

FABRICA. WEAVE



南豐紡織有限公司

UNSPUN'S MISSION:
TO REDUCE GLOBAL
CARBON EMISSIONS BY 1%
THROUGH 3D TECHNOLOGY
FOR ON-DEMAND APPAREL
PRODUCTION

UNSPUN: 3D 客製牛仔褲
實現 1% 減排宏願

ADVANTAGES OF
DEVELOPING YOUR
STARTUP IN THE
GREATER BAY AREA
剖析大灣區各地優勢
全面發展 TECHSTYLE 初企

THE MUCH-ANTICIPATED
LAUNCH OF THE MILLS
FABRICA: A HOME FOR
TECHSTYLE INNOVATION
育成 TECHSTYLE 創新基地:
南豐作坊即將開幕

RISE 2018:
A GLOBAL TECH
CONFERENCE ATTRACTING
THE BEST INNOVATIONS AND
TALENTS TO HONG KONG
全球科技精英齊集 RISE 2018
推進香港創新發展

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。

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THE SEEDING ISSUE

植根號

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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 — SEEDING AND NURTURING INNOVATION

You might think that “Seeding”, the theme of this issue of Fabrica.Weave, refers to the funding required to grow a startup. But more than capital resources, it’s a holistic nurturing environment that is the ground for growth.

Many academic research projects and design concepts have the potential to be integrated into businesses that bring about game-changing innovations to improve people’s lives. This is why The Mills Fabrica has sponsored an entrepreneurial contest organised by the Hong Kong University of Science and Technology and partnered with Central Saint Martins, University of Arts London. The best projects will be rewarded with residency at The Mills Fabrica, providing promising young entrepreneurs with the opportunity to access a techstyle-focused community that will give them the necessary connections and tools to further develop their ideas and help turn their dreams into reality.

Our own incubatee, Unspun, notes that “it is hard to rely on ourselves to accomplish something great.” This is why The Mills Fabrica is constantly looking for like-minded partners to offer more substantial support and valuable insights into young startups. In June, The Mills Fabrica announced a new partnership with Fashion for Good, a global platform for innovation, and supported five of its incubatees to attend “RISE 2018”, Asia’s biggest technology conference. In this issue, we are excited to share more about these collaborations.

This year, The Mills Fabrica has established new connections with partners in cities including Lisbon, Amsterdam, London, Shanghai and Taipei, with the goal of facilitating startups’ exploration and expansion into new markets. To encourage startups to look beyond Hong Kong, we have analysed the competitiveness of the key cities in the Greater Bay Area, and how they can leverage their strength in both human capital and resources.

The Mills Fabrica firmly believes in its Hong Kong roots. Embracing our heritage and inherited strength within the local textiles industry, we are striving to foster technology that will take it to a new area we call “techstyle.” With the completion of our headquarters at The Mills, we will be opening our centre for innovation; a well-supported workspace and nurturing base for entrepreneurs with the mission of being the best place to build their locally-based yet globally-reaching techstyle startup.

If you are interested in joining our techstyle community at The Mills Fabrica, please get in touch for more information.

Email: contact@themillsfabrica.com

編者的話 — 種播香港 植根紡織 育成創新

這一期《Fabrica.Weave》的主題是「植根」(Seeding)。提起「Seed」，大家或者會想起啟動初創企業的種子基金。但全面培育初企的生態環境，還要照顧到金錢以外的層面。

不少在大學萌芽的創新科研結果和設計巧思，都有潛力發展成為改善人類生活的事業。因此，南豐作坊今年贊助了香港科技大學舉辦的創業比賽，並為英國倫敦中央聖馬丁藝術與設計學院的畢業生提供獎學金和實習計劃，藉豐富的社群和資源，由源頭開始孕育有價值的構想。

單憑一己之力難成大事，我們的培育公司 Unspun 也表示：「我們的力量單薄，無法達成遠大目標。」因此，我們不斷往外尋找夥伴，為初企提供更周全的支援。南豐作坊在 6 月宣布跟荷蘭創新機構「Fashion for Good」展開合作；另外，我們在 7 月份以活動夥伴身分，帶同其中 5 家培育公司參與全亞洲最大型的科技會議「RISE 2018」— 我們將詳細報導合作的內容。

今年，南豐作坊到過里斯本、阿姆斯特丹、倫敦、上海和台北等地連結各地夥伴，全因我們深明初企必須外闖才能擴大市場。為了鼓勵初企走出香港，我們分析了大灣區內各個城市的優勢，幫他們準確凝聚區內的人才及資源優勢。

無論如何，南豐作坊的根一直穩紮在香港。我們承傳本地紡織業的優勢，與科技結合成全新的「techstyle」領域。我們對 techstyle 的前景非常樂觀，加上位於南豐紗廠的大本營即將竣工，為香港初企提供設施完善的工作空間和培育基地，帶領他們成為立足本地、放眼世界的傑出創新事業。

如果您有興趣進駐南豐作坊的工作空間 / Lab，為 techstyle 生態環境灌注更多創新思維，歡迎您聯絡我們索取更多資料。

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UNSPUN’S MISSION: TO REDUCE GLOBAL CARBON EMISSIONS BY 1% THROUGH 3D TECHNOLOGY FOR ON-DEMAND APPAREL PRODUCTION

UNSPUN: 3D 客製牛仔褲 實現 1% 減排宏願



Images: Unspun



Whether we are buying affordable fast fashion or expensive designer wear, we have to go through the same process of browsing, choosing, fitting and paying. While shopping is an enjoyable activity for some, we cannot ignore that fashion also generates considerable pollution.

The solution? On-demand production. It can reduce waste and help address sustainability issues within the industry. Unspun, one of the incubatees at The Mills Fabrica, leverages three-dimensional weaving technology to create jeans on-demand with the hope to reduce human carbon footprint by 1%. In this issue, Walden Lam, their cofounder, shares Unspun’s insights and ambitions with us.

大家購買衣服的經驗，不外乎是走進時裝店、挑選、試身、付款。不論是便宜的快速時裝，還是昂貴的設計品牌，如果你的衣服不是量身定做，過程大概如此。消費固然令人愉悅，但大家或許沒有注意到，時裝背後帶來的污染的廢棄等嚴峻問題。

按需生產 (on-demand production) 可能是減少浪費、解決行業問題的其中一條出路。南豐作坊的培育公司 Unspun，借助其研發的 3D 編織技術，即時生產稱身的客製化牛仔褲。他們希望以減低人類 1% 的碳排放量為終極目標，行政總裁及創辦人之一 Walden Lam 跟我們分享他們的雄心壯志。

WHEN WAS THE TEAM FORMED AND HOW DID YOU START WORKING TOGETHER?

I met Beth (our design cofounder) at the end of our programme at Stanford. Both of us had worked in the apparel industry before. She was involved in product development and I was on the strategy side. We were struck by how much tension there is between the fast-paced and glamorous front that the industry has, and its convoluted and inefficient supply chain as well as all that waste the industry generates.

We decided to invent a technology that can enable on-demand apparel production. We were looking for a technical cofounder when we met Kevin via AngelList. Kevin is a mechanical engineer by training, and has now become our co-founder, taking the lead on technology.

UNSPUN WAS FOUNDED IN THE US, BUT HAS CHOSEN TO SET UP ITS OFFICE IN HONG KONG. CAN YOU TELL US MORE ABOUT THE REASON BEHIND THIS DECISION?

Surprisingly, it has largely to do with our relationship with The Mills Fabrica. While we started conversations at the beginning of April 2017, it is only recently that we have become their incubatee. The Mills Fabrica has been very generous in connecting us with the industry and we quickly realised that Hong Kong is a concentrated hub with many retail partners and decision-makers of retail brands that we are keen on.

WHAT IS THE MAIN ISSUE FACED BY THE FASHION SUPPLY CHAIN, AND HOW DOES UNSPUN HELP TO ADDRESS IT?

From our perspective, the issues faced by the supply chain are interrelated. Consumers have issues finding clothes that fit them well, while the industry over-compensates by constantly adjusting the styles, sizes, and colour options for the customers, leading to an excess inventory, creating an adverse impact on the environment. The current paradigm attempts to fit consumers into standard-sized clothing. At Unspun, we explore whether clothing can be designed with the consumer in mind. That's how we started with the idea of digital, custom-fit production using three-dimensional body scan, allowing customers to choose the style and fabric for their clothes. Ultimately, we want to eliminate waste by building products additively with our 3D weaving machine. Imagine a future where products are made inside a store right in front of you!

