过穿着我们的内衣，我们希望女性感到自信，感到被赋予力量，她只为自己穿内衣，而不是为了任何其他别的人。但是，如果她是为了其他别的人而穿，也没有问题。Kat the Label品牌的关键词是取悦自我、让女性感觉很棒，宠爱你的肌肤，并通过完美的内衣来衬托它。总体而言，我的目标受众是20岁出头至30岁出头的年轻女性，她们娴熟掌握现代技术，有着繁忙的工作、生活节奏，更喜欢轻松上网购物。我帮助她们做到这些，通过社交媒体与各种各样穿着该品牌女性的沟通，如果她们有尺码方面的疑问，通过详细的尺码指南和卓越的客户服务为她们提供贴心的帮助。我的主要客户群来自澳大利亚，但是我们也看到品牌在中国、中国香港、日本和中国台湾的喜人销售业绩。此外，也有来自法国和美国的消费者购买我们的产品。

在成立品牌之初，您遇到了哪些困难或挑战？您是如何克服的？

毫无疑问，我最大的挑战曾是现金流问题。始终要确保有足够的资金投入每个产品系列，要确保良好的产品供应，但与此同时还要兼顾库存。我现在已经进入这样一个阶段，我始终是自筹资金，我可以管理更大的订单，这只是在节奏较慢的季节花更多时间、耐心和努力而已。你必须善于管理资金，在可能的情况下节省开销，你不能无所谓地花掉辛苦赚来的钱。管理生产也是一个挑战。去年我向一个供应商下了一个产品系列的所有订单，他们首先将订单推迟了4个月，因为他们规模太小了，结果导致整个产品系列的供应迟到了6个月，以至于最后我的库存里已无货可卖。那是一个非常艰难的业务阶段，但我现在已找到了解决办法，快速前往中国后，在那里找到新的工厂，这令我可以摆脱此前的生产困境。现在我与4家工厂同时合作，因此在我需要的时候，我总能找到一家工厂为我生产。的确，这样一来，就许多因素要权衡，但这总比只依靠一家工厂要好得多！

参与本届新晋品牌大奖的竞赛，您有什么期望？

参与新晋品牌大奖的竞赛对我而言是件非常好的事，因为它让我停下来，花时间认真回顾、反思Kat the Label品牌，从最初的起步阶段，从如此年轻的年龄，回顾品牌走过的历程。我创建该品牌时只有24岁，在家里空余的房间里从自己缝制内衣开始。能最终入围决赛真的令人无比兴奋，因为这是对我辛勤付出的认可，而且我还能借此机会与许许多多的新人分享我的工作成果。在内衣之都巴黎展出自己设计的女衣，对我而言如同一个美丽的梦。我希望自己能成为最终优胜者，并借此机会前往巴黎，身临其境地沉浸在令人惊叹的蕾丝内衣精品店中，并从中获得灵感启发。

THE BLENDER

FOUNDER & DESIGNER / 首席设计师: Bridget Gao

Tell us about yourself

I studied architecture and have in-depth knowledge and a strong interest in “structure”. I worked at the brand market department of a luxury brand after graduation. In the past 5 years, I served for several international brands and have formed my unique aesthetic system and mature market awareness. Besides, for the positioning and communication of middle- and high-end brands, I can explain profound theories in simple language.

How did you find your passion in bodyfashion (lingerie/swimwear/ activewear)?

Bodyfashion is a field that shouldn't be ignored in our everyday wear. In addition, I haven't found a lingerie brand that suits my aesthetic system, so I decided to create one by myself.

How did you come up with your designs? Where are the inspirations?

Due to the influence of my major in architecture, I'm obsessed with succinct and powerful lines. And visually, I prefer strong colors, as well as simple and aggressive designs. Fabric texture is also a significant aspect I'll take into consideration during designing. For every piece, we first finish design, then create fabric and constantly change its ingredient proportion to achieve the result we want. We can conduct 1-5% precision adjustment. We want to make our products desirable in an all-round way, both visually and tactilely, to make customers want her.

Who is your brand designed for?

I want to see Chinese women to jump out of self-restraint to directly face their “Desire” which is the basic source for creating all beautiful things in life. We hope to create a product for Chinese millennial generation that truly reflects their inner desire, so that they can have the courage to take a direct look at themselves and bear no

fear of desire. This kind of girls or boys doesn't belong to any mono-cultural society but a pluralistic one where they can express their true self in a more direct way.

What were the challenges of establishing your own brand? How did you overcome them?

Our brand founding date known to the public is September 2018. In fact, we spent a year in product R&D and brand positioning before that date. We wish to impress the public both in visual effect and design when doing the launch. Since our first color-blocking lingerie is made of super thin fabric and elastic fabric, the treatment for details requires a large amount of work. And we've been figuring out better solutions to solve these problems for product iteration. We really appreciate the feedback given by our guests about their needs to help us improve for better products. The difficulties and challenges encountered in this iterative process were and will be the driving forces and subjects not only in our beginning stage, but in our future development. There is no perfect product in this world, so we need to update our products and seek new breakthroughs as per the feedback from the front end of selling.

What do you expect by participating in the Young Label Awards?

Take a trophy. That's definitely what I want. We'll talk about it after I win an award.



请介绍一下您自己

我是学建筑结构的，对‘结构’有深入了解和兴趣。毕业后入职奢侈品品牌市场部，在过去5年间服务于多家国际品牌，形成了独特的审美体系和成熟的市场意识。对中高端品牌的定位和传播，有着深入浅出的理解。

您对美体时尚（内衣/泳衣/运动服）的热忱来自哪里？

这是一块在每日的搭配中不应该被忽视的领域，再加上一直以来没有在国内市场没找到符合自己审美体系的内衣，才希望自己能去做这件事。

您的设计灵感来自哪里？

因为曾经的专业背景，所以我会对简洁有力的线条痴迷，同时视觉上也是很喜欢一些很强烈的色彩，浓烈又简单的设计。面料的触感也是我在设计时考虑的重要环节，每一款我们都是先出设计，再去织造面料，不断改成分配比以达到想要的穿着效果，我们可以进行1-5%的精准调剂。全方位的让产品从视觉和触觉上变得desirable，想要获得她。

您的品牌是为谁/哪一类型的消费者而设计？

我想看到中国女性跳出自我禁锢，直面自己的‘Desire’，这是创造一切生活之美的基源。我们希望为中国千禧一代打造最贴近自我欲望的单品，让他们大胆直视自我，无惧欲望。这类年轻的女孩或者男孩他们不属于任何一种单一文化，他们是多元的，他们可以更直接的表达真实的自我。

在成立品牌之初，您遇到了哪些困难或挑战？您是如何克服的？

大家看到我们是2018年的9月，但是其实在这之前，我们花了一年时间产品研发和品牌定位，不管是视觉还是设计上都希望能在launch时让人眼前一亮。我们推出的第一款撞色内衣因为面料非常薄且是弹力面料，在细节处理上非常考究，这些难题我们也一直在想更好的办法解决，做产品迭代。我们也很感谢我们的客人，反馈他们的需求给我们，帮助我们更好的改进产品，在这个迭代的过程遇到的困难和挑战不仅是品牌成立之初，也将是我们一直走下的动力和课题。这个世界上不存在完美的产品，我们需要根据销售前端的反馈不断迭代产品以寻求突破。

参与本届新晋品牌大奖的竞赛，您有什么期望？

拿奖呀，那是肯定想要的呀。拿了奖再说吧。

YOU BRAS

FOUNDER & DESIGNER / 首席设计师: Irene Cheung

Tell us about yourself

In 1995, I was invited by more than a dozen lingerie manufacturers to give guidance on the training of core technology in bra design, grading and pattern matching due to my years of experience in lingerie assembly technology. In 2005, I was also invited by The Hong Kong Polytechnic University as a lecturer in the course of Bra Design and Molding, and served as the principal lecturer of the Sri Lanka Overseas Courses in the same year. At the same time, I was also the honorary lecturer for the training organized by Hong Kong Productivity Council to impart my years of research on large-size lingerie and precision techniques for the design of 3D bra and the determination of cup mold prototype data, as well as the tips for systematic and accurate scoring and pattern making.

For more than ten years, hundreds of students from different backgrounds have received my training, including lingerie technicians, lingerie designers, lingerie dealers, technicians in lingerie fabrics and clothing, as well as makers in lingerie craft mold-cup. Over the years, I have worked tirelessly to make great efforts to the cultivation, inheritance and development of lingerie technology, and have made great contributions to the training of technological innovation, system integration and precision techniques, laying a solid foundation for the creation of a new milestone for the transformation of bra into an era of accurate personalization data.

How did you find your passion in bodyfashion (lingerie/swimwear/activewear)?

The underwear of women like wrap, bra, and... even "corset" has undergone many changes in different cultural backgrounds, which not only represents the transformation of females' pattern of thinking, but also their call and true desire for freedom and change. Bra has become a tool to show females' true selves, sexy and charm, from visual sense to perception, from outer appearance to inner feeling, from physical to spiritual, from beauty to comfort. Bra is no longer just about searching for a matching size among A, B, C, D, but the match between the inner voices and the soul, the inspiration and the spirit.

How did you come up with your designs? Where are the inspirations?

My idea about bodyfashion suddenly changed when I studied big-size lingerie for the first time. Lingerie is actually a part of human body, not just a hemisphere wrap or cover. It's the organic touch to skin, the adhesive fit along the rhythm of breathing, the resonance corresponding to the pace of heartbeat, and the comfortable hug surrounding body, thus representing the most charming and natural beauty of females. Our products not only portray stunning curves, but make life more enjoyable!

Who is your brand designed for?

Our brand is dedicated to those who give up choosing lingerie by simply relaying on the size of A, B, C, D and the dreamers who are desperate to find truly suitable lingerie. By adopting the 3D technology and the precision techniques for the determination of cup mold prototype data, we can provide customers in any body shape with unique size and mold-cup so that they can experience customized care.

What were the challenges of establishing your own brand? How did you overcome them?

The biggest challenge for us at the early stage was to change the production mode of uniform size and mass production popular in most providers. It's quite difficult for traditional manufacturers to meet and catch up with our tiny changes for personalized and humanized production solutions as well as the distinctive designs which satisfy the actual need of each individual due to the R&D of new materials. Therefore, we have to travel around the world to participate in all kinds of exhibitions, hoping to find the newest and most eco-friendly materials. Besides, we bravely cooperate with new providers to create a reciprocal win-win opportunity, thus solving problems and creating newer fashion trends.

What do you expect by participating in the Young Label Awards?

Through such competition platform for new brands, we hope that increasing people will realize that bra is no longer a tool casting restriction on body but a way to express the inner beauty of females, encouraging people to pay more attention to the beauty behind outer appearance!



请介绍一下您自己

1995年的那一年，我以多年内衣装配技术的经验，被十多家内衣制造商邀请指导制定胸围设计、分级和纸样搭配核心技术的培训。2005年，我更被荣邀担任「香港理工大学」胸围杯模设计和成型课程的讲师，同年更担任斯里兰卡海外课程主席讲师，与此同时，更担任香港生产力促进局培训荣誉讲师，传授经年钻研的大码内衣和有关3D文胸设计及杯模原型数据制定的精确技艺，并系统化精准评分和制作纸样成型的技巧。

十多年来，上百名来自不同背景的学生，有内衣技术人员、内衣设计师、内衣经销商、内衣面布质料和服装技师，还有内衣工艺模杯制作技师等。经年累月，孜孜不倦为内衣技术培养、传承和发扬光大而默默耕耘，从而为技术创新、系统整合、精准技艺的培训做出了巨大的贡献，更为文胸领域开创和进入精准数据个人化的变迁，奠定和开创了一个崭新的里程碑。

您对美体时尚（内衣/泳衣/运动服）的热忱来自哪里？

裹布、胸罩、胸围...甚至「塑形」，女性最贴身的穿戴，经历了一次又一次的文化推演，这不但是时代女性观念上的改变，而是不再束缚的呼唤，是时代女性骨子里的改变，胸围已经是展现女性真我的亮丽，真实的性感、真情的动人，由视觉，到感觉、由外表，到内心、由心声，到心灵、由美丽，到舒适000胸围已不再是A、B、C、D...按图索骥，是心声与心灵的匹配，是灵感与灵魂的吻合。

您的设计灵感来自哪里？

当我第一次钻研大码内衣时，我突然对美体时尚的观念改变了，内衣、胸围根本是女性身体的一部分，不是一个半球体的裹布、盖罩...而是身体肌肤的有机接触，而是呼吸起伏的贴服、心跳节奏的共鸣、舒适自如的拥抱，从而体现女性最迷人的自然美，是的我们的产品不只是给绝美的曲线，而是生活更美的乐曲！

您的品牌是为谁/哪一类型的消费者而设计？

我们的品牌是为那些不再随意A、B、C、D...笼统尺寸的追求者，是为那些寻找真正贴服自己尺码的追梦者，而且用3D技术及杯模原型数据制定的精确技艺，令任何身型的客户都能得到真正属于自己独一无二尺寸和杯模的呵护感。

在成立品牌之初，您遇到了哪些困难或挑战？您是如何克服的？

在成立品牌之初最难的是怎样令供应商改变以前统一尺寸，大量生产的生产模式，个人化、人性化的生产方案在传统厂商是很难符合和追上我们每一个微细的执著，再加上新材料的研发，供应商很难符合我们相应每个人实际需求的独特设计，因此，我们只有奔走在世界各地、大小不同的展览会，希望可以找到最新、最环保的绿色材料，而且大胆与这些新供应商合作，从而达到互惠互利的双赢契机，不但克服了困难，而且创造了更新的潮流。

参与本届新晋品牌大奖的竞赛，您有什么期望？

希望通过新晋品牌大奖的竞赛的平台，令更多开始意识到胸围不再是束缚的外在美，而是展现女性真我的内在美...令更多关心美丽背后真正的美丽！

ILLUSION GAME

FOUNDER & DESIGNER / 首席设计师: Luting Shao - 邵鹭婷

How did you find your passion in bodyfashion (lingerie/swimwear/activewear)?

I stepped into this industry by accident. I was an editor in a fashion magazine. But since I have so much in common with my talent scout who is a very demanding person, and I happen to like being stringent, so I turned to lingerie design. I've been doing this for 10 years, so naturally I choose to continue on this road that I'm good at with my own brand.

The reasons for creating a vocation brand by taking swimwear as its leading product are on the one hand the consideration of sku, cost, storage and things like that, and on the other hand that these clothes make people feel happy and relax without any pressure.

How did you come up with your designs? Where are the inspirations?

Myself, lol! Actually, I take this brand as a record of my own growth and the change of its style is totally based on the change of my own moods and mindset.

Who is your brand designed for?

For those who love beauty and are curious, open-minded, confident, and true to themselves.

What were the challenges of establishing your own brand? How did you overcome them?

