

FABRICA. WEAVE



FAR EASTERN NEW
CENTURY:
INHERITING TAIWAN'S RICH
HISTORY OF INNOVATION
遠東新世紀:
傳承企業歷史 台灣物料創新推手

DESIGNED BY HONG KONG
SECONDARY SCHOOL
STUDENTS: THE 5-IN-1
MULTIPURPOSE FAMILY
BACKPACK IS NOW LIVE
ON KICKSTARTER!
香港中學生全力設計
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KICKSTARTER

THE WOOLMARK
COMPANY: THE BEAUTY
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美麗諾羊毛的美麗之道

SIMPLE PIECES:
ADDRESSING THE
MARKET GAP TO
CREATE A BRAND FOR
MILLENNIALS TO EXPRESS
THEIR PERSONALITY
瞄準市場缺口
為新世代打造個性服裝

the
mills

fabrica
南豐作坊

Welcome to our newsletter! In each edition we bring you interviews, insights and practical information about the techstyle startup world (companies at the intersection of technology and style).

感謝您閱讀南豐作坊的通訊！我們將送上不同的訪問與觀點，以及實用的業界資訊，助年輕創業家投入科技與時尚之間的 techstyle 世界。

SUMMER 2018

THE PARTNERSHIP ISSUE

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此乃中文譯本，如英文版本與此中文譯本有抵觸，以英文版本為準。

EDITOR’S NOTE — CROSS-DISCIPLINARY COLLABORATIONS FOR INNOVATIONS

The theme of this issue's Fabrica.Weave is "Partnership." The support of organizations and established corporates is certainly an asset that help innovative ideas take off. We interviewed our partners HSBC, The Woolmark Company and Far Eastern New Century Corporation from Taiwan, to discuss the future of techstyle and how they help the startup community in the areas of finance, materials innovation, as well as research and development.

In addition to incubating startups, we also ignite the entrepreneurial spirit of our next generation. We have been mentoring a group of students from Shau Kei Wan East Government Secondary School to develop "MFB 5.0" Multipurpose Family Backpack. They were the winning team of The Mills Summer Program held last year, which gave them a real taste of the business world. After completing the product development stage, they are taking their product to market through a crowdfunding campaign on Kickstarter. The adventurous students share with us what they have learned over the past year.

In this issue, we will also analyze how data affects startups, the flow of people, goods, capital and information in the Greater Bay Area and around the globe.

Soon, The Mills Fabrica will move into the renovated site of The Mills in Tsuen Wan. As an interactive platform that embraces new ideas, we welcome all innovative and sustainable techstyle startups, organizations, and partners to join us. Whilst staying true to our roots in Tsuen Wan, Fabrica also reaches out to the world to connect with the international community, creating a larger support system for the techstyle industry.

編者的話 —— 跨界合作 推動創新

這一期《Fabrica.Weave》的主題是「協作」：單憑一己之力而沒有機構和企業夥伴的支持，難以有效地推動創新和創意工業的發展。我們訪問了南豐作坊的企業夥伴：滙豐、The Woolmark Company 及來自台灣的遠東新世紀股份有限公司。他們會從金融、物料和創新研發的角度，分享 techstyle 及初創圈子的未來發展。

我們不光推動初創企業的發展，也希望從小培養下一代的創業家精神。因此在一年前的「南豐紗廠新經緯暑期作業」開始，我們協助了一班來自筲箕灣東官立中學的學生們開發創新的五合家庭背包「MFB 5.0」，讓她們有機會領略商業世界的合作之道。產品已經完成開發階段，《Fabrica.Weave》出版之時其眾籌計劃應該進行當中：這班勇於嘗試的學生，會為讀者分享她們這一年來的得著。

另外，我們從這一期開始為讀者深入淺出分析大灣區以及全球於人流、物流、資金流和信息流四方面對初創企業的影響。

南豐作坊即將遷入位於荃灣、完成活化工作的南豐紗廠。可這將不會是一項閉門造車的計劃，而是一個歡迎新構想的互動樞紐——我們歡迎所有創新、具持續性的 techstyle 初創企業、機構和夥伴加入我們的大家庭。南豐作坊也不僅僅發展單一地域，我們希望能夠以香港荃灣為根、往外發展，連結全球的 techstyle 網絡，讓我們提倡的 techstyle 生態環境能夠不斷發展。

HSBC CONTINUES TO INVEST IN TECHNOLOGY TO MAKE BANKING SIMPLER, FASTER AND BETTER FOR CUSTOMERS

Earlier this year, The Mills Fabrica participated in InvestHK's Startmeup festival and co-hosted the “Internet of Life Summit” with IoT accelerator Brinc. Partners included a spectrum of local institutions and multinational corporations such as HSBC.

Daniel Chan, Head of Business Banking, Commercial Banking Hong Kong at HSBC, shares with us more insights about the relationship among HSBC, financial technology and startups.

“WE DON’T JUST VALUE STARTUPS AS CUSTOMERS, WE ALSO GO ABOVE AND BEYOND TO CO-CREATE BETTER BANKING SOLUTIONS AND CUSTOMER EXPERIENCES FOR WIDER SMES”

Earlier on, HSBC announced the collaboration with Xero, the global cloud-based accounting software firm, to launch direct bank feed integration for Business Banking customers in Hong Kong. Through this integration, customers can connect their bank accounts with Xero’s software via HSBC Business Internet Banking so that the transaction data will flow securely and automatically to Xero every day. This will help make financial management simpler for our customers, allowing them to have a comprehensive view of their finances without hassle and human error. This also empowers our customers to manage their finances more efficiently and make better informed decisions.

PARTNERING AND SERVING INNOTECH STARTUPS

HSBC is committed to supporting local entrepreneurs and innovative companies: over 70% of new business account openings in Hong Kong are for startups that have been incorporated for less than one year. Last December,

the Bank launched Innotech Business Instalment Loans, the first product of its kind in Hong Kong, which provides fast and simple financing solutions to businesses embracing digital technology. HSBC is carving its place in the entrepreneurial ecosystem by working closely with startups, supporting the Internet of Life Summit held earlier this year, and organizing activities in collaboration with more than 300 companies that include startups and angel investors since June 2017.

Daniel said, “While startups possess endless creativity, turning ideas into a business is not as easy as it seems. Income streams, yield enhancements and the financial management are needed and that is where banks can help. We don’t just value startups as customers, we also go above and beyond to cooperate with them and use their technology to upgrade our banking services and experience.” Meanwhile, startup companies can also connect to the world and fuel their needs with HSBC’s global network and expertise.

滙豐持續投入資源發展新科技 為客戶帶來更簡單、更優質、更快捷的銀行服務



南豐作坊在今年初，與物聯網加速器 Brinc 於投資推廣署主辦的「2018 StartmeupHK」創業節中合辦《Internet of Life Summit》，邀請滙豐等多家本地及跨國企業和機構作活動夥伴。

滙豐香港工商金融中小企業主管陳慶耀向我們分享更多滙豐與金融科技及初創企業的關係。

「我們不但視初創企業為客戶，更與他們共同創造更優質的銀行服務及體驗給中小企客戶。」



DANIEL CHAN 陳慶耀
Head of Business Banking, Commercial Banking Hong Kong HSBC
滙豐香港 工商金融中小企業主管

初創企業是客戶 也是合作夥伴

滙豐一直注重服務本地創新企業，目前新開立銀行賬戶的客戶當中，超過 70% 來自成立不足一年的初創企業。此外，滙豐於去年 12 月推出全港首個創科企業商業貸款，為有意推動數碼技術應用的企業提供便捷的融資方案。

滙豐亦跟初創企業緊密合作：除了支持今年初的生活聯網高峰會，亦從 2017 年 6 月起與超過 300 個包括創初企業、天使基金在內的單位合辦多項活動，希望藉此融入初企的生態環境。

陳慶耀補充：「初創企業擁有無窮創意，可是由意念變成一門生意並非想象中容易。單單是過程中如何管理資金流、提升收益等財務管理知識，都極需要銀行的幫忙……我們不但視初創企業為客戶，更希望與他們合作，借助他們的技術提升銀行服務。」此外，初創企業可以借助滙豐的全球網絡及專業知識，連繫更多商機。



FAR EASTERN NEW CENTURY: INHERITING TAIWAN'S RICH HISTORY OF INNOVATION

遠東新世紀：
傳承企業歷史 台灣物料創新推手



Paying tribute to Hong Kong's glorious textile industry, The Mills Fabrica strives to use the power of innovation to help re-integrate technology and fashion, ushering in a new techstyle model.

The Far Eastern New Century Co Ltd (FENC) from Taiwan shares a similar heritage. Founded in 1942, the company began as a knitting factory, manufacturing undergarments. Within half a century of development, it became one of the pivotal integrated companies in Asia Pacific. Today FENC's new main focus is the development of petrochemical and textile-related businesses. It is also involved in finance, department store retailing, and telecommunications. Even though the group has developed into large-scale enterprises, they have not forgotten their roots. By investing resources in the research of high-tech materials, the group hopes to build a higher level of innovation and development.

Jeffrey Hsu, Manager at Far Eastern New Century Research and Development Center, shares his thoughts and the group's history of innovation.