HOW DID YOUR TEAM COME UP WITH THE PROJECT IDEA? CAN YOU TELL US MORE ABOUT THE MISSION BEHIND YOUR BUSINESS?

Our mission is to reduce human carbon footprint by 1%. Currently, the apparel industry accounts for just under 10% of the global carbon footprint, so we reckon that our process eliminates one-third of the carbon footprint. Assuming that we can influence one-third of the industry's overall consumption, then we should be able to reduce carbon footprint by 1%.

That also suggests that we need to take a hard look at our own supply chain and that we need to be an open collaborative platform. We can never achieve an extensive impact by doing everything ourselves.

團隊是甚麼時候成立的？是甚麼原因把你們聚在一起？

負責設計的共同創辦人 Beth 和我在史丹佛大學的一個活動上遇到，我們都有成衣行業的經驗，她涉獵產品開發層面，而我則在策略規劃領域裏工作。我們看見快速的時裝工業，與華麗外表之間的張力，揭露了供應鏈背後的錯綜複雜與不足之處，以及行業所產生的種種廢棄。

我們因此決定研發按需求生產成衣的科技，並在這個時候於 AngelList 遇到專業機械工程師 Kevin — 負責技術的共同創辦人。

UNSPUN 在美國成立，然後在香港設計辦公室 — 你能告訴我們為何會有這個決定嗎？

很大原因都是因為南豐作坊。我們最近才正式成為他們的培育公司，但我們早在 2017 年 4 月結緣。他們很熱心幫我們聯繫業內人士，然後我們很快就意識到，不少我們有意合作的品牌和零售商，他們的決策者都在香港。

我們的硬件、服裝、供應鏈，很大部分都在這裏。

UNSPUN 最希望解決時裝業供應鏈內的甚麼問題？

在我們的角度，這是一個環環相扣的問題。顧客希望服裝合身，因此行業提供更多款式、尺寸、顏色選擇，最終導致庫存過剩，徹底傷害了環境和行業的原則。現在行業使用標準迎合顧客尺寸，但我們卻希望顧客參與其中。因此我們開始使用 3D 身體掃描技術，數碼化個人尺寸，讓顧客可以選擇自己喜歡的款式和布料，並借我們研發的 3D 編織機器，增材製造 (additive manufacturing) 服裝產品，排除一切不必要的浪費。試想像未來，你在商店裏面能目睹商品的整個製造過程！

你的團隊是如何發掘這個構思的？你們背後的理念是甚麼？

我們的宗旨是減少人類 1% 碳排放量。現在成衣工業佔全球碳排放量 10%，我們預計 Unspun 的生產過程能減少三分之一碳排放量，並大膽假設業內三分之一的公司採用我們的科技，最終便可成功減少 1% 的碳排放量。

這意味著幾件事情：我們需要一個開放的合作平台，共同仔細研究供應鏈的發展。只靠我們的單薄力量，永遠無法達成遠大目標。

HOW DOES UNSPUN PROTECT PROPRIETARY TECHNOLOGIES?

We do have several patents to protect our copyright in the process and our hardware, but we are not naïve enough to believe that people cannot take them away from us. Basically, we follow a 'lead with hardware, engage with software' approach. Instead of seeing Tesla electric cars as just cars, for example, we see them as computers on wheels that require regular software updates. They can be compared to our 3D weaving machines. By complementing this with our direct-to-consumer strategies, we create value through better algorithms, better products and a more compelling brand.

UNSPUN DECLARES “WE DON'T BELIEVE IN INVENTORY”. IS IT DIFFICULT TO INTRODUCE UNSPUN PRODUCT OR SERVICE TO THE B2C MARKET?

It is challenging in the sense that what we are doing is so fundamentally different from what the industry is used to operating. For example, we design and create in 3D while the 95% of the industry is still producing in 2D. We do not do sizes and do not like the notion of having human bodies classified by numbers. Consumers are sometimes baffled to find out that our products do not come in typical sizes. But it is not difficult to launch our products because we are motivated by our ambition to change the consumers' assumption about the market.

WHAT IS THE QUESTION THAT CUSTOMERS ASK MOST WHEN THEY FIRST TRY UNSPUN'S SERVICE?

They want to know more about the scanning process, and, where they can get it done. Customers are pleasantly surprised by how accessible these scanners have become. You can now find them in fitness centers in major cities. If truth be told, we are excited by the prospect of what we are doing because, sooner than later, customers will be able to complete the scanning in the comfort of their own homes by using their smartphones.

LOOKING AHEAD, HOW IMPORTANT WILL PERSONALIZATION OR CUSTOMIZATION BE FOR THE RETAIL INDUSTRY?

Companies have shown that customisation and personalisation can create far more superior products. We see that the personalised process is coming into shape by fitting everything together: from image scan solutions, 3D design tools, an agile supply chain, to our own Unspun creation. Even Ray Kurzweil, Google's chief futurist, once said that we would be 3D printing our garment by 2020. We think the future of fashion is inevitably going towards the direction of made-to-order clothing.

UNSPUN BEGAN THE BUSINESS WITH JEANS - WILL THERE BE MORE OPTIONS AND STYLES IN THE FUTURE?

At the start, we did extensive ethnographic research and created a lot of prototypes to test, and denim jeans emerges as the most compelling product category for us. Denim jeans is one of the most challenging products from a fashion manufacture point of view. If we can make denim jeans in the right way, we can easily apply the technology to other products.

WHAT IS YOUR SHORT-TERM BUSINESS GOAL?

Reducing global carbon emissions by at least 1% - this is our north star. The future of humanity demands that we do things fundamentally differently, so we are starting with denim jeans.

你們怎樣保護知識產權？

我們有幾個專利保護生產過程和硬件，但我們不是天真到相信這樣便能防止其他人盜取我們的硬件技術。因此，我們採取「硬件為主導、與軟件互動」的概念。例如說，我們認為 Tesla 不僅是電動車，更將其視為汽車上的一台電腦，因此需要不斷推動軟件更新 — 他們的理念與我們的 3D 編織機器不謀而合。加上我們直接導向顧客的策略，為我們的演算法和產品增值，並希望最終發展成為一個強而有力的品牌。

你們說「我們不相信庫存」— 這會不會導致 UNSPUN 難以將服務和產品帶到消費者市場？

困難是因為我們從根本上做行業從未做過的事情。舉個例子，我們在發展 3D，但業內 95% 的公司還是透過 2D 生產；我們沒有尺寸，也不喜歡人類被尺寸的數字侷限著，顧客們對於我們「沒有尺寸」感到很意外。我們同時感到不困難，這是因為我們改變消費者行為的抱負，從未改變。

顧客初試你們的服務時，最常問的問題是甚麼？

他們最常問是有關掃描的過程，以及在哪裡能進行掃描。顧客們都很意外現在到處都有 3D 掃描機器，在大部分城市的健身房裏都能找到他們。老實說，我們對於的前景很樂觀，因為顧客很快就能用智能手機在家掃描身體。

個人化和客製化對於未來零售行業有多重要？

很多公司發現客製化和個人化生產，能夠製造品質更高的產品。而個人化生產的元素正在成形，包括：掃描技術、3D 設計工具、靈活供應鏈，和我們 Unspun。服裝業未來不能避免客製化生產，而 Google 的首席未來官 Ray Kurzweil 說過，我們將會在 2020 年前能夠 3D 打印服裝。

UNSPUN 以牛仔褲開展你們的事業，未來會有更多選擇嗎？

我們一開始做了很深入的民族志研究和產品原型（服裝和機器）測試。最終發現牛仔褲是最有力解決問題的產品。我們真心希望先掌握好牛仔褲的竅門，因為牛仔褲是最難控制的產品，如果我們能做得好牛仔褲，便不用擔心做不好其他產品。

你們短期內的目標是甚麼？

減少全球 1% 的碳排放量，這是我們的指路明燈。未來人性的需求驅使我們做出根本上的改變 — 我們從牛仔褲做起。

“THE FUTURE OF HUMANITY DEMANDS THAT WE DO THINGS FUNDAMENTALLY DIFFERENTLY, SO WE ARE STARTING WITH DENIM JEANS.”