I lost my pace after gaining a great success from the launch of my first collections. I can go with the sales orientation, or choose scale development or keep a slow pace in a small scale with quality products. Right now, I choose to follow my feelings, obey the rhythm in my heart, changing to catering but not forcing myself to change.

What do you expect by participating in the Young Label Awards?

To be the winner of the awards.

您对美体时尚（内衣/泳衣/运动服）的热忱来自哪里？

我是误打误撞进入这个行业的，本来我在杂志社做服装编辑，只是因为和我的伯乐太聊得来，他又极其严格，我恰好喜欢严格，就转做内衣设计了，入行至今有10年了，很自然

自己的品牌也就选择在这条自己擅长的路上继续走。

选择做以泳衣为主的度假品牌一方面是sku、成本、仓储方面的考虑，另一方面是因为这是能让人感觉到快乐的东西，松弛、没有压力。

您的设计灵感来自哪里？

来自我自己呀，哈哈！其实我是把品牌当自己的成长记录在做，风格的变化完全反应我自己情绪和心态的变化。

您的品牌是为谁/哪一类型的消费者而设计？

爱美的，充满好奇心的，眼界开阔的，非常自信的，忠于自我的。

在成立品牌之初，您遇到了哪些困难或挑战？您是如何克服的？

第一个系列推出市场大获成功之后，会不知道自己应该按照什么节奏走，可以选择销售导向也可以选择规模化发展，也可以选择始终保持小而精的步调，目前我选择跟着自己的心走，顺服自己内心的节奏，既迎接变化也不强迫自己变化。

参与本届新晋品牌大奖的竞赛，您有什么期望？

想拿第一名。





THE AWARDS JURY

大奖评审团

Jos BERRY

CEO and Founder of CONCEPTS
PARIS

CONCEPTS PARIS首席执行官及
创始人



Celia KONG

Senior Designer of CONCEPTS
PARIS

CONCEPTS PARIS高级设计师



Nadia HAOUACH

ESMOD Beijing Teaching Director

ESMOD北京教学总监



Pauline SU 苏葆燕

Secretary-General and Vice
President of China Fashion
Association

中国服装设计师协会副主席



Yoshie KAWAHARA 川原好惠

Lingerie Journalist & Editor
(ELLE JAPAN, WWD JAPAN &
SENKEN SHIMBUN)

内衣专栏编辑及记者



Cécile VIVIER

Communication & Marketing
Director of EUROVET

EUROVET传讯及市场部总监



Daini XU 徐黛妮

Founder and CEO of O2BRA
O2BRA创始人及首席执行官



Yoshie KAWAHARA 川原好恵

Lingerie Journalist & Editor (ELLE JAPAN, WWD JAPAN & SENKEN SHIMBUN)
内衣专栏编辑及记者

How did you found your passion for the bodyfashion industry?

There are two sources where my passion is coming from. First, I see lingerie as the object to help a woman reflect something she has inside. If she has to wear clothes such as a uniform which doesn't fit her preferences/styles due to her social position or job occupation, she can play with lingerie. She can choose her lingerie with no restriction and express herself. Lingerie is not exposed to the public, so she can choose what she likes and express herself freely. This is the utmost wonderful aspect which makes me passionate about body fashion. Second, compared to other fashion items, body fashion items more strongly and directly reflect the result of cutting-edge technology development such as material and sewing. For instance, the quality of improved materials such as lace directly and strongly are reflected in the finished design as well as whole quality of the item. To me, this is a very intriguing aspect.

Are there any emerging Asian Pacific body fashion brands in recent years that have caught your attention or your interest?

Maimia (www.maimia.jp) is a relatively new brand though, each item bears very unique features. Particularly, its unique way of using colors is different from other brands. When you see it, you can instantly recognize the brand because its already well-established.

Chut! INTIMATES (www.chut-intimates.com) is a great brand because of its good balance of 3 aspects, fashionability, the pattern making technology, and pricing (appropriate and affordable pricing with quality). The designers have keen eyes on market trend.

L'ANGELIQUE (www.langelique.co.jp) is a brand taking advantage of the beautiful features of materials and laces on its lingerie using very detailed and delicate sewing technique. You can see an amazing combination of authentic beauty of lingerie and modern taste on each item.

In your opinion, what are the 2-3 most important criteria of selection in this award?

First, uniqueness is one of the utmost important criteria. It should bear very bold uniqueness. It is more important to make a "perfect" piece rather than to make it be differentiated from any other brands. In fact, too many famous brands exist in the world. If I find similarity with them, it won't intrigue me at all. Second, it should be "wearable product." Body fashion

items are not artwork. It has some value only when someone wears it. I don't think it's worth it if consumers don't feel like wearing it even if it looks very unique and beautiful. Both wearability (comfortable and possible to wear in consumers' daily lives) and appropriate pricing should be considered, otherwise it would never be accepted in the market. Third, it should be well balanced in terms of the design, materials, and laces. To make a great body fashion item, texture and softness of the materials used are very important because it intimately (directly touches) the skin. Consequently, the focus of the design of body fashion items should be put on how the materials and laces could be harmonized with the design taste of the item.

In response to the new consumer era, what is your advice for the young brands who wish to go steps further in their development, or who are facing challenges?

It is critical for the designers to establish his/her own world and continue improving it. In addition to that, they should know the market. Visiting shops and learning which items sell well, and analyzing why these sell well are very important parts of a designer's job. I think meeting and listening to the manufacturers of materials and laces or factory workers who are sewing the body fashion items can be really useful for the designers to get some direction and knowledge.

What is your vision for the lingerie / body fashion industry in the next 10 years in Asia Pacific?

The Asian lingerie market is expected to undergo significant growth. Being functional as well as comfortable is a critical aspect in the global market, and Asian companies have a great potential to take a major role in responding to these demands by developing materials and products with those aspects. In fact, I saw two Chinese brands and two Japanese brands running their booths at Salon International de la Lingerie held in January this year for the "Exposed" product platform. Also, the designer of another exhibitor UK brand, "MARIEYAT," has her roots in Hong Kong China. Asian brands are being recognized and valued overseas. As a result, the lingerie world will be free from borders in terms of the design. If the brand has a certain ability and is unique, its home country does not matter. The era has come that the brand of any country such as Asia, East Europe, and Africa could make a jump to a world level.



您是如何爱上贴身时尚行业的？

我对贴身时尚的热爱主要有两大原因。首先，我将内衣视为可以帮助女性展现内心世界的对象。如果因为社会地位或工作、职业原因，女性不得不穿着不符合个人喜好/风格的制服类服装，但她可以通过内衣来表达自我。她可以没有任何限制地选择自己的内衣，并由此来表达自我。内衣是穿在里面的，因此女性可以尽情选择自己喜欢的内衣，通过内衣自由地表达自我。这是我热爱贴身时尚的一个至关重要的美妙原因。其次，与其他时尚产品相比，贴身时尚产品能更突出、更直接地反映如材料和缝纫等尖端技术的研发成果。举例而言，如蕾丝的改进材料的质量，则直接而突出地反映了成品设计和产品的整体质量。对我而言，这是非常有趣的方面。

近年来，是否有什么新兴的亚太贴身时尚品牌吸引您的注意力，或让您感兴趣？

Maimia (www.maimia.jp)

尽管Maimia是相对年轻的品牌，但是每件单品都有很特别的地方。尤其是，该品牌使用色彩的独特方式，与其他品牌非常不同。当你看到他们的产品时，你会立刻认出该品牌，因为它的鲜明品牌个性。

Chut! INTIMATES (www.chut-intimates.com)

Chut! INTIMATES是个了不起的品牌，因为它在时尚性、图案制造技术和价格（高品质的产品，可承受的适当价格）3方面实现了完美平衡。该品牌的设计师对市场潮流有非常敏锐的洞察。

L' ANGELIQUE (www.langelique.co.jp)

L' ANGELIQUE品牌在内衣设计方面充分利用材料的美

丽特点和蕾丝，使用非常精密、细致的缝纫技术。在每件单品上都能看到内衣的独特美感与现代气息的巧妙结合。

在您看来，本次奖项评选的2-3条最重要评选标准是什么？

首先，独特性是最重要的评选标准之一。 参选设计应具有非常大胆的独特性。创意“完美”的设计比只为区别于其他任何品牌的设计更重要。的确，已经有太多著名的品牌。如果我发现有与这些品牌的相似之处，那么这个设计根本不会吸引我。其次，设计应是“可穿着的产品”。贴身时尚产品不是艺术品。只有当某人把它穿在身上时，它才有价值。就即使某一设计看上去非常独特、美丽，但如果消费者不喜欢穿它，我不觉得它会有什么价值。可穿着性（舒适、可被消费者在日常生活中穿着）和适当价格都应被考虑到，否则产品将永远不会被市场接受。 再次，应做到设计、材料和蕾丝方面的平衡。为了制造出极佳的贴身时尚产品，所用材料的质地和柔软性是非常重要的，因为它贴近（直接接触）皮肤。因此，贴身时尚产品的设计焦点应是如何让材料和蕾丝与设计品味和谐一致。

为了顺应新消费时代，对于想进一步发展的年轻品牌，或面对挑战的品牌，您有什么建议？

对于设计师而言，至关重要的是创立他的/她的独特风格，并持续不断地发展它。除此之外，他们还应该了解市场。走访商店，了解哪些产品畅销，分析它们畅销的原因，这些都是设计师工作中非常重要的部分。我觉得走访和倾听材料和蕾丝制造商或缝制贴身时尚产品的工厂工人的意见和建议对于设计师获得设计方向和相关知识真的是非常有用的。

您如何展望未来10年亚太地区的内衣/贴身时尚行业？

亚洲内衣市场预计将呈现大幅度增长。功能性和舒适性是全球市场最重要的诉求方面，亚洲公司通过发展材料和相关方面的产品在回应这些需求方面拥有巨大潜力，并将能发挥重要作用。事实上，在今年一月举行的“巴黎国际内衣展”（Salon International de la Lingerie）上，我看到两个中国品牌 and 两个日本品牌在“Exposed”产品平台上推出他们的展台。而且，另一个英国品牌参展商“MARIEYAT”的设计师是中国香港祖籍。亚洲品牌正在海外受到认可和重视。因此，内衣界在设计方面将越来越无国界化。如果品牌具有一定实力，且独一无二，那么品牌来自哪个国家并不重要。新的时代已经到来，任何一个来自亚洲、东欧和非洲的品牌都可跃升为世界级品牌。

Celia KONG

Senior Designer of CONCEPTS PARIS
高级设计师

How did you found your passion for the bodyfashion industry?

I studied intimate apparel in HK Poly University 10 years ago, I joined Concepts Paris after graduated, since then I have a lot of great opportunities to see and be involved in the latest designs/materials/colours developments, also met a lot of fantastic designers and leaders in the industry, they all inspired me everyday.

Are there any emerging Asian Pacific body fashion brands in recent years that have caught your attention or your interest?

Neiwai, modern, high quality, sustainable and understanding the new Chinese generation.

In your opinion, what are the 2-3 most important criteria of selection in this award?

Designs need to be original, also consider if the design is adapting to the modern women lifestyle. Sustainable consideration will be bonus.

In response to the new consumer era, what is your advice for the young brands who wish to go steps further in their development, or who are facing challenges?

Connection with the consumers is very important, including social media and sales service, to understand what women wants. It will help to build up their brand loyalty.

What is your vision for the lingerie / body fashion industry in the next 10 years in Asia Pacific?

The body fashion is definitely growing strong in Asia, but there will be no boundary in-between lingerie/sports/lounge/streetwear, all categories will be blending together.

您是如何爱上贴身时尚行业的？

10年前，我在香港理工大学内衣专业学习，毕业后，我加入了Concepts Paris，自那以后我有许多接触、参与最新设计/材料/颜色研发的绝好机会，此外，我还认识了许多业内的出色设计师和行业领袖，他们每天都给我各种灵感启发。

近年来，是否有什么新兴的亚太贴身时尚品牌吸引您的注意力，或让您感兴趣？

Neiwai (内外)，一个现代、高品质的品牌，该品牌不仅符合可持续发展理念，而且懂得中国新一代年轻人。

在您看来，本次奖项评选的2-3条最重要评选标准是什么？

设计需要是原创的，而且还要考虑设计是否符合现代女性的生活方式。对可持续发展的考量会获得加分。

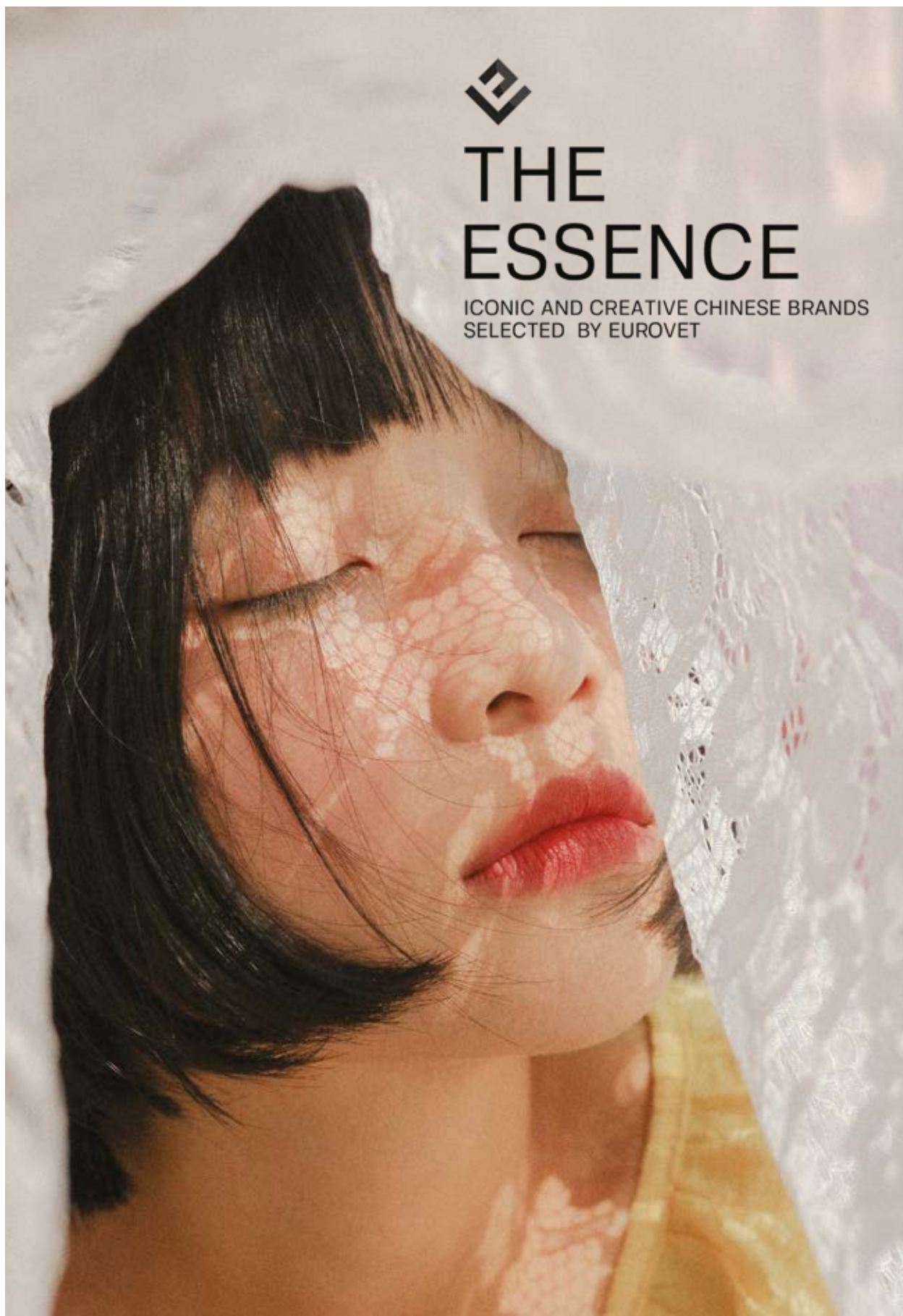
为了顺应新消费时代，对于想进一步发展的年轻品牌，或正面对挑战的品牌，您有什么建议？

与消费者保持联系是非常重要的，这其中包括通过社交媒体和销售服务，以了解女性的切实需求。这些将有助于建立消费者对品牌的忠诚度。

您如何展望未来10年亚太地区的内衣/贴身时尚行业？

在亚洲，毫无疑问，贴身时尚的发展势头将越来越强劲，内衣/运动服/家居服/街头服之间的界线将消失，所有类别的服饰将彼此融合。





THE ESSENCE

Iconic and creative Chinese brands selected by Eurovet

**#iconic #creative #domestic #chinesebrands #lingerie
#swim #activewear**

Over the past years, China has witnessed a significant evolvement from being the world's factory to becoming the fastest developing consumer market in the world.

