

# FABRICA.

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Welcome to our first newsletter!  
In each edition we bring you  
interviews, insights, and  
practical information about the  
startup world of fashion, textile,  
and technology.

感謝您閱讀南豐作坊的第一期通訊！  
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  
時裝、紡織與科技的世界。

SUMMER  
2016

THE  
IGNITION  
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。

**Fabrica connects startups,  
investors, and industry players  
to build a healthy ecosystem for  
techstyle entrepreneurs.**

Fabrica 是一個連接創業家、投資者和業內人士的平台，為新經緯創業家締造健康的生態環境。

the  
mills  
南豐紗廠

FABRICA.WEAVE

# FASHION TEXTILE TECHNOLOGY





# FABRICA: A BUSINESS INCUBATOR AND SPRINGBOARD FOR TECHSTYLE STARTUPS AND STRATEGIC PARTNERS.

南豐作坊：  
新經緯創業家和  
策略夥伴的  
商業培育基地及  
創業跳板



# THE MILLS OF 21<sup>ST</sup> CENTURY

Hong Kong offers incredible opportunities for young brands and technology startups, in fact we think the city is the best place in the world to build and scale a techstyle business.

Fabrica has a Hong Kong based incubator dedicated to making this happen - providing the space, services, and connections that young companies need. As part of The Mills project in Tsuen Wan, Fabrica will officially open in 2018, but we are actively building a healthy ecosystem that supports and nurtures the next generation of techstyle stars.

對於新進品牌和科技公司來說，香港帶來意想不到的機遇。我們相信香港是全世界最適合發展和擴張新經緯事業的城市。作為植根香港的培育基地，南豐作坊致力為初創企業提供他們所需要的空間、服務和人際網絡。在2018年正式開幕前，南豐作坊將積極地建立健康的生態環境，培育下一代創業新星。

## FABRICA WORKSPACE: LEASING FOR NEW AND ESTABLISHED COMPANIES

We believe that startups and established businesses need each other and feed each other. We have dedicated two floors in The Mills Fabrica to build a practical ecosystem - dozens of individual office spaces for companies large and small. When fresh ideas and seasoned advice are shared, the sparks fly and the magic starts.

## 工作空間： 舊雨新知均可租用

我們相信創業家和有經驗的公司需要互相扶持，所以我們在培育基地撥出兩層工作空間，建設成實用的生態環境，提供幾十個不同大小的辦公室予策略夥伴及創業專才租用。在南豐作坊工作的創業家和其他租戶公司可以隨時交流意見，擦出潛力無窮的火花。

## A PLATFORM: CONNECTING THE DOTS OF TECHSTYLE

How can a young brand get retail exposure? Where can startups meet investors that understand their value? How can technical advances in logistics disrupt the status quo? These are the kinds of questions we aim to answer.

Our platform connects startups, investors, and industry players. We build collaboration and dialogue through ongoing series of newsletters, meetups, and partnerships.

## 開放平台： 新經緯產業 連成一線

年輕品牌怎樣得到零售機會？創業家從何尋找認同他們理念的投資者？如何提升物流技術，繼而打破公司的瓶頸狀況？這些都是我們一直在尋找答案的問題。

南豐作坊的開放平台連結創業家、投資者和業內人士。我們將透過出版通訊，以及舉辦一系列會談和夥伴計畫，促進各方合作和對話。



SUBSCRIBE now for the FABRICA.WEAVE!

立刻登記網上版 FABRICA.WEAVE !

[THEMILLSFABRICA.COM/SIGNUP](http://THEMILLSFABRICA.COM/SIGNUP)



## QUICK FACTS ABOUT FABRICA

關於南豐作坊

# THE MILLS

Part of The Mills  
project based in  
Hong Kong's Tsuen  
Wan district

座落香港荃灣南豐  
紗廠的其中一個  
支柱項目

# 15,000 FT<sup>2</sup> INCUBATOR

15,000 ft<sup>2</sup> incubator featuring  
ateliers, fabrication & sample lab,  
photo & media studio, and  
co-working spaces

合共 15,000 平方呎的培育基地，  
包含了工作室、板房、攝影及媒體  
中心和共同工作空間

# FABRICA

Full launch in 2018

2018 年正式開幕

# 30,000 FT<sup>2</sup> WORKSPACE

30,000 ft<sup>2</sup> office leasing for  
strategic partners

還提供 30,000 平方呎的空間，  
出租予策略夥伴作為辦公室

MORE INFO ON  
更多資料

[themillsfabrica.com](http://themillsfabrica.com)  
[themills.com.hk](http://themills.com.hk)

PITCH DAY 2016 OPEN FOR APPLICATION MID-JULY!  
PITCH DAY 2016 於 7 月中開始接受報名！

Read more on the last page  
詳閱封底

# STAY TUNED 2018

# THE INCREDIBLE WHITE SPACE OF TECHSTYLE: FASHION FUNDING UPDATE

Yes, tech startups suck up media and investor attention, but there are big opportunities across the entire value chain of fashion and textile.

新經緯產業的  
無窮空間：  
時裝資金速報



縱然科技創業家壟斷了媒體和投資者的關注，但其實時裝及紡織價值鏈蘊含著龐大的機遇。

## 1.3 TRILLION IS A BIG NUMBER

A really really big number. So big that most of us cannot really grasp the implications. But that is the starting size of this opportunity.

## 1.3 萬億元是個大數目

這是一個非常大的數字，我們卻一直沒有抓緊這個機會，而 1.3 萬億元只是一個開始。

“1.3 TRILLION DOLLAR TECHSTYLE OPPORTUNITY: 4 X THE SIZE OF THE SEMICONDUCTOR INDUSTRY.”

「1.3 萬億元的新經緯機遇：相等於半導體工業的 4 倍價值。」

LET’S LOOK AT THIS ANOTHER WAY — THE GLOBAL FASHION AND APPAREL INDUSTRY:

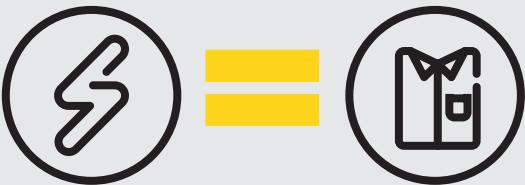
我們嘗試用另外一個角度看全球時裝及成衣工業：



Is half the size of the global healthcare industry  
等於全球醫療保健工業的一半大小



Is over double the size of the motion picture industry  
比電影行業大 1 倍有多



Is equal to the entire advanced energy sector: including wind, solar, natural gas and building efficiency, combined  
等於整個先進能源行業，包括風能、太陽能、天然氣和建築節能加起來的總值



Is four times larger than the semiconductor industry  
比半導體工業大 4 倍

And yes, there is room for growth and disruption.

當然裏面還有增長和突破的空間。

## TECHSTYLE? EVEN BIGGER

Remember that brands and retail are only a part of the picture. Manufacturing, sourcing, material science, logistics: all ready to be shaken up by advances in digital.

## 新經緯產業？更龐大。

零售和品牌只是其中一部分，周邊還有製造、採購、物料科學和物流等行業，足以令整個產業的價值倍增，我們把它稱之為「新經緯產業」，是每個設計師、科技開發商和投資者必須留意的行業！


We call this the techstyle industry, and whether you are a designer, tech developer, or investor, you had better be paying attention!

# FUNDING SNAPSHOT: 2015

## 資金速覽 2015

We have listed a few interesting companies that have received funding in the last 12 months. Some well-established, some you have probably never heard of. This is not a list of the biggest investments, but a taste of the incredible white space opportunity of techstyle:

我們為您搜羅了幾家在過去 12 個月，曾經得到過資金的公司：當中有發展不俗的企業，也有一些名不經傳的新進公司。他們未必是投資額度最大的公司，但足以讓你見識到新經緯產業的無窮機會：

US \$125M	
	
RETAILNEXT	
www.retailnext.net	
CATEGORY 類別	Data Visualization, Manufacturing, Retail 數據圖像、製造、零售
RECENT FUNDING 目前資金	US\$ 125M 1.25 億元美金 Series E - Apr 2015
SUMMARY 概要	<p>RetailNext enables retailers and manufacturers to collect, analyze, and visualize data about in-store customer engagement.</p> <p>RetailNext 為製造商提供一站式服務，收集、分析及圖像化顧客的店內行為。</p>
BOTTOM LINE 重點	<p>Understanding your customer is the key to success, and RetailNext is just one example of innovation in the category of profiling and analytics.</p> <p>了解客戶是成功的一大要素，RetailNext 是其中一個把分析創新化的例子。</p>
LOCATION 地點	San Jose, CA, U.S. 美國加州聖荷西
US \$110M	
	
FARFETCH	
www.farfetch.com	
CATEGORY 類別	Fashion, E-Commerce 時裝、電子商貿
RECENT FUNDING 目前資金	US\$ 110M 1.1 億元美金 Series F - May 2016
SUMMARY 概要	<p>Farfetch brings together independent fashion boutiques to provide a wide selection of elegant brands and styles.</p> <p>Farfetch 匯集多家獨立時裝店，為顧客提供時尚品牌和造型。</p>
BOTTOM LINE 重點	<p>Only one of dozens of fashion-focused e-commerce platforms. By curating great boutiques and offering a great customer experience, FarFetch shows that even the top-of-the-pyramid fashion forward market has huge upside potential.</p> <p>時裝網購平台像雨後春筍般出現，FarFetch 憑著策劃優質的時裝品牌，以及完善的顧客服務，為高級前衛時裝開拓無限商機。</p>
LOCATION 地點	London, UK 英國倫敦
US \$32.4M	
	