「未來人性需求驅使我們做出根本上的改變 — 我們從牛仔褲做起。」



WALDEN LAM
林凱銘

Co-founder of Unspun
Unspun 共同創辦人

WWW.
UNSPUNTECH.COM



Unspun 團隊合照 Unspun's team photo

ADVANTAGES OF DEVELOPING YOUR STARTUP IN THE GREATER BAY AREA

Realistically, one city alone cannot support the development of an entire industry. The Mills Fabrica believes in the strength of partnership: building a community to gather, interact and leverage on the expertise of each other to spur growth and development through collaboration. Using the Greater Bay Area as an example, we will analyse how techstyle startups can most benefit from the strengths of each city to support their early stage development.



RETURN OF OVERSEAS MANAGEMENT TALENT/ HONG KONG AND GUANGZHOU

海外回流 管理人才所在 / 香港、廣州

A comprehensive system and an outstanding management team is an important element for the success of a startup.

One of the key selling points of Hong Kong as a base for entrepreneurs to set up their businesses is the straightforward taxation system and a reliable, lucid legal system, which combined, offer adequate protection to intellectual properties. Over the years, Hong Kong has been ranked by the World Bank as one of the top five cities for its commercial ease of doing business. In the 1970s and 1980s, Hong Kong evolved from a manufacturing hub to a financial centre, attracting multinationals to set up their offices and Asian headquarters, and qualified talents from around the world.

Techstyle is not only a new territory where technology meets lifestyle. When talking about technology, we must also emphasize the importance of knowledge in creating innovations and supporting the growth of startups.

As a result of the efforts following the Open Door policy in the 1980s, Shenzhen and Zhuhai have attracted various Hong Kong and overseas corporations to set up factories. After some four decades, the two regions have developed sophisticated technologies in production, and have become strategic cradles of innovation. Shenzhen for example, is where Tencent and other major technology firms are based, and offers a large supply of talent, particularly software engineers. More recently, the Overseas Chinese Town (OCT) Creative Park set up in 2004, has evolved into a creative hub, which is now home to many design firms.

A CHANGING ECONOMY: PIONEERING TECHNOLOGY / SHENZHEN, ZHUHAI, FOSHAN AND DONGGUAN

知識轉型 引領創新科研 / 深圳、珠海、佛山、東莞

剖析大灣區各地優勢 全面發展 TECHSTYLE 初企



單靠一個城市，並不足以讓整行業蓬勃發展。南豐作坊相信集腋成裘，必須與周邊地區互動，凝聚彼此的專長，才能帶動整個行業的成長與發展。我們以大灣區內的城市為例，分析 techstyle 初企考慮擴張其事業的時候，能在哪個城市尋找他們所需的資源，而每個城市又能為他們帶來甚麼人才與知識。

As an international city, Hong Kong provides startups with the most updated international market trends and offers the human capital and resources needed for overseas market expansion.

A mere 100 km away from Hong Kong, Guangzhou is home to another excellent pool of talents within the Greater Bay area. According to a HR report published by a recruitment website, Chinese professionals educated overseas are mostly located in Beijing, Shanghai and Guangzhou, making the latter another nest for professionals with a global vision and the necessary multi-lingual skills. Moreover, the many attributes shared with Hong Kong make Guangzhou an ideal choice for Hong Kong entrepreneurs interested in setting up a base in China.

完善的制度和優秀的管理人才，是一家初企順利發展的要素。

南豐作坊鼓勵初企在香港設立公司，是由於香港稅制簡易、法律明確，對知識產權擁有充分保護，因此歷年來躍居世界銀行發表的「經商容易度」頭 5 名。此外，上世紀 7、80 年代由製造業轉型成為金融為主的經濟體系後，不少跨國企業選擇來港開設辦事處和地區總部，一直是高級管理人才的搖籃。高度國際化的城市，也讓初企能準確了解國際市場脈搏，也輕易找到開拓海外市場的人脈與資源。

而距離香港一百公里外的廣州，是大灣區內另一個培養管理人才的城市。根據內地一個招聘網站發表的人才報告指出，全國最多海歸人才的城市依次為北京、上海和廣州；由此可見，廣州吸引擁有世界觀、良好語言能力的精英。加上穗港兩地語言和文化背景相似，如果香港創業家有意在國內設立公司總部，廣州將會是他們的首選。

Techstyle 是科技與時尚結合的新領域，提到「科技」，我們需要創新知識的滋養，才能使初企不斷成長。

深圳和珠海受惠於 80 年代改革開放初期的經濟特區政策，吸引不少來自香港和國外的企業開設工廠。經過 40 年來的發展，兩地已經擁有成熟的製造技術，並成功轉型為知識型重鎮。以深圳為例，當地是騰訊等科技巨鯨的總部所在地，吸引不少軟件工程師聚居在此。另一方面，華僑城創意園區在 2004 年成立，漸漸影響當地成為創意之都，成為設計師事務所的集中地。

鑑於深圳和珠海在創意上的優勢，techstyle 初企不妨在當地進行產品研發。至於開發創新的生產模式，則不能忽視另外兩個製造業先驅——東莞和佛山。

莞禪兩城同樣擁有悠久的製造業歷史，在 90 年代開始已經有不少電子用品、汽車和成衣工廠的所在地；時至今日，他們同樣已經由純製造業轉型成為知識背後的經濟，不少國企研發創新技術推進生產速度，東莞更是全球智能手機生產的基地。值得注意的是，華為在今年 7 月份將總部從深圳搬遷到東莞，預計未來此地將會聚集更多前沿知識，令人期待他們未來能夠承接深圳後勁，成為下一個創新之都。



THE GREATER BAY AREA × STARTUPS



KEY INDUSTRIAL TOWNS LEAD ON TECHNOLOGY / ZHONGSHAN, HUIZHOU, ZHAOQING, JIANGMEN

生產重鎮 揉合前沿科技 / 中山、惠州、肇興、江門

To commoditize innovative concepts within the techstyle industry, a strong production base is essential.

As former manufacturing towns evolve into knowledge-based cities, the production facilities are being relocated to various tier-three cities. This does not mean a downgrade in quality, rather, these cities boast similarly advanced production technology, some of which are highly relevant for the techstyle industry.

Zhongshan, Huizhou, Zhaoqing and Jiangmen are all cities with a wealth of experience in garment manufacturing, with Zhongshan being a well-known production base for jeans, while Huizhou and Zhongshan are strong in producing electronic components. There, factories use sophisticated processes to improve production efficiency, including cloud computing, automated robots and big data.

Meanwhile, Zhaoqing and Jiangmen are cities known for their production of automobile parts, with Zhaoqing recently specializing in the very promising market of new energy vehicles. Such activities are particularly relevant to entrepreneurs interested in sustainable development, smart cities and urban interconnection. In fact, these production technologies may well be the starting point for exciting innovations.

While these cities are now focused on production, we can easily predict that, like Hong Kong, they have the potential to evolve gradually from manufacturing hubs to major financial centres, and continuous exchanges of human capital and resources within the Greater Bay Area will promote innovations and contribute to nurture more international techstyle startups.

要成功將 techstyle 領域內的創新構想商品化，我們需要生產基地的配合。

隨著從前的製造業重鎮向知識型經濟轉型，工廠慢慢移到一眾三線城市。可是，這不代表他們的製造技術較低，他們同樣擁有成熟的生產技術，當中不少更與 techstyle 相關的行業有關。

中山、惠州、肇興、江門四地同時有豐富生產成衣的經驗，中山更是著名的牛仔褲生產地。其中，惠州和中山同時是製造電子零件的基地，當地不少工廠為了提升生產效率，透過引入採用雲端運算、自動化機器人大數據等創新科技優化生產過程。另一方面，肇興、江門是生產汽車部件的重鎮，肇興近年銳意發展新能源汽車——對可持續發展、智能城市和城市互聯等範疇感興趣的創業家，這可能是你激發和實現構想的起點。

雖說這些城市以製造業為主，但回看香港在上世紀 50 年代，同樣由製造業慢慢發展成為今天的國際金融中心。期望大灣區內的人才與資源交流，能夠推進各地的創新發展，培育更多走向國際的 techstyle 初企。

INDUSTRY TRENDS: BLENDING TECHNOLOGY WITH FASHION THE INFINITE POTENTIAL OF THE TECHSTYLE INDUSTRY

A strong advocate of the techstyle industry, The Mills Fabrica is keen to develop the innovative territory that interweaves technology with lifestyle. There are three key areas: smart materials and improving the production process, apparel and wearable products merging technology with design, and new forms of retail model. Understandably, the overhyped wave of technological developments spanning from the late 1990s to the beginning of the new millenia might leave one somewhat skeptical.