A new consumer era for fashion has emerged, where China is believed to be the focal point stimulated by the growing middle class, digital-native Gen Z, new media and new technologies. Brands that are born in China, more than ever, present a strong identity, embrace their own culture and open up to a wider and international stage.

THE ESSENCE, curated by Eurovet and their expert team, offers an opportunity for Chinese brands to speak their own language and stories.

#标志性 #创意 #本土 #中国品牌 #内衣 #泳装 #休闲运动

在过去几年中，中国经历了从世界工厂到世界新兴消费市场的重大转变。一个新的时尚消费时代到来了，中国毋庸置疑被认定是这个时代的焦点，而日益壮大的中产阶层、Z世代、新媒体和新技术更将加速中国在这个时代的崛起。中国土生土长的品牌比以往任何时候都更具强烈的认同感，他们拥抱属于自己的文化，向更广阔的国际舞台进军。由欧罗维特及专家团队策划的The Essence活动为中国品牌提供了以自身特有语言讲述独特故事的绝好机会。



COUTOSS

COUTOSS was founded in 2017. Positioning high-end original fashion underwear lifestyle brand. The product line starts from underwear and swimwear lines, extending Resort clothing and home furnishing. COUTOSS is deeply influenced by French aesthetics and focuses on Asian body and wearing habits. A design and development team with more than 10 years of industry experience. Using the ultimate in French lingerie, it is the most demanding fabric in the world. For example, "The King of Lace", Lovers Lace, Silk, etc. Incorporate luxury into refined detail. Adhere to "Chic, Sexy, Posh" as the product symbol, Constantly explore and discover the beauty of women's curves in subtleties, Bringing the dual experience of "face value and comfort".

COUTOSS创立于2017年，定位中高端的原创时尚内衣生活方式品牌。产品线从内衣、泳衣线出发，延伸Resort成衣以及家居周边。COUTOSS深受法式美学熏陶，专注研修亚洲人体型和穿着习惯。中西合璧且具有10多年行业经验的设计研发团队，采用法式内衣极致工艺，苛选全球最高级面料，比如“蕾丝之王”Learvers蕾丝、真丝等，将奢华内涵融入精致细节。坚持“Chic·Sexy·Posh”为产品符号，于细微之处不断探索与发现女性的曲线之美，带来“颜值与舒适”并存的双重体验。我们售卖的不只是内衣，更是一种向往的生活方式。

CRÈME

Crème is committed to design underwear with exquisite embroidery and the finest fabrics for modern woman, regardless of her style. Unbinding the aesthetic constraints on what a woman should wear, and allowing her to feel sensual in her own body, Crème allows the wearers to express their inner voice, to feel the comfort and happiness of self-love. It's so much more than just underwear.

Crème始终秉持着带着初心不断向前，鼓励中国新一代女性穿上Crème，抛弃身体上的束缚，从而展现女性自在优雅的一面，自信的展现自己的内在美，也争取让世界看到中国原创内衣的美。她们要做长久而有意义的设计，深刻理解女性的需求，并提升她们的需求品质。不仅是满足日常工作生活场景所需，在更深远的家居，生活，休假场景，更能提升内在本身的审美与自信，表达每一个人不同的内在声音。

KUVA

KUVA stems from "coexistence with awakening" meaning "synchronized with awakening. Just like her allegory, KUVA hopes to become a brand that accompanies women's self-perception and growth and strives to pursue purity, adhere to quality and touch lives every day. KUVA advocates a comfortable, comfortable, streamlined life, advocates women's self-confidence and relaxation and returns to the simple and calm heart.

KUVA源于“与唤醒共存”意为“与觉醒同步。正如她的寓意一样，KUVA希望成为陪伴女性自我感知和成长的品牌，致力追求纯净，坚守品质，触动生活每一天。KUVA提倡舒适，自在，精简的生活，提倡女性自信舒展，回归内心的简单从容。

NEIWAI 内外

Founded in Shanghai in 2002, N E I W A I has developed from a "self-contained underwear" to a brand that focuses on underwear, home, sports and other body-related products and experiences.

Always comfortable and more than just comfort. NEIWAI insists on making meaningful designs, satisfying the functional needs of a wider range of people in different scenarios, optimizing body feelings, creating tacit and temperature-sensitive emotional connections between people and clothing, encouraging people to explore and understand inner self and external world.

2012年创立于上海，NEIWAI内外从「做一件让人身心自由的内衣」出发，发展成为一个专注于内衣、家居、运动等身体相关产品与体验的品牌。始终舒适，又不止于舒适。他们坚持做有意义的设计，于不同场景下，满足更广泛人群的功能需求，优化身体感受，在人与衣物之间创造默契而有温度的情感连结，鼓励人们探索并了解内在自自我与外部世界。

SINCERE HEART 沁心

SINCERE HEART founded in 2015 in Beijing, inherits every element and detail of the product with its original design, sincerely cares for the most precious skin of women, and hopes to express the visual of the designer to consumers through their inner wear. Leading a new way of life, creating a brand with a sincere heart, and encouraging women to love themselves more, but also to please themselves.

沁心SINCERE HEART，2015年创立于北京，承袭工匠精神执着于以原创设计刻画产品的每一个元素和细节，真诚地呵护女性最宝贵的肌肤，希望将设计师的灵魂以内衣的形式传达给消费者，引领一种全新的生活方式，打造离心灵最近的良心品牌，并呼吁广大女性要爱自己，为悦己者容的同时更要取悦自己。

Xiaolu LIU 刘小璐

Founder & CEO of NEIWAI
NEIWAI内外创始人及首席执行官

Tell us about yourself.

I created NEIWAI in 2012. Before the establishment of the brand, I was engaged in management consulting, mainly for the brand planning of women's consumer goods and luxury goods. In 2012, I wanted to have my own brand with the aim to serve the perception of the female body. So "NEIWAI" was born to allow females to live their life in a freer and easier state by wearing comfortable lingerie.

How did you find your passion in bodyfashion?

I found lingerie is interesting when creating my own brand. Because in the past many years, the evolution of the lingerie actually represents the change of the values held by females worldwide. From the corset in the early years, the rising of western lingerie, to the great change of the value of lingerie in Chinese market in recent years, the change is huge. Lingerie is not only a kind of underwear product, but also reflects the evolution of social cultures, the change of values held by females, and the moods of individuals. All of these make underwear business fun.

What are the values of your brand?

At the early stage, I found several brands that I really like. They have been engaged in the lingerie industry for many years, and own great process and details, presenting a sophisticated result. One of them is Swiss brand HANRO. I like it very much and under its inspiration, I decided the positioning of NEIWAI, which is to achieve a balance between making truly comfortable, simple and quality lingerie and expressing elegance and comfort via the best fabric. "NEIWAI" does have some different concepts at first, but then we hope to set up a brand which can truly create a free feeling, and listen to the inner voices of females' hear and body. So, now we take "You Know Me, Both Inside and Outside" as our slogan, hoping to build NEIWAI as a brand that knows best the body and heart of modern women. During the past process of branding, we not only talked about the process, fabric and comfort of "NEIWAI", but also discussed how "NEIWAI" can help females find the freer lifestyle they want by answering their inner demands in many branding communications, which is also the value that has long been pursued by "NEIWAI".

What can women anticipate by wearing NEIWAI lingerie?

When wearing "NEIWAI", girls embrace a free feeling,

and such unconstrained and free sense of body will in return change their inner state, so most of users have found that their state of life seems to be changed under the imperceptible influence of the underwear after buying NEIWAI. And this may be the most amazing thing about lingerie. Since lingerie is the closest to body, which means the same to heart, so a freer state of life is the core feedback from the customers of "NEIWAI".

NEIWAI has achieved great success in domestic and overseas market, what is your advice for designers who wish to establish their lingerie brands?

Actually, "NEIWAI" is still a very young brand despite the rapid growth it gained in recent years. For designers who want to set up their own brands, I think the most significant thing is to have a core concept and style, and then to create more original designs as per the needs of customers and in respect of the design and functions of lingerie. In fact, we expect more diversified choices in lingerie market, not homogenization.

What does it mean to your brand/ what has brought to your brand by collaborating with Interfilierie and Salon International de la lingerie in the past few editions?

Interfilierie actually means a lot to NEIWAI, because we have been attending Interfilierie since 2012. It is where we found our core suppliers who have been working with NEIWAI for many years. It provides "NEIWAI" the opportunity to cooperate with world-class suppliers. In the past two years, we also participated in SIL & Mode City, a brand exhibition held in Paris. We not only got the chance to know the opportunities for NEIWAI in overseas market, but also gained the favor and recognition from many buyers. So in the future, we will continue to participate in the different exhibitions (Interfilierie) held by Eurovet.



请介绍一下您自己

我是2012年开始创立内外这个品牌的，在创立品牌之前，一直从事管理咨询的工作，主要是做女性消费品、奢侈品的品牌规划。在2012年的时候，我希望能够创建一个自己的品牌，然后真正为女性身体的感知而服务。让女性能够通过穿着舒适内衣产品感受到更自由、更自在的一种生活状态，所有就有了“内外”。

您是如何爱上贴身时尚行业的？

在选择创业品牌的时候，我发现内衣是一个非常有趣的事情。因为在过往的很多年里，内衣在全球其实都代表着一种女性价值观的变迁，从早年的束身衣到后来的西方内衣的兴起，再到中国市场这几年对于内衣价值理念的非常大的一个变化。所以内衣它其实不仅仅是单纯的内衣产品，它其实存在了很多社会文化的变迁、女性价值观的变化，以及很多跟内在个人情绪的一些观点，所以这让内衣的创业变得非常的有趣。

您的品牌价值是？

当初选择做内衣的时候，我会发现有几个自己非常喜欢的品牌，它们在内衣领域做了非常多的年头，然后也有非常好的工艺和细节，非常非常精致（sophisticated），其中有一个就是瑞士品牌HANRO，这个品牌也是当时我觉得非常好的，因此启发（inspire）内外的一个定位，然后我们希望能够真正做出舒适、简约、高级感，然后用最好的面料去表达优雅和舒适，这样一种平衡的状态。“内外”其实从最初开始有过一些不同的理念，但是失踪我没希望说能够创造一个自由自在的，能够真正的聆听女性内心和身体声音的这样一个品牌。所以，现在我们的slogan叫“我的内外，你都了解”，希望内外是最懂得现代女性身体和内心的这样一个品牌。所以在过往的branding过程中，“内外”不仅仅只是在讲我们内衣的工艺材质，它的舒适度……而很多的branding其实在讲“内外”是如何通过内心的这些诉求，帮助女性寻找到一种更自在的生活状态，所以这个是“内外”一直以来的一个价值所在。

穿上“内外”，能为女性带来怎样的体验？

当女生穿上“内外”，她会感受到一种无束缚的感觉，而这种身体的无束缚和自由感也会改变她们内心的状态，所以我们有很多的用户，在购买了内外的内衣以后，她们都会觉得自己的生活状态好像也被潜移默化的改变了，这个可能就是内衣这件事情非常神奇的地方。因为它跟身体是最接近的，也意味着它跟心也是最接近的，所以这是我们很多用户在购买“内外”以后的一个比较核心的反馈。

在短短的7年时间里，NEIWAI在国内和海外市场都取得了很大的成功，您对希望建立内衣品牌的设计师有何建议？

其实“内外”现在还是一个非常年轻的品牌，虽然这几年它的增长非常的快，对于所有想要去创建内衣品牌的设计师，我觉得非常重要的是你得有自己核心理念和风格，然后真正的从客户的需求和设计感、功能上去做更多原创的设计，我们其实也期待内衣市场能够有更多元化的选择，而不是彼此非常雷同的一些理念。

这些年，“内外”与Interfilère面料展以及Salon International de la lingerie品牌展一直密切合作，这对“内外”意味着什么/为“内外”带来了什么？

Interfilère其实对内外来说是有非常重要的意义，因为从12年开始，我们就参与到Interfilère的展会。也是在这里，我们找到了非常多跟内外合作了很多年的核心供应商。它也帮“内外”打开了跟世界最顶级的供应商合作的机会。同时，我们也在过去的两年参加了在巴黎的品牌展（SIL & Mode City），也让我们清楚的了解“内外”这样一个品牌在海外市场（overseas market）的机会，也得到了非常多的买手的喜欢和认可。所以我们未来应该会继续持续的去参与到欧罗维特的不同展会中（Interfilère）。

Jingbo LIU 刘静波

General Manager of KUVA KUVA 总经理

Tell us about yourself / your brand.