BOLT THREADS	
www.boltthreads.com	
CATEGORY 類別	Fashion, E-Commerce 時裝、製造
RECENT FUNDING 目前資金	US\$ 32.4M 3,240 萬元美金 Series B - Jun 2015
SUMMARY 概要	<p>Engineering the next generation of high-performance fashion fibers.</p> <p>製造新一代的高性能時裝面料。</p>
BOTTOM LINE 重點	<p>Smart and advanced materials will have industry impact far beyond the performance category. There are opportunities for both developers of these materials, and brands who use the materials (and know how to market them).</p> <p>Bolt Threads 研發的先進物料，對業界有跨範疇的影響。物料開發商如 Bolt Threads，及使用（或知道如何營銷）該物料的品牌，均擁有龐大商機。</p>
LOCATION 地點	Emeryville, CA, U.S. 美國加州愛莫利維爾



# US \$15.5M



## SHOES OF PREY

www.shoesofprey.com

**CATEGORY** E-Commerce,  
類別 Shoes  
電子商貿、鞋履

**RECENT FUNDING** US\$ 15.5M  
目前資金 1,550 萬元美金  
Series B - Dec 2015

**SUMMARY** Shoes of Prey creates  
概要 bespoke, hand-made women's shoes designed by the customer, and delivers them to anywhere in the world.

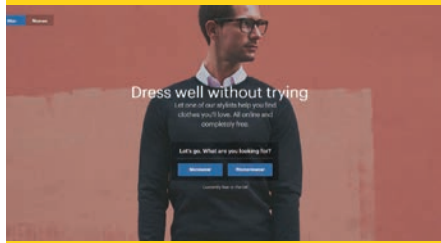
顧客可親自設計女裝皮鞋，每件貨品均是手造，遞送服務覆蓋全球。

**BOTTOM LINE** A brand, manufacturing,  
重點 and e-commerce startup with a focus on customization.

專注客製化服務的初創品牌、製造商和電子商貿公司。

**LOCATION** Sydney, Australia  
地點 澳洲悉尼

# US \$8M



## THREAD

www.thread.com

**CATEGORY** Internet, Algorithms,  
類別 E-Commerce, Fashion,  
Machine Learning  
互聯網、演算法、電子商貿、時裝、機器學習

**RECENT FUNDING** US\$ 8M  
目前資金 800 萬元美金  
Series A - Aug 2015

**SUMMARY** Thread lets one of their  
概要 stylists help you find clothes you'll love, all online and completely free.

Thread 讓他們的電子造型師尋找你所喜愛的衣服，整個過程都在網上進行，完全免費。

**BOTTOM LINE** Offering a "digital  
重點 stylist" service that combines machine learning, image recognition, and hand curation. As AI improves we will see mix-and-match curation grow more popular and relevant.

他們提供的「電子造型師」服務，結合了機器學習、圖像認知和個人策劃科技。人工智能日漸進步，預視科技的混搭使用，會在未來越來越普遍。

**LOCATION** London, UK  
地點 英國倫敦

# US \$3.5M



## GRANA

www.grana.com

**CATEGORY** E-Commerce, Fashion,  
類別 Social Media, Lifestyle  
電子商貿、時裝、社交網絡、生活品味

**RECENT FUNDING** US\$ 3.5M  
目前資金 350 萬元美金  
Seed Round - Feb 2016

**SUMMARY** Grana's mission is to  
概要 create timeless wardrobe essentials made from the world's best fabrics at the most disruptive prices ever seen.

Grana 搜羅全球最佳的布料，創造出歷久常新且價格優惠的服裝。

**BOTTOM LINE** Local based Grana  
重點 is a case study that answers the question of "why Hong Kong". Grana's strong online focus is matched with great brand message and amazing pricing. CEO and founder Luke Grana came to the city to take advantage of logistics, business friendly finance, and access to Southern China manufacturing. Go Grana!

以香港為基地的 Grana，示範香港為何是一個適合開創新經緯事業的城市。他們專注發展網上市場，正好跟他們的品牌形象和實惠價格相符。Grana 的行政總裁和創辦人來到香港，利用物流、營商環境，以及跟華南生產基地接壤的優勢發展事業。

**LOCATION** Hong Kong 香港  
地點



### JUST A TASTE...

This list is far from complete. Every day techstyle startups are driving innovation, gaining customers, and bringing in investment. What are you waiting for?

### 只是一隅

以上列表只是其中一部份的資料，每天還有很多新經緯公司在革新、擴大客群和帶來新的投資。你還在等什麼？

**“THE SIZE OF THE GLOBAL APPAREL BUSINESS IS GROWING AND IS EXPECTED TO GENERATE DOUBLE DIGIT GROWTH BETWEEN NOW AND 2020, MUCH OF IT COMING FROM DEVELOPING MARKETS.”**

**— MCKINSEY**

**「全球成衣市場正在增長，預料由現在到 2020 年會有雙位數字的增幅，大部分來自發展中的市場。」**

**— 麥肯錫公司**

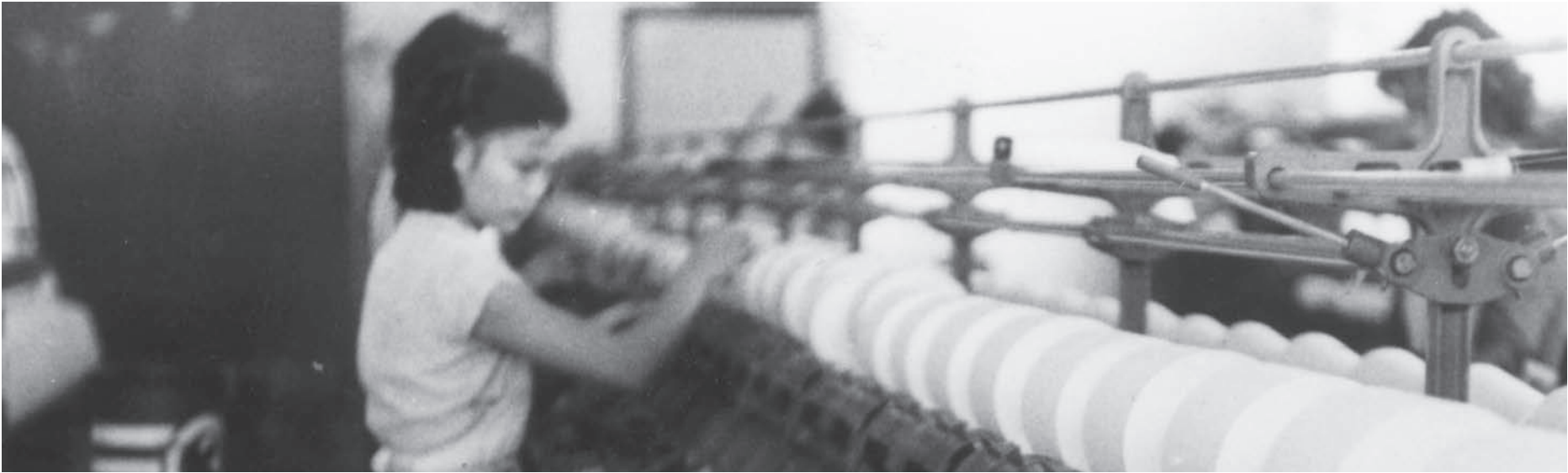
# HONG KONG'S STARTUP SCENE - PAST, PRESENT & FUTURE

香港創業前景：  
過去、現在與未來



Hong Kong is one of the hottest startup hubs in the world. Forbes recently listed us as the #1 city to watch. We sit down with 3 ecosystem drivers and get their thoughts on our city's past, present, and future of innovation.

香港是世界上其中一個最熱門的創業中心，最近更登上福布斯「最值得關注城市」排行榜的第一名。我們找來三位生態環境先驅，聊一下香港創新工業的前世今生和未來發展。



How has Hong Kong grown since the 90's? How can we define our place in the global scene? What is missing from our ecosystem?

香港 90 年代後的發展如何？怎樣替我城在國際舞台上定位？我們的生態環境缺少了甚麼？

To answer these questions, let's meet our players:

看看他們對以上的問題有甚麼答案。



CASEY LAU  
startupshk.com

Co-Founder of StartupsHK  
Senior Community Development Manager, APAC for SoftLayer, an IBM company

StartupsHK 聯合創辦人  
IBM SoftLayer 亞太區高級社區發展經理



JAYNE CHAN 陳軻貞  
startmeup.hk

Head of StartmeupHK at Invest Hong Kong

香港投資推廣署初創企業主管



MANAV GUPTA  
brinc.io

CEO and Founder of Brinc.io

Brinc.io 行政總裁及創辦人

Together with his business partners, Casey is the father of the startup scene in Hong Kong. He established the first meetup, co-working spaces, and workshops before most of us ever heard the term "ecosystem". He is an entrepreneur, mentor, and continues to be the primary spokesperson for Hong Kong's startup scene.