However, The Mills Fabrica believes that techstyle is not at all a waning industry. Instead, judging from the current market trends, this is an area of immense potential, and is definitely worth the investment of human resources, knowledge and capital.

IMMENSE DEMAND ATTESTED BY CONSUMER POPULATION

The techstyle industry has a high number of consumers, so entrepreneurs should seize the opportunity to leverage on innovative technologies to bring a value-adding lifestyle experience to customers.

In the future, the most competitive area of the retail industry is the innovative use of e-commerce. According to the report published by Business of Fashion in 2018, the fashion industry shows no signs of slowing down. A large share of sales has shifted from traditional offline to online channels, with China becoming the world's biggest e-commerce market, and the expected value of e-commerce sales to exceed US\$1.7 trillion by 2020. The growth in fashion and ready-to-wear is particularly promising, far exceeding that of household products and electronic equipment.

Despite the immense potential of online shopping, the platform also has its drawbacks. For example, customers cannot easily try on clothes before buying them, and they also do not have a clear idea of how the products actually look or feel like. They can at best imagine whether the clothes will fit them. Virtual reality has helped to break down these barriers somewhat, bringing revolutionary changes to online shopping. Although these

technologies are still in their early stages of development, and the products launched in the market are often used by the ready-to-wear manufacturers, it is up to the entrepreneurs to fully explore innovative proposals to broaden their applications among consumers.

Moreover, based on the forecasts, it is expected that one in every ten Chinese consumers will have a mobile device by 2022. By then, smartphones will have become a key medium for human interaction and consumption, of which the two processes are intricately linked. Goxip and Simple Pieces, the incubatees of The Mills Fabrica, are in fact successful case studies portraying these interconnections. These startups collate and analyse information about customers' backgrounds and preferences, helping them to target the ideal consumer market. At the same time, they embed social interaction elements into the e-commerce platform to expand the network through customers' connections.

We believe that innovative retail is filled with opportunities. Entrepreneurs should embrace new technologies and combine social media with customer data to offer more value-adding services to the consumers.

行業指向：
揉合科技與時尚
TECHSTYLE 行業潛能無盡

南豐作坊大力支持 techstyle 行業，推展科技與時尚之間的創新領域，當中包含三大範疇：新零售模式、融合科技及設計的可穿戴產品及服裝，以及突破供應鏈現狀的智能物料及創新生產過程。當大家回想 90 年代末、千禧年代初的科網熱潮，或許會對全新領域感到卻步。

但南豐作坊相信 techstyle 行業並非夕陽工業，根據當前預測，這將會是充滿潛力的領域，值得您在未來日子投放人力、知識與資金。

消費者群體印證龐大需求

Techstyle 行業擁有大量消費者，創業家應抓緊機遇，借助創新技術為顧客帶來增值的時尚體驗。

以電子商貿為首的新零售是未來零售行業最重要的戰場。《Business of Fashion》2018 年發表的報告，指時裝行業並沒有萎縮，只是銷售渠道由線下轉移到線上。而中國更是全球最活躍的電商市場，中國電商銷售額，預計在 2020 年突破 1.7 萬億美元；其中，時裝及成衣的增長最為顯著，遠勝家庭用品、電子儀器 etc. 等範疇。

線上購物潛力雖大，但也有不少限制，比如說顧客不可以先試後買，也缺乏立體圖像，一切全靠顧客想像力了解衣服是否稱身。虛擬現實 (Virtual Reality) 或許能打破以上限制，為線上購物帶來革命性的轉變。惟相關技術仍在萌芽階段，市面上的產品主要被成衣製造商使用，

US\$ 1.7 TRILLION

Chinese e-commerce market will surpass US\$ 1.7 trillion in 2020

中國電商將總值於 2020 年突破 1.7 萬億美元

還待創業家開發能被消費者廣泛使用的創新方案。

另外，有數據預測在 2022 年，每 10 個中國人便有 8 個擁有流動裝置。屆時，智能電話是人類社交和消費的重要媒介，兩者將不可分割。南豐作坊的培育公司 Goxip 和 Simple Pieces，便是成功將兩者結合：他們擅於分析顧客群的背景、喜好，一方面幫助他們調整市場策略，準確瞄準合適群眾；另一方面，他們把社交元素嵌入電商平台，藉顧客的人際網絡，凝聚更大的消費者網絡。

我們相信，創新零售充滿機遇，但創業家須先掌握當前科技的關竅，巧用社交媒體和顧客數據，才能為提供消費者提供增值服務。



8%

Garment production contributed to 8% of the total global carbon footprint

成衣生產碳排放量便佔全球 8%

SUPPLY CHAIN: URGENT DEMAND FOR SUSTAINABLE SOLUTIONS

In light of the many challenges faced today by the fashion and clothing suppliers, techstyle can offer breakthroughs in the use of innovative materials and revolutionary production processes.

Traditional supply chains are heavily reliant on natural resources, but unfortunately the global supply of cotton has fallen short of demand due to the growing scarcity of water. Moreover, the lack of a transparent supply chain has also caused labour exploitation and pollution issues arising from production. As highlighted in the report by Fashion for Good, the carbon footprint from garment production is contributing to 8% of the total global carbon footprint. If nothing is done, these problems will adversely affect the sustainability of our environment, as well as our economic and social development. We must first address all of these issues within the industry, starting with the use of materials and production processes.

One way of improving the sustainability of the industry is to employ recyclable materials made via biomimicry technology. This can be explored at Fabrica Lab - a prototyping lab providing techstyle entrepreneurs with the tools and machines to transform their dreams

供應鏈對可持續方案需求逼切

其次，時裝及成衣供應鏈內面對不少挑戰，而 techstyle 正好為行業提供突破現狀的智能物料及創新生產過程。

傳統供應鏈依賴天然資源，全球棉花耕作因水資源匱乏而失收。此外，供應鏈缺乏透明度，導致勞工被剝削、生產污染等問題；我們的夥伴 Fashion for Good 的報告指出，光是成衣生產的碳排放量便佔全球 8%。這些問題長期累積下來，嚴重影響環境、經濟及社會發展三大層面的可持續性。我們認為要解決業內問題，先要從物料和生產過程下手。

應用仿生科技 (biomimicry) 所生產的可再生物料，將會是行業的其中一條出路。因此，專注研發創新物料的香港紡織及成衣研發中心 (HKRITA)，將進駐我們全新的空間，透過他們的專業知識，支援相關初企的研發工作，成就他們的創業夢。

into reality, set up by HKRITA - Hong Kong Research Institute of Apparel & Textiles, which focuses on materials innovation. Assuming a steady pace of growth, the innovation of materials market is expected to exceed US\$10 trillion in 2025, rivaling that of the traditional materials.

Improving the production process at every step of the supply chain. Many industry players all over the world have begun to make use of Blockchain technology to enhance the speed and transparency of industry processes, so as to offer better product quality and employee welfare. However, only by lowering production volume, can we truly reduce energy consumption. Unspun, one of The Mills Fabrica incubatees, pioneers and develops a three-dimensional scanning technology to produce ready-to-wear apparel, hoping to reduce the global carbon footprint by at least 1%.

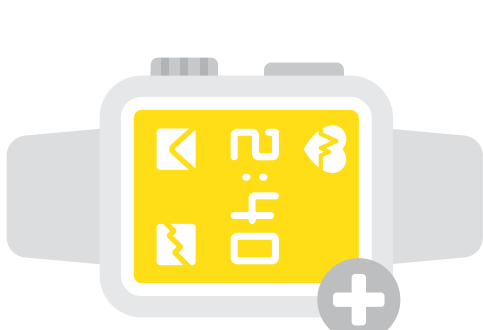
With sustainable development being the core value of our techstyle startups and strategic partners, we are keen to discover more out-of-the-box thinking, innovative use of materials and production processes, with the aim to provide the industry with more game-changing breakthroughs and channels for growth.