KUVA was established in Qingdao, a place where mountains lie in the arm of the ocean, so its design style is naturally integrated with the features of rough peaks and soft water, and it takes inspirations from hilltops, beaches, mansions, yards, clay tiles and stone steps. Supported by all these, the brand is destined to walk into our daily life with a hint of natural breath. KUVA advocates a comfortable, free and simple life, and encourages women to embrace conciseness and calm in a confident and cosy way and by following their heart. From top quality fabric to outstanding detail design, KUVA is dedicated to provide solutions for daily (house-wear /leisure & sports /commuting) and travelling (trip /hotel /beach /walking) clothes, bring back the basic function of lingerie, adhere to environment protection and constantly explore ideal lifestyles.

How did you find your passion for bodyfashion?

Today, lingerie is gradually walking out of its inherent mode to cater the various needs of specific groups. KUVA understands how much Chinese girls need real good underwear which not only stands for a good feeling and price performance, but also a “bestie” who knows everything about your body and heart in important moments of life, showing your attitude towards your inner feeling and private life.

What are the values of your brand?

While clothes are going cheaper and product homogenization is getting worse, the comfort and consumption upgrade we strengthen are definitely not as simple as “low-cost production» and «no steel-ring concept». What KUVA indicate is to make female lingerie go back to simpleness and personality and increase the quality and taste of underwear to a higher level from top quality fabric and extraordinary details.

What is your brand's current positioning?

For females between 25 to 45, the feminization in KUVA's understanding is being brave, modern, strong and independent. A feminine community sharing the same values can be established by taking the KUVA brand as its connecting point to support and encourage women to freely express their opinions. We hope that KUVA is not just a fashion lingerie brand, but also an embodiment of temporary females.

What are the marketing strategies of your brand?

Variety, price performance, innovative design.

What do you expect from your participation in the ESSENCE presented by Eurovet?

To improve brand awareness

请介绍一下您自己

KUVA创立于山海相连的青岛，设计风格也自然融入了山海之风，山头海滩、洋楼里院、红瓦石阶都是TA的灵感。这些注定了品牌带着自然气息而来，走进我们的日常生活。KUVA倡导舒适、自在、精简的生活，提倡女性自信舒展、回归内心的简单从容。从最优质的面料到出众细节设计，KUVA致力于提供日常（居家/休闲运动/通勤）及旅行（旅途/酒店/海滩/步行）穿搭方案，回归内衣基本之道，坚持保育自然，不断探索理想生活方式。

您对美体时尚的热忱来自哪里？

今天的内衣正逐步走出固有的范式，以满足更小众更多元的需求。KUVA深知中国女孩们有多需要真正的好内衣，好内衣代表的不仅仅是穿着感受，也不单是性价比，而是那些人生重要时刻最贴合着身体和内心陪我们走过的“闺蜜”，是对待自己内心和私密生活的态度。

您的品牌价值是？

当衣物标价越来越低，产品同质化越来越严重，我们强调的舒适感和消费升级绝非「制作成本低廉」和「无钢圈概念」那么简单，KUVA所预示的是女性内衣回归简单与个性，从最优质的面料到意想不到的细节，将内衣的品质与品味提升到更高阶的层面。

您的品牌目前的市场定位是？

25岁 - 45岁女性，KUVA所理解的女性化是勇敢、现代、强大和有独立意识。以KUVA这个品牌为连接点，可以组建一个有共同价值观的女性社区，支持和促进女性表达各种意见，我们希望KUVA不仅是一个时尚内衣品牌，也希望能成为现代女性的象征。

您的品牌的市场营销策略是？

多元化、性价比、创新设计。

参展由Eurovet打造的ESSENCE，您有什么期望？

提升品牌知名度。





INTERFEEL' AWARDS WINNERS

INTERFEEL' AWARDS年度大奖得主

In the 6th edition, Interfeel' Awards recognize the excellence and innovation of the material and manufacturing specialists presenting at Interfilère Shanghai, judged by international experts from the bodyfashion industry.

第6届「国际贴身时尚原辅料大奖」(INTERFEEL' AWARDS), 奖项为由内衣、泳装及运动服行业专家所认可的国际性颁奖, 来自内衣、泳装及休闲运动服领域的权威专家将逐一甄选参展商的参赛样品, 为最具创新创意的参展商颁发奖项并认可其专业技术及产品系列。

THE JURY 大奖评委会成员

Taya DE REYNIÈS

Division Director at Eurovet
Eurovet部门总监



Jos BERRY

Creative Director at Concepts Paris
Concepts Paris创意总监



Edith KELLER

Director at the Carlin Creative
Trend Bureau
Carlin Creative Trend
Bureau首席执行官



Sachiyo WAKASHIRO

Lingerie Director at Wacoal
华歌尔内衣部总监



Isabelle BONNEFOY

Lingerie Designer at Monoprix
Monoprix内衣设计师



Ana DUDILLIEU

Senior Designer at Hanes
Hanes高级设计师





INTERFEEL'AWARD LACE 蕾丝大奖

GAYOU INTERNATIONAL 佳友花边 (GAYOU INTERNATIONAL)

Established in 1998, Gayou Lace comes from a family company which as one of the pioneers of the textile trade in 1940s in Shanghai. The company has now grown up to an international professional enterprise in the research, design, promotion, techniques, production and marketing of lace and lace fabric.

The jury loves variety of different technics: metallic effect, fabric effect, softness and brightness. The best lace for mi-range fashion market.

佳友花边成立于1998年，该家族企业是1940年代上海纺织品贸易的先驱之一。该公司现已发展成为一家从事蕾丝和蕾丝面料研究，设计，推广，技术，生产和销售的国际专业企业。

评委欣赏其各种不同的技术：金属效果，面料效果，柔软度和亮度；是适用于中端时装市场的最佳蕾丝。

GAYOU LACE®

INTERFEEL'AWARD NATURAL 天然大奖

ASAHI KASEI

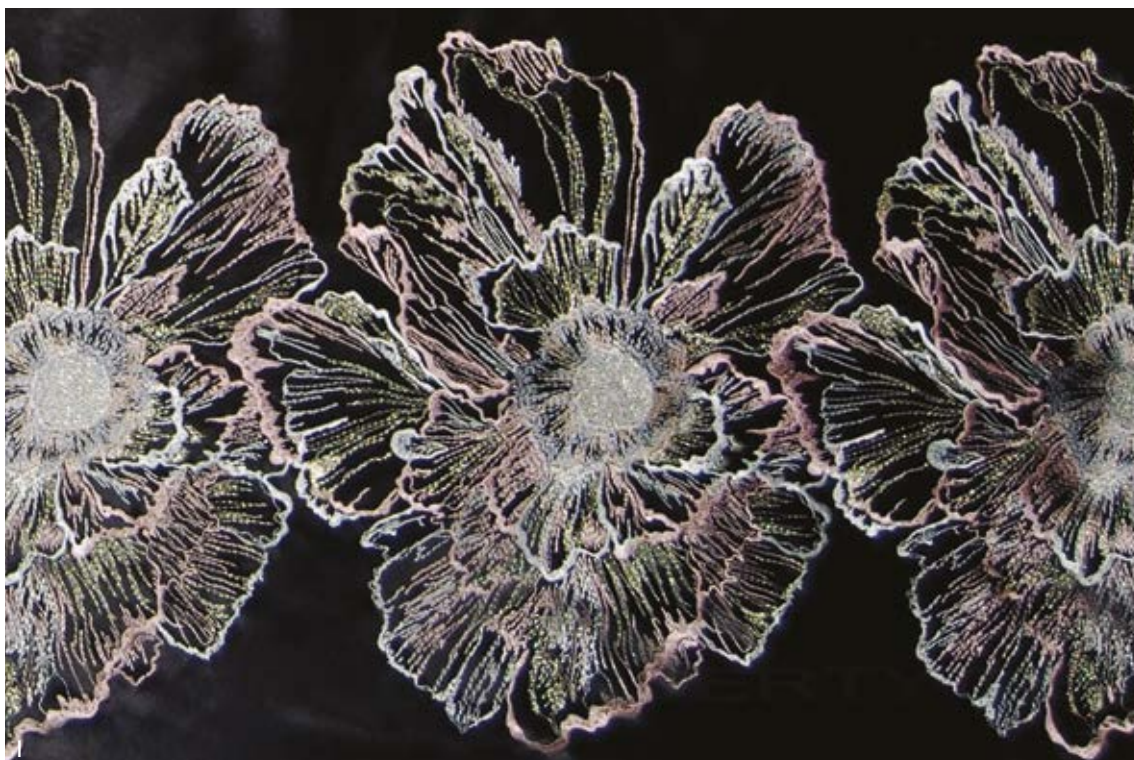
Asahi Kasei Advance Corporation is very active in the corsetry, lingerie, and activewear markets. The company offers a wide choice of greige goods, such as Raschel single and double knits, circular knits, interlock knits, and more. Among the latest innovations are the exceptional Finex knits made with an original double-knit construction and two-way stretch knits.

Fantastic touch and very elegant collection. A lot of research in term of blends using recycled elastane. The jury noted interesting development of vegan silk, double face knit and powernet.

Asahi Kasei Advance Corporation在紧身衣，内衣和运动服市场非常活跃。该公司提供多种坯布选择，如拉舍尔单面和双面针织，圆形针织，互锁针织等。最新的创新产品包括采用原创双面针织结构和双向拉伸针织面料制成的优质Finex针织衫。

无与伦比的手感和极致优雅的产品系列。该公司对于使用再生弹性纤维的混合物进行了大量研究。评委特别关注其素食丝绸，双面针织布和弹力网布的精彩研发。

AsahiKASEI



INTERFEEL'AWARD SOLUTION DESIGN 功能技术设计大奖

SEIREN 世聯有限公司 (SEIREN)

Seiren is a fiber manufacturing company based in Fukui, Japan, founded in 1889. Seiren placed corporate innovation for the twenty-first century at the top of its agenda and is actively tackling the innovation and improvement in the corporate culture.

The perfect balance between functionality and design for shapewear and activewear market. The jury noted the new way to work the transparency and blend effect.

Seiren是一家纤维制造公司，总部位于日本福井，成立于1889年。Seiren将二十一世纪的企业创新放在首位，并积极应对企业文化的创新和改进。

其产品实现了功能和设计之间的完美平衡，适用于塑身衣和运动服市场。评委会欣赏其产品透明度和混合效果的新颖方法。

SEIREN CO.,LTD.

INTERFEEL'AWARD SURFACE DECORATION 创意表面装饰大奖

LIBERTY TEX 嘉方实业股份有限公司 (LIBERTY TEX)

Liberty Tex was founded in Taiwan China in 1980. It is a leading supplier of embroidered fabrics, allover, lace, motifs, trims and accessories. Liberty Tex Co. offers outstanding innovations ahead of global competitors, with fast deliveries and flexibility.

The most beautiful surface effect and design for intimates and outerwear market. The jury noted the huge collection with all technics available.

LIBERTY TEX于1980年在中国台湾成立。它是刺绣面料，印花布，蕾丝，图案，饰边和配饰的领先供应商。该公司以其快速交付和灵活性的优势，领先全球竞争对手，提供出色的创新产品。

最美丽的表面效果和设计，适用于内衣和外套市场。评委会欣赏其卓越的技术及丰富的产品系列。





INTERFEEL'AWARD SHAPEWEAR 创新塑身内衣大奖

HONGXIN KNITTING 宏信纺织

Shantou Hongxin Knitting is a large-scale industrial company integrating fabric development, weaving, dyeing and finishing and all aspects of service. The company is fully equipped in all aspects and has always been based on the principle of quality first and service parallel.

Very interesting satin effect for shapewear functionality. The jury loves the 100% elastane satin and satin powernet.

宏信纺织是一家集面料开发、织造、染整及全方面服务为一体的大型实业公司，织造方面：清一色配备德国进口的卡尔迈耶高速经编机和双面纬编机。公司各方面配套齐全，一直立足于质量为先，服务并行的根本宗旨。

评委会欣赏其非常有趣的缎面效果，适合塑身衣功能，100%弹力色丁和色丁弹力网布。



JURY'S FAVOURITE INTERFEEL'AWARD 特别评审大奖

3T- TRANSFERS

3T – Transfers Technologies for Textile is Eastern Europe's largest heat transfer manufacturer. The company, located in Vilnius, Lithuania, was founded in 2007, presents a wide choice of cutting-edge products that are functional and innovative. Target markets are lingerie-corsetry, activewear, sport lingerie, and men's and women's intimates.

Very interesting, elegant and softness transfer collection. The jury loves the organic anti-slip heat transfer with soft touch.

3T – Transfers Technologies for Textile是东欧最大的热转印制造商。该公司位于立陶宛维尔纽斯，成立于2007年，提供多种功能性和创新性的尖端产品。目标市场是内衣 - 紧身衣，运动服，运动内衣，以及男士和女士的内衣。

委会欣赏其非常有趣，优雅和柔软的热转移技术系列，独具有柔软触感的有机防滑热转移产品。





I/Vlada Ivanova

THE MAKERS

制造者

Must-see products and suppliers of the season
本季度不容错过的面辅料产品及供应商

— Seasonal trend
— Technology & Innovation
— Green village

— 当季潮流 —
— 技术 —
— 绿色小镇 —



SEASONAL TREND 当季潮流

CHANTY LACE

Set up in 1957 in Rödermark, a town to the south of Frankfurt, Chanty is a major producer of Textronics and Jacquardtronics lace. The company distinguishes itself by its innovative high-tech lingerie, outerwear and sports collections, which feature functional laces, shapewear laces, two-way stretch laces, and free-cut laces. It uses a variety of high-quality yarns (EcoCare®, Lycra®, Dorlostan®, Modal®, Lurex®, Green Cotton, etc.) and provides a range of different finishings. Its design studio produces two collections per year encompassing a number of highly creative themes, as well for the second Brand of Chanty – Corvett Spitzen – with collection specifically designed for women who prefer timeless and functional styles.

ChantyLace成立于1957年，位于法兰克福南部的Rödermark镇，是Textronics和Jacquardtronics花边的主要生产商。该公司以其创新的高科技内衣、外套和运动系列而著称，其中包括功能性、塑身花边、双向拉伸花边和自由剪裁花边。它使用各种高品质纱线（EcoCare®、Lycra®、Dorlostan®、Modal®、Lurex®、绿色棉等），并提供一系列不同的表面处理。它的设计工作室每年生产两个系列，包括一些极具创意的主题，以及第二个Chanty品牌 - Corvett Spitzen--专为喜欢永恒和功能性风格的女性设计。

GAYOU 佳友

Founded in 1998, Gayou Lace remains one of Asia's more unusual lace-makers. The knitting factory covers more than 28,000 sqm and is equipped with a fleet of over 80 of latest-generation machines (Jacquardtronic, Textronic, Rascheltronic) producing up to 70 tonnes of lace per month. The company's China production has a fully vertical structure, integrating in-house the entire process,

knitting through dyeing and finishing.

The company offers a series of benefits: a global culture reinforced by their American-Australian Managing Director; strong creativity animated by a team of around 30 international creatives; enhanced responsiveness to answer clients' needs. Gayou Lace offers 4 collections a year and creates more than 240 rich and exclusive designs, with particular attention to detail.