Casey 跟其他幾位創辦 StartupsHK 的夥伴，可說是香港的「創業之父」。當我們對「生態環境」還是一無所知的時候，他已經帶頭建立香港首個社群聚會、共同工作空間和工作坊。他不但是一個企業家，更是本地創業家的導師和創業生態的代言人。

Jayne has been a part of Hong Kong's startup scene since the 90's. She heads StartmeupHK, connecting international startups with Hong Kong based opportunities, investors, and services. Obsessed with elevating Hong Kong's profile on the global scene, Jayne also spearheaded the recent StartmeupHK Festival featuring a keynote address by the legendary Elon Musk.

陳軻貞在 90 年代加入培育創業家的行列，她所帶領的初創企業（Startmeup）團隊，把來自世界各地的創業家，跟香港的機會、投資者和服務連接起來。除了致力提升香港達到國際級水平，她所策劃的「StartmeupHK Festival」（香港創業節）更邀請到創業界的傳奇人物伊隆·馬斯克（Elon Musk）擔任主講嘉賓。

Manav and the Brinc team represent the best of Hong Kong's maturing ecosystem. Building on their substantial production capabilities in China, Brinc is leading the charge in Hong Kong's IoT (Internet of Things) sector with a full-service, ultra hands-on acceleration and investment program that helps IoT companies build real value and sustainable, scalable businesses.

Manav 和其 Brinc 團隊，是體現生態環境的成功例子。建基於他們在中國內地的龐大生產能力，Brinc.io 是香港物聯網業務（Internet of Things，簡稱 IoT）首屈一指的公司。他們全面的服務和投資計劃替不少物聯網公司增值，幫助他們建立具有價值且可持續、有規模的事業。



**Casey, you and your partners were building this ecosystem before anyone even heard the word “startup” - can you tell us about that?**

CASEY: Well back in the 90s they were called “dotcoms”, not startups - “I and I” was the first co-ordinated event - It was at the Furama on Tuesday nights, somebody would do a talk, and half the room would be investors. As soon as the session was over they started doing deals. It was an exciting time.

After that I started my own company and moved to the Valley. Years later, after returning to HK, we saw Dave McClure (500 Startups) at a 2009 Cyberport event and someone asked him: “After you Silicon Valley guys go back with all of your enthusiasm and excitement, what are we supposed to do?” He said: “You should get together in a coffee shop and start your own ecosystem.” And that’s what we did.

We used to meet at Cafe Habitu in Causeway Bay every Monday and created Startup Monday, and it all grew from there. Soon we needed more space. So we decided to start the first co-working space in Hong Kong called BootHK. It seems like so long ago but actually it was only 5 or 6 years ago!

# “HONG KONG IS THE BEST HUB FOR BUILDING BUSINESSES.”

## 「香港是最適合建立事業的中心。」

**Manav, IoT is a very strong category for HK, and that Brinc is the premier IoT accelerator in the city. Tell us more about Brinc and why you set up in Hong Kong.**

MANAV: We are one of the world’s first end-to-end platforms for IoT. We had a very strong background in China - manufacturing, distribution, logistics, fulfilment, quality control, all that kind of stuff locked down. But we recognized that most new companies in our space still did not understand the principles of building a sustainable business.

So we built the Brinc program here and plugged in our backend in China - Hong Kong has become a viability and design program which is focused on “let’s get the business model right”.

The fundamentals of our thesis is that Hong Kong is the best hub for building businesses. You have all the ecosystem, partners, great taxation, the fundamental building blocks. Companies can come down here and leverage and lock down the backend, while continuing to work on the frontend of their business.

**Casey, 你和你的夥伴在建立 StartupsHK 這個生態環境之前，根本沒有人聽過「Startup」這個字。你能告訴我你們當時的想法嗎？**

CASEY: 我們在 90 年代提到的「dotcom」（科網公司），還不是今天的「startup」（創業家）。至於「I and I」是我們第一個舉辦的活動，還記得那是星期二的晚上，我們在 Furama 酒店辦了一場講座。會場裏佔了一半都是投資者；講座結束以後，他們就開始進行交易。那是一段令人十分振奮的時光。

後來我搬到矽谷開設自己的公司，許多年後又回流香港，在 2009 年科學園一個活動裏，遇到創立「500 Startups」的 Dave McClure。我問他：「你們在矽谷投入了巨大熱情和激情，那我們現在該做甚麼？」他說，我們應該如他們當初所做的：聚集在一家咖啡店，開始屬於你們的生態環境。

後來我們創立了「Startup Monday」，逢星期一在銅鑼灣的 Cafe Habitu 見面 — 這裏埋下了往後發展的種子。不久我們需要更大的空間，所以我們決定開設全港首個共同工作間「BootHK」。這聽起來好像是很久以前的事，其實只不過是五、六年前發生。

**Manav, 我敢說物聯網（Internet of Things）是香港十分強的行業，而 Brinc 是本地推動物聯網發展的先驅。你可以告訴我為甚麼當初在香港開設這門事業？**

MANAV: 我們是全球第一家物聯網點到點平台。我們在中國有很強的後盾，由生產到分銷、物流、產品履行、品質監控，每一環都在我們的掌控之中。但我們留意到一些我們空間裏發展的新公司，還未認清建立一門永續事業的要點。

於是我們在香港建立了 Brinc 計劃，連結中國內地作為我們的後端平台。現在香港大本營已經成為具可行性且策劃完善、專注於協助新公司尋找合適事業模式的計劃。

「香港是最適合建立事業的中心」是我們的理念。這裏擁有你所需要的一切生態環境、事業夥伴、完善的稅制和基礎建設。當新進公司在前線打拼時，能助他們把握香港的優勢，緊扣著後端平台，繼而擴大事業的版圖。

**Jayne, How is InvestHK helping the Hong Kong startup scene?**

JAYNE: Our goal is to get innovative and scalable companies from overseas to set up here, and contribute to the economy of Hong Kong.

To do that, we give pragmatic advice to startups, such as how to incorporate their business, how to apply for their work visa. We also have to build the ecosystem and infrastructure to make sure this environment is supportive and vibrant enough to keep these companies staying and adding value to Hong Kong.

**Will Hong Kong be the next Silicon Valley?**

JAYNE: Let me try and dispel the thought that we’re trying to emulate the Valley - we’re not and we never can be. The cultural and historical environment is very different. I think for Hong Kong we’ve got to find very specific niche areas where we can compete on a global level.

The startups that are surviving are telling you - ok, we have competitive advantages in certain areas, and that’s why we’re seeing growth in those sectors - IoT, FinTech, Analytics and HealthTech.

**Jayne: 投資推廣署如何推動香港的創業生態？**

JAYNE: 我們的終極目標，是對香港的經濟發展作出貢獻，吸引海外具規模的創新公司在香港設立辦事處。

有見及此，一方面我們為海外創業家提供像如何申請工作簽證等務實意見；另一方面，我們必須建立生態環境和基礎設施，確保香港的營商環境蓬勃發展，並給予初創企業足夠的輔助，使他們願意留在香港，替香港增值。

**香港能成為下一個矽谷嗎？**

JAYNE: 很多人覺得我們在模仿矽谷，請容許我打破這個說法 — 我們不是，也不會成為下一個矽谷。兩地的文化和歷史迥異，我相信香港已經找到在國際舞台上競爭的獨特定位。

能夠生存下來的創業家會跟你說：我們在某些範疇有競爭優勢，所以像物聯網、金融科技、分析和健康科技這幾個行業都正在增長。



**What about the future? How will Hong Kong continue to differentiate itself from China?**

JAYNE: I believe that we are much stronger when our story includes the Pearl River Delta, both as a location for manufacturing and as a potential market. We do operate a different system there are advantages being based here, for example low taxes, financial liquidity, business infrastructure, professional services and strong IP protection.

MANAV: Hong Kong will continue to be a good business hub. The market is small, so it’s great for validation, prototyping, and testing. Globally it’s also attractive for foreigners who want to plug-in and get that level of manufacturing acumen and support. Most of the companies that have come down here have found out what an interesting city this is and they don’t want to leave.

Business and entrepreneurship is as much about the fun as the hard work that goes around it, and Hong Kong is an amazing city to live and work.

**香港在未來的日子，該如何繼續區分自身和中國內地的差異？**

JAYNE: 我相信香港是珠三角裏最強的商業城市。不論是生產製造，還是尋找潛力市場，香港的地理位置充滿優勢。所以我們必須有一個不一樣的系統，以保持我們的優勢，例如：低稅制、金融流動性、商業基礎建設、專業服務，以及對知識產權的強大保障。

MANAV: 香港仍然是穩健的商業中心。即便市場不大，但這裏卻非常適合當驗證、樣板和測試中心。特別對那些想達到一定生產水平和支援的外國人具一定吸引力。大多數來到香港的公司，都會發現這個城市很多優點，使他們都不願離開。

雖然創業得過程很辛苦，但這是一件充滿樂趣的事。而且，香港是一個非常適合生活和工作的城市。



Where are the gaps? What does the Hong Kong scene need to grow into its future?

JAYNE: I still feel that we’re short on talents that we need versus what people are doing at the university level. What we would love to see is more colleges and universities teaching the latest programming skills, for example, financial AI or creative thinking, and telling students that those skills will really set their careers up. This is starting to happen.

MANAV: We need more collaboration, more openness. Large companies need innovation and startups need distribution, so that bridge is very interesting. We’re talking about trillions of dollars of new revenue opportunity, you don’t lose out by being a multi-billion dollar company in that game.

