

# 閃耀時刻 TIME TO SHINE

12月，本地一眾最有才華的時裝設計師聚集在一年一度的澳門服裝節上，展示他們最新的創作系列，展現出令人印象深刻的風格和色彩。三天內共舉行了七場表演，共有十三個本地品牌參加。開幕式Catwalk天橋上的表演包括了來自大中國地區的設計師：深圳的Faya Zhu、香港的Henry Lau、台北的Cincin Chan、廣州的Wu Xiao Lei和澳門的Anifa。此外，還有一個珠寶品牌系列展，展示澳門珠寶設計師協會和深圳珠寶設計師協會的作品。活動的壓軸表演，是聖若瑟大學的時裝設計學生以及時裝設計資助計劃的參與者展示了他們的精選作品。澳門服裝節由澳門生產力暨科技轉移中心（CPTTM）和澳門貿易投資促進局（IPIM）主辦。《特寫》在現場捕捉了一些亮點，並與展出的一些年輕設計師人才進行了訪談。

文 BY MARK PHILLIPS

In December, some of the city's most talented fashion designers gathered at the annual Macao Fashion Festival to present their latest creative collections in an impressive display of style and colour. Seven shows were held over three days featuring a total of 13 local labels. The opening catwalk included designers from around the greater China region including Faya Zhu from Shenzhen, Henry Lau from Hong Kong, Cincin Chan from Taipei, Wu Xiao Lei from Guangzhou and Macau's own Anifa brand by Simon Kuong. There was also a Jewellery Brand Collection Show featuring creations by the Macau Jewellery Designer Association and Shenzhen Jewellery Designer Association. The event concluded with a show of selected collections by Fashion Design Students from the University of St Joseph, as well as participants in the Subsidy Program for Fashion Design. Macao Fashion Festival is organised by Macau Productivity and Technology Transfer Center (CPTTM) and Macao Trade and Investment Promotion Institute (IPIM). CLOSER was there to catch some of the highlights and speak to just a few of the young designer talents on display.





# SARA LOLO by Alo Lo

## 在

澳門服裝節上，本地時裝品牌Sara Lolo展示了他們2021年秋冬和2022年春夏系列的各種精彩設計。該品牌由創意總監Alo Lo和聯合創始人Auralo Arte於2020年成立，將複雜和多樣化的工藝與浪漫的風格相結合，向無盡的想象力致敬。

題為「Afterglow」的2021年秋/冬系列在Catwalk天橋上將二十二套2021年秋季的設計連結一起，這是一個浪漫的巴黎系列，色彩大膽鮮艷，結合了提花、刺繡紋理和明亮的布料，70年代懷舊的格子印花和女性化的西裝和裙子。

然後是Sara Lolo的2022年春/夏「Aeonflux」可持續時裝系列，靈感來自於古希臘和羅馬文化，與現代時尚相結合——浪漫的優雅與古希臘女神特有的力量和權力。

重現古希臘戰場的史詩式幻想，Alo Lo使用了具有大膽印花技術的棉質布料和標誌性的、充滿活力的項鏈圖案，複雜的手工釘珠和具有醒目柔和光澤的未來派高科技緞面醋酸纖維布料，再加上一系列精心設計的配件，創造出女神般的外觀。

「2021年，我們原定參加香港、上海和深圳的各種時裝秀，但都被取消和推遲了。然而，由於我們在時裝界有季節性的活動，這次我們決定在一場大秀中發布當前季節的FW21和即將到來的SS22。」設計師解釋說。

總部設在澳門，品牌名稱SARA LOLO來自創始人Alo Lo母親的名字Sara，意思是公主，以及創始人Alo Lo的名字LoLo，意思是快樂。該系列的设计與女性幸福生活的浪漫氛圍相得益彰，無論是日



For Macao Fashion Festival 2021, local fashion label SARA LOLO presented a wide selection of amazing designs from their Autumn/Winter 2021 and Spring/Summer 2022 collections. Established in 2020 by creative director Alo Lo and co-founder Auralo Arte, the brand combines intricate and diverse craftsmanship with romantic styles in a tribute to endless imagination.

The Fall / Winter 2021 collection entitled *Afterglow* featured 22 sets of FW21 designs together on the catwalk, a romantic Parisian collection with bold bright colours, combining jacquard, embroidered textures and bright fabrics, 70's nostalgic check prints and feminine suits and skirts.