生態環境成熟有助初企發展

至於前景，創新物料領域穩步發展，估計在 2025 年將總值超過 100 萬億美元，與傳統物料分庭抗禮的一天指日可待。

另外，改善生產過程也是令行業供應鏈進步的另一大方向。全球不少提供物流服務的企業，開始應用區塊鏈科技 (Blockchain) 提升各行各業的速度及透明度，確保產品質素和工人待遇等多個層面得到保障。但要生產量下降，才能真正減低能源消耗；我們的培育公司 Unspun，借助自主研发的立體掃描技術按需生產成衣，以減低全球 1% 碳排放量為終極目標。

可持續發展是 techstyle 模式的核心價值，我們希望更多看見更多破格、創新的原料和生產方式，為行業困境提供出路。



80%

Sales of healthcare wearable products are expected to grow by 80% in the next 4 years

可穿戴醫療產品的市場在未來 4 年增幅高達 8 成

A MATURE ECOSYSTEM TO FACILITATE THE GROWTH OF STARTUPS

The integration of technology and design in wearable products and fashion has been in place for over a decade, but a holistic ecosystem is necessary for techstyle startups to discover more resources.

With so many tradeshow and accelerators to support startups, Hong Kong-based entrepreneurs in particular, can easily find electronic components suppliers and production partners from Mainland China. However, given the low entry prerequisites for the industry, the startups will have to practice innovative thinking to survive and should focus on developing their strengths in meaningful and influential areas to capture the opportunities that arise from a holistic ecosystem.

One of the key opportunities in the market is developing a 'smart city' model. In recent years, many governments worldwide have joined hands with enterprises to improve the convenience and mobility of urban living. For example, there are initiatives to encourage city-dwellers to get to places by walking or cycling, in order to minimise the carbon footprint that arises from vehicular transport. Various wearable designs have been launched for cyclists and runners to encourage them to adopt a less polluting lifestyle.

生態環境成熟有助初企發展

融合科技與設計的可穿戴產品及服裝已經有 10 年歷史，完善的生態環境讓 techstyle 初企更容易尋找資源。

全球已經有不少展銷會和企業加速器專門支援相關初企，特別是身處香港的創業家，能隨時到國內的生產基地尋找電子零件和生產夥伴。可是，當行業的門檻越低，初企越需要創新思維面對汰弱留強的挑戰。因此，我們建議初企發展具意義和影響力的範疇，才能真正抓住完善生態環境帶來的機遇：

第一個機遇是智慧城市。近年全球各地不少政府與企業聯手，提升城市生活的便利與流動性，從而鼓勵民眾外出時多步行或使用單車，減低陸上交通的碳排放量。因此，這幾年衍生不少為跑手或單車用家而設的可穿戴產品，鼓勵大家低碳出行。但產品要輕便，才能得到用

However, the products must be portable in order to be attractive to consumers. Origami Labs, our incubatee, has come up with ORII, a smart ring that is compact yet equipped with many functions. The users, through bone conduction technology, can give commands to their smartphones. Such imaginative designs have unlocked new functionalities and potential of smart wearables.

Other than day-to-day travel, healthcare is also another area for wearables. MedEXO Robotics, another one of our incubatees, has developed a robotic glove helping reduce tremors of Parkinson's disease patients. Meanwhile, our partner, HKRITA, has pioneered a smart guardian belt to help pregnant mothers detect embryo movements using non-intrusive, radiation-free methods, and as a result achieve positive impact through the application of wearable technology on medical care.

With more entrepreneurs benefiting from growing support within the techstyle ecosystem, we hope that they can capture the market opportunities and develop wearables that can improve people's lives.

家青睐；像我們的培育公司 ORII 的智能指環，體質雖小、功能卻大，用家可借助骨傳導技術，輕鬆向手機發出指令，開拓智能手錶以外的想像空間。

除了平日出行，醫療是可穿戴科技另一核心範疇。我們的另一家培育公司 Medexo Robotic，為帕金森症病人設計的手顫手套，便是可穿戴醫療產品的好例子。而 HKRITA 開發的智能胎兒監護帶，讓孕婦能以無輻射、非侵入方式監察胎動變化，同樣是體現可穿戴科技對醫療發展的影響。

創業家得到 techstyle 生態環境的完善支援，我們期待他們能抓準市場缺口，研發更多提升人類的生活素質的可穿戴產品。



The image is for reference only. It may be differed from the actual environment.
圖片只供參考，或與實際環境不同

THE MUCH-ANTICIPATED LAUNCH OF THE MILLS FABRICA: A HOME FOR TECHSTYLE INNOVATION

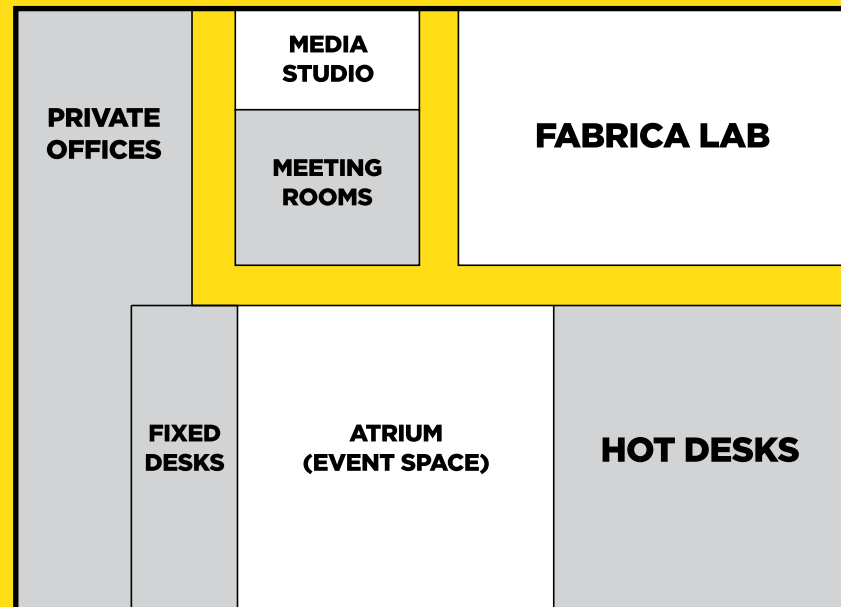
Apart from the support of industry partners and investors, having an adequate workspace is also a crucial factor for the growth of a startup. At The Mills, the revitalization of the former textile factories is now nearly complete, and the refurbished space will open its doors to the public later this year. The Mills Fabrica itself will take up the entire fourth floor of the former Mill 5 to offer a centre of innovation; comprising of flexible workspace for the techstyle community and a prototyping lab to help entrepreneurs turn their dreams into reality.

育成 **TECHSTYLE** 創新基地：
南豐作坊即將開幕



除了業界夥伴和投資者的支持，穩定的辦公空間是有助初企成長的一大因素。南豐紗廠的活化工作即將完成，預計在今年內再次投入運作。其中，南豐作坊將會進駐前身五廠 4 樓 — 這將會是創新的中心，為 **techstyle** 群體提供靈活工作空間和原型實驗室，讓他們的創業夢成真。

15,000 FT² SPACE/LAB



WORKSPACE

工作空間



61 HOT DESKS

Over 60 hot desks allow members the chance to experience the beat of the techstyle community from its core with the option to choose the plan that best fits their needs to work, connect, exchange and share knowledge.

18 FIXED DESKS

18 fixed workstations offer a quieter and more permanent workspace with extra storage space.

6 PRIVATE OFFICES

Fabrica Space includes 6 private offices, with areas ranging from 26-45 sq m each accommodating teams of 8-10 persons. Our flexible model allows startups to occupy half, one entire or even two combined private offices.