There needs to be a lot more early stage funding that’s definitely not available right now. It is very hard from what we’ve seen for early stage companies to get support.

Finally, the government currently vets every company that applies for their programs. I think there’s an opportunity for them to “accredit the accreditors”, empower companies with domain expertise to vet these applicants and speed up the process.

CASEY: I think the seed round is important. A lot of startups must raise seeds outside of Hong Kong but that’s something that should be here.

I wish the investor culture here was more open. I follow a lot of investors in San Francisco, they’re very public and open about their information. But I feel like a lot of people are hiding here - they’re not talking about their investments, they don’t want people to know who they are, I don’t get it.

面對未來，香港有甚麼需要進步去拉近差距？

JAYNE: 看著現在大學的畢業生 —— 我感覺我們缺乏真正的人才。我們希望大學能專注教授最新的電腦語言、金融人工智能和創意思考，讓學生知道這些技術有利他們規劃即將開始的事業生涯。

MANAV: 我們需要更多合作機會和開放空間。大型企業需要創新，然而初創企業要分銷渠道，這是一個很有趣的橋樑關係。當我們在談一萬億元的回報機會時，一家市值幾億的公司絕不會在這場遊戲裏吃虧。

其次，我們要更多前期投資資金，這可是現在非常缺乏的。我們很少看得到初創企業得到支援。

最後，政府現在負責審批所有公司遞交的申請。我認為當中有承認「認可機構」的空間，授權有特別專長的公司去審批申請，加快整個處理過程。

CASEY: 我認為種子資金非常重要。很多創業家要在香港以外的地方尋找資金，但香港應該要有類似的計劃。

我希望本地的投資者文化能越來越開放。我留意過很多在三藩市的投資者，他們都很願意公開他們的資訊。但在香港，似乎一切都不可告人，他們不願意別人知道他們在投資甚麼，不想別人知道他們是誰。

“DECIDE WHAT YOU ARE GOING TO FOCUS ON IN DIFFERENT STAGES OF YOUR STARTUP.”

「想清楚你在每個創業階段的專注點。」

If you had 1 minute to give some battle-seasoned advice to a young startup, what would you tell them?

JAYNE: Decide what you are going to focus on in different stages of your startup. It’s too easy to be completely distracted from your business at the early stages because you need to network and build contacts for example, or you try to fundraise at the same time as trying to get your product finalised.

MANAV: Focus on the fundamentals of your business and the kind of problem you’re trying to solve, not on trying to raise X amount of capital to be perceived as successful. When you’re in physical products, like brands or hardware, it’s even more critical to figure this out because you have costs of production, costs of scale...

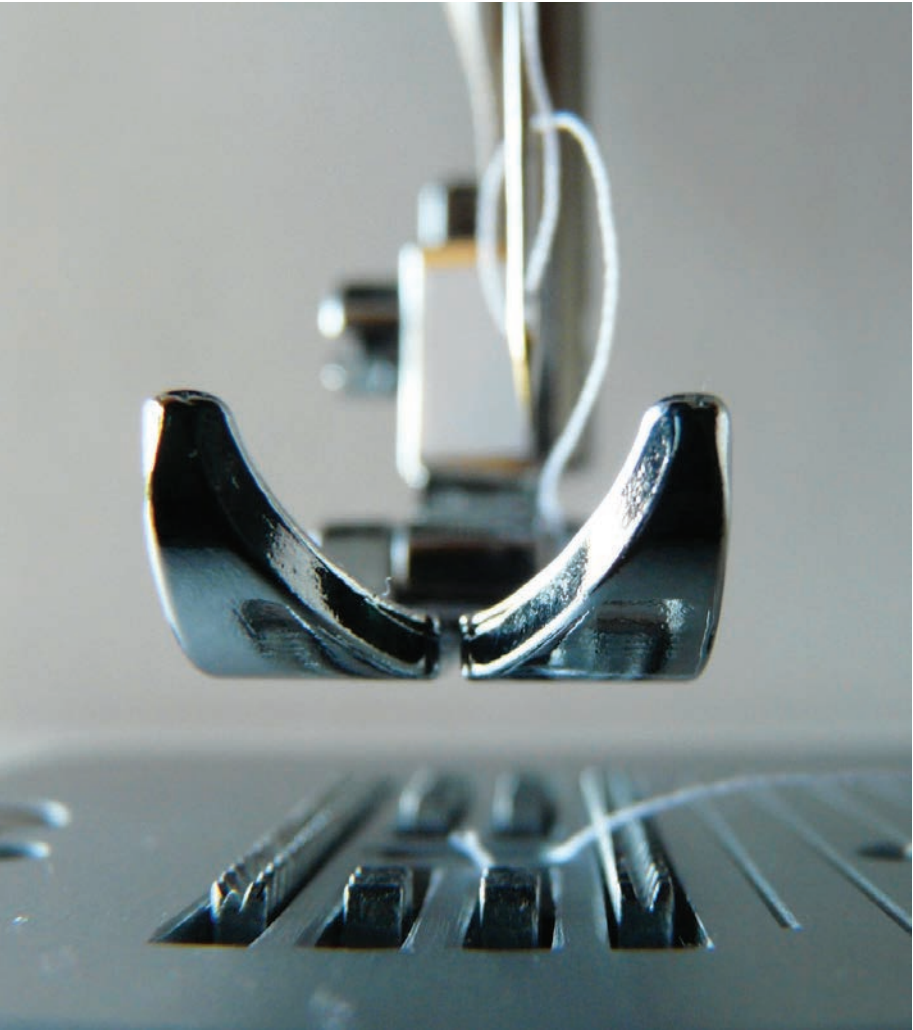
CASEY: My newest and best piece of advice that I give people now is think bigger. Dream bigger. You cannot think that you’re just going to build an app, you need to think about how your technology can be a platform that connects other things together.

如果你有一分鐘，你有甚麼實戰意見給年輕的創業家。

JAYNE: 想清楚你在每個創業階段的專注點。因為在創業初期，你很容易為了開拓人脈或籌集製作資金而被完全分散了注意力。

MANAV: 專注發展事業的基礎，嘗試解決你遇到的問題。不要把得到無盡的資本當成是成功。在製造實體貨品像品牌跟硬件時，必須謹慎，因為這關乎製造和規模的成本。

CASEY: 我最新跟最好的意見是：多想點，把夢想想大一點。你不能只想著自己在設計一個手機軟件，你要想的是如何把你發明的科技變成一個連接其他人的平台。



“WE NEED MORE COLLABORATION, MORE OPENNESS.”