Then came SARA LOLO's Spring / Summer 2022 *Aeonflux* a sustainable fashion collection, inspired by ancient Greek and Roman culture, combined with contemporary fashion - romantic elegance with the strength and power unique to the ancient Greek goddesses.

Recreating the epic fantasy of an ancient Greek battlefield, Alo Lo used cotton fabrics with bold print technology and iconic, vibrant necklace motifs, intricate hand-beading and futuristic high-tech satin acetate fabric with a striking soft lustre, together with a range of carefully designed accessories to create a goddess-like look.





常、假日、商務、約會、派對還是華麗的活動，每一個設計都融入了對自由、舒適和優美體態的追求。

ALo從小就從事不同領域的美學設計工作。除了時裝設計，他還擔任髮型師和造型師，並為許多名人和明星的官方髮型師。

「如果客戶穿上合適的時裝，擁有合適的造型，他們就會有一段快樂而充實的時光，他們就能通過穿的衣服來表達自己的心情。」ALo解釋他的設計理念時說。

通過關注時尚和文化，ALo希望用時裝設計來表達現代的經典故事，給大家帶來更多積極的信息，尤其是在這個困難時期。

「在過去的兩年裏，我們的許多合作公司都不幸倒閉了。由於開發和生產線的不確定性，我們的銷售額也出現了嚴重的下降，這受到了原材料和勞動力價格上漲的影響。」ALo評論說。

「然而，我們認為，衣服代表著人們的生活態度，當事情不順利時，我們需要力量，自信地面對生活。這就是為什麼我們的品牌要傳播這樣的信息：我們相信正能量，我們會一起克服困難，所以我們用浪漫的色彩傳播愛的宣言。」他樂觀地補充道。



“In 2021, we were scheduled to participate in various fashion shows in Hong Kong, Shanghai and Shenzhen, but they were cancelled and postponed. However, as we have seasonal events in the fashion industry, this time we decided to release the current season of FW21 and the upcoming SS22 in one big show,” explains the designer.

Based in Macau, the brand name SARA LOLO is derived from Sara, the name of the founder ALo Lo's mother, which means princess, and LoLo, the name of the founder ALo Lo, which means happy. The collections are designed to complement the romantic atmosphere of a woman's happy life, with the pursuit of freedom, comfort and a beautiful body shape incorporated into every design, whether it is for everyday, holidays, business, dating, parties or glamorous events.

ALo has been working in different fields of aesthetic design since he was young. In addition to fashion design, he also works as a hair stylist and stylist, and has been the official hair stylist for many celebrities and stars.

“If a client wears the right kind of fashion and has the right kind of look, they will have a happy and fulfilling time, and they will be able to express their moods in the clothes they wear,” ALo says, explaining his design philosophy.

By focusing on fashion and culture, ALo hopes to use fashion to express modern classic stories and bring out more positive messages to everyone, especially in these difficult times.

“Many of our partner companies have unfortunately closed down in the past two years. We have also experienced a serious decline in sales due to the uncertainty in the development and production line, which has been affected by the increase in price of raw materials and labour,” ALo comments.

“However, we believe that clothes represent people's attitude to life and that we need to have the strength to face life with confidence when things are not going well. That's why our brand wants to spread the message that we believe in positive energy and that we will overcome this together, so we are spreading a declaration of love in romantic colours,” he adds optimistically.





# AMEN

by 陳淑賢 Jay Chan

## 本

地品牌Amen是由Jay Chan（陳淑賢）和她的丈夫創立的，專門為男性和女性提供度身訂做的服裝。該品牌目前有兩家男士服裝店和一家女士服裝店。這三家店都以他們的自主品牌服裝和定制服務為特色，包括男式西裝和手工皮鞋以及女式晚裝。

