

未來時尚

FUTURE FASHION



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本地品牌ANIFA將成為澳門服裝節2021創意人才陣容的主打

Local brand ANIFA will headline the lineup of creative talent at Macau Fashion Festival 2021

本地時尚品牌ANIFA於2019年在香港時裝週Centrestage首次亮相，當時他們剛剛成立不久，已經展示了一些非常有創意和色彩豐富的設計，專注於已經成為他們標誌性風格的時尚功能性運動服，採用先進的太空棉和彈力面料。

「從一開始，我就想打造時尚運動裝的未來，這是我們的簡單目標。」品牌創始人之一鄺子峰（Simon Kuong）介紹說。

他們的第一場時裝秀是在2018年東京時裝週上展示的輕便型運動的休閒風格。

「當時我們有一件帶蕾絲的網球裙和一件帶蕾絲的瑜伽文胸上衣，但這款蕾絲也很實用且可拉伸。它看起來很優雅，但它是運動裝。」Simon指出。

三年後，品牌現在變得更加專注和明確，並將於今年10月在澳門威尼斯人舉行的澳門服裝節的時裝秀上打頭陣。

「我們很榮幸被選中為服裝節開幕，今年的主題是科技和科幻，所以這對我們來說是完美的，」設計師說。「我們現在更專注於製作運動套裝，我們也生產其他產品，但這是我們推廣的主要產品。」

ANIFA本季的最新單品是一款非常薄的分層運動夾克外套，由高科技尼龍和滌綸針織材料製成。

「我們之前的夾克使外套用氯丁橡膠，與潛水服的材料相同。它乾得快，可拉伸，穿著時感覺很舒服。今年我們增加了這個非常薄的物料，它不是氯丁橡膠，它更薄、更具彈性，乾得更快，更透氣，更容易在夏天穿著。它看起來不太像運動風格，就像一件普通的夾克外套一樣，所以你可以穿它去上班或開會，有點跨界。」

新的更薄的材料是一款用途廣泛且功能強大的單品，一年四季都可以穿著。因為它是透氣的，如果您出汗，它都不會被弄濕或粘在你的皮膚上。它還可以機洗，無需熨燙，因此非常易於保養。

「我們實際上為FILA開發了這種物料，因為我們是他們的主要供應商，」Simon評論道，「我們最初的業務是製造商，我們與日本和中國的許多大型布料公司都有合作。」

隨著品牌的成熟，ANIFA也在加入設計元素，使其更具辨識度。

「從品牌的角度來看，我們希望有一種獨特的風格，讓人們認得是ANIFA，所以對於這件外套套裝，我們有我們所有的產品都有的標誌性條紋。我們正在使用一種在黑暗中發光的印花，這在酒吧或夜總會很有趣。」

We first met up with local fashion brand ANIFA at Centerstage Hong Kong in 2019. At that time they were quite recently established and already presenting some very creative and colourful designs, focusing on what has become their trademark style, trendy functional activewear utilising advanced space cotton and stretch fabric.

“From the beginning, I wanted to make the future of fashionable sportswear / activewear, that was our simple goal,” explains Simon Kuong, one of the founders of the brand.

Their first runway show was at Tokyo Fashion Week in 2018, presenting casual athletic-leisure styles.

“We had a tennis dress with lace and a yoga bra top with lace, but this lace was also functional and stretchable. It looks elegant, but it’s sportswear,” notes Simon.

After three years, the brand is now becoming more focused and defined, and will open the catwalk at this year’s Macau Fashion Festival at The Venetian Macao in October.

“We are very honoured to be chosen to open the Festival, and this year’s theme is technology and science fiction, so this is perfect for us,” says the designer. “We are more focused on making sports suits now. We make other items too, but this is the main item we are promoting.”

ANIFA’s latest item for this season is a very thin layered sports jacket made from a high tech nylon and polyester knitted material.

“Our previous jacket used neoprene, which is the same material as wetsuits. It’s quick to dry and stretchable and feels nice when you wear it. This year we’ve added this very thin one. It’s not neoprene, it’s even thinner and more stretchable, it dries quicker and is breathable and easier to wear in the summer. It doesn’t look too sporty, just like a normal jacket, so you can wear it for work or meetings, a kind of crossover,” explains Simon.

The new thinner material makes for a very versatile and functional item, one that can be worn all year round. Because it’s breathable, if you sweat, it doesn’t get wet or stick to your skin. It’s also machine washable with no need to iron, so very easy to maintain.



SIMON KUONG

“We actually developed this fabric for FILA, because we are a main supplier to them,” comments Simon. “Our original business is manufacturing and we work with a lot of big fabric companies in Japan and China.”

As the brand matures, ANIFA is also adding design elements to make it more recognisable.