61 張流動工作桌

整個南豐作坊的工作空間將有超過 60 張流動工作桌，讓個人租戶或剛成立的初企有機會與其他用戶分享及交流 techstyle 業內資訊。

18 張固定工作桌

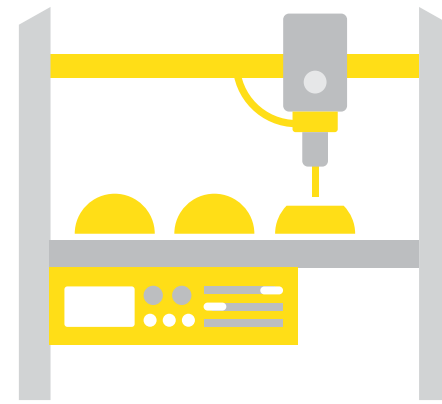
另外，18 張固定工作桌為用戶提供永久的工作空間，更備有私人的儲物室。

6 家私人辦公室

此外，工作空間裏有 6 家私人辦公室，面積約 26 至 45 平方米，能容納約 8 至 10 位員工，適合團隊剛成形的初企使用。初企也可視乎團隊規模，選擇租用整間或半間辦公室。

FABRICA LAB

南豐作坊 LAB



FABRICA LAB

The Mills Fabrica strives to support startups in the research and development of innovative use of materials, wearable designs and fashion. At Fabrica Lab, they can bring to life the infinite possibilities of their piloting products. We are equipped with the following facilities:

- laser-cutting
- scanning and printing
- drilling and band sawing
- welding, oscilloscope and multimeter
- sewing and knitting equipments
- spraying, laundry and clothes-airer spaces

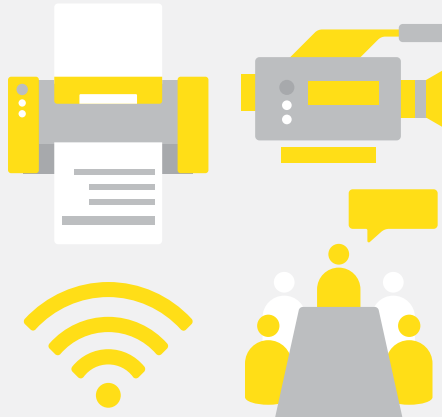
南豐作坊 LAB

南豐作坊為研發創新物料、可穿戴裝置及服裝等創新領域的初企提供專業設備，他們能於此試驗產品的無邊可能。南豐作坊 Lab 將配備以下設備：

- 雷射剪裁
- 3D 掃描及打印器
- 鑽床及帶鋸
- 焊接、示波器及萬用表
- 縫紉及編織器材
- 噴塗、洗衣及烘乾空間

FACILITIES

完善配套設備



FACILITIES

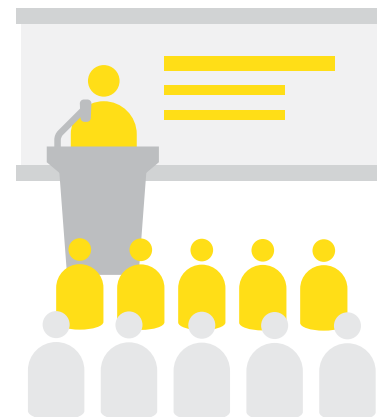
Fabrica Space features a host of services including wireless internet, pantry, printing services and meeting rooms, as well as professional, comprehensive receptionist and IT support services. There is also a media studio for members to explore their creativity such as product shooting, filming and more.

完善配套設備

南豐作坊工作空間還配備無線上網、茶水間、文件打印、會議室等設施，並提供專業、全面的前台及技術支援服務。此外，用戶可以借用媒體工作室進行產品拍攝等工作，探索他們的無限創意。

EVENT SPACE

活動空間



FABRICA ATRIUM AND HOT DESK SPACE

Fabrica Atrium and other venues at The Mills can be rented by companies and organisations for cocktails, conferences, workshops and all kinds of activities.

If you are interested to hire venues at the heart of the Hong Kong techstyle ecosystem, please contact us for more information or to arrange a site visit:

Address: The Mills, 45 Pak Tin Par Street, Tsuen Wan, Hong Kong
Email: contact@themillsfabrica.com

中庭及流動工作桌

中庭是整個南豐作坊的核心，設備齊全，適合舉辦會議，更能與多功能流動工作空間合併成大型派對場地。

如果您有興趣租用南豐作坊的工作空間，為 techstyle 生態環境灌注更多創新思維，歡迎您聯絡我們索取更多資料或安排參觀：

地址：香港荃灣白田壩街 45 號南豐紗廠
電郵：contact@themillsfabrica.com

FABRICA ATRIUM IS AT THE CORE OF THE MILLS FABRICA, OVERLOOKING THE PARK WITH A MAGNIFICENT MOUNTAIN VIEW AND SKYLIGHT. FULLY EQUIPPED FOR CONFERENCES, IT CAN HOST LARGER PARTIES WHEN COMBINED WITH THE MULTIFUNCTIONAL HOT DESK SPACE.”

「中庭是整個南豐作坊的核心，透過偌大天窗可遠眺南豐公園 THE PARK 外的山巒風景。設備齊全的中庭適合舉辦會議，更能與多功能流動工作空間合併成大型派對場地。」

THE MILLS FABRICA



Contact us for more information or to arrange a visit:
歡迎聯絡我們索取更多資料或安排參觀：
contact@themillsfabrica.com

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圖片只供參考，或與實際環境不同。

THE SEEDING ISSUE



RISE 2018: A GLOBAL TECH CONFERENCE ATTRACTING THE BEST INNOVATIONS AND TALENTS TO HONG KONG

全球科技精英齊集 RISE 2018
推進香港創新發展



In early July, The Mills Fabrica took part in RISE 2018, Asia's biggest technology conference held in Hong Kong. Featuring over 300 technology leaders, entrepreneurs, investors and government officials, the conference was an unmissable event for professionals in the technology industry. Worldclass attendees included Brad Smith, Chairman of Microsoft; Werner Vogels, Technology Director of Amazon; Takeshi Idezawa, CEO of LINE Corporation, as well as Mrs Carrie Lam, the Chief Executive of the Hong Kong Special Administrative Region. Over 50 companies and startup ecosystem players partnered with RISE to make this event the most successful to date, including The Mills Fabrica, who showcased the latest techstyle innovations from our very own startups.

南豐作坊在 7 月初出席了在香港舉行的亞洲大型的科技會議「RISE 2018」。大會邀請了全球及區內超過 300 名科技業領袖、初企創業家、投資者及政府官員擔任演講嘉賓，當中包括微軟主席 Brad Smith、阿馬遜科技總監 Werner Vogels、日本 Line 執行長出澤剛和香港特別行政區行政長官林鄭月娥等舉足輕重的人士。另外，活動亦召集近 50 家企業、培育基地等機構為活動夥伴，南豐作坊也是其中之一，並在會議期間透過展位向與會者介紹 techstyle 初企的發展。



GLOBAL TECH CONFERENCE HIGHLIGHTING THE LATEST INNOVATIONS

SHOWCASING FUTURE OPPORTUNITIES IN TECHSTYLE

At the conference, Fabrica introduced five of its incubatees, including Unspun, Origami Labs, Goxip, Snaptee and Whoolala, whose experiential and unique showcases attracted the attention of close to 1,000 representatives including big corporations and VC firms. Not only did their presence enhance their visibility within the region, it has also brought them important collaboration opportunities that can help springboard their businesses. Mrs Carrie Lam, the Chief Executive of the Hong Kong Special Administrative Region Government, also visited Fabrica's booth to understand more about its role as an incubator and its work in promoting innovations in revitalised historic buildings.

Building on Hong Kong's former competitiveness in the textiles industry, The Mills Fabrica fosters "techstyle", a new economic model integrating technology to enhance the industry's practices. Looking ahead, Fabrica will continue its pursuit of excellence and carry on its mission to promote the entrepreneurial ecosystem in Hong Kong, creating a brand new space for these entrepreneurs that they can call home. With the support of robust government policies, as Lam emphasised at the RISE conference, Hong Kong is a strategic, ideal choice for entrepreneurs, given its scheme in attracting overseas talents, and policies that enable corporations to be listed in both China and Hong Kong.

BUILDING ROBUST PARTNERSHIPS

Fabrica also attended over 10 side events to meet with industry players and build its international network. These include sharing about Hong Kong's entrepreneurial ecosystem and presenting the history of Nan Fung Group and its success to the Thailand National Innovation Agency and Thailand Tech Startup Association.

Fabrica met with leading technology startups from Belgium, and participated in SOSV's China Cross-Border Landing and Acceleration event, organised by the US innovation fund. Whilst at a round-table discussion at Explorium Hong Kong, Fabrica shared techstyle innovation tips.