描述在澳門服裝節上展示的最新系列時，Jay說：

「在細節上做了很多努力，使各個單品可以多樣化。一些款式有可拆卸的衣領，以實現多樣性，並確保衣服可以根據不同的心情或場合來呈現。」

「今次我的設計靈感都是偏復古元素再融入創新設計，採用復古感的花布拼接，格仔紋布融入鏤空設計，希望可以在經典的基礎上融入創新，呈現出一種全新感覺。」

對於參加澳門服裝節，Jay評論道：「很榮幸能再次參加澳門服裝節。我非常感謝CPTTM，因為這個組織為澳門有夢想和想法的設計師提供了一個展示他們設計的平台。每當我看到所有在Catwalk台上和幕後的人一起參加服裝節時，我感到非常感動和自豪。我希望澳門的時裝可以向世界展示。」

Local brand Amen, established by Jay Chan and her husband, specialises in tailor-made clothing for men and women. The brand currently has two men's clothing shops and one women's shop. All three stores feature their self-branded clothing and tailor-made services including men's suits and handmade leather shoes and women's evening wear.

Describing the latest range on show at Macao Fashion Festival, Jay says:

"A lot of effort has gone into the details so that the individual pieces can be diversified. Some of the styles have detachable collars to enable variety and to make sure that the clothes can be presented to suit different moods or occasions."

"My design inspiration comes from retro elements with innovative designs, using retro-looking floral fabric stitching, and checkered fabrics into the whole design, with the idea of incorporating innovation on the basis of classics, presenting a brand new ambience."

On participating in Macao Fashion Festival, Jay comments: "It's a great honor to participate in Macao Fashion Festival again. I am very grateful to





Jay解釋說，品牌名稱AMEN是一種表達方式，用來肯定真理的宣言。

「這是我的使命。AMEN是由我和我丈夫創立的，我們是虔誠的基督徒，《創世紀》中有一段聖經經文，上帝說：「那人獨自一人不好，我要為他造一個相配的幫手。」我覺得這節經文象徵著我們的結合，我相信我可以用非常多的時裝作品來協助，陪伴每一個穿著我設計的人在不同場合度過他們的生活。我相信我所擁有的一切是上帝的恩典賜予我的。」

儘管有過去兩年的挑戰，Jay對來年的工作持積極態度。

「困難總是有的，但我仍然很樂觀。我盡我所能滿足不同客戶的需求，我很感激大家對我的支持和信任。我盡最大努力平衡客戶的滿意度和我的業務健康，這樣我們都能受益。」

「在未來的一年裡，我計劃努力工作，在品牌設計方面做到最好，為每一位信任我們的顧客提供時尚和設計服務。我將與AMEN一起延續風格、經典和創新的傳統。」



CPTTM because this organization provides a platform for designers with dreams and ideas in Macau to showcase their designs. Every time I see all the people on the catwalk and behind the scenes joining together for the Fashion Festival, I feel very moved and proud. I hope that Macau's fashion can be showcased to the world."

Jay explains that the brand name AMEN is an expression used to affirm the truth of a statement.

"This is my mission. Amen was founded by my husband and I. We are devout Christians and there is a Bible verse in Genesis where God says *"It is not good for the man to be alone. I will make a helper who is just right for him."* I feel that this verse symbolises our union, and I believe that I can assist with very piece of fashion and accompany every person wearing my designs on different occasions through their lives. I believe that everything I have was given to me by the grace of God."

Despite the challenges of the past two years, Jay is positive about the coming year.

"There are always difficulties, but I remain optimistic. I do my best to cater to the needs of different customers and I'm grateful for the support and trust placed in me. I do my best to balance customer satisfaction with the health of my business so we can all benefit.

"In the coming year I plan to work hard, do my best in brand design, serve every customer who trusts us with our fashion and designs. I will continue the tradition of style, classic and innovation with Amen."



# C/W COLLECTIVE

by 黃敏儀

Connie Wong Man

C/W COLLECTIVE是澳門的一個獨立時裝品牌，採用前衛和解構的設計風格，首席設計師Connie Wong（黃敏儀）使用不同的布料混合製作獨特和多樣化的服裝，具有多種穿著方式。C/W COLLECTIVE的最新系列名為「Surreal Utility」，靈感來自於大自然的色彩，並將實用的細節和軍事元素結合起來，創造出強而有力的風格。

「設計理念是將功能性時裝帶到我們的日常生活中，我們也使用了功能性材料，如防水和防風材料，」Connie說，「我們大多數的服裝商品都有多種穿法，有些可以形成不同的形狀，以創造不同的風格和外觀，所以我們為服裝帶來了生命力，給顧客帶來了更有趣的穿著體驗。」

C/W COLLECTIVE is an independent fashion brand in Macau. Adopting an avant-garde and deconstructive design style, head designer Connie Wong uses a mixture of different fabrics to produce unique and diverse garments with multiple ways to wear. The latest collection of C/W COLLECTIVE is called *Surreal Utility*, inspired by colours of nature, and combining utility details and military elements to create a strong and powerful style.