南豐紗廠向香港昔日輝煌的紡織業致敬，希望借助創新的力量，將科技與時尚重新整合成全新的 techstyle 模式。

來自台灣的遠東新世紀股份有限公司（遠東新世紀 FENC）擁有類似的背景：成立於 1942 年，一開始是製造內衣的針織廠，經過逾半世紀的發展後，成為亞太區內其中一家舉足輕重的綜合企業。現在 FENC 主力發展石化和紡織相關事業，也涉足金融、百貨零售和電信等業務。即使他們已經發展成為大型企業，但並沒有忘記企業的根源，投放資源研究高科技物料，希望在創新發展上更上層樓。遠東企業研究發展中心副理許嘉夫 (Jeffrey) 會在訪問中，分享他們的創新歷程。

“TECHSTYLE PRECISELY TARGETS THE CRUX OF THE PROBLEM, PERMITTING STARTUPS TO BE SUSTAINABLE AND HAVE THE RIGHT ACCESS TO TECHNOLOGY.”

HOW DO NEW TECHNOLOGIES HELP OPTIMIZE THE TEXTILE MANUFACTURING PROCESS?

Many forget that it is the textile business that started the industrial revolution. The innovation in the areas of steam power, gear ratio, metallurgy, chemical engineering, computer science to big data today are continually changing the textile industry. This has allowed for higher quality, better performance and greater technology to be adapted into footwear and apparel - without paying exorbitant prices. If you think about it, the cost of a t-shirt, performance shirt, pants and shoes has been fairly consistent despite inflation for the last 30+ years. For the next 30 years, we will have to rely on new polymer formulations within synthetics, substantially cut down on water use, new technology and knowledge so as to be truly sustainable – or risk further environmental pollution and the build-up of waste.

FENC INVESTED IN A LOT OF MATERIAL R&D PROJECTS, WHAT ARE SOME OF THE SUCCESSFUL PROJECTS?

FENC R&D Center as an entity has only been around since 2003, however, our research and development is the cornerstone of the FENC. One of our earliest and currently most iconic projects was in the modification of polyester, imbuing bottles with superior burst strength. This small tiny polymer modification is what permitted the bottle formation of carbonated drink's into a plethora of shapes and sizes that were more in line with various brand identities - i.e. curved shape of coke glass bottle.

This seemingly small innovation has also facilitated a much cleaner and efficient recycling process of polyester bottles, leading to better businesses and more sustainable developments.

THERE IS AN URGENCY WITHIN THE INDUSTRY TO COPE WITH THE SCARCITY OF RAW MATERIALS — AS ONE OF THE LEADING INDUSTRIAL LEADERS IN APAC, HOW DOES FENC MITIGATE THE ISSUE?

In general the mentality around sustainability has been limited to a means of a cleaner better ecological environment. Since 1988 before environmental cognizance was prevalent, FENC has been at the forefront of polyester recycling. Taiwan being a naturally resource-strapped island is problematic for the manufacturing industry. As a result, the need for recycling takes precedence. While the early days of recycling yielded low-quality materials, recycled yarns today are as good as virgin yarns than 30 years ago. While most of FENC recycled material today comes from post-consumer bottles, we are actively researching the area of post-consumer textile recycling. The stakes are high - whoever closes this loop will create and have access to a near limitless quantity of raw material for the industry.

HOW WILL MATERIAL INNOVATION REVITALIZE THE CONVENTIONAL TEXTILE INDUSTRY? AND HOW CAN STARTUPS GET INVOLVED IN THIS REVOLUTIONARY AGE?

Among the biggest advantages for textile startups is that while raw material technologies will evolve together with computer innovation, allowing for limitless opportunities.

WHY IS FENC INTERESTED IN SUPPORTING THE ENTREPRENEURIAL SCENE? WHAT IS THE MISSION BEHIND IT?

Until 2000, FENC has been focused on how to fulfill product capacity to our customers. As a result, today we are among the world's top suppliers of polyester solutions. At the turn of the millennia, FENC leadership faced the challenge on what to do with all this capacity for the next 60 years. We made the decision to set up an independent research center to explore and innovate new discoveries - something not attempted by other textile manufacturers.

With only a few exceptions, this approach is fundamentally at odds with traditional commodity manufacturing – startups must have the drive to try new and different things so as to define their brand identity, the perfect synergy for research and innovation.

「TECHSTYLE

瞄準問題重心所在，

讓初企有機會接觸

相關技術，發展更

具持續性的事業。」

創新科技如何改善紡織製造業的流程？

很多人都忘記紡織工業始源於工業革命，當中的創新包括蒸汽發電、輪系、冶金技術、化學工程、電腦科學，到今天的大數據，都在不斷改變紡織工業。高端科技讓顧客能以相宜的價格，擁有更好品質與性能的鞋履和服裝產品。你試想想，T 恤、高性能襯衫、褲子和鞋子在過去 30 年即使面對通脹，仍然能維持相宜的價格。未來的 30 年我們要依賴合成材料中的聚合物配方從而大幅減少用水，並藉著新科技和知識達至真正的可持續發展——否則不斷的耗損，將帶我們陷於環境污染的危機。

FENC 投放大量資源發展物料研發，可以跟我們分享一下成功的項目嗎？

遠東企業研究發展中心在 2003 年正式成立，但研發是我們企業的基石。我們其中一個早期及最具代表性的項目是聚酯改造，讓膠瓶擁有更高的破裂強度。這看起來微不足道的聚酯改造，讓碳酸飲料的瓶子（例如可樂的玻璃瓶）能形成不同形狀和尺寸，方便他們建立品牌特徵。

這小小的創新同時幫助膠瓶回收的過程更乾淨、快捷，幫助企業建立更具可持續性的事業。

現在業界逼切解決原料不足的問題，遠東新作為亞太區內的行業領袖，您們如何緩解這個危機？

整體而言，可持續發展建基於創造更美好、乾淨的生態環境的想法之上。在 1988 年「環保」概念未普及之前，FENC 已經站在回收塑膠瓶的前沿。台灣本身是一個天然資源匱乏的島嶼，這也是製造業的問題所在；因此，我們有必要進行回收。早期回收生產不少低質量的物料，但今天再生紗線品質，已經跟 30 年的原生紗線一樣好。現在 FENC 大部分回收得來的膠瓶來自消費者，也積極研究如何再造從消費者收集回來的紡織物。縱然風險很高，但只要有人能解決這個問題，便能為業界創造幾乎是無限量的原料。

物料創新如何活化傳統紡織工業？初創企業有能如何參與這革命性的年代？

紡織初企的最大優勢是使原料科技與電腦創新同時演化，創造出無止境的機遇。

是甚麼原因促使 FENC 支持初企的發展？背後的理念又是甚麼？

直到 2000 年，FENC 開始專注研究如何滿足顧客對產品的品質需求；因此，我們成為現今全球最頂尖的聚酯方案供應商。千禧年代的另一挑戰，是 FENC 領導層需要面對未來 60 年，如何處理這些需求。所以我們決定建立獨立的研究中心探索創新科技，這更是紡織製造業前所未有的嘗試。

只在極少數的情況下，創新不能解決傳統商品製造的根本問題。因此，初創企業必須擁有嘗試新事物的動力，才能確立品牌理念、成就研發與創新的完美結合。

“HONG KONG IS AN INTERNATIONAL AND DYNAMIC METROPOLIS THAT HAS HISTORICALLY BEEN GROUNDED IN TEXTILE MANUFACTURING AND DESIGN.”

「香港是高度國際化的城市，擁有悠久的紡織及設計業歷史。」



JEFFREY HSU
許嘉夫

Manager at Far Eastern
New Century Research
and Development Center

遠東企業
研究發展中心副理

WHICH TYPES OF STARTUPS FENC IS INTERESTED IN NURTURING?

We believe it's much simpler to start off on the right foot rather than to correct-course half-way through, hence FENC is especially supportive of all startups that are synergistic with our core values of providing a better, more sustainable future.

WHY HAS FENC DECIDED TO COLLABORATE WITH FABRICA?

The textile industry is stigmatized as a “traditional” industry or as a sunset industry. Yet, textiles are second only to food as a basic necessity. This industry is highly personal, an expression of self-identity, and also supports billions of employment opportunities around the world while adaptive of some of the most cutting edge of science, technology and sustainability. The input of fresh ideas, culture, and new blood which Fabrica looks to inspire and cultivate is exactly what FENC believes we need to protect and support the textile industry. This has to be a collaborative effort.

WHAT SUPPORT/SERVICES COULD FENC PROVIDE STARTUP COMPANIES?

Contrary to the tradition of going to multiple suppliers for different materials, FENC is a one-stop shop total solution for startups. We provide complete guidance and recommendations to startups on not only the vernacular but also the technical know-how to get it done right the first time around.

WHAT IS THE STRENGTH OF BUILDING UP A TEXTILE/ FASHION VENTURE IN HONG KONG?

Hong Kong is a highly international metropolis that has historically been grounded in textile manufacturing and design. Being an international hub, Hong Kong also provides unique insights and opportunities in integrating fashion with technology.

WHAT ARE THE POSSIBLE AREAS IN WHICH HONG KONG BASED STARTUPS CAN WORK WITH TAIWAN?

Taiwan is the world leader in sustainable and functional textile solutions for all international brands. For startups, Taiwan is the perfect launchpad for starting off on the right foot not only as a supplier, but also provide guidance on how to navigate through the meandering maze of regulations, certifications and qualifications for the international markets.