展示 TECHSTYLE 未來機遇

南豐作坊在展位介紹旗下其中 5 家培育公司 — Unspun、ORII、Goxip、Snaptee 和 Whoolala，期間有 800 名與會者到訪，當中不乏大型企業和創投基金。展位不但提升他們在區內的知名度外，也促成多個重要合作機會，帶領初企的事業更上一層樓。行政長官林鄭月娥也到訪了南豐作坊在 RISE 的展位，了解南豐作坊作為培育基地，如何藉活化歷史建築推動創新。

南豐作坊將紡織業過往的優勢，與科技結合成為的全新經濟模式，並將之取名為「techstyle」。南豐作坊希望透過重塑昔日的長處，推進香港的初企生態環境，為他們開拓現存領域以外的全新空間。可是開展事業不僅需要機遇，也要有穩健的政策配合。因此，林鄭月娥在 RISE 的演講中，提到香港政府制定人才計劃等吸引海外精英留港的措施，並容許公司在中、港兩地上市，促使香港成為適宜開展事業的城市。

建立穩固夥伴網絡

除了 RISE 的官方活動，南豐作坊也出席了超過 10 個會外活動，跟來自全球的業內人士會面，開拓國際性的人際網絡。當中包括來自泰國的生態環境建立者：「泰國國家創新辦公室」（National Innovation Agency）和「泰國科技初企協會」（Thailand Tech Startup Association）。南豐作坊向他們分享香港初企生態環境，並向他們介紹南豐和香港經濟共同發展的歷程。

此外，南豐作坊跟來自比利時 startups.be 的頂級科技初企會面，也出席了美國創投基金 SOSV 舉辦的「跨境著陸及加速活動」（Cross-Border Landing and Acceleration Event）。與此同時，南豐作坊在利程坊（Explorium Hong Kong）的圓桌會議上，預示未來時裝科技的趨勢。



Exhibiting incubatees
參展培育公司



denim
unspun

GOXIP
SNAP SHOP WEAR

ORII

Snaptee

whoolala

THE MILLS FABRICA AND FASHION FOR GOOD PARTNER TO OFFER GLOBAL RESOURCES TO STARTUPS

南豐作坊與 FASHION FOR GOOD 結盟 擴張初企全球資源網絡



JOINTLY SUPPORTING HONG KONG AND EUROPEAN FASHION STARTUPS FOR A SUSTAINABLE, CROSS-BORDER INDUSTRY

In March 2017, Fashion For Good was set up with the support of founding partner C&A Foundation. Fashion For Good offers support through its international innovation platform, including their Fashion for Good - Plug and Play Accelerator Programme, as well as a Scaling Programme and the Good Fashion Fund. These programmes are targeted at facilitating innovation among startups, motivating them to achieve breakthroughs in influential areas of the fashion supply chain. Additionally, Fashion for Good acts as a convener for change. From its first hub in Amsterdam, it houses a Circular Apparel Community co-working space, creates open-source resources like its Good Fashion Guide and welcomes visitors to the Fashion for Good Experience, an interactive technology-driven museum focusing on sustainable and circular fashion and innovation.

Startups that are keen to expand overseas will find cross-border resources and support indispensable. With this in mind, The Mills Fabrica announced in June its partnership with Amsterdam-based innovation institution, Fashion for Good (FFG). With a mission of promoting and expanding fashion-related technology, Fashion For Good plays a vital role in making the fashion industry a more sustainable economy. In this collaboration, both parties have decided to pool together resources for innovation in the ecosystem, offering support to startups in a mutually-beneficial way.

希望外闖的初創企業，需要跨國界的資源與支援。因此，南豐作坊在 6 月份宣布，與來自荷蘭阿姆斯特丹的創新機構「Fashion For Food」(FFG) 結盟成為合作夥伴。FFG 致力推進及開拓時裝相關的科技，促使時裝行業成為更具持續性的循環經濟。這次合作將促使雙方分享生態環境內的創新資源，互相協助初企群體的發展。

The Mills Fabrica and Fashion For good can offer mutual benefits not only limited to promoting the techstyle startups across Hong Kong and the Mainland, but it is envisaged that this collaboration will help to address larger issues faced by the current fashion industry and its supply chain. For example, some member startups under the scope of Fashion For Good and The Mills Fabrica, including Europe-based brand and retail partners of Fashion for Good, have broadened their networks and resources thanks to this collaboration. Both organizations' partners including manufacturers, brands, retailers, research centres and universities across Europe and Asia have also derived benefits from the partnership, such as gaining access and connections to Fashion For Good's headquarters in Amsterdam and The Mills Fabrica Space/Lab in Hong Kong.

相互扶助港、歐時裝初企 發展跨地域可持續事業

FFG 在 2017 年 3 月得到 C&A Foundation 的始創資助下成立，支援其國際創新平台的運作，當中包括：「Plug and Play」企業推進器 (Accelerator Programme) 及擴展計劃 (Scaling Programme)，更另設基金「Good Fashion Fund」。這些計劃均為創新初企而設，鼓勵他們突破時裝供應鏈內具影響力的範疇。此外，FFG 號召各方作出改變。他們位於阿姆斯特丹的首個中心，是共同工作間「Circular Apparel Community」的所在地，開放「Fashion Good Guide」等資源。同時歡迎訪客藉互動與科技並重的博物館「Fashion for Good Experience」，體驗其創新、可持續發展及循環時裝理念。

南豐作坊將與 FFG 互相補足，除了促進兩地的 techstyle 初企，亦期望這次合作有助改善當今時裝行業及供應鏈所面對的問題。FFG 及南豐作坊旗下的成員初企，將受惠於這次合作所帶來的人際網絡及資源，當中包括 FFG 及南豐作坊位於歐、亞的生產商、品牌、零售商、研究及大學夥伴。雙方亦會分享其實體空間，包括 FFG 位於阿姆斯特丹的總部，以及香港南豐作坊的工作空間 /lab。

A CHAT WITH KATRIN LEY, MANAGING DIRECTOR OF FFG

FFG 執行董事 KATRIN LEY 短談合作



KATRIN LEY

Managing Director of Fashion for Good

Fashion for Good 執行董事

WHAT CHALLENGES DOES THE FASHION SUPPLY CHAIN FACE NOWADAYS?

The biggest challenge is to move from a linear take-make-waste model into one that is restorative and regenerative by design. We have to go beyond just minimising the negative impact in the current linear system, to seek to work towards a 'more good, less bad' model. Ideally, textiles will never end up as waste.

What the industry lacks are the resources, tools and incentives to put good fashion into relentless practice. We see a lot of cutting-edge technologies that can transform the industry, to make major breakthroughs in shaping a more sustainable economy. We also see big corporations willing to work with those innovations and support their growth. Fashion for Good aims to bring the two worlds together.

WHAT ARE THE INNOVATIVE AREAS THAT STARTUPS SHOULD FOCUS ON TO RESOLVE THE PROBLEMS IN THE SUPPLY CHAIN?

There are great opportunities for innovation in every stage of the supply chain. There is a wide range of new, recyclable materials being developed that eliminate the need to use fossil feedstocks or water-intensive crops like cotton. For textile dyeing, we see various new technologies that reduce the use of water and harmful chemicals (e.g. ColorZen, Nature Coatings). At the cut-make-trim stage, there is great potential for solutions in automation and 3D printing (e.g. Tamicare or SoftWear Automation). We are very excited to work with chemical recycling innovators such as Worn Again or Tyton BioSciences as they strive to make the efficient recycling of blended textiles a reality. These innovations are promising because they truly, fundamentally change the way we do business, and open up opportunities within a closed loop system that eliminates waste.

WHY WOULD FFG DECIDE TO PARTNER WITH THE MILLS FABRICA?

Fabrica and Fashion for Good share our vision in fostering fashion innovation. We both support startups that bring new technologies, while offering consumer-facing experiential retail from our respective landmark heritage buildings. Since we have so much to benefit from each other, I think our partnership with them makes perfect sense.

In fact, Fashion for Good has a strong network of industry partners in Europe and the US. So, building its connection with startups and manufacturers in Asia is a key priority. A partnership with The Mills Fabrica can serve as a unique springboard.

ONE OF THE KEY ASPECTS OF THE PARTNERSHIP IS RESOURCES EXCHANGE - WHAT ARE THE RESOURCES THAT HK STARTUPS CAN LOOK FOR IN EU?

Fabrica and Fashion for Good are partnering to support startups in a number of ways. This ranges from workspace rental for startups to increase mobility, knowledge sharing and coaching, as well as exchanging interesting startup leads for investment.