佳友成立于1998年，是亚洲更出色的蕾丝制造商之一。这家的针织工厂占地面积超过28,000平方米，拥有80多台最新一代机器（Jacquardtronic·Textronic·Rascheltronic），每月生产高达70吨的花边。该公司的中国生产具有完全垂直的结构，整个内部整合过程，通过染色和整理编织。

该公司提供一系列的好处：由美国 - 澳大利亚董事总经理加强的全球文化；由约30名国际创意人员组成的团队激发了强大的创造力；增强响应能力以满足客户的需求。佳友每年提供4个系列，创造超过240个丰富，独特及特别注重细节的设计。

HANGSANG 恒生

Hang Sang Trading Company, an elastic band producer since 1963, is a large-scale operation with 550 employees. The business is active in a range of markets: lingerie, men's intimates, swimwear, athletic wear, ready-to-wear, and kids' wear. This flexible, reliable company has relatively low minimum order requirements (3,000 m), and turnaround times are short.

恒生是一家自1963年成立的弹性织带生产商，是一家拥有550名员工的大型企业。该业务活跃于一系列市场：内衣、男士内衣、泳装、运动服、成衣和童装。这种灵活、可靠的公司具有相对较低的最低订单要求（3,000米）及周转时间也相对较短。



LIBERTY TEX 嘉方实业

Liberty Tex Co., Ltd was founded in Taiwan China in 1980. It is a leading supplier of embroidered fabrics, allover, lace, motifs, trims and accessories. Operating its own in-house design, digitizing and sampling facility, it uses high-speed Schiffl machines for thermocut products and high-speed multi-head machines for sequins and braids. It offers outstanding innovations ahead of global competitors, with fast deliveries and flexibility. Diverse products are capable of satisfying various categories of client and market demands.

嘉方实业于1980年在中国台湾成立。它是刺绣面料，异形，蕾丝，图案，饰边和配饰的领先供应商。该公司拥有自己的内部设计，数位化和采样设备，使用高速Schiffl机器生产热缩产品，高速多头机器用于亮片和编织。它在全球竞争对手之前提供出色的创新，具有快速和弹性交货。多样化的产品能够满足各种类型的客户和市场需求。

SUNTAK 新德

Degradation, reuse, recycling, the fashion industry has been working hard. With the further development of recycling methods, some fashion designers are looking for ways to use recycled and waste materials in their designs, which will consume less energy and resources, and the old ones will become new. At the same time, more and more clothing manufacturers and designers are constantly striving for the sustainable development of the industry. In addition to paying attention to the employees' rights and interests of sweatshops such as child labor and forced labor in supply chain enterprises, they will also consider how to reduce major pollution. Sources of raw materials, such as bamboo, soybean, corn and wood pulp to make non-woven cotton fabric substitutes, use organic cotton to replace 16% of the world's pesticide release, and so on. Social awareness and green fashion trends have focused on every aspect of the

production chain.

降解、重用、回收，時裝業一直在努力中。隨著回收方式的進一步發展，一些時裝設計師正在尋找在設計中使用回收和廢棄材料的方法，這樣將會耗費更少的能源和資源，舊的都變成了新的。同時，越來越多的服裝製造商和設計師在行業的可持續發展上不斷努力，除了關注供應鏈企業童工、強迫勞動等血汗工廠的員工權益之外，還會考慮如何減少帶來重大污染的原料來源，諸如使用竹子，大豆，玉米和木漿來製造無紡布的棉織物替代品，使用有機棉取代占全球殺蟲劑釋放量的16%的棉花等等。社會意識和綠色環保的時尚潮流已關注到供應鏈上每個生產環節。

XINFEILIN 新菲林

Xin Fei Lin Textile, founded in 2016, designs and manufactures a range of embroideries for the intimates and lingerie markets. The company reports US\$15 million in sales. Between 150,000 and 170,000 meters are embroidered every month; products include lace trims, sequin trims, and laser-cut embroideries. The company employs more than 100 people in an over 5,000m² factory which is equipped with the latest generation equipment.

Xin Fei Lin Textile exports 30 percent of its output with England and Japan experiencing strong growth. The client list includes leaders such as Maniform, Hop Lun, Cosmo Lady, Embry Form, and Bluemare.

新菲林成立于2016年，为内衣和内衣市场设计和制造各种刺绣。该公司的销售额为1500万美元。每月刺绣150,000至170,000米；产品包括蕾丝饰边，亮片饰边和激光切割刺绣。该公司在5,000多平方米的工厂雇用了100多名员工，该工厂配备了最新一代设备。

新菲林纺织出口30%，英国和日本经济增长强劲。客户名单包括Maniform，Hop Lun，Cosmo Lady，Embry Form和Bluemare等领导品牌。

TECHNOLOGY & INNOVATION

技术创新

ASAHI KASEI

Asahi Kasei Advance Corporation is organized into several divisions. The apparel materials and products division cover yarns such as Bemberg™ Cupro, Roica™ Spandex, polyester, acetate, rayon, Leona™ Nylon 6.6, and apparel such as outerwear, intimates, sportswear, and uniforms. Other divisions involve technical textiles and nonwovens, plastic products, and chemical products and construction materials. The company employs 545 people and currently reports sales of ¥107.4 million. Between 2.5 and 5 million metres are sold each month in different product categories. It is very active in the corsetry, lingerie, and activewear markets. The company offers a wide choice of greige goods, such as Raschel single and double knits, circular knits, interlock knits, and more. Among the latest innovations are the exceptional Finex knits made with an original double knit construction and two-way stretch knits.

Asahi Kasei Advance Corporation分为几个部门。服装材料和产品部门涵盖纱线，如Bemberg™Cupro、Roica™氨纶、聚酯、醋酸纤维、人造丝、Leona™尼龙6.6，以及服装，如外套、内衣、运动服和制服。其他部门涉及技术纺织品和非织造布、塑料制品、化学产品和建筑材料。该公司拥有545名员工，目前销售额为1.074亿日元。每个月在不同的产品类别中销售250至500万米。它在紧身衣、内衣和运动服市场非常活跃。该公司提供多种坯布选择，如拉舍尔单面和双面针织、圆形针织、互锁针织等。最新的创新产品包括采用原创双面针织结构和双向拉伸针织面料制成的优质Finex针织衫。

HUAFON 华峰

Established in December 1999, Zhejiang Huafon Spandex Co., Ltd. has two spandex production bases in Wenzhou and Chongqing in China. The production scale is the largest in China and a global leader. The additional founding of Zhejiang Huafon Fiber Research Institute gives focus to the research, development, and industrialization of spandex products. A flawless sales and after-sales service network have been set up in the domestic market, Turkey, and other locations. Qianxi spandex yarn, produced by Zhejiang Huafon Spandex Co., Ltd., is widely used in the production of high-grade underwear, swimsuits, jeans, socks, leisure sportswear, medical bandages, textile ribbons, paper diapers, etc.

华丰成立于1999年12月，在中国温州和重庆拥有两个氨纶生产基地。生产规模是中国最大的，也是全球领先者。华丰新成立的纤维研究所，重点关注氨纶的研究、开发和产业化氨纶产品。在国内市场，完善的销售和售后服务网络建立在国内外、土耳其和其他地方。千禧氨纶纱，由华丰生产，广泛用于生产高档内衣、泳衣、牛仔裤、袜子、休闲运动服、医用绷带、纺织缎带、纸尿裤等。

SEIREN

The Japanese textile business founded in 1889 Seiren Co. presents a range of hi-tech printing options for the underwear, shapewear and swimwear markets.

The company has developed Viscotecs™ printing technology which offers impressive advantages not just for graphics but other applications as well. VISCOMAGIC®, the latest patented breakthrough, uses a treatment to dissolve polyester and create different compression zones in the same fabric. These technical characteristics – power control, breathability, and 3D effects – are very much appreciated by the compression garment market.

Latest innovation: Viscotecs™ burnout – VISCOMAGIC®, and digital prints.

Seiren成立于1889年。该公司为内衣、塑身衣和泳装市场提供一系列高科技印花选择。它开发了Viscotecs™印花技术，该技术不仅为图形提供了令人印象深刻的改进，而且还提供了其他应用。VISCOMAGIC®技术是最新的专利突破，它采用一种特殊的处理方式将聚酯溶解，并在同一面料中形成不同的压缩区。这些技术特点受到压缩紧身服装市场的高度赞赏，它们包括：电控处理、透气性和3D效果。

最新发明：Viscotecs™烧花技术 – VISCOMAGIC®技术和数码印花。

SUPREME

South Korean circular knitting specialist Supreme Textile was founded in 2006. Two production sites located in Ansan City and Pocheon City are equipped with 30 44-gauge, 16 32-gauge, and seven 28-gauge machines. There are also nine machines for technical jacquard striped fabrics and 10 machines for digital printing. The annual production capacity is 2,500 tons. In 2017 Supreme Textile produced around 1,400 tons of knits – over 5 million metres. Technical and functional knits are the company's strong points; moisture absorption, quick drying, UV protection, and cotton-look are some of the properties available for activewear, yoga and golf wear, home wear, leggings, and intimates. The collections include fine gauge knits in nylon or polyester, technical jacquard stripes, meshes, piqués, metallic knits, and double-sided and digital prints.

韩国圆形针织专家Supreme成立于2006年。位于安山市和抱川市的两个生产基地配备了30台44号、16台32号和7台28号机器。还有9台用于技术提花条纹织物的机器和10台用于数字印刷的机器。年生产能力为2500吨。2017年，Supreme Textile生产了约1,400吨针织物 - 超过500万米。技术和功能性针织是公司的优势；吸湿、快干、防紫外线和棉质外观是运动服、瑜伽和高尔夫服装、家居服、紧身裤和内衣的一些特性。这些系列包括尼龙或涤纶精细针织、技术提花条纹、网眼、皮革、金属针织、双面和数码印花。



I



GREEN VILLAGE SPONSORED BY TESTEX featuring sustainable solutions

绿色小镇 - 由特思达赞助
聚焦环保可持续解决方案

CELEB 名流

Established in 2005, Suzhou Celeb Textiles manufactures lustrous stretch and non-stretch textiles in plains, prints, and Jacquards using polyester and polyamide/cotton. The product range includes satins, chiffons, ribbed silks, failles, and crêpe georgettes. The company is active in lingerie (50 percent of its business), homewear (30 percent), and beachwear (20 percent). The certified Oeko-Tex company now offers a line of recycled polyester fabrics.

苏州名流成立于2005年，使用聚酯和聚酰胺/棉制造平纹、印花和提花的光泽弹力和非弹力纺织品。产品范围包括绸缎、雪纺、罗纹丝绸、罗缎和绉纱乔其纱。该公司活跃于内衣（占其业务的50%）、家居服（30%）和沙滩装（20%）。经过认证的Oeko-Tex公司现在提供一系列再生聚酯织物。

ILUNA

The story of Iluna Group starts in 1969 founded by Luigi Annovazzi first producing molded cups for bras and became a specialist in stretch laces production. Last year Iluna has launched the Green Label collection, presenting an offer with a new responsible approach in respect of the planet and its people that is anyway able to deliver innovation, beauty and quality, at 360°. ILUNA GREEN LABEL, in addition to the all over, jacquard, double jacquard and mesh, made with premium stretch, thanks to the use of the unique GRS certified stretch yarn belonging to the ROICA™ Eco Smart family, now enriches the offer with new stretch Galloon laces fully made with GRS certified materials. In addition to this, ILUNA GROUP converted all their stretch yarn exclusively to the unique ROICA™ Eco Smart family for

its entire collection. ILUNA can also celebrate its new STeP (Sustainable Textile Production) certification by Oeko-Tex, a certification that clarifies and communicates the company's sustainable production commitment. In addition to this, all products are Oeko-Tex 100 certified.

Iluna集团的故事开始于1969年由Luigi Annovazzi一开始生产罩杯，然后成为花边生产的专家。去年，Iluna推出了绿色标签系列，针对地球及其人民提供了一种新的负责任的方式，无论如何能够在360°提供创新，美丽和品质。ILUNA GREEN LABEL，除了全面的提花，双提花和网眼，采用优质弹力制成，由于使用了属于ROICA™Eco Smart系列的独特GRS认证弹力纱，现在增加了新的优惠。弹力Galloon花边完全由GRS认证材料制成。除此之外，ILUNA GROUP还将其所有弹力纱线专门转换为独特的ROICA™Eco Smart系列，用于其整个系列。

ILUNA还可以通过Oeko-Tex庆祝其新的STeP（可持续纺织品生产）认证，该认证可以澄清和传达公司的可持续生产承诺。除此之外，所有产品均通过Oeko-Tex 100认证。

JEANA LACE 佳娜

Jeana Lace & Clothing manufactures stretch and rigid Raschel laces, embroidered laces, and allover Jacquard laces for the lingerie and underwear markets. Established in 1991, the company has its own knitting factory fitted with Jacquardtronic, Rascheltronic, and Textronic looms, as well as its own dyeing plant. This plant is equipped with an automatic color mixing machine with precise controlling of dyestuff rate, imported from Italy. Jeana Lace & Clothing is Oeko-Tex standard 100 certified.

佳娜花边成立于1991年，成立二十多年以来，已经一步步



配套了规模化的织厂和染厂，染厂配备了意大利全自动打色机、台湾染缸及立信定型机等高端设备，并已获得Oeko-Tex和BSCI等认证。佳娜花边成立的设计研发团队每年研发几百款的新花型，并可以根据客户要求提供配套其他研发设计服务。目前总部位于佛山南海，在广州及东莞设有分支机构，已经搭建了高效率化的“设计-生产-销售-服务”组织架构，致力于为国内外客户提供优质的产品，专注于提升竞争力！

LENZING 兰精

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments. The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.

兰精集团代表生态责任生产由可再生原料木材制成的特种纤维。作为创新领导者，兰精是全球纺织和非织造布制造商的合作伙伴，并推动了许多新技术的发展。兰精集团的高品质纤维构成了各种纺织品应用的基础，从优雅的女装到多功能牛仔布和高性能运动服装。兰精集团的商业模式远远超出传统纤维生产商的模式。兰精与其客户和合作伙伴一起，在价值链中开发创新产品，为消费者创造附加值。兰精集团致力于有效利用和加工所有原材料，并提供解决方案，帮助纺织部门转向闭环经济。

LIJUN 丽宏君

A large company created in 1985, today Lijun is a subsidiary of the Hongda Holding Group. Lijun is a specialist for warp and circular knits (polyamide and polyester) for the lingerie, intimates, swimwear, beachwear, sportswear, activewear, and shapewear markets. Lijun is vertically integrated from knitting to dyeing and finishing. The spacious factory covering 100,000 m² is equipped with rapid, latest generation knitting machines and testing laboratories set up to meet European standards. The company is Oeko-Tex, REACH, and ISO 9001 and 14001 certified.