WHAT DO YOU THINK ABOUT THE FUTURE OF "TECHSTYLE" (THE INTERSECTION OF TECHNOLOGY AND STYLE) INDUSTRY ADVOCATED BY THE MILLS?

Designers, engineers, and production houses speak completely different vernacular; often feel that it's inconsequential to concern themselves with the activities of the other groups.

The heart of textiles is the very intersection of fashion, science and technology. This is particularly obvious with sustainability, material utilization, designing for disassembly, mindful material handling and tweaking the manufacturing process to new materials.

Honing in on "techstyle" precisely targets the crux of the problem, this allows bridging the knowledge divide permitting startups to be sustainable and have the right access to technology.

FENC 有興趣培育甚麼範疇的初企？

我們相信出發點正確，比起中途糾正錯誤來得簡單，因此 FENC 特別支持所有與我們核心價值相同的初企，幫助他們發展更美好、更具可持續性的事業

為甚麼 FENC 決定與南豐作坊合作？

紡織行業被視為「傳統」或「夕陽工業」，可是其實紡織業是僅次於食物的生活必需品。這是高度個人化行業，幫助顧客表達自我身分，同時提供著過百萬的就業機會，發展科學、科技與可持續發展的範疇。

南豐作坊的創新構想、文化和培育行業新血的精神，正是 FENC 所相信的。我們希望保護和支持紡織行業，需要各方相互協作。

那麼 FENC 如何支持初企的發展呢？

有別於傳統工業向多個供應商採購不同物料，FENC 為初企提供一站式的方案、完善的指導和建議：不僅是基本的知識，還讓他們知道如何在技術上一步到位。

在香港建立紡織和時裝事業有甚麼好處？

香港是一個高度國際化的城市，其紡織及設計業擁有悠久的歷史。香港作為一個國際樞紐，充分揉合時尚與科技，為初企提供獨特的視野和機遇

那麼香港初企和台灣公司，有甚麼合作的機會呢？

台灣是業內的領頭羊，為全球跨國品牌提供可持續及功能物料方案。至於初企，台灣是開展成功事業的理想跳板。他們不僅能在台灣找到供應商，還能幫他們梳理複雜的國際市場的法規、認證和資格。

您對於南豐紗廠推廣的「TECHSTYLE」行業前景有何看法？

設計師、工程師和工廠有不同行規，可能是惰性和傲慢的關係，他們總覺得群體活動與他們無關——但實情是他們不能再閉門造車。

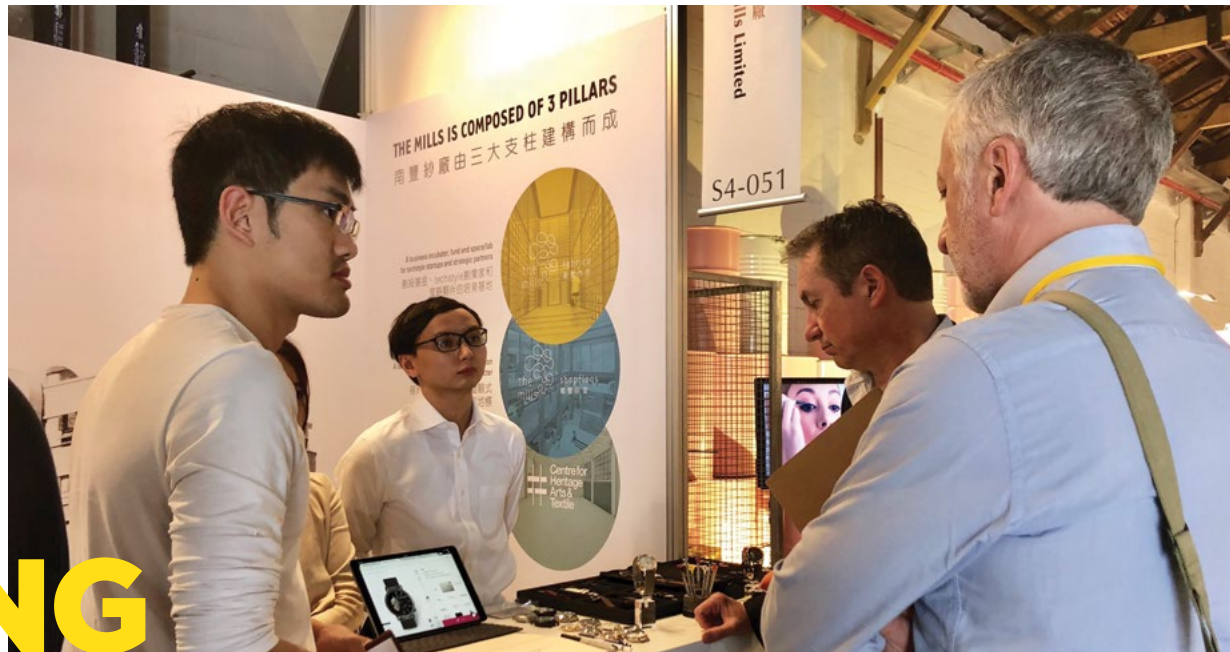
紡織業的核心是揉合時裝、科學與科技。這跟可持續發展、物料應用、可拆卸設計、正念處理物料及扭轉創新物料的製造過程有莫大關係。

「Techstyle」帶領我們精確瞄準問題的重心所在，讓初企有機會接觸相關技術，發展更具持續性的事業。

FABRICA EXPLORES INNOVATION IN TAIWAN WITH CREATIVE EXPO TAIWAN (CET), TAIWAN STARTUP STADIUM (TSS) & FAR EASTERN NEW CENTURY (FENC)

The Mills Fabrica actively explores opportunities to take incubatees overseas, especially to increase their brand exposure and develop new leads. In early April, The Mills Fabrica team was in Taipei together with its incubatees EONIQ and ORII to showcase at the Creative Expo Taiwan (CET), demonstrating their innovation achievements to more than 200,000 buyers and visitors in the 4-day event.

南豐作坊一直為培育公司尋找海外的機會，為他們的牌建立人脈和曝光機會。四月初，南豐作坊團隊與兩家培育公司 EONIQ 和 ORII 於台北的臺灣文博會擺設展位，四天活動吸引了超過 20 萬名買手與公眾參與，成功展示他們的創新成果。



EXPLORING INNOVATION IN TAIWAN



Image: Taiwan Startup Stadium

有關南豐作坊台灣之旅的詳情，請瀏覽官方網站原文：

Read the full article about Fabrica's trip in Taiwan here:

WWW.THEMILLSFABRICA.COM/NEWS/FABRICA-IN-TAIWAN-EXPLORING-TAIWANESE-INNOVATION-WITH-CET-TSS-FENC/



Fabrica also visited its corporate partner Far Eastern New Century Limited, learning their gaming-changing shift from “Made in Taiwan” to “Innovation in Taiwan”. Alexander Chan, co-director at The Mills Fabrica also presented in the panel discussion “Battle of the Startup Ecosystems” organized by Taiwan Startup Stadium (TSS), discussing the strengths and limitations of different startup ecosystems with TSS general manager Holly Harrington, Techsauce founder Amarit Charoenphan, and Joseph Huang, partner of Infinity Ventures.

南豐作坊
探索台灣創新之旅：
臺灣文博會、
台灣新創競技場及遠東新世紀



台灣新創競技場總經理 Holly Harrington、南豐作坊聯席總監陳浩揚、Techsauce 創辦人 Amarit Charoenphan、Infinity Ventures 合夥人 Joseph Huang（由左至右）Holly Harrington, general manager at Taiwan Startup Stadium, Alexander Ho, co-director at The Mills Fabrica, Amarit Charoenphan, founder at Techsauce, and Joseph Huang, partner at Infinity Ventures (from left to right)

團隊亦參觀了夥伴企業遠東新世紀股份有限公司，親身體驗他們由「台灣製造」演變成「台灣創新」的開創性理念。另外，南豐作坊的聯席總監陳浩揚出席了「台灣新創競技場」主辦的「初企生態環境之戰」研討會，與其總經理 Holly Harrington、Techsauce 創辦人 Amarit Charoenphan、及 Infinity Ventures 合夥人 Joseph Huang 討論不同生態環境的利弊與限制。

DESIGNED BY SECONDARY SCHOOL STUDENTS: THE 5-IN-1 MULTIPURPOSE FAMILY BACKPACK IS NOW LIVE ON KICKSTARTER!

Thinking Hong Kong's students are just bookworms studying all day, preparing for exams? Think again! It was a team of students from Shau Kei Wan East Government Secondary School that won the "The Mills Summer Program" held in 2017 with their 5-in-1 Multipurpose Family Backpack invention "MFB 5.0". Like true entrepreneurs, the team received feedback from users and professionals to enhance their backpack's design to suit every family's needs. Today, a year later, MFB 5.0 is launching on Kickstarter to raise funds, taking a big step in turning this impressive concept into reality!