「我們需要更多合作機會和開放空間。」





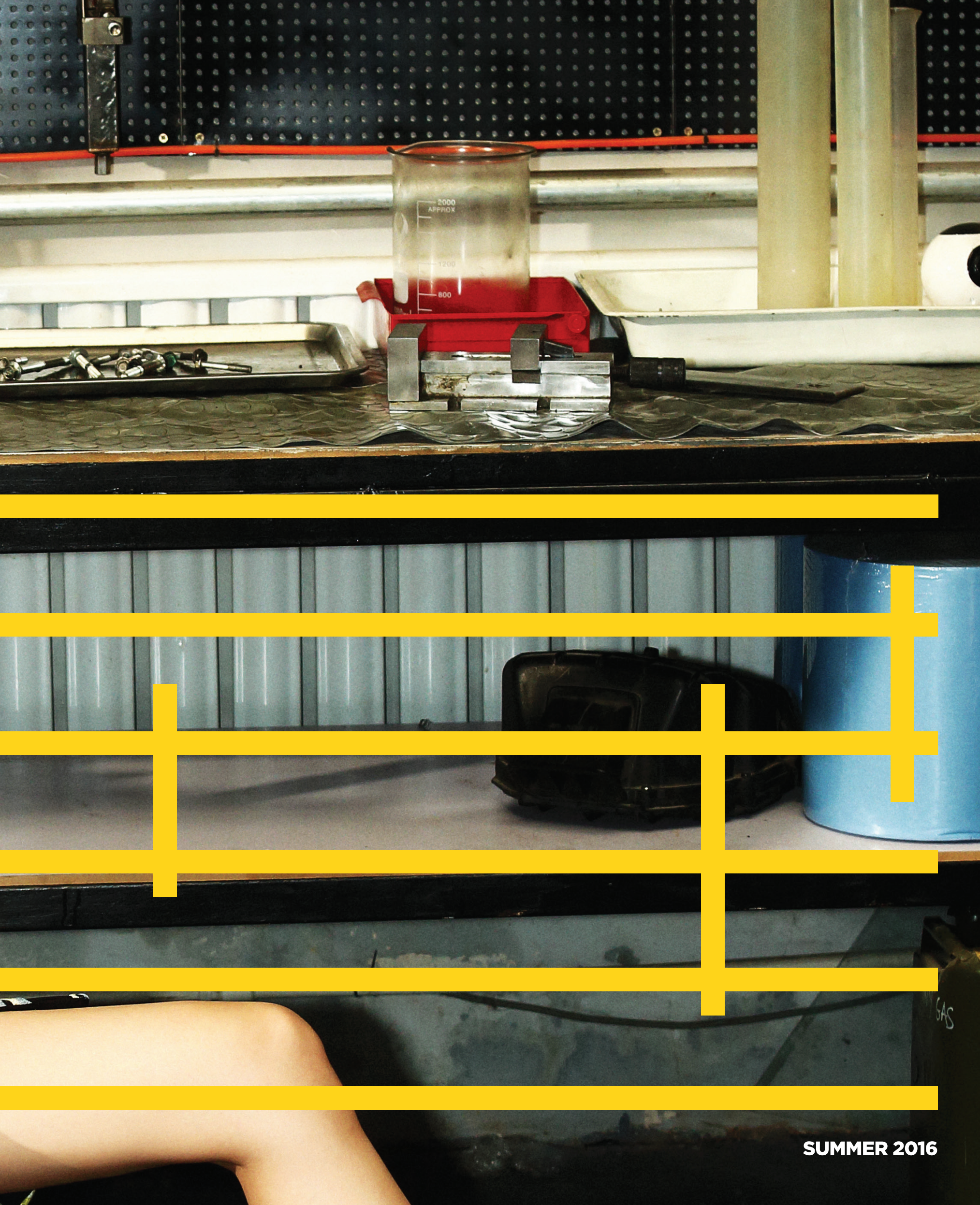
FABRICA.WEAVE

# FABRICA.WEAVE

PHOTO COURTESY: CYNTHIA & XIAO

THE IGNITION ISSUE







# STARTUP WATCH: CYNTHIA & XIAO

初創焦點：  
Cynthia & Xiao



Hong Kong, London, Milan and Shanghai. Central Saint Martins and Italian Vogue. It might seem like designers Cynthia & Xiao have achieved the dream, but in their minds they are still a startup. We talk to Cynthia Mak about what it takes to be a locally based brand with a global appetite.

於中央聖馬丁藝術與設計學院畢業；在香港、倫敦、米蘭和上海時裝周展出過；品牌登上意大利版的《Vogue》雜誌……在別人眼中，新進時裝品牌 **Cynthia & Xiao** 已經達成她們的夢想；然而，她們覺得自己仍然在起步階段。讓品牌其中一位設計師 **Cynthia Mak** 現身說法，娓娓道來她們如何從一個本地品牌，搖身一變成國際焦點。

PHOTO COURTESY: CYNTHIA & XIAO



# “THIS IS A HUGE GAP FOR A LOT OF DESIGNERS, A BIG MISSING PART OF THEIR SUCCESS.”

「我確實感受到經營事業是很多設計師所面對的鴻溝，使他們與成功失之交臂。」

**Thank you for taking the time to interview! Can you tell us about Cynthia & Xiao?**

There are two designers, myself and XiaoXiao. I'm based in Hong Kong and she's in Beijing. The idea of the brand is “bold basics” - so we play with texture, prints, and small details to make something with a simple shape more graphic and eye-catching.

We've done fashion weeks in Paris and London, and now we're doing Shanghai for the first time so we'll see how it goes. Our biggest stockist is Lane Crawford (Hong Kong & China). We're also in three stores in Japan, one in Italy, one in Kuwait, and one more in Macau.

Right now we've done four seasons, so it's been going well so far for a two year-old company!

**There are two of you in the company, what roles do you play?**

We both design, but when we split the samples, XiaoXiao is more in charge of the knitwear and I do the wovens. When it comes to marketing, PR, press and sales, she does all the China parts, and I do anything outside China.

**You went to Central Saint Martins. How did you get into the program? What was it like at the school?**

Saint Martins actually came to my high school (KGV), and we did the interview right there. Saint Martins is a very creative school. What I found the most amazing was actually the students: there are some very very talented people.

**At school did you learn about the business of fashion?**

For me Saint Martins is not really a school that teaches you how to do business. You learn to be creative, but they don't teach for example the step-by-step of how you register a company, how to deal with marketing and finance, how to approach buyers. That's not what they do.

I do feel like this is a huge gap for a lot of designers, a big missing part of their success.

**多謝您接受我們的訪問，可以告訴我們更多關於 Cynthia & Xiao 的事嗎？**

這個品牌有我跟 Xiao Xiao 兩個設計師，我主要留在香港，而她就以北京為基地。「大膽的基本」是品牌的設計理念，我們希望透過質感、印花和一些微小的細節，讓簡單的輪廓變的更有畫面、更搶眼。

我們剛完成巴黎和倫敦時裝周之旅，現正準備首次參加上海時裝周，看看會有甚麼得著。

內地和香港的連卡佛是我們最大的零售點，然後日本有三個零售點，而意大利、科威特和澳門就各有一家。

我們已經完成了四個系列，以我們兩年的資歷，已經算是不錯的成績！

**公司就只有你們兩個人，你們分別擔當甚麼角色？**

我們兩個都會設計，而在處理樣板時，XiaoXiao 主要負責針織服，而我就負責梭織產品。至於營銷、公關、媒體和銷售的工作，她則負責中國內地的部分，我就處理所有中國以外的查詢。

**你曾經在中央聖馬丁藝術與設計學院上學，是如何考進去的？學校生活又是如何？**

當時聖馬丁來到我的學校（英皇佐治五世學校），然後直接在那裏面試。聖馬丁是一家非常有創意的學府，最令我覺得精彩的是當中有一些非常、非常有創意的同學。

**學校有教你如何經營時裝事業嗎？**

對我來說，聖馬丁不是一家教你做生意的學校。他們讓你學習如何變得更有創意，而不是指導你按步驟班：怎樣登記一家公司、處理財政和市場營銷、如何接觸買手——這統統不是他們會教的事情。

可是，我確實感受到這（經營事業）是很多設計師所面對的鴻溝，使他們與成功失之交臂。







**I've heard that the last thing a fresh design grad should do is jump straight into their own line, what do you think?**

I fully agree. I do know a lot of people who have been very successful after they graduate, but they do have something special about them, maybe they are super talented, or they've been picked up by someone, or maybe their family has some background in the industry.

**After graduation you returned to Hong Kong. Why? Where did you work?**

To be honest, when I first graduated from Saint Martins, I was pretty sure I was not going to do this. It seemed too difficult, it was not the right time. The competition was way too hard. I went back to Hong Kong to get work in the industry.

First I worked in Lane Crawford doing visual merchandising, and after that I worked at I.T as a buyer. Those two things helped what I'm doing right now. I didn't plan it that way, but somehow it worked out very well. I got a general idea of how the fashion business is run.

After 2 years of working in Hong Kong, I thought maybe I should test this out. If I don't try it now I'll never know if it will work or not.

**I heard that Cynthia & Xiao has been featured in Italian Vogue. How did you achieve that?**

It started out with notjustalabel.com - it's an amazing UK platform for young designers. They picked a hundred designers from their platform to go to a trade show in Italy, and that's how I met Vogue Talent - they approached us regarding a competition they were running for Asia - we worked with a China company on a collaboration project and created a capsule collection.

Vogue Talent is a very very supportive new designer group. They are part of Vogue Italia, but have their own section.

**So let's trace this back, how did you hook up with notjustalabel.com?**

I actually met one of the girls during London Fashion Week - she came in, saw the collection, and liked it!

**London Fashion Week. Did you have to organize that yourself?**

It was my sales agent that actually put together all of the showrooms in London and Paris. London Fashion Week is more for press and media exposure, but does not attract that many buyers.

**Ok let's keep unwinding this, because there are designers out there who want to know - how did you find your sales agent?**

I used to work in I.T as a buyer, so I have been to many of the showrooms in Paris. The showroom that I picked in the end wasn't one of the ones I had seen before, but my colleague did make the recommendation.

To be honest, that's the first thing I looked for. I think for a designer, sales is the hardest part. For me there's no point creating something if I don't know how to direct my sales or have a channel to get my product out.

有些人說設計系學生，絕不應該畢業後立刻開展自己的品牌。你們覺得呢？

我完全同意。我知道很多畢業後立即創業的成功例子，但他們都有他們其過人之處，有些人可能很有才華，或者很幸運地遇到伯樂，還有些可能家裏有相關的行業背景。

**為甚麼你畢業之後回流香港？你在哪裏工作過？**

不瞞你說，當我在聖馬丁畢業後，因為競爭太大，我還蠻確定不會幹時裝這一行 — 實在是太多困難了，而且還未遇到適合的時機。所以我回到香港，在行業裏待了一會兒。

一開始我在連卡佛做商品展示設計，後來轉到 I.T 當買手。這都不是在我計劃以內的，卻一直很順遂的發展著，讓我知道如何運作一個時裝品牌。

在香港工作兩年後，我想：或許我真的該去嘗試一下。你不踏出第一步，永遠不會知道結果是成功與否。

**我聽說 Cynthia & Xiao 登上了意大利版的《Vogue》，你們是如何做到的？**

一切在 notjustalabel.com 發生。這是一個專為年輕設計師而設的英國網站。那時候他們選了一百個設計師參加位在意大利的展銷會，在那裏我們遇到意大利版《Vogue》的編輯，並被邀請參加一個在亞洲舉行的比賽，跟一家中國公司合作推出特別系列。

Vogue Talent 是意大利版《Vogue》的其中一部分，擁有自己的版面，他們對新進設計師十分支持。

**我們再往前追溯一個問題：你們是如何連繫到 notjustalabel.com 的？**

我在倫敦時裝周認識了他們公司的一個女生，她那時候進來看我們的系列，可喜歡了！

**是你們自己一手一腳安排去倫敦時裝周的事嗎？**

是我們的銷售代理把我們的品牌放在倫敦和巴黎的陳列室內。倫敦比較多時裝編輯和媒體曝光的機會，反而買手不多。

**好的，我們慢慢展開這個話題：很多設計師都想知道怎樣找到銷售代理的？**

我在 I.T 當買手時，已經去過很多在巴黎的銷售代理陳列室。但我卻選了一家舊同事推薦，而我之前沒去過的陳列室。

說實話，找銷售代理是第一件要緊的事。銷售是對設計師來說最難的一環；而對我來說，如果沒有銷售團隊，和適當的渠道推銷貨品，創作是沒有意義的。

LEFT / 左 : CYNTHIA  
RIGHT / 右 : XIAO XIAO





# “SHOWROOMS ARE AN INVESTMENT YOU CAN’T DO WITHOUT”

「陳列室是你不得不做的投資。」



For our more technology focuses readers we should clarify this - showrooms are a critical part of the fashion ecosystem.