“From a branding point of view, we want to have a distinctive style so people know what ANIFA is, so for this suit jacket we have our signature stripes, that all of our items have. We are using an illuminating print that glows in the dark, which is fun in a bar or nightclub.”

Simon also has some other exciting elements that he plans to incorporate in the opening catwalk of Macau Fashion Festival 2021, adding to the science fiction theme.

“We are collaborating with another company, Macau Nanometals Technology who make illuminated panels for safety wear, so we are going to make suits with illuminated panels.”

Simon sees this merging of technology as the future of fashion and the way forward for the ANIFA brand.



Simon還有一些其他令人興奮的元素，他計劃在2021年澳門服裝節的開幕式走秀中融入科幻題材。

「我們正在與另一家製造安全穿戴照明面板的公司Nanometals Technology合作，因此我們將製作帶有照明面板的套裝。」

Simon將這種技術融合視為時裝界的未來和ANIFA品牌的前進方向。

「對於我們的下一個項目，我們想要製作智能套裝，一款只需將手機放在口袋裡就可以為手機充電的套裝，或者如果你覺得冷，你可以按下一個按鈕，它就會變熱。這項技術已經存在，我們只需要將其與服裝結合即可。現在有了照明……如果我在夜間騎自行車，我只需按下一個按鈕，它就會亮起來。這些是我們希望在套裝中加入的功能。」

目前，ANIFA仍然是一個小眾品牌，產量很小，但儘管過去十八個月面臨著各種挑戰，但他們的知名度正在迅速增長。

「我們每件商品只生產五十到一百件。如果我們今年能擴大我們的銷售渠道，我們可能會開放特許經營權或合作夥伴關係來開設更多商店，」Simon指出。「我們正在向中國大約二十到三十家精選商店銷售產品，並計劃在香港崇光百貨開設一家商店，可能很快也會在新八佰伴開設一家，並在廣州開設我們自己的商店。我們在中山已經有自己的店鋪了，所以我們正在慢慢擴大我們的分銷渠道。」

該品牌還與前英國足球運動員Michael Owen合作。

「Michael非常支持我們，一直很喜歡我們的產品，它們真的很適合他的生活方式。因為他是個運動員，不喜歡穿西裝，但他有很多活動要參加，所以他不能穿得太隨意，所以ANIFA很適合他。」

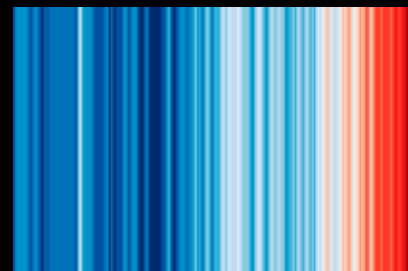
“For our next item we want to make smart suits, a suit that can charge your phone just by putting it in your pocket, or if you’re cold you can press a button and it heats up. This technology already exists, we just need to combine it with clothing. And now with illumination, if I’m riding a bike at night time, I can just push a button and it lights up. These are the kinds of functions we want to build in to our suits.”

Currently, ANIFA remains a niche brand with a small production, but they have seen their popularity grow quickly, despite the challenges of the past 18 months.

“We only produce 50 to 100 pieces of each item. If we can expand our channels this year, we may open up to a franchise or partnership to open more stores,” notes Simon. “We are selling to around 20 to 30 select shops in China and are planning to open a store in Sogo in Hong Kong, and probably in New Yaohan very soon, and also opening our own store in Guangzhou. We already have our own shop in Zhongshan, so slowly we are expanding our distribution.”

The brand also collaborates with former English footballer Michael Owen.

“Michael is very supportive and has always loved our items. They really suit his lifestyle. Because he was a sportsman he doesn’t like to wear suits, but he has a lot of events to attend so he cannot dress too casual, so ANIFA is perfect for him.”



ANIFA的另一個有趣元素是貼在衣服上的彩色標籤設計。起初看起來像是隨機排列的彩色線條實際上被稱為變暖條紋或氣候條紋，這是由氣候學Ed Hawkins開發的一系列按時間順序排列的彩色條紋，以直觀地描繪長期的全球變暖趨勢。「我們關心氣候變化，ANIFA的核心價值是創造運動服的未來，這意味著我們還希望通過創造適合更多場合的服裝來減少我們的碳足跡，這樣人們就會減少購買衣服。」Simon解釋道。

Another intriguing element of ANIFA is the colourful label design attached to their clothing. What might at first just look like a random arrangement of colourful lines is actually known as warming stripes or climate stripes, a series of coloured stripes chronologically ordered to visually portray long-term global warming trends, developed by climatologist Ed Hawkins. “We care about climate change, and ANIFA’s core value is to create the future of activewear, meaning we also want to reduce our carbon footprint by creating clothing that fits more occasions so people will buy less clothes,” explains Simon.