丽宏君（香港）实业有限公司是成立于1985年的大型公司，如今是宏达控股集团的子公司。丽宏君公司是经纬针织和圆筒针织（聚酰胺和聚酯）领域的专家，产品主要针对内衣、泳装、沙滩服装、运动装、健身服和塑身服装市场。丽宏君公司拥有从针织到染色再到精加工整理的垂直性综合生产能力。宽敞的工厂占地10万平方米，配备了最新一代快速针织机和测试实验室，以便产品符合欧洲标准。该公司通过Oeko-Tex标准、REACH（化学品注册、评估、许可和限制）标准、ISO 9001和14001标准认证。

MEIDA 美达

Guangdong Xinhui Meida Nylon Co., Ltd, founded in 1984, is a leading polyamide 6 specialist. The company produces mainly chips, composites, filaments, and textured yarns, as well as knitted textiles. With a workforce of 3,500 people, it manufactures 200 million tons of polyamide chips and 70,000 tons of filaments/year. The Knitting and Dyeing Department, created in 1997, produces printed and dyed knits for the swimwear, sportswear, and underwear markets. The Knitting and Dyeing Department employs 300 people and produces 200 tons of fabrics/month. Equipment includes 50 knitting machines, 20 dyeing machines, three printing machines, three setting machines, and four inspection machines. The company is Oeko-Tex 100, and ISO 9001 and 14001 certified.

广东新会美达锦纶股份有限公司成立于1984年，是国内



领先的聚酰胺纤维专业生产商。公司生产的主要产品有切片、复合材料、长丝、变形纱线以及针织织物。公司拥有 3500 名员工，聚酰胺纤维切片的年产量为 2 亿吨，长丝的年产量为 7 万吨。针织和印染部门创立于 1997 年，为泳装、运动装和内衣市场生产印染针织产品。针织和印染部门拥有 300 名员工，月均织物产量达 200 吨。配备有 50 台针织机、20 台染色机、3 台印花机、3 台定型机和 4 台检验机。该公司通过了 Oeko-Tex 100 以及 ISO 9001 和 14001 标准认证。

PENN TEXTILE SOLUTIONS

Penn Textile Solutions, a German family business founded in 2010. The manufacturing site is equipped with 50 knitting machines and eight circular knitting machines for plains and jacquards. This integrated business produces 4 million m2 of fabric/year. Target markets are lingerie, sport, medical, and technical textiles. Developing new technologies is one of the strong points for this highly innovative company. Services include a range of "essentials" in stock service, the possibility of specific developments with clients, and minimum manufacturing orders. Penn Textile Solutions also provides the "Shop your style" internet service with a choice of three lightweight tulle in a large range of colours available in small quantities. The company respects the most rigorous environmental guidelines for energy consumption, pollution, renewable resources, and biodegradable materials, and is certified Oeko-Tex and REACH.

Penn Textile Solutions 是一家德国家族企业，成立于 2010 年，共有员工 130 人，注册营业额达 1,900 万欧元。Penn Textile Solutions 专业生产塑身内衣弹力织造面料，以其裸色 dreamshape® 针织产品系列而闻名。生产基地配备 50 台编织机和 8 台圆编织机，用于生产平纹和提花面料。这家综合企业每年生产 400 万平方米面料。目标市场是内衣、运动、医疗和技术纺织品。开发新技术是这个高度创新型公司的优势之一。服务包括库存服务中的一系列“必需品”，与客户进行具体开发的可能性以及最

低制造订单量等。Penn Textile Solutions 还提供 "Shop your style" (购买您的款式) 互联网服务，可在少量提供的大量色彩中选择三种轻质薄纱。公司尊重最严格的能源消耗、污染、可再生资源 and 可生物降解材料的环境指南，并通过了 Oeko-Tex 和 REACH 认证。

SINOTEX 中纺联

Established in 1998 with its headquarter in Shanghai, Shanghai Sinotex United Co. is a comprehensive company which has vertical and complete mills chain from spinning yarn, knitting, dyeing and printing. It produces jersey, interlock, rib, fleece, terry, velour, towel, polar, fleece, coral fleece, etc. with cotton, Modal, rayon, polyester, nylon material and blended, especially for underwear, indoors casualwear and sportswear. The company is Oeko-Tex 100, BCI, Global Recycle Standard, Organic Cotton, Supima certified.

广东新会美达锦纶股份有限公司成立于 1984 年，是国内领先的聚酰胺纤维专业生产商。公司生产的主要产品有切片、复合材料、长丝、变形纱线以及针织织物。公司拥有 3500 名员工，聚酰胺纤维切片的年产量为 2 亿吨，长丝的年产量为 7 万吨。针织和印染部门创立于 1997 年，为泳装、运动装和内衣市场生产印染针织产品。针织和印染部门拥有 300 名员工，月均织物产量达 200 吨。配备有 50 台针织机、20 台染色机、3 台印花机、3 台定型机和 4 台检验机。该公司通过了 Oeko-Tex 100 以及 ISO 9001 和 14001 标准认证。

TESTEX

TESTEX is an independent Swiss testing and certification organisation operating worldwide with the focus on textile testing. The company has been testing, analysing and certifying with the focus on the textile sector since 1846. The long-established company has become highly regarded, initially in Europe and subsequently also worldwide, for its high-quality services, its independence and its innovative



energy.

TESTEX瑞士纺织检定有限公司是一家全球运营的独立瑞士检测与认证机构，它专注于纺织行业。1846 年以来，TESTEX一直专注于纺织行业的检测、分析与认证。历史悠久，且因其高品质服务、独立性与创新能量而广受推崇。先是在欧洲，随后在全球范围内。

XU YANG 旭扬

Dongguan xuyang textile co., LTD was founded in 2009. We are focuses on the development and production of swimwear, underwear and sports fabrics. We have 198 sets warp knitting and weft knitting machines and digital printing machine MS JP7, flat screen printing machine and Digital transfer printing. Our company has passed the certification of oeko-tex 100 and REACH, and we have developed some fabric to Lulu / CK and Oysho, etc. Xuyang can flexibly meet the needs of the market and customers, So that we can achieve a win-win situation.

东莞旭扬纺织有限公司成立于2009年。公司专注于泳衣、内衣以及运动面料的开发与生产，公司拥有经编和纬编机198台和最新的数码印花机MS JP7 和平网印花器以及涤纶数码热转移印花机，我们公司已通过Oeko-tex 100和REACH认证，现开发的买家有Lulu / CK 以及 Oysho等等，旭扬能灵活去满足市场和客户的需求，以便达到共赢。

YINGMEI 颖美

Founded in 2010, Guangzhou Yingmei Textile Co., Ltd. is a professional lace supplier integrating R&D, weaving, dyeing, finishing, sales and service. So far, the company has passed Oeko-Tex Standard 100 eco-textile certification, ISO9001-2015 quality management system certification, ISO14001 environmental management system certification, GRS4.0 recycled fiber certification. Owned: MRPJ43/1, MRPJ59/1, MRPJ65/1, FHJ83/1B,

ML46, TL53/1/24, TL59/1/24, TL71/1/36, RSE4-1, HKS2-3E, 3840T, 4512T, etc. Different series of warp knitting and weft knitting production equipment, the main products are: ordinary (Jaka) flat lace and fabric, ordinary (Jaka) gauze lace and fabric, eyelash lace and fabric, ordinary (Jaka) sewing cloth and Jacquard mesh, mesh cloth, swimsuit cloth, nylon fabric, weft knitted fabric. The company attaches great importance to intellectual property rights and pays attention to independent research and development and design. Up to now, it has more than 1,200 copyright patterns and a wide range of products to provide customers with a variety of product development options.

广州颖美纺织有限公司成立于2010年，是一家集研发、织造、染整、销售和服务为一体的，专业的花边供应商。到目前为止，公司已通过了Oeko-Tex Standard 100 生态纺织品认证、ISO9001-2015质量管理体系认证、ISO14001环境管理体系认证、GRS4.0再生纤维认证。拥有：MRPJ43/1、MRPJ59/1、MRPJ65/1、FHJ83/1B、ML46、TL53/1/24、TL59/1/24、TL71/1/36、RSE4-1、HKS2-3E、3840T、4512T等不同系列的经编和纬编生产设备，主要产品有：普通（贾卡）平板花边和面料、普通（贾卡）压纱花边和面料、睫毛花边和面料、普通（贾卡）锁边布和提花网布、网布、泳衣布、锦棉面料、纬编布。公司重视知识产权，注重自主研发与设计，截止到目前，拥有版权花形1200多件，丰富的产品种类，为客户的产品开发提供多样的选择。

Interview with XIONGXING 雄兴独家访谈

Jinjia LI, General Manager of Xiongxing Lace International Industrial Co., Ltd
李锦佳, 雄兴花边(国际)实业有限公司总经理

As a successor to the company, Jinjia LI owns the courage of creation as well as the spirit of diligence and frugality owned by the elder generation, and also possesses the updated innovative thinking of entrepreneurs born in the 1990s. During college, LI Jinjia showed his excellent ability in market development. He independently developed the company's business market in Pearl River Delta, and become the sales champion of the company from a novice in three years. After graduation, he has constantly come up with sought-after novelties and planned the development direction of the company's future strategy. He successively set up the Foshan Branch, Shenzhen Office, and Yangtze River Delta Office from 2015 to 2017 to develop and expand the business of the company and even brought the products of Xiongxing Company to international stage by establishing the Hong Kong Branch in 2018. Under the leadership of LI Jinjia, "XIONGXING LACE" has entered into a fast development period and achieved a consistent skyrocketing performance during the years when the lace industry is in recession, transforming from an unknown manufacturing company into a world-leading innovative company in lace development technology and becoming a sought-after example by its peers. A born king wins without arrogance. Despite so many impressive achievements, he does not forget why he gets started, and is committed to producing the best lace in the world by adhering to his belief.

What is the main business and development strategy of your company?

- Main business: our major customers are middle- and high-end lingerie brands.
- Main markets: Foshan, Shantou, Guangzhou, Shenzhen, Shanghai and Hong Kong.
- Development strategy: Develop international market in Europe and the US, as well as domestic middle- and high-end garment brand market.

Where does your inspiration for lace design come from?

- We have top20 lace designer in our company.
- Our cooperation partners include: Carlin Creative Trend Bureau & Concepts Paris.
- POP Fashion
- France LACE KISS Design Studio
- Calais PAULE VANTHOURNOUT Design
- France ANNE LE DEIST Design

What innovative breakthroughs do you have in lace design and production?

- Hexagonal mesh, close to Leavers
- Arbitrary lace cut

What's your opinion on the development of current lingerie market? And what's your expectation towards its future development?

Today, China has topped the world in multiple fields. And increasing Chinese underwear brands will board the world stage.

As an exhibitor who has been working with Interfilere for many years, what positive role do you think the exhibition has played on the development of your company?

Developing the international market is right now our next strategic direction. Participating in exhibitions is a good way to get involved in international competition. Besides, the exhibition provides innovations each year offering great learning opportunities.



作为一个企业接班人，他既有父辈人勇于开创，克勤克俭的精神，又有90后创业者与时俱进的创新性思维。大学时期的李锦佳已经展现很高的市场开拓能力，

在读期间就独立开拓公司的珠三角业务市场，从一个销售小白三年做到公司的销售冠军，毕业后不断推陈出新，规划公司未来战略发展方向。先后在2015-2017年成立佛山分公司，深圳办事处，长三角办事处，不断发展壮大公司业务，还在2018年成立香港分公司，将雄兴公司的产品带上国际大舞台。

在李锦佳的带领下，“雄兴花边”进入了一个飞速发展的时期，在这个花边行业处于寒冬的这几年一次又一次带领公司实现业绩暴涨。把公司从默默无闻的生产型公司发展成花边开发技术全球领先的创新型公司，成为如今行业争相效仿和追捧的对象。天生王者，胜而而不骄。尽管取得如此傲人的成就，但是他依旧不忘初心，秉承信念，致力于做世界最好的花边。

贵司的主要业务和发展策略？

- 主要业务：目前主要客户群体是国内的中高端内衣品牌。
- 主要市场：佛山、汕头、广州、深圳、上海、香港。
- 发展策略：开发欧美国际市场及国内中高端成衣品牌市场。

贵司的蕾丝设计的灵感来自哪里？

- 公司有20位顶级花边设计师。
- 合作的设计伙伴：法国卡琳流行趋势设计。 法国巴黎概念。
- POP服装趋势
- 法国 LACE KISS设计工作室
- 加莱 PAULE VANTHOURNOUT 设计
- 法国 ANNE LE DEIST设计

贵司在蕾丝设计与生产方面，有哪些创新性的突破？

- 6角网，接近列维斯网。
- 任意裁花边

您对目前内衣市场的发展状况有何看法？对其未来的发展有何期待？

如今中国多个领域已经成为世界顶尖。不久的将来走向世界的中国内衣品牌会越来越多。

作为与Interfilère合作多年的参展商，您觉得展会为贵司的发展带来了哪些积极的作用？

开发国际市场是我们公司下一步的战略发展方向。参加展会是接轨国际的一个很好的方式。展会每年都有创新，也是一个很好学习机会。

Interview with TENGFEI 腾飞独家访谈

Xianming MEI, President of Tengfei Technology Co., Ltd
梅先明, 腾飞科技集团董事长

How did you get involved in the lingerie industry? Could you share your entrepreneurial experience?

I left my hometown in Jiangxi at the end of the 1980s, and worked in Zhejiang, Shanghai and other places. Starting as an ordinary employee, I gradually became a salesperson, a department head, and a corporate partner. In 1997, I created Teng Fei Fashion Shoulder Padding Products Co., Ltd. At first, we just manufactured fashion shoulder pads. Then by coincidence, I met a customer who consulted bra mold-cup business. Although not familiar with this product, I conducted in-depth market research and found out that there were no professional enterprises engaging in the R&D and manufacture of bra mold-cup in China while the global lingerie market was growing rapidly at that time. I believed that huge business opportunities were hidden behind the bra mold-cup business, so I decided to give it a try and started my career in the lingerie industry.

Teng Fei will showcase its “SenseElast 3D Innovative Printing Technology” for the first time in Interfilere Shanghai in September right after its launch of the “SOLA Polymeric Fiber Bra Mold-Cup” in Interfilere Hong Kong in March. How does Teng Fei continue to achieve technological innovation and breakthrough?

The traditional processing with supplied materials or designs can only make enterprises stay at the bottom of the smiling curve. To gain high-added values, enterprises must manage to climb up to the both ends of such curve. In recent years, Teng Fei has accelerated its pace in transforming from traditional processing to the introduction, innovation and R&D of high-tech. By taking leading technological innovation in the industry as its own mission, Teng Fei continuously increases investment in R&D, and actively cooperates with universities and research institutions at home and abroad to establish a world-class research team. From the first generation of seamless one-piece molded bra, to the second generation of seamless adhesive film bonding technology, the third generation of seamless SenseElast technology, the fourth generation of E-Fretch technology, the fifth generation of SOLA polymeric fiber cup technology, the sixth generation of smart wear technology as well as the development of the latest 3D printing technology, Teng Fei continues to lead the industry's technological innovation and breakthrough.