Yes they are. Without them it would be very very hard for us to make sales. A showroom gives the buyers a guarantee that the quality of the designer is good, and they help us by giving us a guarantee that a stockist is good for our brand too. In many ways this is an investment you can't do without.

What are the biggest problems facing young brands who are getting started in Hong Kong?

Well the first challenge is how to get sales. I talk to a lot of new designers, and when I ask them "how do you sell?" most of them say "online", which I don't think really makes sense. Yes you are selling online, but how do you get the traffic into your website? How do you get someone to trust and buy something online without even trying a piece?

The second biggest challenge, is production. Production in Hong Kong is hard. You might find a little workshop to do it for you but they are quite expensive, and your price point will be very high.

Wait.. nobody makes in Hong Kong do they?

Well yes, many do. In fact if you are only making 5 pieces, a factory won't do that, they'll just ignore you. So you have to use those little sample rooms in Hong Kong. Now that my sales volume is a little higher I can use factories, I can hit their minimum, but for a lot of starting designers this is a big problem.

What about your larger goals for the Cynthia & Xiao's future?

Hopefully within 5 years we want the brand to be more recognized internationally. We have a list of retailers we really want to get into, and that's our goal right now - like Opening Ceremony, Selfridges or Brown's London. So more stockists at the right tier. Obviously we also want to expand and have a full team to support the brand.

對專注於科技的讀者來說，他們未必了解陳列室對生態環境的重要性。

沒錯，如果沒有他們，品牌要開單是很困難的事。陳列室能保證買手看到的都是有品質保證的設計師品牌；同時幫我們連繫到的店鋪，都是對品牌形象有利的零售點。這是你不得不做的投資。

在香港，年輕品牌所面對最大的困難是甚麼？

第一個難題是：怎樣找到生意。我跟很多新進設計師聊過天，我問他們：你們怎樣把貨品推銷出去？他們大多數會說：在網上賣——其實我覺得這個方法不太可行。沒錯你開了網店，但你知道網站的訪客流量有多少嗎？連試身的機會也沒有，怎樣讓人對你在網上賣的貨品有信心？

第二大難題是生產。在香港生產並不容易，你可以找小工場但成本會很高，使售價直接被拉高。

等一下……有人在香港生產嗎？

嗯，是有的，而且為數不少。事實上如果你只生產 5 件，不會有工廠接單，他們會直接不理你。所以你只能找本地的小板房幫忙。我現在的產量比以前多，能達到他們最低的貨量，所以開始在工廠生產。但這對不少剛起步的設計師來說，的確是個難題。

Cynthia & Xiao 未來有沒有甚麼遠大的目標？

我們希望在 5 年內得到國際的認同。我們一直以來很想打進一些零售店，像是 Opening Ceremony、Selfridges 和 Brown's London 等。我們期待跟更多的店鋪合作，必須擴大團隊去支援我們品牌的發展。



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# “HOW DO YOU GET SOMEONE TO TRUST AND BUY SOMETHING ONLINE WITHOUT EVEN TRYING A PIECE?”

「連試身的機會也沒有，怎樣讓人對你在網上賣的貨品有信心？」

# MACRO ELECTRONICS & THE STRING REVOLUTION

宏觀看電子  
線頭起革命



What if technology had developed from textile materials and techniques? What would our world look like?

PHOTO COURTESY: STITCHING WORLDS

試想一下，假如當初科技由紡織物料和編織技術發展出來，我們今天的世界會變成甚麼樣子？



**EBRU KURBAK**  
PROJECT LEADER OF STITCHING WORLDS  
STITCHING WORLDS 項目負責人



**IRENE POSCH**  
MEMBER OF STITCHING WORLDS PROJECT  
STITCHING WORLDS 項目成員

## STITCHING WORLDS

If the first transistor was born from textile technology, how would the world we live in - our computers, our phones, even the political landscape be altered? Ebru Kurbak and Irene Posch collaborate on the Stitching Worlds project and ask us to question our assumptions about a world dominated by the cold hard metal of digital technology.

如果第一支晶體管是由紡織科技孕育出來，我們今天生活，包括日常用的電腦、手提電話，甚至乎政治環境應該會有翻天覆地的變化。Ebru Kurbak 和 Irene Posch 合作的「Stitching Worlds」企劃，讓我們反思理所當然的現況：冷冰冰的零件組成數位科技主導的世界。



Could you summarize the Stitching Worlds project for our readers?

**EBRU:** Stitching Worlds is an artistic research project funded by FWF - the Austrian Science Fund, it takes place in the University of Applied Arts in Vienna. It develops in exchange with international partners from different fields. The project investigates textile technology as a controversial means to create electronic objects or high technology from scratch.

We are not doing this for the purpose of creating sellable commercial products, but to show that invention is in a way political - When you make things you distribute some form of power in a social system by making some skills, knowledge, materials, and locations more valuable than others.

What are the big themes and questions you are exploring?

**IRENE:** On a practical experimental level, we re-imagine a future by using materials and techniques that have been used in textile applications for a really long time. For example metal threads are conductive so they can be used to pass electricity, or used to make resistors or other electronic components - we recreate electronic functionality with these established textile routines.

**EBRU:** One of the questions we ask is “how can we imagine technology to be different if craftspeople were the catalyst to the electronics industry? How would things around us look different?”

**IRENE:** We imagine what skills people would need in order to repair a computer that is made out of textiles, what kind of tools and ecosystem would evolve around that?

**EBRU:** It’s like SteamPunk you know? Think of a past that happened differently and emerged differently.

你可以為我們的讀者介紹一下 **Stitching Worlds** 這項計劃嗎？

**EBRU:** Stitching Worlds 是奧地利科研基金 FWF 資助的藝術研究項目，研究在維也納應用藝術大學進行。我們跟來自不同範疇的國際夥伴，探討紡織科技作為一種具爭議性的工具，如何從頭開始創造出電子物件和高科技。

我們這個企劃，並不是為了創造可供售買的商品，而是展示發明的政治性：當你在創作時，你會賦予製造技巧、知識、物料，和場所不同的價值，在社會制度裏形成某種權力形態。

你們主要探索甚麼重大議題？

**IRENE:** 在實用性試驗的層面上，我們透過長久以來應用在紡織的物料和科技重新幻想未來。我們利用現成的紡織物料，再次創造電子的功能性；例如用導電的金屬線通電，或者製成電阻和其他電子零件。

**EBRU:** 我們其中一個問題是：「如果工藝人才是電子行業的催化劑，我們未來的科技會和圍繞著我們的事會有甚麼不一樣？」

**IRENE:** 我們想像：未來人類需要甚麼技巧，去維修一台「紡織」出來的電腦？還有甚麼工具和生態環境，需要改進去迎合這個情況？

**EBRU:** 你知道嗎？就像蒸氣龐克（SteamPunk）－想像如果過往的日子有過不同的際遇，就會有不同的後果。

“THINK OF A PAST THAT HAPPENED DIFFERENTLY AND EMERGED DIFFERENTLY.”

「想像如果過往的日子有過不同的際遇，就會有不同的後果。」





# BACKSTORY

## 背景緣起

Can you tell us about your background and how the project started?

IRENE: My background is in computer science and media and I used to design interactive exhibitions for Ars Electronica. One of the big areas I was dealing with was digital fabrication - how it can be, how it should be, how people interact with fabrication. This was back in 2007 so things like 3D printing were not that prevalent.

From there this whole thinking about how things can be produced sort of shifted into a textile domain. Ebru and I had a lot of exchange about those things, and then we first started working together in 2012.

EBRU: I am an artist and designer. I am interested in the hidden political nature of ordinary things and in building objects that talk about those things. With textiles I have a very personal connection because my father is a textiles engineering professor. I have grown up around those machines.

The first collaboration with Irene used a domestic knitting machine and punch cards as a source for producing resistors, capacitors, coils - basic electronic components from scratch. It had a lot to do with opening up this small black box of electronics and turn it into macro electronics.

IRENE: So that was the starting point of that project, it was carried out during a residency at the V2, Institute for the Unstable Media in Rotterdam, after that we continued working on this topic together, and then Ebru initiated the project Stitching Worlds.