香港中學生全力設計
五合一家庭背包登陸
KICKSTARTER



誰說香港的學生只是懂得考試的書呆子？來自筲箕灣東官立中學的隊伍憑著五合一多用途家庭背包「MFB 5.0」勝出去年舉辦的「南豐紗廠新經緯暑期作業」。比賽後她們不斷聆聽用戶和專業人士的意見，把設計改良成適合每個家庭使用的產品。經過 1 年的時間，MFB 5.0 已經準備就緒，登陸 Kickstarter 籌集生產資金，往設計夢邁進一大步！



MFB 5.0 is not just a typical water-resistant and mosquito repellent outdoor backpack, it is comprised of 5 core components that cater to everyone in the family, including Dad's Rucksack, Mom's Tote Bag, Kid's Backpack, a Picnic Mat and a USB Charge Port. While the features of the backpack are well integrated, the motivation behind its conception is equally heart-warming: bringing family members closer together to share life's precious moments.

Under the mentorship of The Mills Fabrica, the students met with industry partners, designers, startup companies and experts within the textile industry. They have been involved throughout the entire product development process while starring in videos for the crowdfunding campaign.

MFB 5.0 不僅是一個防水、驅蚊的戶外背包，還包括五大元素：擁有寬敞儲存空間的「爸爸的戶外背包」、適合超市購物的「媽媽的手提袋」、擁可愛恐龍外型的「小朋友的背包」、野餐墊，以及能隨時替手機充電的 USB 插口。同學們費煞思量，除了想發揮對創新設計的熱誠，還有一個充滿意義的目標：拉近家庭成員之間的距離，鼓勵他們與家人享受寶貴時光。

在南豐作坊指導下，她們到訪了企業夥伴，並與設計師、商業夥伴、初創企業和紡織業內專業人士交流意見。除了參與整個產品開發的過程，還親自擔綱演出眾籌計劃的短片。

MFB 5.0 TEAM

ABBY MA

馬伽穎

“I have learned to be courageous in expressing myself and the importance of teamwork. The various opportunities to meet professionals and target customers have allowed us to listen to critical opinions and feedback, enhancing our knowledge of the market.”

我學習到勇於表達和團隊的重要性，還得到很多機會接觸專業人士、目標顧客，聆聽他們的意見和需要，增強我們的市場知識。

AUDREY CHAU

鄧嘉倩

“Being an entrepreneur is not just about product design and sales, but also includes the promotional side such as video creation and collaborations with key opinion leaders.”

原來創業並不只是製作及販賣，還包含拍攝產品宣傳片、跟 KOL 合作等宣傳工作。



LOUISA CHAN

陳欣璐

“When launching a product, there are more things to consider other than design and sales. It also requires a marketing strategy and creating multiple prototypes to ensure that it meets consumer needs.”

要把產品推出市場，並不只是設計和售賣這麼簡單，當中還需要經過宣傳、打樣等過程，產品才能推出市場，符合消費者的需要。

MANDY FONG

方思敏

“This crowdfunding project has opened my eyes to the whole process of design and production. It is no longer just confined to book knowledge and theory; it has inspired me to pursue a career in the design industry!”

這次活動令我大開眼界，親身體驗設計到生產整個過程，不再局限於書本上的知識；對於將來希望從事設計行業的我，有著重要的影響！

INEZ TANG

鄧卓瑤

“When we were designing our product, there was a tendency to believe that ours was the best, however, we soon learned not to be complacent and to always consider the needs of our customers. Adopting an open mind and welcoming opinions is key to making improvements.”

我們設計產品時，總覺得自己的產品是最好的。但我們不能故步自封，要清晰考慮目標顧客的需要，抱開放的態度接納他們的意見，才能改良我們的產品。

“BRINGING FAMILY MEMBERS CLOSER TOGETHER AND ENJOYING LIFE’S PRECIOUS MOMENTS.”

「拉近家庭成員之間的距離，鼓勵他們與家人享受寶貴時光。」



DAD’S RUCKSACK

爸爸的戶外背包



- Expandable – can be used in 3 ways
- Exterior pockets and adjustable straps for extra storage (for bottle, picnic mat, yoga mat or tripod etc.)
- Hidden panel inside to store items separately
- Secret pocket to access items quickly

- 3 種擴展性用法
- 兩側口袋、底部調整索帶，可提供額外儲存空間（放置水樽、野餐墊、瑜伽墊或三腳架等）
- 隱藏內袋和間格，讓行裝井井有條
- 內側隱藏口袋，方便取出物品



MOM’S TOTE BAG

媽媽的手提袋



- Foldable into a compact size
- Perfect for grocery shopping

- 可折疊成便攜尺寸
- 用作超市購物



KID’S BACKPACK

小朋友的背包



- Transforms into a bright green dinosaur / shoulder bag
- Fun for kids to carry their own belongings
- Light-reflective strip making it safe to use at night

- 瞬間轉換成螢光綠色的恐龍或單肩包
- 孩子們可以攜帶自己的物品
- 反光條保障小孩在黑暗中的安全



PICNIC MAT

野餐墊



- Ideal for a day out in the park
- Mosquito repellent
- Convenient to carry around

- 戶外活動的最佳配備
- 防蚊
- 方便攜帶



USB CHARGE PORT

USB 充電插口



- Charge your phone on-the-go never be without battery again

- 隨時隨地充電，不怕手機沒電



請即瀏覽 Kickstarter 贊助或購買屬於您的 MFB 5.0，支持我們的學生創業家！

Buy your own MFB 5.0 or make a pledge on Kickstarter and support our student entrepreneurs!

[HTTP://KCK.ST/2I9PLJ5](http://kck.st/2i9pLJ5)



The Mills Fabrica hopes that this crowdfunding project will not only encourage high school students to develop their creativity but also inspire the next generation to become successful entrepreneurs. MFB 5.0 has been officially launched on Kickstarter on 10 May 2018. The students target to raise HKD 80,000 in the initial round for producing 110 bags with the early-bird price of HKD 618. Part of the revenue will be donated as scholarships to the students, while the remaining will be used to facilitate students who will join the Summer Program in 2018.

Speaking on the vision of The Mills and the motivations behind the Summer Program, Vanessa Cheung, Managing Director at Nan Fung Development Limited and Founder at The Mills shared that "The Mills is a landmark revitalization project led by the Nan Fung Group, celebrating the legacy of Hong Kong's textile industry and propelling local applied creativity and innovation industry to a whole new level." She also shared her entrepreneurial experiences, marketing strategies and the prospect of MFB 5.0 with student designers.

The crowdfunding campaign will last for one month. If you are interested in MFB 5.0 and would like to support this team of talented students, please visit: <http://kck.st/2i9pLJ5>

南豐作坊希望這次計劃不但鼓勵中學生發揮他們的創意，更希望藉此啟發下一代成為成功的創業家。MFB 5.0 已於 5 月 10 日正式登陸眾籌平台 Kickstarter。籌集得來的資金將用作產品開發、生產及市場營銷。第一輪眾籌目標是 8 萬港元，生產約 110 個背包，早鳥優惠價為 618 港元。部分利潤將以獎學金形式回饋學生設計師，並用作支持 2018 年的暑期計劃，為更多學生提供類似機會。

南豐發展有限公司董事總經理及南豐紗廠創辦人張添琳小姐與學生一同分享創業經驗、營銷策略與未來目標時表示：「南豐紗廠是南豐集團策劃的地標式保育項目，南豐過去一直見證香港紡織業的黃金時代，希望帶領本地應用創意及創新產業邁進全新里程。」

眾籌計劃為期一個月，如果你對 MFB 5.0 有興趣，或者想支持這班學生，請瀏覽：<http://kck.st/2i9pLJ5>

MFB 5.0 CROWDFUNDING CAMPAIGN



**“THE MILLS FABRICA
HOPES TO ENCOURAGE
THE NEXT GENERATION TO
BECOME ADVENTUROUS
ENTREPRENEURS.”**

「南豐紗廠希望鼓勵下一代成為勇於
接受挑戰的創業家。」

**BACK OUR FUTURE
ENTREPRENEURS NOW!**

請支持我們的新生代創業家！

Did you know that many clothes made with a wool component are certified with an approved logo from The Woolmark Company?

Established more than 50 years ago, the Woolmark Logo is a symbol of trust and certification for wool products globally where over 5 billion products have been certified under this international standard. Locally, The Woolmark Company is headed by Alex Lai, Country Manager of Hong Kong, who brings with him an extensive experience in the textile and wool industries. Highlighting the latest developments in the company, Alex shares with us how innovation and technology can be used to add value to wool.



Images: The Woolmark Company

THE WOOLMARK COMPANY: THE BEAUTY OF MERINO WOOL

美麗諾羊毛的美麗之道



當大家購買擁有羊毛成分的衣服時，定必想起 The Woolmark Company 的認可標籤。純羊毛標誌誕生超過 50 年，歷來有超過 50 億件產品獲得認證。The Woolmark Company 的香港區區域經理黎錦祺 (Alex) 在紡織和羊毛行業擁有豐富經驗，他會在訪問中分享機構的最新動態，以及如何應用創新科技為羊毛增值。



Originating from Australia, Merino wool is considered one of the highest quality wools available in the world. While there is a huge demand for them, many consumers are still unaware of the properties and benefits of Merino wool. Made of keratin, Merino wool is bio-degradable with its nitrogen-based nutrients able to act as a fertiliser for the soil, making it environmental-friendly. With careful grooming of young sheep, the wool is a sustainable and renewable resource. Alex believes that interest and innovation in the industry will be stimulated by education. "We educate consumers and the public to appreciate the beauty of Merino Wool through multiple programs and collaborations that include marketing support and educational programs."