What's the market development strategy adopted by Teng Fei?

Teng Fei constantly drives its development via technology innovation. Externally, we set up joint R&D institution worldwide. Internally, we establish an innovative technology conversion center to convert rich technical reserves into productivity and economic benefits in a non-stop way. Based on our rich technical reserves, we will develop Teng Fei into the world's largest open platform for technology and brand output. By authorizing its innovative technologies to global companies involved in various fields in the form of patents, Teng Fei, by outputting technologies, management and standards to these authorized companies, includes them into its ecosystem. Teng Fei's strong innovation capability will continue to enable enterprises in various industries to integrate into Teng Fei and form a symbiotic and win-win ecosystem, during which, enterprises can expand their own revenues while bring benefits to other enterprises, forming a virtuous circle.

What is the importance of innovation and intelligence for the development of enterprises and the lingerie industry?

In 2003, Teng Fei Technology officially stepped into the lingerie manufacturing industry by carrying the development concept of “intelligence, technology, quality and innovation”, which also marked a significant milestone for its transformation from traditional manufacturing to smart manufacturing. Most of the customers of Teng Fei Technology are well-known enterprises with a large scale and standardized management at home and abroad. To become their outstanding and qualified partner, Teng Fei Technology must develop into an industry leader with outstanding management ability and quick response. Only when lingerie enterprises change to smart manufacturing can we become modern eco-friendly enterprises with a shorter response period, reduced resource consumption, improved quality and efficiency, and lower operating cost.

What is your opinion on the development of the current lingerie market in the next 5 years?

In 2018, the size of the female lingerie market in China was about RMB 161.1 billion. However, the per capita consumption amount of female lingerie in China is still at a low level with an annual per capita consumption of USD 20.2, only about 1/4 of that of



some developed countries in Europe and the US. With the awakening of the awareness of underwear consumption among domestic Chinese women and the introduction of international consumption concepts, there will be a large development space for domestic lingerie market in the next 5 years. I think the lingerie market will go through segmentation. Underwear will be further divided based on different scenarios, ages, functions, preferences, etc. "Comfort, health, and intelligence" will be the development trend of the future lingerie market. Take female bra as an example. The market size of the popular push-up bra with wire has been shrank sharply under the influence of the leading trend of "health" in recent two years, and its market share has been quickly occupied by wire-less bras. Teng Fei will continue to develop various functional and smart underwear according to market demands to meet the various needs of people in the new era.

As an exhibitor who has worked with Interfilere for many years, what is the synergy effect that can be brought to you?

On the one hand, Interfilere enjoys a high international reputation and participating in Interfilere will provide Teng Fei with an opportunity to showcase a brand new image of Chinese technology-based company on an international stage. With this platform, Teng Fei will be able to grasp the market trend, collect industry information, and attract a large number of potential customers in a quick and comprehensive way. On the other hand, the participation of Teng Fei in Interfilere will turn the exhibition into a more professional and fashionable event filled with technology.

您是从何时涉足内衣业？可以简单地分享您的创业经历吗？

上世纪八十年代末，我从江西老家出来打工，辗转于浙江、上海等地，从普通打工仔干起，一步步逐渐做到销售，部门主管，企业合伙人。1997年，我创办了腾飞时装垫肩制品有限公司。一开始只是生产服装肩垫，一次偶然的机会，遇到了一位咨询内衣模杯业务的客户。尽管并不熟悉这种产品，但我进行了深入的市场调研后发现，当时全球内衣市场增长迅速，而在国内尚未有专门从事模杯研发和生产的企业。我认为内衣模杯产品背后隐藏着巨大商机，决定尝试，从而开始涉足内衣行业。

继于今年3月的Interfilere 香港展发布了SOLA高分子纤维模杯后，9月的Interfilere上海展，腾飞将首次向业内展示「伸拉特3D打印科技创新技术」。腾飞是如何不断实现技术创新与突破？

传统的来料加工或者来样加工，只能让企业处于微笑曲线的底端。要想有高附加值，必须处于微笑曲线的两端。近年来，腾飞加快转型，从传统的代加工之路转向高新技术的引进，创新和研发。腾飞始终以引领行业技术创新为己任，不断加大研发经费投入，积极与国内外高校及科研机构合作，建立全球顶级科研团队。从第一代无缝技术一片式模压文胸、到第二代无缝技术胶膜黏贴技术、第三代无缝技术伸拉特技术、第四代易优拉技术、第五代SOLA高分子纤维模杯技术、第六代智能穿戴技术到最新的3D打印技术的开发，腾飞不断引领行业技术的创新与突破。

腾飞的市场发展策略是？

腾飞将不断创新技术不断驱动企业的发展。对外，公司在全球设立联合研发机构。对内，公司设立创新技术转化中心，将丰富的技术储备不断转化为生产力及经济效益。基于，丰富的技术储备，我们将把腾飞打造为全球最大开放式的技术品牌输出平台。通过将创新技术以专利的形式授权给全球各领域的企业使用，向授权企业输出技术、管理与标准，使其成为腾飞生态圈的一员。腾飞强大的创新能力，将促使各行业的企业不断融入腾飞，形成共生共赢的生态系统，在为企业带来利益的同时也能够不断扩大自身收益，形成良性循环的腾飞生态圈。

创新智造对于企业以及内衣业的发展有何重要性？

2003年，腾飞科技以“智能、科技、品质、创新”的发展理念正式进军内衣制造行业，这也成为腾飞科技由制造向智造转型的重要里程碑。腾飞科技的客户大都是国内外规模巨大、管理规范知名企业，要成为他们的优秀合格的合作方，腾飞科技必须成为一个管理能力突出、反应迅速的行业领军企业。内衣企业只有从制造转为智造，才能使我们的企业成为反应周期缩短、资源消耗减少、质量效益提升、运营成本降低、环境生态友好的现代化企业。

您就目前内衣市场的未来5年的发展有何看法？

2018年，我国女性内衣市场规模为1611亿元左右。但从人均消费金额来看，目前中国女性内衣人均消费仍处于较低水平，年人均消费金额为20.2美元，仅为部分欧美发达国家的1/4左右，随着国内女性对内衣消费意识的觉醒和消费观念的国际化接轨，未来5年国内内衣市场还有较大的发展空间。我认为内衣市场将更加细分化，内衣将根据用户不同的场景、年龄、功能、喜好等进行更深入的市场切分。“舒适、健康、智能”将是未来内衣市场的发展趋势。以女士文胸为例，风行多年的钢圈聚拢型文胸在近两年“健康”的主导风潮下也急剧收缩，迅速被无钢圈文胸抢占份额。腾飞将根据市场需求不断开发各类功能型、智能型内衣，满足了新时代人们的各种需求。

作为与Interfilere合作多年的参展商，您认为展会与贵司有何协同效应？

一方面，Interfilere享有极高的国际知名度，在Interfilere参展让腾飞有机会在全球舞台上展出一个全新的中国科技型企业。借助这个平台，腾飞可以迅速全面的了解市场行情，收集行业信息，并结识了大量潜在客户。另一方面，腾飞的参加也让Interfilere展会变得更为专业、时尚，充满科技感。

THE develoPPP.DE PROGRAMME DEVELOPPP.DE可持续发展项目

Traditionally anchored in china, garment and intimate apparel manufacturing is gradually switching or expanding to other asian countries, one of its factors is the rising labour costs in china. Indonesia is now ranked among the top ten largest textile producing countries. A number of manufacturers, brands or retailers as well as partners of eurovet have opened facilities or developed partnerships in indonesia. The bodyfashion segment has become one of the focus categories within the countries apparel production.

传统而言长期根植于中国的服装和内衣制造业正在逐渐向亚洲其他国家转移或扩展，这其中的一个因素是中国劳动力成本上涨。印度尼西亚如今已跻身世界十大纺织品制造国的行列。许多制造商、品牌或零售商，以及EUROVET（欧罗维特）的合作伙伴都纷纷在印度尼西亚开设工厂或开展合作关系。其中贴身时尚类别已成为该国服装制造业的焦点领域。

Interfilière x Indonesian Lingerie Manufacturers

INTERFILIÈRE携手印度尼西亚内衣制造商

Indonesia's textile and apparel industries are vertically integrated and facilitate this switch. Indeed, with a ready supply of petrochemical derivatives, Indonesia's synthetic fibre producers are well positioned to serve the global textile industry's need for materials such as polyester and rayon.

In 2015, Indonesia was ranked as one of the world's ten largest producers of synthetic fibres.

Indonesian textiles companies have worked towards achieving certifications such as ISO 9001 as well as gained recognition for sustainable and environmentally friendly production.

The Ministry of Industry estimated that the textile exports would reach around USD \$13.5 billion in 2018, and create 2.95 million new jobs in the industry. It is estimated that exports would reach USD \$15 billion in 2019, and create 3.11 million jobs. This would increase the textile share of Indonesia's total exports to 1.6%.

EXPORTS AND JOB CREATION IN THE TEXTILE AND APPAREL SECTOR:

纺织品和服装行业的出口量与新就业机会

Source: Ministry of Industry * Projected

YEAR / 年份	EXPORTS / 出口 (in billion dollars 10亿美元)	JOBS / 就业 (in millions 百万)
2017	12.58	2.73
2018*	13.5	2.95
2019*	15.0	3.11

The Indonesian government, targets to increase the nation's value of exported textiles and garments to USD \$75 billion by the year 2030, implying that this industry would contribute around 5% to global exports and generate millions of new jobs.

With all these opportunities in the Indonesian textile industry, the country is still facing challenges, such as dealing with high energy prices and raw materials, two aspects that the develoPPP.de project aims at optimizing with the participating factories.

Indeed, the industry still faces obstacles in reaching its full competitive potential, as nearly all cotton must be imported. Meanwhile, 80% of synthetic fibres and 85% of rayon used are domestically produced, and these numbers are expected to rise.

With the develoPPP.de project, Eurovet aims to give Indonesian manufacturers and suppliers more visibility internationally, by assisting them in participating in international and professional trade fairs to showcase their know-how and grow their international customer base as well as improving their competitiveness amongst other bodywear production countries. For trade fairs it is important to be up to date. Indonesia is a very interesting and future-proof market with which Eurovet is hoping to strengthen its relation through this project.

印度尼西亚的纺织和服装产业是垂直整合型的，这也促进了相关行业的制造重点从中国的转移。

的确，凭借着石化衍生物的现成供应，印度尼西亚的合成纤维制造商在满足全球纺织行业的材料（如聚酯纤维和人造丝等）需求方面具有得天独厚的优势。2015年，印度尼西亚已跻身世界十大合成纤维生产国的行列。印度尼西亚纺织公司一直致力于获得如ISO 9001等标准的认证，并努力获得在可持续发展和环保生产方面的认可。据该国工业部预计，印度尼西亚的纺织品出口在2018年达135亿美元，并为该行业创造了295万个新就业机会。据预计，2019年印度尼西亚的纺织品出口将达150亿美元，并将创造311万个新就业机会。这将令印度尼西亚的纺织品出口份额在该国出口总额中提升1.60%。

印度尼西亚政府的目标是截至2030年将该国纺织品和服装出口总额提升至750亿美元，这意味着该行业将为全球出口量贡献约5%的份额，与此同时创造百万个新就业机会。尽管印度尼西亚的纺织行业拥有上述种种机遇，但该国依旧面临各种挑战，例如：高能源价格和原料问题，这也正是develoPPP.de项目旨在携手参与厂商共同优化和解决的两大议题。的确，面对几乎所有棉花都需进口的残酷现实，纺织行业依旧面临着发挥其全部竞争潜力的种种障碍。与此同时，该行业所用的80%合成纤维和85%的人造丝来自本国制造，而且这些数值还有望进一步增长。

Eurovet旨在通过develoPPP.de项目提升印度尼西亚制造商和供应商的国际知名度。Eurovet将协助他们参与国际和行业贸易展览会，由此展示他们的专业技能，发展他们的国际客户群，提高他们对比其他贴身服装制造国的竞争力。对于交易展会而言，与时俱进是非常重要的。

印度尼西亚是一个非常具有前景、面向未来的市场，携手印度尼西亚，Eurovet希望在该项目中加强与他们的联系。

THE CONTEXT

A Public Private Partnership project initiated by Eurovet, and developed and funded hand in hand with the German Federal Ministry for Economic Cooperation and Development.

THE OBJECTIVES

Promote sustainability and resource efficiency through:

- more circular business processes
- reduction of waste
- training professionals, students and anchor know-how.

背景

这是由EUROVET发起的公私合作项目，并携手德国联邦经济合作与发展部开发和资助。

目标

通过下述方面提高可持续发展能力与资源效率：

- 增加循环业务流程
- 减少废物
- 培训专业人员、学生和专业技术骨干。

develoPPP.de



The develoPPP.de program was set up by the German Federal Ministry for Economic Cooperation and Development (BMZ) to foster the involvement of the private sector at the point where business opportunities and development policy initiatives intersect. Through develoPPP.de, BMZ provides companies investing in developing and emerging countries with financial and professional support by public partners like sequa gGmbH.

www.develoPPP.de

Role: support with funding and direction of the project

develoPPP.de计划由德国联邦经济合作与发展部 (BMZ) 设立，旨在促进私营部门参与到商业机遇与发展政策倡议的交叉领域。通过develoPPP.de项目，德国联邦经济合作与发展部为在发展中国家和新兴国家投资的公司提供财务和专业支持，如通过携手sequa gGmbH组织之类的公共合作伙伴。



UNIVERSITAS
KRISTEN
MARANATHA

Maranatha University in Bandung

Role: Host trainings and workshop to sensitize students to sustainability and waste reduction from design stage. Partner in the circular fashion design collection to be developed.

万隆马拉纳塔大学

角色：举办培训和研讨会，提高学生设计阶段对可持续发展与减少废物的意识。是有待开发的循环时尚设计系列的合作伙伴。



4 major Indonesian Intimate Apparel Manufacturers participate to the project to improve resource efficiency.

Work on a circular fashion collection

4家主要的印度尼西亚内衣制造商参与本项目，旨在提高资源效率。

他们致力于开发符合循环经济理念的时尚系列。

WHO ARE
THE PROJECT
PARTICIPANTS AND
FACILITATORS
项目的参与者和促进者



API is a textile organization covering the whole textile industry sector ranging from upstream and downstream industry (the making of fiber and filament, texturing, spinning, weaving, knitting/embroidery, dyeing/printing/finishing, batik, garment, and other textile articles as well as trade of national textile products). API focuses on serving the needs and interests of members and other textile stakeholders.