你可以告訴我你們的背景，和這個企劃的緣起嗎？

IRENE：我是電腦科技和媒體出身，曾經在奧地利 Ars Electronica 設計互動展覽。而數碼製造是我當時其中一大研究範疇：人類可以、應該、如何「跟製造互動」？這已經是 2007 年發生的事，那時候 3D 打印還沒流行。

由那時候開始我們就開始想，怎樣把物件透過紡織生產。我跟 Ebru 交流過很多想法，然後在 2012 開始一起工作。

EBRU：我是藝術家和設計師。我喜歡研究尋常事所隱藏的政治特性，和製造一些能展示這種狀態的物件。我跟紡織很有關係，父親是紡織工程的教授，紡織機器伴隨著我成長。

我跟 Irene 第一個合作，是利用家用針織機和打孔卡，由零開始製造出電阻器、電容器和線圈等基本電子零件。我們花了很大功夫打開電子的神秘黑盒，讓電子變得宏觀。

IRENE：這就是這個企劃的由來，我們那時候在荷蘭鹿特丹 V2 不穩定媒體研究所的駐場計劃進行這項研究，後來我們繼續在這題目上合作，Ebru 就開始了 Stitching Worlds 這項企劃。

“ONE OF OUR MAIN PROJECTS IS TO BUILD A FUNCTIONAL 8-BIT COMPUTER FROM THESE COMPONENTS - TO COMBINE THEM IN A WAY THAT WE CAN INTERACT WITH THE RESULTING TEXTILE.”

「利用這些電子零件建立一台可運作的 8 位元電腦，是我們一大項目。透過這個試驗，我們把研發出來的紡織物，結合成可互動的物料。」

# CRAFTED LOGIC

## 工藝邏輯

Can you tell us about some of the components you are developing?

IRENE: Component-wise what we are most engaged with right now is definitely the relay and whatever we can do with it. We are also creating resistors, coils, and capacitors.

EBRU: The idea of the relay can expand into different elements - it can trigger the rotation of a bead as an element of a visual display, or become an electromagnetic switch, there are many expansions of that idea.

In some ways a relay is like a brute force transistor. A transistor can be used to amplify, but it's also used as a switch. For anyone interested in technology, it's clear you are creating building blocks that can be made into more complex circuits, so where are you going with this?

IRENE: Definitely one of our main projects is to build a functional 8-bit computer from those components - to combine them in a way that we can interact with the resulting textile. We started by created logic gates.

EBRU: Yes and in fact we are much farther along now. Now we are working on the layout of the computer, a computer that can really calculate and compute, even if limited in terms of what we call computation. So it has gone further than simple logic gates.

能可以告訴我你們在研發甚麼零件嗎？

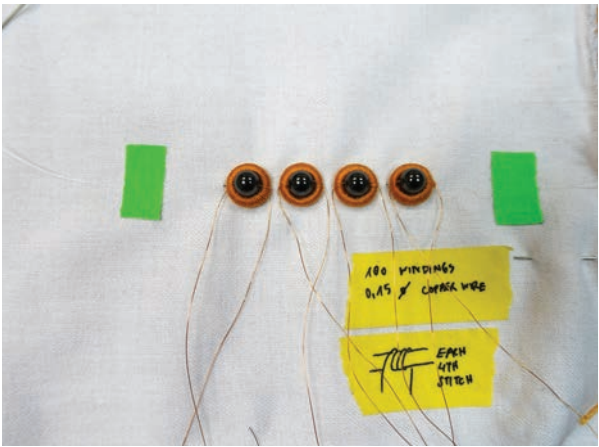
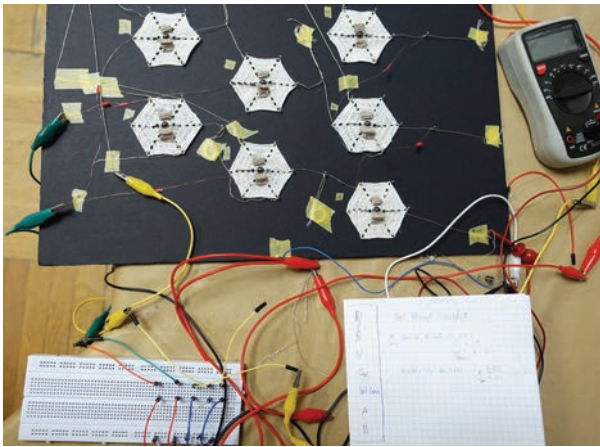
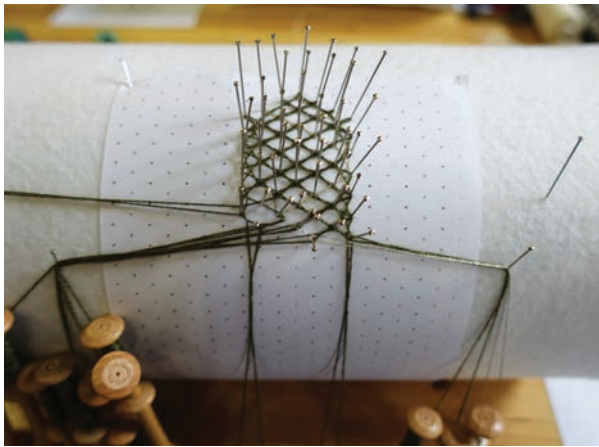
IRENE: 在零件的層面，我們現在主力發展繼電器，看我們能用它來做些甚麼。我們同時製造電阻、線圈和電容器。

EBRU: 我們主力研發繼電器，是因為它可以延伸出不同的可能性。比如說，它可以觸發珠子自轉，成為視覺化顯示器的元素，又或者是成為電磁開關。

在某程度來說，繼電器是一個既有增強能力，又可以作為開關的強力晶體管。對科技有興趣的人，應該很清楚自己在製造基礎材料時，其實是幫自己開發一個更複雜的電路。那你們現在發展到甚麼地步？

IRENE: 我們其中一大項目，是利用這些電子零件建立一台可運作的 8 位元電腦。透過這個試驗，我們把研發出來的紡織物，結合成可互動的物料。我們已經開始製造邏輯門。

EBRU: 沒錯，事實上我們已經走了很遠的路。現在我們正努力設計電腦的佈局，一台真正能計算的電腦。就算它的功能只限於我們所說的「計算」，已經比普通的邏輯門複雜多了。



# AESTHETICS AND AUTHENTICITY

## 真確美學

The work that you do has a strong aesthetic and authenticity, much more than anything else I've seen that tries to combine technology, textiles and fashion. Why do you think some people react to your work this way?

EBRU: In our project I think one of things that makes it aesthetically different is that we feed our work from the traditions and conventions of crafting - so we learn a lot from craftspeople. We don't think of an alternative product, we think of an alternative maker.

For example the crochet relay that you may have seen on the website, crafted with Turkish women in Istanbul - that crochet relay is a pattern that was inspired by what the local people already create. Having these techniques informed from tradition adds to the authenticity of the components.

IRENE: The craftspeople also contributed to the process - we did have a prototype, but it was an exchange with them to learn and develop the component both technically and aesthetically.

你們跟其他將科技、紡織和時裝結合在一起作品比較，有更強的美學跟真確性。但你們為甚麼認為有人會對你們的作品有這樣的反應？

EBRU: 我們不是想造替代商品，而是想找與眾不同的製造者。所以我們跟很多工匠學習用傳統手藝，使作品有不一樣美感。

例如說，你在我們的網站看到鉤針編織而成的繼電器，上面的圖案都是啟發自土耳其人的傳統手作，每一個都是伊斯坦堡的婦女所做的。她們的技巧，為零件增添了不少真確性。

IRENE: 工匠們在製作的過程付出不少，在研發零件樣版的過程中，我們跟他們交流了不少技術和藝術上的想法。

“WE DON'T THINK OF AN ALTERNATIVE PRODUCT, WE THINK OF AN ALTERNATIVE MAKER.”

「我們不是想造替代的商品，而是想找與眾不同的製造者。」



# “THE INVENTION OF THE STRING CHANGED HUMAN HISTORY AND REVOLUTIONIZED TECHNOLOGY.”

「繩和線的創造改變了人類的歷史，並為科技帶來革命性的影響。」

## THE STRING REVOLUTION

### 繩子革命

You've uncovered some amazing insights about “The String Revolution”, can you expand on this idea?

EBRU: This excites me a lot, there is an archeological finding that the first ever rotating technology, before the wheel, was a hand spindle. There is a book called “Women’s Work” by Elizabeth Wayland Barber who talks about this and what she says is touching and so inspiring, she says:

“We talk about stone age and bronze age and other ages. We use the names of metals and durables because those are things that survived. But textiles, yarns and fibers cannot survive as long - but they did exist and you can see evidence of this. If you didn’t have women spinning the yarn these early tools wouldn’t have been possible.”

So she talks about the “String Revolution” just like the Industrial Revolution. The invention of the string did change human history and revolutionized technology. String technology meant that you could fish, you could create tools, clothing, sails, construction, and on and on. It’s unfair that these objects did not survive and we don’t appreciate and acknowledge this as one of the biggest inventions in history.

你對「繩子革命」有不少驚人的見解，你可以解釋一下這個想法嗎？

EBRU: 這題目讓我覺得很興奮。我是一個考古學的研究中，發現歷史上在輪子出現前的首個旋轉裝置，那是一個手動的紡錘。Elizabeth Wayland Barber — 本名為《女性之作》的著作裏，有一段既感人又具啟發性的話：

「我們會說『石器時代』、『銅器時代』和其他時代。人類現今還在用金屬和耐用物品的名稱，是因為那些東西一直流存著。布料、紗線和纖維留不到那麼長時間——可是的確有證據證實它們存在過。如果當時沒有女性紡織紗線，根本不會有這些早期工具出現。」

她談及的「繩子革命」就像工業革命。繩和線的創造改變了人類的歷史，並為科技帶來革命性的影響。繩和線的技術的出現，代表你可以捕魚、創造工具、衣服、帆船、進行工程和林林總總的可能性。但很不公平的是，因為這些物件留不住，使我們不在尊重和承認這是人類歷史上的一大發明。



## FUTURE IMPACT

### 未來影響

Let’s fast forward into the future. The Stitching Worlds project has evolved several generations. What does the technology look like? What impact has it had?