At the consumer level, The Woolmark Company has collaborated with the Hong Kong Cheongsam clothing label, Yi-Ming, to launch a special series promoting wool products. In addition, the company also established "The Best Use of Australian Merino Study Scholarship" encouraging aspiring designers and fashion design students to explore the creative applications of wool. At the same time, workshops are being organized in the recently established Wool Resource Centre in Hong Kong that aims to educate consumers about the benefits of wool.

來自澳洲的美麗諾羊毛，是世界上品質最高的羊毛之一。可是大家購買衣服時，未必知道它的好處：美麗諾羊毛由「角蛋白」組成，不但是可降解物料，裏面的氮更能充當土壤的肥料。而且美麗諾羊每年都會長出新毛，因此是可持續、可再生的物料。Alex 表示：「我們透過多項計劃與合作，希望從市場行銷和教育的層面，向消費者和大眾介紹美麗諾羊毛的美麗之處。」

國際羊毛局曾經與香港長衫品牌「Yi-Ming」推出特別系列，於消費者層面推廣羊毛產品。另外，他們成立的「The Best Use of Australian Merino Study Scholarship」，鼓勵時裝設計學生運用羊毛作設計。機構也同時在香港設立羊毛創意資源中心，透過舉辦工作坊讓羊毛愛好者多瞭解羊毛的好處。



THE COMMERCIALIZATION OF WOOL PRODUCTS

In collaboration with Australian Wool Innovation Limited, the Woolmark Company focuses on the development of wool agriculture technology and innovative wool products. One of their most recent successful projects includes "Wool Denim" that focuses on improving the beauty, comfort and breathability of denim using wool. With a commitment to commercializing their successful R&D breakthroughs, the company has collaborated with Max Mara in 2017 to use Wool Denim technology to produce clothing that not only retains denim's unique texture but allows the material to be softer than denim while providing better wrinkle resistance.

While quality materials are important, it is equally critical to foster and gather ideas to turn fabrics into products. As a result, the company pays great attention and takes steps to the training and development of design talents all over the world. Their annual International Woolmark Prize raises the awareness of designers using Merino Wool, "Apart from the quality of Designs and Aesthetics, the International Woolmark Prize also focuses on the Innovative Ideas in Textiles.

Last year, we introduced the 'Innovation Award', celebrating outstanding creative and innovative fabric for yarn development in wool."

Referring to the cooperation with The Mills Fabrica, Alex highlights, "Fabrica is an organization originating from a Hong Kong Spinning Mill. Its mission suits Woolmark in promoting Merino Wool as the Natural & Innovative fibre for Textiles."

When asked on his thoughts on developments in the textile industry, Alex believes that The Mills' techstyle model will become a major trend, "Techstyle in Fashion is definitely the key to the success of the textile and fashion business. Today, we can see technology being applied to innovative textiles, as well as other tech platforms such as Big Data, AI, VR and 3D, in order to make our fashion businesses sustainable in today's market."

羊毛產品商品化

另一邊廂，他們位於澳洲總部的 Australian Wool Innovation Limited，專注開發先進的羊毛農業技術和創新的羊毛產品。其中改善牛仔布的美感、舒適度和排汗功能的「Wool Denim」是他們近年最成功的項目之一。他們致力將研發成果商品化，於2017年與 Max Mara 合作利用 Wool Denim 生產服裝，不僅保留了牛仔布的質感，更比牛仔布更柔軟，提供更佳的防皺性能。

好的物料需要設計師用創意轉化成產品，因此他們非常注重培養設計人才的工作。像每年舉辦的國際羊毛標誌大獎，提升設計師使用美麗諾羊毛的意識：「除了設計和美感，國際羊毛標誌大獎同樣重視紡織業內的創新構思。去年，我們推出了全新的「創新大獎」，藉此表揚羊毛業內具創意的創新面料和毛紗產品開發。」

提到與南豐作坊的合作，Alex 表示：「南豐作坊是以紡織廠為根源的機構，與我們在紡織業內推廣使用天然、創新的美麗諾羊毛的理念不謀而合。」Alex 認同南豐紗廠推動的 techstyle 模式將會成為紡織業內的大趨勢：「Techstyle 將會是成功開創時裝紡織事業的關鍵。今日，我們看見科技被應用到創新物料之中；加上其他科技如大數據、人工智能、虛擬現實和 3D 科技，讓時裝事業在今天市場裏能持續發展。」

SIMPLE PIECES & UNSPUN



SIMPLE PIECES AND UNSPUN JOIN THE MILLS FABRICA INCUBATION PROGRAM

SIMPLE PIECES 和 UNSPUN 加盟成為南豐作坊培育公司

Our business incubator is one of the key components of The Mills Fabrica, which helps techstyle startups create their success stories. The 12-month incubation program is designed to provide dedicated and customized support for Hong Kong-based techstyle startups and support includes brand exposure, connections to industry partners, as well as business, legal and financial advice.

Fabrica hosted a celebration event for the new incubatees in mid-April at The Woolmark Company's Wool Resource Center. At the launch event, Elaine Lou, founder of Simple Pieces, shared about creating a new fashion brand to address the market gap in the industry. Elizabeth Esponnette, one of the co-founders of Unspun, explained their core technology - proprietary fit-algorithm and 3D-weaving production machine, to the audience. Meanwhile, Brian Tam, Project Manager of Fashion and Marketing of The Woolmark Company shared about how "Wool Lab Denim" helps to build a community for designers and partners to create innovative wool products.

培育計劃是南豐作坊其中一個核心項目，幫助 techstyle 初創企業打造成功的創業故事。計劃為期 12 個月，為香港 techstyle 初企提供專門、量身訂造的支援，當中包括品牌曝光機會、行業人脈網絡，以及商業、法律及金融資訊諮詢。

南豐作坊在4月中旬於其夥伴機構 The Woolmark Company 的 Wool Resource Center，舉行慶祝加盟的活動歡迎 Simple Pieces 及 Unspun 加入成為培育公司。席間 Simple Pieces 的創辦人婁伊林分享其品牌如何堵住時裝市場的缺口；至於 Unspun 的創辦人之一 Elizabeth Esponnette，則講解其核心創新技術：「稱身」演算法及 3D 編織生產機器。The Woolmark Company 的時裝及市場項目經理 Brian Tam，也分享了 Wool Lab Denim（羊毛牛仔布），如何幫助他們建立創新羊毛產品的設計師及夥伴社群。

SUSTAINABLE FASHION

PROMOTING THE DEVELOPMENT OF FASHION STARTUPS

For entrepreneurs seeking to establish a fashion business, Hong Kong is an attractive option as a hub for not only innovative material development but also a city with deep design talents. Alex notes that, "In the past, Hong Kong has gained lots of textiles experience in manufacturing and in today's fashion industry, it has a lot of creative ideas to offer as well, particularly in styling by the young designers who graduated from Hong Kong fashion schools."

In addition, Alex emphasizes on the Hong Kong government's strong support of the fashion industry including initiatives such as the PMQ fashion design hub and Sham Shui Po's fabric sourcing hub, helping to create unique advantages for Hong Kong's fashion industry.

With strong government backing and access to a vibrant ecosystem of talents, early enterprises will not only promote the development of the industry but also benefit the local economy. Alex believes that it is these companies and startups that will push forward the development of innovative wool products, "Material

innovation in wool will transform Merino wool as the Transitional Fibre for the four seasons, making this material suitable whatever the weather."

So how does The Woolmark Company help the progress of these startups? Alex describes, "We will provide ongoing industry mentor support, where the Woolmark certified winning collections for the International Woolmark Prize have the opportunity to be stocked in some of the world's most prestigious department stores including David Jones, Harvey Nichols, Lane Crawford, LECLAIREUR, mytheresa.com, ORDRE and Tata CLiQ Luxury." He also added that Woolmark will be providing educational lectures to the winners about the benefits of wool, and its application onto the apparel as well as linking them to the supply chains for garment making & potential partnerships.