Role: Support with business platforms, promotes the project and its goals to their members.

API是一家覆盖整个纺织行业部门的纺织组织，从纺织行业上游到下游产业（纤维和长丝的制造、卷曲工艺、纺纱、编织、针织/刺绣、染色/印花/后处理、蜡染、服装和其他纺织品以及国内纺织品贸易），该组织几乎涉足纺织行业的所有环节。API专注于满足组织成员和纺织行业利益相关者的需求和利益。

角色：支持商业平台，向成员推广项目及其目标



Partner der deutschen Wirtschaft

Sequa is a development organisation operating worldwide. sequa programmes and projects are both publicly and privately funded and are oriented at the principles of a social market economy. sequa is a non-profit company whose shareholders are Germany's top business membership organisations (BDA, BDI, DIHK, ZDH) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

sequa是一家全球运营的发展组织。sequa的计划和项目均由公共领域和私营部门共同资助，并以社会市场经济原则为导向。sequa是一家非营利性组织，其股东为德国顶尖级商业联合会组织（BDA、BDI、DIHK、ZDH）和德国国际合作机构（GIZ）。



EUROVET

Eurovet is the world leading trade show organizer for lingerie, swimwear and activewear; with international events in Paris, New York, Las Vegas, Shanghai and Hong Kong.

Role: Initiate and carry the project forward. Initiate different activities to promote sustainable and circular Intimate Apparel manufacturers from Indonesia and to contribute to the development of the Indonesian Intimate Apparel industry through awareness creation, capacity building, knowledge transfer, practical implementations and the Interfilière Hong Kong trade fair.

Eurovet是世界领先的内衣、泳衣和运动服装贸易展会的组织机构，由其组织策划的国际专业活动遍及巴黎、纽约、拉斯维加斯、上海和香港。

角色：发起并推进项目。

该组织通过发起不同的项目以促进印度尼西亚可持续发展和循环型内衣制造商的发展，并通过激发意识、创建能力、传播知识、实施务实的业务、和促进参与香港国际贴身时尚原辅料展、和促进参与香港国际贴身时尚原辅料展贡献力量。



INTERFILIÈRE
HONG KONG



Advisor and facilitator
Expert in circularity and sustainability

顾问兼协调员
循环与可持续发展专家

Project activities and timeline

November 2018

PROJECT KICK-OFF

Meeting and visit of PT KEWALRAM INDONESIA, PT SINAR PARA TARUNA, PT BUSANAREMAJA AGRACIPTA AND PT WINNERSUMBIRI KNITTING FACTORY by Eurovet and suPPPPort teams in Indonesia.

20.21 March 2019

INTERFILIERE HONG KONG

Participation of all 4 partner manufacturers to Interfilier Hong Kong. Animation of a conference focus on circularity in our bodyfashion Industry by suPPPPort expert Marina Chahboune.

April 2019 – October 2020

TEXTILE WASTE MANAGEMENT

Several workshops about waste management solutions will be held, covering opportunities in logistics, solutions to reclaim and reuse different kinds of solid waste, as well as the development of new product line based on the principles of circular fashion and the protection of natural resources. Those workshops aim to draw recommendations in order to successfully implement a circular strategy «from waste to resource».

March - April 2019

ASSESSMENT AND RECOMMENDATIONS

suPPPPort will conduct, for each partner manufacturer, onsite assessments in regards of chemical management and inventory, worker health and safety and textile waste management. suPPPPort will make recommendations on possible improvements as well as on an action plan with implementation steps within the project time-frame. Seminars and workshops on sustainability, circular economy business strategies will be organized at each partner location.

28 March 2019

CIRCULARITY AND TREND SEMINAR IN JAKARTA

Trend expert Vanessa Causse and suPPPPort expert Marina Chahboune will introduce to the Indonesian Textile Association (API) members in Jakarta:

- Sustainability, Corporate Responsibility and Circular Economy for the textile industry
- Latest design trends within the bodyfashion industry in the context of growing consumer demand for innovation and sustainability.

1



PT. SINAR PARA TARUNA

PT SINAR PARA TARUNA as well known as SIPATATEX was founded in 1989 and is specialized in superior quality warp knitted lace (Textronic, Jacquardtronic and Raschel laces in trims, bands, eyelashes and allover) and tricot fabrics including single tricot, double tricot, block tricot, half tricot, two-way tricot as well as different types of tulle, Powernet, satinette, spacer fabrics and meshes. They develop hundreds of new designs to meet market trend every year with their in-house designers. A vertically integrated business offering yarn processing, warping, knitting, dyeing and finishing, full laboratory for fabric testing and a semi-automated packaging facility to the intimates, loungewear, outerwear and sportswear. The company is Oeko-tex and Mattel certified.

2



PT BUSANAREMAJA AGRAPCITA

PT BUSANAREMAJA AGRACIPTA commonly known as PT BUSANA set up its 1st factory in 1993. The company is a large garment manufacturer which also provide molding, bonding, foam cup, spray or hot melt lamination solutions as well as in-house designed products. With 152 production lines they supply more than 30 brands and retailers of lingerie, swim, shape, yoga, activewear as well men's intimates. PT BUSANA export its production to more than 39 countries. The company is Oeko-Tex, BSCI, WRAP, GOTS, RCS certified and their inhouse texting lab. Is ISO 17025 certified.

2020

INTERFILIERE SHANGHAI

Several activities will be put in place:

- Special Indonesian Pavilion including the 4 partner factories
- Press conference to introduce the achievements of the project to the public
- Presentation of the circular fashion collection at the show followed by a cocktail to meet and exchange with the project partners and participants.

March 2019 – October 2020

CHEMICAL MANAGEMENT & WORKERS HEALTH AND SAFETY

Trainings focusing on chemical management, workers health and safety within the wet-processing units will be conducted, handover over advised corrective actions and recommendations to improve shortcomings.

23 April 2019

ROAD TO FASHION REVOLUTION

The event taking place at the Maranatha University in Bandung will curate lectures and workshops covering sustainable design strategies for students from several Indonesian universities.

March 2019 – October 2020

DEVELOPMENT OF A CIRCULAR FASHION COLLECTION

A prototype collection will be developed collaboratively, together with all participating manufacturers and The Maranatha University in Bandung, to showcase the possibilities of circular fashion in the Intimate Apparel industry.

Eurovet trend expert Vanessa Causse and suPPPort sustainability specialist Marina Chahboune will assist the four selected suppliers in the creation of a pilot product line, covering all supply chain steps from design, spinning, through fabric development, embellishment to production.

A seminar and workshop program will help to define the criteria of the product development. Participants will gain knowledge in design, pattern making, yarn and fabrics development as well as manufacturing processes based on the principles of sustainability and circular economy.

October 2020

CLOSING EVENT IN INDONESIA

Members of associations, chambers, press, interested stakeholder and politicians will be invited to this closing event, and discover the circular fashion collection.

The event will help to demonstrate how collaborations and sustainable development can be implemented and how it benefits a large group of stakeholders.

3

**PT KEWALRAM INDONESIA**

Set up in 1976, KEWALRAM is a large Embroidery Manufacturer. The company, which is fully integrated in terms of yarn dyeing and finishing, is also involved in the design. It owns 57 Swiss embroidery looms, including a number of Epoca 06 machines and presents a new

collection 3 times a year using motifs and designs created in Europe. The majority of its embroideries are for the lingerie and ready-to-wear markets.

KEWALRAM exports 85% of its output to over 35 countries.

The company is Oeko-Tex Standard 100 and ISO 9001:2008 certified. Its production site has a wastewater treatment unit. It uses non-contaminated cottons certified by the BCI (Better Cotton Initiative).

4

**PT WINNERSUMBIRI KNITTING FACTORY**

WSK was founded in 2001, is part of the Sumbiri Group established since 1973. The Sumbiri Group is involved in joint venture with Stretchline, Matsuoka Winner Industry and MAS Sumbiri.

WSK specializes in circular and warp knits (satin nets, shiny satin knits, satinettes, simplex knits, Powernets...) produced with the latest generation of Karl Mayer machines: 55 flat knitting machines and 16 circular knitting machines. WSK also provide a wide choice of finishing details (silky touch, glitter...) or dyeing possibilities for the lingerie, swim, shape, yoga, activewear market as well men's intimates.

WSK is a certified Green Company. The offer includes knits made with recycled fibers, and the company treats 70 percent of wastewater which then returns to the manufacturing cycle. Care is also taken to limit polluting substances in the air and water.

项目活动和时间表

2018年11月
项目启动

Eurovet和suPPPPort团队在印度尼西亚会见并参观了PT KEWALRAM INDONESIA、PT SINAR PARA TARUNA、PT BUSANAREMAJA AGRACIPTA和PT WINNERSUMBIRI KNITTING FACTORY。

2019年3月20、21日
香港国际贴身时尚原辅料展

所有4家制造商合作伙伴均参与了香港国际贴身时尚原辅料展。由suPPPPort的专家Marina Chahboune主持的聚焦贴身时尚行业的环保循环性大会。

2019年4月-2020年10月
纺织废物管理

多个有关废物管理的研讨会将被举办，其中涵盖物流方面的机遇，各种固体废物的回收和再利用解决方案，以及对基于循环时尚和自然资源保护原则的新产品线的开发。这些研讨会旨在提出建议，以便成功实施“从废物到资源”的环保循环战略。

2019年3月-4月
评估和建议

对于每位制造商合作伙伴，suPPPPort将对化学品的管理和库存、工人健康和环境以及纺织废物管理进行现场评估。suPPPPort还将就可能的改进以及项目时间框架内包含实施步骤的行动计划提出建议。在每个合作伙伴单位还将组织有关可持续发展性、循环经济商业战略的研讨会。

2019年3月28日
雅加达循环性与趋势潮流研讨会

趋势潮流专家Vanessa Causse和suPPPPort的专家Marina Chahboune还将向印度尼西亚纺织协会（API）在雅加达的成员就以下主题进行介绍：针对纺织行业的可持续发展性、企业责任和循环经济在消费者对创新和可持续发展的需求不断增长的背景下，贴身时尚行业的最新设计趋势。

1



PT. SINAR PARA TARUNA

PT SINAR PARA TARUNA公司，又名SIPATATEX，创建于1989年，专门制造高品质经编花边（Textronic、Jacquardtronic和Raschel式窄边花边、条带花边、睫毛花边和通体蕾丝）和经编面料，其中包括单经编、双经编、块经编、半经编、双向经编面料以及不同类型的薄纱、Powernet（网眼拉架）面料、Satinette（滑面拉架）面料、间隔面料和网眼面料。他们每年与内部设计师共同开发数百种新设计以满足市场潮流的需求。该公司拥有垂直整合制造能力，不仅提供纱线加工、整经、针织、染色和后处理服务，而且还配有用于面料测试的完整实验室，以及针对内衣、家居服、外套和运动服装的半自动包装设施。该公司通过Oeko-Tex和Mettl标准认证。

2



PT BUSANAREMAJA AGRACIPTA

PT BUSANAREMAJA AGRACIPTA公司，俗称PT BUSANA，于1993年创建了公司的第1家工厂。该公司是一家大型服装制造商，此外也提供模塑、粘接、海绵杯、喷雾或热熔层压解决方案以及内部设计产品方面的服务。凭借152条生产线的强大生产能力，他们服务于内衣、泳衣、塑身服、瑜伽服、运动服以及男士内衣领域的30多个品牌和零售商。PT BUSANA向超过39个国家进行出口。该公司通过Oeko-Tex、BSCI、WRAP、GOTS、RCS标准认证，此外公司内部的纺织实验室通过了ISO17025标准认证。

2020年 上海国际贴身时尚原辅料展

多项活动将被落实：
·包括4家合作工厂展区在内的印度尼西亚展馆
·向公众介绍该项目成果的新闻发布会
·促进项目合作伙伴和参与者之间的会面与交流。

2019年3月-2020年10月 化学品管理 & 工人健康与安全

在湿加工部门将开展有关化学品管理、工人健康和安全的培训，通过提交建议纠正行为和意见以改进工艺操作缺陷。

2019年4月23日 时尚变革之路

本次活动将在万隆马拉纳塔大学举办，活动将为来自多所印度尼西亚大学的学生组织有关可持续发展设计战略的讲座和研讨会。

2019年3月-2020年10月 循环时尚系列的开发

一系列原型服饰将由参与制造商和万隆马拉纳塔大学联合研发，由此展示内衣服装业成就循环时尚的可能性。Eurovet的趋势潮流专家Vanessa Causse和suPPPort的可持续发展专家Marina Chahboune将协助四家选定的供应商创建试点生产线，这将覆盖供应链的所有方面，从设计、纺纱、到面料开发和美化，再到生产制造。我们将通过座谈会和研讨会计划帮助确定产品开发的标准。参与者将获得有关设计、模型制作、纱线和面料开发、以及基于可持续发展和循环经济理念的制造流程的知识。

2020年10月 在印度尼西亚的闭幕活动

协会成员、商会、媒体、感兴趣的利益相关者和政界人士将被邀请参与闭幕活动，并探索循环时尚系列设计。本次活动将有助于展示合作和可持续发展如何被实施，以及它们如何令广泛的利益相关者从中受益。

3



PT KEWALRAM INDONESIA

KEWALRAM是一家创建于1976年的大型刺绣制造商。该公司不仅在纱线染色和后处理方面拥有整合制造能力，而且还投身设计领域。他们拥有57台瑞士刺绣织机，其中包括多台Epoca 06机器。他们利用欧洲创意的图案和设计，每年3次推出新品系列。该公司的大部分刺绣产品针对内衣和成衣市场。KEWALRAM将85%的产量出口到超过35个国家。该公司通过Oeko-Tex Standard 100和ISO 9001:2008标准认证。其生产基地拥有一个污水处理部门。他们使用有“良好棉花倡议”（BCI）认证的无污染棉花进行生产。

4



PT WINNERSUMBIRI KNITTING FACTORY

WSK创建于2001年，是1973年创建的Sumbiri Group集团的一部分。Sumbiri Group集团与Stretchline、Matsuoka Winner Industry和MAS Sumbiri公司合资。WSK专长于圆形和经编针织品（缎面网、闪亮缎面针织、Satinette（滑面拉架）面料、单面针织、Powernet（网眼拉架）面料.....），并使用最新一代Karl Mayer机器进行生产，其中包括：55台针织横机和16台圆形针织机。WSK还为内衣、泳衣、塑身服、瑜伽服、运动服市场和男士内衣提供广泛的后处理细节服务（丝滑触感、闪光.....）或染色可能性。WSK通过Green Company环保认证。该公司的产品供应中包括用再生纤维制造的针织品，此外，他们还处理70%的生产废水，并将处理过的废水重新用于制造环节。该公司还特别注意限制空气和水中的污染物质。







INTERFILIÈRE

SHANGHAI

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