“The design concept is to bring functional fashion to our daily life, and we used functional materials such as waterproof and windproof fabrics,” says Connie. “Most of the items have multiple ways of being worn, and some of them can form different shapes in order to create different styles and looks, so we are bringing life to the clothing and giving a more interesting wearing experience to our customers.”

“When I was young, I loved drawing and I drew a lot of funny sketches in my sketch book. I loved art and design a lot. Then I went to college to study interior design and at the same time, I joined the fashion design programme at CPTM. In 2018, I established my own fashion label C/W Collective. Since I have a background in interior design, I always get inspiration from the city and architecture, and use a lot of geometrical forms to create my designs.”





「當我年輕的時候，很喜歡畫畫，我在我的素描本上畫了很多有趣的草圖。我非常喜歡藝術和設計。後來，我去大學學習室內設計，同時，我加入了CPTTM的時裝設計課程。2018年，我建立了自己的時裝品牌C/W Collective，由於我有室內設計的背景，我總是從城市和建築中獲得靈感，並使用大量的幾何形狀來創作我的設計。」

這是Connie第二次在澳門服裝節上展示她的品牌。

「能夠成為澳門服裝節的參與者之一，我感到非常榮幸。這是我第二年參加服裝節，這是一個很好的機會，可以展示所有優秀的本地設計師的最新概念。可以認識很多喜歡時裝或像我一樣在時裝界工作的人，我們可以通過這個活動分享我們的經驗，互相學習。」

當然，過去兩年對本地設計師、時裝業和零售業來說都是挑戰，這迫使許多品牌集中在網上的銷售平台。

「我們在社交媒體上做了很多線上促銷活動，以增加曝光率和知名度。我們的海外銷售受到了影響，所以我們將注意力更多地放在本地銷售上，」Connie說，「澳門政府確實支持本地時裝業，特別是像我這樣的小型個人本地品牌。我們得到了時裝設計和樣品製作補貼計劃的支持，所以我們仍然能夠在這些困難時期創造我們的系列。」

到目前為止，這個年輕的品牌已經推出了兩季的系列，收到了很多來自客戶的積極反饋。

「人們非常喜歡多功能服裝和混合剪裁的概念，目前的趨勢是中性和實用，所以來年，我們將做更多的中性商品，如風衣和外套，並創造更多的多功能細節，改善我們的材料和細節度，以便同時給客戶更好的產品。同時，我們也希望在不同的地方參加更多的時裝活動，以獲得更多的經驗和認知。」

This is the second time Connie has presented her brand at Macao Fashion Festival.

"I feel honored to be one of the participants at Macao Fashion Festival. It's a great opportunity to show the latest concepts of all the talented local designers. You can meet a lot of people who like fashion or who work in the fashion industry like me, and we can share our experiences and learn from each other through this event."

The last two years have of course been challenging for local designers, the fashion industry, and for the retail business as well, and this has forced many labels to concentrate on online sales platforms.

"We have done lots of online promotions on social media to increase exposure and awareness. Our overseas sales have been affected so we have tried to stay focus more on local sales," says Connie. "The Macau Government has really supported the local fashion industry, especially small individual local brands like mine. We received support from the Subsidy Programme of Fashion design and Sample Making, so we have still been able to create our collections during these tough times."

So far, the young brand has launched two seasons of collections, receiving a lot of positive feedback from customers.

"People really like the concept of multi-functional clothing and hybrid cuts, and the current trend is towards unisex and utility, so for the coming year, we will be doing more unisex items such as windbreakers and jackets, and creating more multi-functional details, improving our materials and details in order to give better products to our customers at the same time. Also, we would like to participate in more fashion activities in different places to gain more experience and awareness."





## Éffina do Rosário

start really loving themselves,” explains Éffina. “I mostly used stretchable fabrics because what I want is for any body size to be able to wear them.”