推動時裝初企發展

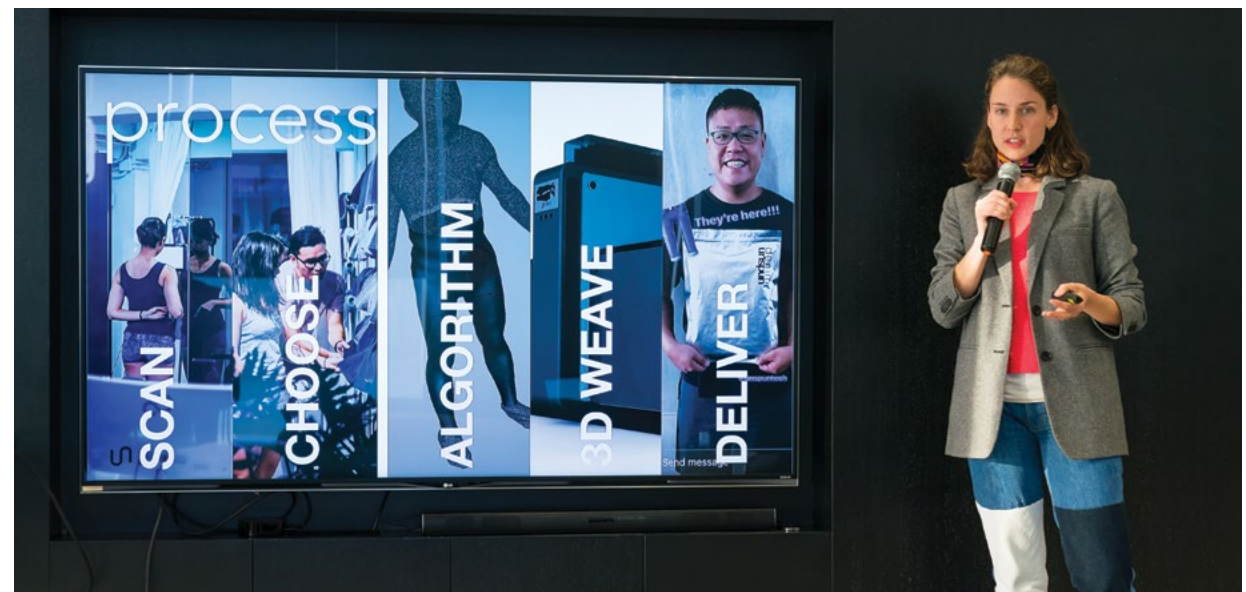
對於想開創時裝事業的創業家來說，香港不但是開發創新物料的樞紐，在設計的層面也有不少人才：「過往香港在製造業裏賺取不少紡織相關的經驗；而今天香港的時裝業仍然充滿創意——特別是從時裝學院畢業的設計師的造型技巧。」Alex 提到，香港政府大力支持時裝業，像位於 PMQ 的時裝基地和深水埗的物料採購樞紐，都造就香港在時裝業內的獨特優勢。

初企不但有利發展本土經濟和推進行業發展，對開發創新羊毛產品也扮演了重要的角色：「物料創新使美麗諾羊毛成為四季合宜的纖維，所製成的物料適合在任何天氣穿著。年輕的創意人才，能夠將羊毛應用在春夏系列、運動及戶外服裝，甚至是製作飾物和傢俱紡織產品。」

但到底 The Woolmark Company 如何推動時裝初企的發展？「我們會為他們提供業內指導。同時，勝出國際羊毛標誌大獎的設計師的作品會有機會在 David Jones、Harvey Nichols、連卡佛、LECLAIREUR、mytheresa.com、ORDRE 和 Tata CLiQ Luxury 等國際知名的時裝店裏寄賣。」Alex 補充，他們會為勝出者提供課程，讓他們能詳細了解羊毛的好處，讓他們日後能在供應鏈和服裝製造等層面有效應用羊毛。

有關培育公司迎新活動的詳情，請瀏覽：
Read more about our new incubatees celebration event here:

WWW.THEMILLSFABRICA.COM/NEWS/RECAP-OF-SIMPLE-PIECES-UNSPUN-NEW-INCUBATEES-EVENT-WOOLMARK/



Simple Pieces 創辦人婁伊琳（上）、Unspun 共同創辦人 Elizabeth Esponnette（下）
Elaine Lou, founder at Simple Pieces (Top), Elizabeth Esponnette, co-founder at Unspun (Bottom)

SIMPLE PIECES: ADDRESSING THE MARKET GAP TO CREATE A BRAND FOR MILLENIALS TO EXPRESS THEIR PERSONALITY

Elaine Lou, the former Vice President of Operations of the Chinese mainland's renowned e-commerce platform "Little Red Book" found that in Hong Kong, it was difficult to find high-quality, affordable work apparel both online and offline. This challenge inspired her to set up "Simple Pieces", a clothing brand for youths filled with personality and individuality, designing vibrant office apparel.

瞄準市場缺口
為新世代打造個性服裝



曾經在內地知名電商平台「小紅書」擔任營運副總裁的婁伊琳 (Elaine)，在香港生活時發現，不論線上還是線下市場，都難以找到品質高、價格相宜的服裝。這啟發她成立品牌「Simple Pieces」，為有個性的青年人，設計有生活態度的上班服裝。



ELAINE LOU
婁伊琳

Founder at Simple Pieces
Simple Pieces 創辦人

WWW.SIMPLEPIECES.COM



WHAT IS THE DESIGN CONCEPT OF SIMPLE PIECES?

We decided to focus on making the basics interesting. If we just stuck to being plain and simple, the variety will tend to be bland and boring. Our brand is positive & lively with the focus on expressing individuality and personality. That is the spirit of our brand.

WHAT PROMPTED YOU TO CREATE SIMPLE PIECES?

Actually, the decision is related to Little Red Book. During my time in the company, I was in charge of the e-commerce department and started out mainly with cosmetic products before managing clothing. I discovered that the supply of cost-effective brands wasn't sufficient: if they weren't on Taobao's ultra-cheap and poor-quality brands, then they were expensive clothes in department stores.

At that time, because I could not find a suitable brand to introduce to the platform, even my investment was in a difficult position. My home has always been in Hong Kong, during those years I was shopping in a mall in Tsim Sha Tsui and discovered I could only afford one or two of the brands with other brand lines increasing their prices over time. Even in big shopping malls, customers are facing limitations in their budget and choices and I felt that the market has this need that must to be solved.



SIMPLE PIECES 的設計理念是甚麼？

我們想做有趣的基本款，因為如果是純基本款會很沉悶，傳播性會比較差。而我們品牌的性格是率真、積極，同時敢於保持自我，這是我們品牌的精神。

是甚麼原因促使你創辦 SIMPLE PIECES ？

其實還是跟小紅書有關係的。那時候我負責電商部門，一開始主攻化妝品，後來才轉到服裝。而在這個過程中，我發現性價比高的品牌供應不足：要不是淘寶上超便宜、質量很差的品，那麼就是百貨公司裏價格昂貴的衣服。那時候因為找不到合適的品牌引進小紅書，連我招商也有點困難。加上其實我的家一直都在香港，當時在尖沙嘴的大型商場逛街，發現我只有一、兩個品牌能閉著眼睛買，某些品牌還不斷漲價。連在大型商場裏也那麼明顯有局限，因此我覺得市場有這個需求。



THE BRAND FOCUSES ON THE MAINLAND MARKET. WHAT KIND OF ROLE DOES HONG KONG BRING TO THE MIX?

Our presence in Hong Kong is geared to building a brand image. We previously held an event called "Mix and Match Queen" on Instagram - because we have a lot of basic outfits, we reached out to influencers and credible bloggers and let them pick out and mix and match 4 outfits each. We then selected the blogger with the best outfit and sent her to Paris to see the fashion show.

DOES THE BRAND HAVE OTHER OFFLINE PROMOTION PLANS?

We are planning to launch a pop-up store in Hong Kong, but we are not aiming primarily to just sell clothes. The key is to reflect and showcase our brand's attitude and personality. A great example is our "Why So Serious" T-shirt series which sold very well. We are a brand about basics with attitude, so we'd like to build brand image through opening pop-up stores in top-notch shopping malls in Hong Kong.

HOW DO YOU BALANCE THE DESIGN OF PERSONALITY WITH THE NEEDS OF OFFICE WORKERS?

Our brand's products combine personality and functionality and are suitable for office workers to wear. However, if the brand has no communication power, it will not be able to differentiate itself from other brands. The key challenge is how to draw your attention. Our designs for work are not formal "banker" attire, but are clothes worn by "Slash Youths" who work in common workspaces. While our clothing respects people who work and meet together by not being too casual, they also take care to include elements of comfort, fashion and sensibility.

品牌主攻大陸市場，那香港主要扮演著甚麼角色？

香港主要是建立品牌形象，我們之前在 Instagram 上做了一個叫「Mix and Match Queen」的活動 — 因為我們有很多基本款，所以挑了一些形象比較好的博客，讓她們每人挑 4 件衣服搭配。我們最後會評選搭配得最好的博客，送她去巴黎看時裝秀。

品牌有其他線下宣傳計劃嗎？

我們正在籌劃在香港做 Pop-up Store，但我們並不是真的想要賣衣服，而是想體現品牌的態度。比如說，我們最近有一件 T 恤上面寫了「Why So Serious」，這個系列整體賣的不錯 — 我們是一個有態度的基本品牌，所以說，我們想在香港的具地標性的購物中心做 Pop-up Store，建立品牌形象。

如何在個性設計與上班族需求之間取得平衡？

品牌現在的核心商品還是非常百搭，適合上班族穿。但如果品牌沒有傳播力，跟其他品牌會很相似 — 那麼我們首先需要回應的問題是怎麼引起別人的矚目。我們所謂的「上班族」，並不是在銀行上班、很正經的衣服；而是讓在共同工作空間裏上班的「斜槓青年」穿的衣服。它不是很隨便，也能尊重一起上班和開會的人，同時照顧到舒適、時髦、率性的感覺。

“OUR BRAND IS POSITIVE & LIVELY WITH THE FOCUS ON EXPRESSING INDIVIDUALITY AND PERSONALITY.”