IRENE: After four generation of hands-on engagement and building I think the whole understanding of how technology and electronics is constructed could be very different - which would bring alternative electronic objects into being with different forms, different functions, made with different intentions. What would the tools and ecosystem look like in a world of textile based technology?

The big impact would be to question the assumptions we take for granted, especially in a field like technology that is so invasive and omnipresent in our a world today.

EBRU: It doesn’t have to be limited to textiles. Knitting or crochet or other techniques are not so different than molding, welding, bending or folding - other ways of making 3 dimensional forms in space. Maybe projects like Stitching Worlds will inspire people not to fall into the trap of “this is how we do things”, but to invent new processes and technology in a bottom-up way.

我們來預視一下未來：假如 **Stitching Worlds** 這項企劃進化了好幾代後，那時候的科技會是怎樣？會帶來甚麼影響？

IRENE: 經過四代人親手參與和建設後，大家對科技和電子會有很不一樣的想法：一些不同形態、功能，還有出自不同意圖所製作的零件將會出現。不知道以紡織為基礎的工具和生態環境會變成甚麼樣？

最大的影響應該是大家不會再把一些前設視作理所當然，尤其是現今世代，具侵入性的科技無所不在。

EBRU: 這不應限於紡織，編織、鉤針和其他技巧，應該跟成型、焊接、彎曲或折疊等組成三維空間的技術是一樣的。像 **Stitching Worlds** 般的計劃，會啟發大家不要墮進墨守成規的陷阱，鼓勵由下而上地發明新的流程和科技。

MORE INFO  
更多資訊

[WWW.STITCHINGWORLDS.NET](http://WWW.STITCHINGWORLDS.NET)



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Upcoming brands and fashion designers should know that Financial Secretary John Tsang recently announced a 500 million allocation over the next 3 years to help promote the fashion industry in Hong Kong. Stay tuned for the next edition of Fabrica.Weave for more information!

新進品牌和時裝設計師，應該都知道財政司司長曾俊華在去年的財政預算案中，宣布撥款 5 億用作未來 3 年推行香港時裝業的發展。想知道更多有關的消息，請密切留意下一期的 Fabrica.Weave！

## REALITY CHECK

你符合資格嗎？

Listen up, because this is not free money. These programs are designed to help kickstart solid businesses and motivated entrepreneurs. You will need to fill out forms and present a business case for your startup just like you would for any investor. Also, you will need a Hong Kong based business. (For our international friends, check out InvestHK.gov.hk for more information on setting up in this incredible city!).

要知道政府的資助不是免費午餐，這些計劃都是為了推動企業發展紮實的事業。跟尋找投資者沒有分別，你一樣需要填寫一大堆的申請表和準備企劃案。還有：你的公司必須是以香港為基地。（有興趣到香港開展事業的海外朋友，不妨瀏覽 InvestHK.gov.hk 查閱更多在香港建立公司的資訊！）

# LET'S MEET THE PROGRAMS

來看看有甚麼計劃！

Out of the 20 programs available, these 4 have been selected for techstyle entrepreneurs. We highly recommend getting in touch with one of the supporting organizations for more information.

我們在超過 20 個的資助計劃中，為你篩選了其中 4 個比較適合新經緯企業申請的計劃。當然還有其他選擇，我們鼓勵你可以跟有關機構查詢更多資訊。

\$100,000

GRANT TO HIGH POTENTIAL TECH STARTUPS

支援高潛力科技創業家的 10 萬元資助

CYBERPORT CREATIVE MICRO FUND (CCMF)

數碼港創意微型基金 (CCMF)

FOCUS 焦點	Technology & Innovation 科技及創新
CATEGORY 類別	Grant 資助

**SUMMARY 概要**

Successful applicants will be expected to show steady progress on their prototypes as the grant will be distributed over a 6 month period. Cyberport has several other programs including incubation space and services.

成功申請者需要定時提交樣板的製作進度，才能在 6 個月內分段獲發資助。數碼港亦有其他項目，包括培育空間及其他相關服務。

BOTTOM LINE 重點

Great option for tech startups who are confident in their ability to show consistent progress on their IP.

對能定時展示自己的知識產權有信心的科技創業家來說，是一個不錯的選擇。

1

[www.cyberport.hk/en/about\\_cyberport/youth/cyberport\\_creative\\_micro\\_fund](http://www.cyberport.hk/en/about_cyberport/youth/cyberport_creative_micro_fund)

UP TO \$10,000,000

GRANT FOR CREATIVE INITIATIVES

高達 1000 萬元對創意項目的資助

CREATESMART INITIATIVE

創意智優計劃 (CSI)

FOCUS 焦點	Creative Industries 創意工業
CATEGORY 類別	Grant 資助

**SUMMARY 概要**

CreateSmart casts a very wide net that includes fashion and brand building. Companies can apply for grants with no theoretical limits, but will be distributed on a milestone basis.

創意智優計劃廣泛地支持建立時裝及品牌，理論上公司沒有申請的上限，資助是按照計劃進度發放。

BOTTOM LINE 重點

For fashion related brands, one of the only options at the moment.

這暫時是時裝品牌的唯一選擇。

2

[www.design.csi.gov.hk/](http://www.design.csi.gov.hk/)

UP TO \$250,000

GRANT FOR PATENT APPLICATIONS

高達 25 萬元的專利申請資助

PATENT APPLICATION GRANT (PAG)

專利申請資助計劃 (PAG)

FOCUS 焦點	Intellectual Property 知識產權
CATEGORY 類別	Grant 資助

**SUMMARY 概要**

Part of the Innovation and Technology Commission (ITC), the Patent Application Grant program helps with up to 90% of costs incurred for filing a patent application. The grant can be applied to international patent applications.

作為創新科技署的一部分，資助計劃減免 90% 的專利申請的費用，同時適合用於全球專利申請。

BOTTOM LINE 重點

IP protection is a critical component of building value for your company.

保障知識產權是建立公司價值的重要一環。

3

[www.itc.gov.hk/en/funding/pag.htm](http://www.itc.gov.hk/en/funding/pag.htm)

NOTE: This grant applies only to your first patent.  
備註：只適用於首次專利申請

UP TO \$10,000,000

DOLLAR PER DOLLAR FUND MATCHING

高達 1000 萬元的配對基金

ENTERPRISE SUPPORT SCHEME (ESS)

企業支持計劃 (ESS)

FOCUS 焦點	Technology & Innovation 科技與創新
CATEGORY 類別	Fund Matching Grant 配對基金

**SUMMARY 概要**

This is the R&D support channel for tech startups in Hong Kong. Applications are evaluated on criteria, including but not limited to innovation, commercial viability, team, relevancy to HK policy, and project deliverables.

這是專門支持科技創業家研發產品的資金。計劃會考慮申請公司的創新能力、商業價值、團隊精神、與香港政策的關連和項目目標來審批基金。

BOTTOM LINE 重點

Dollar per dollar fund matching is no joke. If you are raising money for R&D you should check this out.

這是實報實銷的配對基金，如果你在籌備研發基金不妨一看。

4

[www.itc.gov.hk/en/funding/pag.htm](http://www.itc.gov.hk/en/funding/pag.htm)

MORE INFO  
更多資訊

Assistance with Programs  
計劃支援：  
[Tecone.hkstp.org](http://Tecone.hkstp.org)

International Startup Support  
海外創業家諮詢：  
[InvestHK.gov.hk](http://InvestHK.gov.hk)

List of Government Programs  
政府資助計劃總匯：  
[www.startmeup.hk/en/resources/government-support](http://www.startmeup.hk/en/resources/government-support)





## 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 MILL6 Foundation. 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、南豐店堂及六廠基金會三大支柱組成。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。

## Contact Us 聯絡我們

**Email Address 電郵**  
info@themills.com.hk

**Official Website 網站**  
themills.com.hk  
themillsfabrica.com

**Facebook/Instagram**  
themillsfabrica

## Media Partner 媒體夥伴



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## PITCH DAY is coming!

Are you the future of techstyle? If you have a start up in fashion or accessories design that intelligently integrates technology, wearable tech, material and manufacturing innovation, customer interfacing app or any groundbreaking budding business in techstyle, come join the challenge!

Pitch Day 2016 opens for applications in mid-July. Follow us on our official website, Facebook and Instagram for details.

## PITCH DAY 創業比賽 即將來臨!

你是新經緯產業的未來棟樑嗎？如果你開創了時裝或飾物設計事業，又巧妙地把科技、可穿戴科技、物料及生產創新、客戶端介面手機軟體，或其他萌芽中的開創性新興新經緯事業結合在一起，歡迎你來接受挑戰！

Pitch Day 2016 將會在 7 月中開始接受報名，詳情請瀏覽我們的官方網站、Facebook 及 Instagram 專頁。