The dark-coloured palette represents the sleek, energetic journey of self-discovery, associated with mystery and power, and also the dark times in which they were designed.

“2020 was very difficult. For our final projects, we all had to do it at home and we couldn’t really use the design tools we had in our university, like the laser cut machine and 3D models, because we couldn’t go inside the school. People were really struggling mentally and physically, and my clothes are quite dark and demure because of that dark time,” she notes.

“One good thing about COVID though is that it really gave us time to think if we really want to pursue this career, and after COVID, suddenly, a lot of new fashion design brands have started to emerge.”

Since graduating, Éffina has been working as a freelance designer, and the chance to present her collection at Macao Fashion Festival has encouraged her to keep pursuing her passion.

“When we had our graduation fashion show at USJ it was kind of sad, because with the COVID restrictions, we couldn’t get a lot of people to see our designs. So Macao Fashion Festival is definitely the biggest show we have done. There were so many people and it was a bit overwhelming and eye-opening, definitely an indescribable feeling.”

“Since we had the fashion show, I’ve had positive comments from so many people and it’s really made me think that I really should go back and pursue this again. At least just to do some accessories.”

Currently Éffina is exploring different areas of design and is working on an interesting project.

“Right now I’m designing and making carpets using a technique called tufting. Fashion design can always be applied to other mediums, so I’m just doing this to really experiment and explore.”

深色的調色板代表了時尚、充滿活力的自我發現之旅，與神秘和力量有關，同時也代表了設計它們身處的黑暗時代。

「2020年是非常困難的。對於我們的畢業項目，我們都必須在家裡做，我們不可以使用我們大學裡的設計工具，如激光切割機和3D模型等，因為我們不能進入學校。同學們真的經歷了精神和身體上掙扎，我設計的衣服是相當黑暗和端莊的，正是因為這個黑暗的時代。」Éffina指出。

「不過，新冠病毒的一個好處是，它給了我們一個時間來思考我們是否真的想從事這個職業，在疫情之後，突然間，很多時裝設計品牌開始出現了。」

自從畢業後，Éffina一直在做自由設計師，有機會在澳門服裝節上展示她的系列，鼓舞了她繼續追求她的熱誠。

「當我們在USJ舉辦畢業時裝表演時，實在有點難過，因為有疫情的限制，我們無法讓很多人看到我們的設計。所以澳門服裝節絕對是我們參與過的最大的表演。有這麼多人，讓人有點不知所措，大開眼界，絕對是一種無法形容的感覺。」

「自從我們參與了時裝表演，很多人對我的評價都很好，這讓我覺得我真的應該回去再追求更上一層樓。起碼要做一些配飾。」

目前，Éffina正在探索不同的設計領域，並正在進行一個有趣的項目。

「現在我正在設計和製作地毯，使用一種叫做簇絨的技術。時尚設計總是可以應用於其他媒介，所以我這樣做是為了真正的實驗和探索。」

# 在

澳門服裝節的最後一天，大會安排了最近畢業的聖若瑟（USJ）時裝設計系學生的設計登台。這些設計學生之一是2020年畢業的Éffina do Rosário。Éffina在澳門出生和長大，她說自己是澳門的菲律賓人，並展示了她的Xpose系列。這個系列的核心概念是呈現身體上很少被讚美或稱讚的部分，使這些特徵得到曝光，並鼓勵人們對自己的身體擁有積極的概念。

「我周圍的一些人總是批評他們自己的身體，這就是為什麼我特意在這些地方做了剪裁，以告訴人們他們需要真正欣賞自己的身體，而不是妄自菲薄，開始要真正的愛自己，」Éffina解釋說，「我主要使用可拉伸的布料，因為我希望任何體型的人都能穿上它們。」

On the final day of Macao Fashion Festival, the event presented a catwalk of designs by recently graduated Fashion Design Students from the University of St Joseph. One of these design students was Éffina do Rosário who graduated in 2020. Born and raised in Macau, Éffina describes herself as Macanese Filipino, and presented her collection *Xpose*. The central concept of this collection is the exposure of parts of the body that are seldom celebrated or praised, to bring light to those features and encourage people to have a positive body image.

“Some people around me always criticize their own bodies and that’s why I purposely did cut outs on those areas to show people that they need to really appreciate their bodies and instead of talking bad about them,