「我們品牌的性格是率真、積極，同時敢於保持自我。」

*Simple Pieces is an incubatee at The Mills Fabrica
*Simple Pieces 為南豐作坊培育公司

Images : Simple Pieces

SIMPLE PIECES

RIDING THE WAVE OF INFORMATION IN THE TECHSTYLE ERA

Navigating the startup world involves understanding the flow of people, goods, capital and information. The Mills Fabrica brings techstyle entrepreneurs key data and current trends of this fast growing and high value industry. Let's explore the boom of data and information flow.

抓緊信息洪流為
TECHSTYLE 帶來的機遇



創業生態環境的發展，需要人流、物流、資金流、信息流的支援。我們先介紹不斷增長的數據和信息流如何左右 techstyle 初企的事業。



Image : Pixabay

MOBILE USERS AND DATA SURGING IN CHINA

According to Tencent’s Mobile Industry Data Report published late 2017, the mobile devices market is approaching saturation in first and second-tier cities, resulting in the reliance of growth on demand from lower tier cities.

However, over 600 million people used WeChat to send red packets to their friends and family for Chinese New Year, showing the formidable development and adoption of innovative payment technology across China.

With a large number of younger and more sophisticated users, first-tier cities such as Beijing, Shanghai and Guangzhou are hotbeds for testing new consumer products.

But the true potential lies in the rest of the country: the report highlights that up to 40% of Chinese video users live in fourth tier cities. In an era where everyone has a mobile phone and uses data to enhance their quality of life, companies should focus on developing consumer-related programs.

內地手機用戶及數據同時迸發

根據騰訊在今年初發表的《2017年第四季移動行業數據報告》，中國一、二線城市的移動裝置市場接近飽和，購買新手機的市場主要在四線以下的城鄉。

而今年有超過 6 億人利用微信發紅包，依此趨勢來看，不管是一線還是四線城市，中國擁有巨大發展創新金融及付款科技的潛力。

加上北京、上海和廣州等一線城市擁有大量高教育水平的年輕用戶，是初企測試新興消費產品的試驗場地。可是，我們也不容忽視其他地區的爆發力，報告顯示，高達四成觀看的視頻用戶來自四線城市：在人人都有手機的年代，衍生出更多數據和資訊，企業應將注重開發消費有關程式，借助數據提升用戶的生活素質。

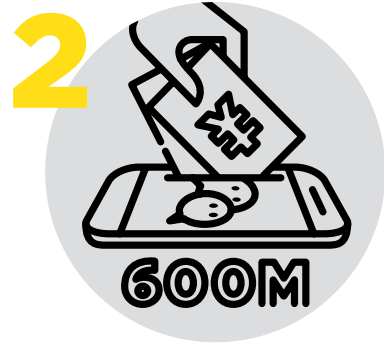
KEY FACTS YOU SHOULD KNOW IN THE INFORMATION AGE:

資訊年代必須知道的
關鍵數據：

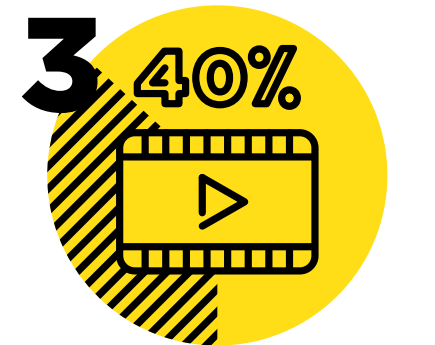
Sources: Google, Tencent and Wikipedia
資料來源：Google、騰訊及維基百科



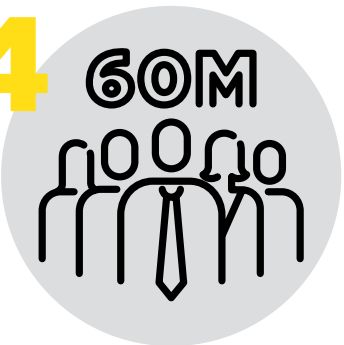
The mobile device market is saturated in China's 1st & 2nd tier cities
中國一、二線城市的移動裝置市場接近飽和



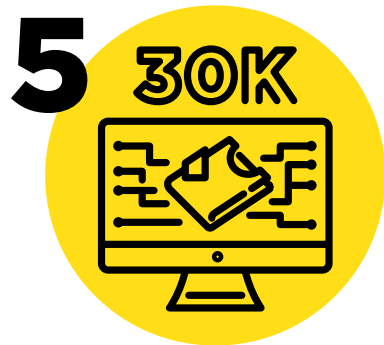
Over 600M people used WeChat to send red packets in 2018
2018 年，超過 6 億人利用微信發紅包



In China, 40% of people who watch videos live in 4th tier cities
在中國，40% 觀看視頻的用戶來自四線城市



60 million people live in the 11 cities that make up the Greater Bay Area
大灣區內 11 個城市坐擁超過 6 千萬人口



Google’s “We Wear Culture” initiative digitalizes 30,000 fashion pieces from over three millennia
Google 的「We Wear Culture」數碼化 3 千年來的 3 萬件時裝作品

BIG & SMALL ENTERPRISES EMBRACE DATA

The two Chinese internet giants Tencent and Alibaba have launched a number of big data products that help track and analyze the online behavior of mainland consumers.

Data analysis solutions developed by international companies such as Google and SimilarWeb, whose implementations have limited reach in Mainland China, while Alibaba's "Ali Data" and "alikmd" (Kong Ming Deng), on the other hand, provide deeper analytics for companies looking to conquer the Chinese market.

Being based in Hong Kong means access, collection and analysis of data from both Chinese and international providers, allowing techstyle startups to analyze customer behavior, optimize their strategy, improve their supply chain or their customer relationship management.

Startups may wish to seize the opportunities offered by the Pearl River Delta: The 11 cities of the Great Bay Area total over 60 million people, quite an opportunity for pioneering enterprises!

While many perceive the information to be related to consumer data, there are other types of data that can be effectively utilized. In the operations of our own incubatee, Unspun, the production of better-fit jeans is achieved thanks to data from 3D-scanning customers' body. Large companies such as Google digitized over 30,000 fashion pieces from the past 3,000 years for the "We Wear Culture" programme, to provide information to historians, designers, and students.

The boom in the information of data brings opportunities, but with it comes problems such as customers' privacy and intellectual properties infringement. To make the most out of the growing sea of data surrounding us, it ultimately comes down to the entrepreneur's creativity, resilience and ability to grasp the right data at the right time, to build and drive its business towards success.

大小企業 齊擁數據

內地兩大巨頭騰訊和阿里巴巴相繼推出多項大數據產品，追蹤和分析內地用戶高速增長的線上行為。

諸如 Google 和 SimilarWeb 等外企開發的產品，未能準確分析內地用戶的數據。反而，阿里數據開發的「阿里參謀」和「孔明燈」等產品，更適合有志進軍內地市場的初企。這也凸顯在香港成立新公司的其中一大地理優勢：包攬國內、外一切信息和數據來源。特別在電子商貿盛行的年代，techstyle 相關企業能藉此瞄準全球顧客，在配合科技提升顧客的消費、物料及售後體驗。

對於剛成立的初企，不妨先把眼光放在珠三角的顧客群，光是大灣區的 11 個城市，便坐擁超過 6 千萬人口，絕對足夠衍生出初企的的第一桶金。

說到這裏，大家心目中的「信息」定必與消費數據有關。但如我們作坊公司 Unspun，他們借助掃描客戶的體型數據，自動化生產更稱身的牛仔褲。而大型企業如 Google 也透過「We Wear Culture」計劃，將 3 千年來的超過 3 萬件時裝作品等資訊數碼化，開放予歷史學家、設計師和學生使用。

面對當前信息洪流，遍地都是機會。可是，隨著企業更容易掌握數據，侵犯客戶私隱和知識產權等問題隨之而來。因此，初企在發展業務時，需要了解自己社會責任，並在機遇和商業道德之間取得平衡。

FOREIGN COMPANIES TO CONDUCT ITS BUSINESSES IN HONG KONG

海外公司在
香港進行其事業



E: Entrepreneur
JTC: JTC Solicitors

E：創業家
JTC：莊鄭律師事務所

E: How can a foreign company commence and carry on its business in Hong Kong?

JTC: Foreign companies commonly can choose to commence and carry on its businesses in Hong Kong by way of:

- 1) Incorporation of a private limited company (*Limited Company*)
- 2) Registration as a registered non-Hong Kong company (*Registered Non-HK Company*)
- 3) Sole proprietorships
- 4) General Partnerships
- 5) Limited Partnerships
- 6) Establishment of a representative office

Irrespective of which business vehicle/structure, a foreign company must obtain a business registration certificate in Hong Kong within one month of its commencement of business in Hong Kong.

E: Which is the better option?

JTC: (1) and (2) are typically the more common methods but a foreign company should finalise its decision regarding which business vehicle/structure to adopt after careful consideration of, among other factors, (i) the nature and relationship of the interested parties; and (ii) the purposes as to why it is setting up an office in Hong Kong.

There are advantages and disadvantages of each of these business vehicle/structure.

Example, one advantage of Limited Company is that it is a separate legal entity (as opposed to Registered Non-HK Company which is not) and thus a foreign company will not be automatically liable for the legal and/or contractual obligations and liabilities incurred by its Limited Company in Hong Kong. However, mindful that Limited Company is subject to more compliance and formalities requirements under the Companies Ordinance in Hong Kong than a Registered Non-HK Company.

Whereas, if the presence in Hong Kong is purely for liaison between the foreign entity and its offices elsewhere, a representative office could be a good option from a cost perspective. Careful to note that a representative office cannot transact any business in Hong Kong which creates legal obligations (save and except for some exceptions such as leases for its office premises and utilities bills).

E: What are other legal headups tips for foreign companies to consider prior to commencing businesses in Hong Kong?

JTC: Be mindful that apart from obtaining a business registration certificate, certain businesses in specific industries may not be carried on in Hong Kong prior to obtaining specific licence or permit from relevant government authorities. Furthermore, it is also important to be aware that businesses allowed to be carried overseas may not be legal in Hong Kong.

It is therefore important to seek legal advice when in doubt whether a business model and/or operation is in compliance with Hong Kong laws.

E: 海外公司如何在香港開展和延續他們的業務？

JTC: 海外公司一般可選擇以：

- 1) 成立私人有限公司（有限公司）
- 2) 申請註冊成為非香港註冊公司（註冊非香港公司）
- 3) 獨資經營
- 4) 普通合夥
- 5) 有限責任合夥
- 6) 成立代表辦事處

在香港開始及延續其事業。無論是以那一種法人團體 / 企業架構，海外公司必須在其於香港營業後一個月內取得商業登記證。

E: 哪一種選擇比較好？

JTC: (1) 和 (2) 是比較常見的方法，但海外公司在確實採納以哪一種法人團體 / 企業架構前，應該謹慎考慮的因素包括 (i) 有關各方的性質與關係；及 (ii) 在香港成立辦公室的目的。

各種法人團體 / 企業架構都有各自的優劣之處。

例如，有限公司的好處是作為獨立法人（與並非獨立法人的註冊非香港公司相反），海外公司不會自動承擔其香港成立的有限公司所產生的法律和 / 或合同義務及責任。不過，需注意比起註冊非香港公司，有限公司須遵守更多香港公司條例下有關合規及手續的規定。

然而，如果在香港存在的目的只是為了跟海外公司和其在各地城市辦事處的聯絡，成立代表辦事處可能是在成本上更好的選擇。但請注意，代表辦事處不能在香港進行任何會產生法律責任的業務交易（交付辦公室租賃和水電費等例外情況除外）。

E: 海外公司在香港開展事業前，還有其他法律須知嗎？

JTC: 請謹記，除了索取商業登記證，從事某些行業的公司需在取得有關政府部門簽發的相關執照和許可證後才可在香港營業。另外，需留意某些能夠在海外進行的業務在香港未必合法。

因此，當不肯定業務的模式及其運作是否符合香港法律，應先諮詢法律意見。

THE MILLS WEAVING THE COMMUNITY

The Centre for Heritage, Arts and Textile (CHAT), one of The Mills' 3 pillars, organize different activities in collaboration with various partners, in order to connect the dots in the community and build a techstyle ecosystem.

南豐紗廠
交織社群



南豐紗廠三大支柱之一六廠紡織文化藝術館（CHAT 六廠），透過不同活動與多方夥伴合作，旨在連結社區不同群體，共同建立 techstyle 生態環境。



CHAT GO! Let's Build a Textile Village, 2018
Courtesy of Centre for Heritage, Arts and Textile(CHAT)

CHAT WORKSHOP MONTH

OPENING DAY:

28 JULY 2018 (SATURDAY)

OPENING RECEPTION:

2:00PM – 6:00PM

EVENT DATE:

29 JULY 2018 – 19 AUGUST 2018

OPENING HOURS:

11:00AM – 7:00PM

OPEN WEDNESDAY TO SUNDAY

VENUE:

CHAT, THE MILLS,
45 PAK TIN PAR STREET,
TSUEN WAN, N.T., H.K.

CHAT 六廠「盛夏手作」月

開幕日：2018 年 7 月 28 日

開幕日儀式及活動時間：下午 2 時至 6 時

活動日期：2018 年 7 月 29 日至 8 月 19 日

活動時間：星期三至日（上午 11 時至晚上 7 時）

場地：CHAT 六廠，
香港荃灣白田壩街 45 號南豐紗廠

This summer, CHAT introduces its first pre-opening programme - 'CHAT GO! Let's Build a Textile Village' at its permanent home - The Mills in Tsuen Wan. The programme will take place from 28 July to 19 August 2018, offers a preview of the much-anticipated opening of the heritage site and comprises of diverse participatory programmes including multiple co-learning workshops, one artist talk, one sharing session and various other activities which will be open to public and provide all participants with rich co-learning and co-creation experiences.

During the 17-day programme, the CHAT space will be transformed into a "textile village" as a co-learning platform for participatory events. The village is jointly designed by local textile and craft artists, Japanese artist Taguchi Yukihiro and Turner Prize-winning architect collective Assemble Studio, who will offer a preview of its work-in-progress for CHAT's Grand Opening in Spring 2019. 5 unique village lodges will act as hubs for various textile-themed activities guided by local textile and craft creators. Furthermore, Taguchi Yukihiro will initiate a community art project in collaboration with Tsuen Wan residents, members of various organisations and Master Ng Kwong-nam, a local fire dragon dance master. Taguchi will use bamboo and recycled fabrics to weave a 35-metre spun dragon and choreograph a novel dragon dance performance with Master Ng for the opening reception of "CHAT GO! Let's Build a Textile Village" on 28 July 2018. On regular event days, all visitors are welcome to weave the "dragon scales" together at Gallery 1 of CHAT.

In addition, local textile and craft creators, including Dyelicious, Aunt Yung, Granny 2-woo, Little Green Feet, Reborn Story, Breakthrough Art Studio, Giants Tie Dye, Lizzie Bee Foundation, Kraptr and Made in Sample will station themselves at CHAT as they co-create the village with Tsuen Wan residents and public. They will be paired up in groups of two and operate 5 different experiential stations for daily visitors. On weekends, these textile artists will also host a total of six workshops in which they will share their innovative ideas for applying spinning, weaving and dyeing skills to create items for daily use.

今個夏天，六廠紡織文化藝術館（CHAT 六廠）將在其位於荃灣的永久館址——南豐紗廠，舉行其明春正式開幕前的首項前奏活動「盛夏手作：來建紡織村」。活動將於 2018 年 7 月 28 日至 8 月 19 日期間進行。是次「盛夏手作：來建紡織村」夏日共學活動除了可以讓公眾先睹南豐紗廠活化後的面貌，亦有不同的體驗活動讓公眾參與，當中包括 2 項「共建」工程、6 場「共學」工作坊、1 場藝術家講堂、1 場「共享」分享會以及其他精彩活動，希望能夠為公眾提供互動共學體驗。

為期 17 日的活動中，CHAT 六廠將化身為獨一無二的「紡織村」，為豐富的參與式藝術項目提供共學平台。紡織村由多家本地紡織及手工藝團體、日本藝術家田口行弘及曾獲權威藝術獎——透納獎（Turner Prize）的 Assemble 建築團隊共同設計。是次活動更可預覽 Assemble 為 CHAT 六廠 2019 年春季正式開幕的設計過程。本地紡織及手工藝團體將在五間別樹一格的「紡織村屋」中主持一系列紡織主題活動。田口行弘受香港傳統舞火龍啟發，聯同本地紮龍師傅吳江南舉行充滿創意的社區織龍計劃，於 5 月至 7 月期間邀請荃灣街坊及不同團體，利用竹枝及回收布料合力編製一條創新紡織龍，舞龍預計全長 35 米。於 7 月 28 日舉行的「盛夏手作：來建紡織村」開幕日，吳師傅及參與織龍的市民將以這條創新舞龍獻上耳目一新的舞龍表演，為夏日共學活動揭開序幕。活動期間，公眾亦可於 CHAT 六廠一號展覽廳親身體驗織龍。

除此之外，本地紡織創作人及手作達人，包括染樂工房、容姐姐、二胡婆婆、綠腳丫、Reborn Story、破。格、巨人染、勵智蜂基金、Kraptr 以及樣品製造，將會以兩組為一個單位進駐 Assemble 建造的「村屋」成為紡織村民，於村屋內與荃灣街坊及市民共建獨一無二的「紡織村」。同時，紡織創作人亦會按其專長舉行 6 場週末限定工作坊，與參加者一起探索紡、織、染工藝在日常生活中的可能性。



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ABOUT THE MILLS

The Mills is a landmark revitalization project from Nan Fung Group scheduled for completion in 2018, a celebration of shared industrial legacy with Hong Kong, and a step towards a future of applied creativity and innovation.

The Mills is composed of 3 main pillars: Fabrica, Shopfloor and the Centre for Heritage, Arts and Textile (CHAT). Building on a foundation of legacy and heritage, visitors can explore the continuity of an authentic Hong Kong story, where themes of textile and industry are woven into experiences of innovation, culture, and learning.

關於南豐紗廠

南豐紗廠預計於 2018 年落成，是南豐集團策劃的地標式保育項目，見證香港紡織工業的承傳，並帶領本地應用創意及創新產業邁進新里程。

南豐紗廠由南豐作坊、南豐店堂及六廠紡織文化藝術館三大支柱組成。建基於集團的承傳與歷史，並以紡織和工業為根基，交織出創新、文化及學習體驗，讓訪客從中探索不斷延續而真實的香港故事。



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