Fashion for Good is in a good position to become a launchpad in Europe: it is home to a number of other influential multi-stakeholder organisations, such as the Sustainable Apparel Coalition, Zero Discharge of Hazardous Chemicals, and the Organic Cotton Accelerator. We also work together closely with Impact Hub, a global network supporting impact-oriented startups. We are very much connected to the local and European investor landscape.

What's more, travelling to other European countries from Amsterdam is so convenient. There is no language barrier as locals speak English very well, adding to the appeal of a vibrant startup and expatriate community within the city.

ON THE OTHER HAND, WHEN EU STARTUPS TRY TO EXPAND THEIR MARKET OR SUPPLY CHAIN IN ASIA, WHAT KIND OF ASSISTANCE AND RESOURCES DO THEY USUALLY NEED?

Establishing a firm foothold in Asia can be a daunting task for a startup, as they may not have the resources to expand their team in the Asian market. Hence, a platform such as The Mills Fabrica can be extremely valuable in connecting them with the right local industry players. Hong Kong is well-established hub for leading global textile players, so getting connected with the local textile production world has a real benefit.

Besides, a hub like Hong Kong, where cultural and linguistic barriers are minimal, will provide a great landing spot. Supported by a robust financial economy and a reliable legal system, there is such ease of doing business in the city. Especially when there is a local coach like The Mills to guide you!

現在全球時裝供應鏈面對甚麼挑戰？

當前最大挑戰是我們要透過設計恢復和再生廢物，扭轉「取之、用之、棄之」(take-make-waste) 的線性模式。我們不能只減少這模式的負面影響，而需要採用「更多好處，更少壞處」(More good, less bad) 的模式。我們理想地盼望著，紡織物終有一天不再是廢物。

業內現在缺乏資源、工具和誘因，驅使他們致力推行「良心時裝」。我們看見很多突破性的科技能扭轉行業現狀，幫助循環經濟邁進更大一步。我們也看見很多大企業願意使用這些幫助他們成長的創新科技 — Fashion for Good 願意成為連結兩者的橋樑。

為了解決供應鏈內的問題，初創企業應該專注發展甚麼創新領域？

在供應鏈裏的不同層面，都有不同的機遇。比如說，現在市場內有很多全新的可循環物料，減少使用化石原料及棉花等需要大量用水的農作物。至於紡織漂染方面，很多科技都減少使用水資源和有害化學物質（如：ColorZen 及 Nature Coatings）。到車間裏剪裁及修建工序，不少自動化和 3D 打印的解決方案都極具潛質（如：Tamicare 和 SoftWear Automation）。我們也很高興與化學回收孵化器 Worn Again 及 Tyton BioSciences 合作，他們極具潛力，真正從根本改變行業問題，締造一個排除廢物的完善循環系統。

為甚麼 FFG 與南豐作坊開展合作？

南豐作坊和 FFG 擁有共用願景，希望強化創新在時裝業內的影響。我們支援帶來創新科技的初企，同時在具歷史意義的建築裏提供面向消費者的實驗性零售。因此，很自然地我們可以為彼此貢獻不同資源，共同推動時尚創新的合作。

再者，FFG 在歐洲和美國已經有很強的業內夥伴。所以我們現在的工作重點，是與亞洲的初企及製造商建立關係；南豐作坊將會是連結亞洲市場的跳板。

這次合作的其中一個重點是資源互換，香港初企能在歐洲找到甚麼資源？

南豐作坊和 FFG 的合作有幾方面，包括為初企分享空間，方便他們遷移到其他城市；另外我們也提供知識分享及指導，也會互相推薦值得投資的初企。

FFG 在歐洲有地理優勢，是極佳的創業跳板。在我們的大樓裏，有幾個具影響力的持份者機構，他們包括「可持續服裝聯盟」(Sustainable Apparel Coalition)、「零危險化學品排放」(Zero Discharge of Hazardous Chemicals) 以及「有機棉加速器」(Organic Cotton Accelerator)。我們同時跟全球性機構「Impact Hub」緊密合作，支持影響為本 (impact oriented) 的初企。此外，我們在荷蘭及全歐洲擁有強大的投資者網絡。

此外，阿姆斯特丹交通便利，本地人精通英語，沒有言語障礙，擁有充滿活力的初企和外國人群體。

反過來問，當歐洲初企希望擴張市場或供應鏈到亞洲，他們多數需要甚麼協助與資源？

對於初創企業來說，在亞洲尋找立足點是一項艱鉅的任務。他們可能沒有足夠的資源在當地建立團隊。而南豐作坊將它們連接到合適的業內人士，是一個難能可貴的平台。至於另外一個優點，不少具影響力的紡織企業都聚集在香港，能夠了解當地紡織生產的真實運作。

此外，香港的文化和語言障礙不大，為海外初企提供一個軟著陸點。而在財務和法律角度來看，在香港開展業務非常方便 — 特別是擁有南豐作坊的指導，更是事半功倍！

[HTTP://FASHIONFORGOOD.COM/](http://fashionforgood.com/)



NURTURING SOCIALLY-AWARE ENTREPRENEURS IN FIVE KEY INNOVATION AREAS

Nan Fung Group and The Mills Fabrica have joined hands with The Hong Kong University of Science and Technology to offer a total of HK\$300,000 in sponsoring the “HKUST-Sino One Million Dollar Entrepreneurship Competition 2018”. Within this sponsorship, HK\$200,000 is provided as funding for the awards in five categories, which encourages entrepreneurs to cater to the needs of the community, as they pioneer products that will improve the quality of life for the population.

五大創新範疇
培養創業家關注社會需求



南豐集團及南豐作坊也與香港科技大學合作，為「香港科技大學——信和百萬元創業比賽 2018」提供 30 萬元贊助。當中 20 萬元為 5 大焦點範疇的獎金，藉此鼓勵創業家在研發創新科技時，能夠緊貼社會上用戶的真實需要，以提升人類生活素質為創業宗旨。

Images : HKUST

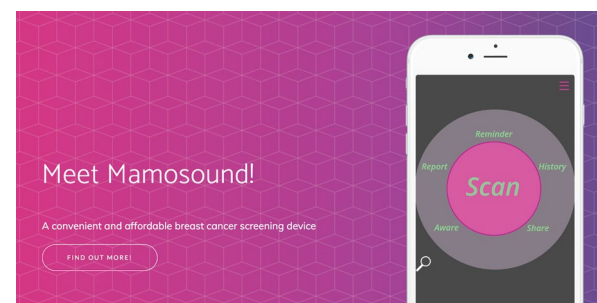


THE MILLS FABRICA X HKUST

MAMOSOUND

NAN FUNG LIFE SCIENCES /
HEALTH TECHNOLOGY PRIZE

南豐生命科學 / 健康科技獎



Using the correct healthtech device can improve people's lives, and alleviate patients' suffering. The prize-winning team of Nan Fung Life Sciences /Health Technology Prize, Mamomound, developed a portable breast cancer detection device to offer affordable medical care to working class female professionals, currently being tested in five clinics across Hong Kong.

"Our product offers a precise, affordable, harmless ultrasound breast cancer detection service to female users that they can self-administer without needing to go to the clinics. Our team is working on developing an AI breast cancer image classifier compliant with FDA standards."

科技使用得宜，能大力改善人類生活、減少因病患帶來的痛苦。得獎隊伍 Mamomound 研發的攜帶式乳癌探測儀器，讓草根女性能以相宜價格使用醫療服務，並已在 5 家診所試行測試。

「我們的獨特之處，是為女性提供準確、廉價、無害的超聲波乳癌測試，她們足不出戶也能借助掃描儀器進行檢查。我們的團隊不斷發展，正尋找人工智能的協助，建立符合 FDA 規定的圖像分類器。」

MISCATO

NAN FUNG
SMART CITY PRIZE

南豐智能城市獎



A digitalised and well-connected living environment can offer a better quality of life. Designed by Miscato, Aromeo is a room fragrance diffuser leveraging on the Internet of Things technology to enhance personal wellness. The smart waterless nebulising diffuser automatically distribute personalised scents according to users' moods and needs.

"Nowadays, the demands of work and traveling have contributed much stress to city dwellers. With this in mind, Aromeo's room fragrance products not only introduce pleasant ambience and aroma to interior space, it also brings about health benefits. By leveraging on the Internet of Things technology, we can adjust the room fragrance by using a smartphone as a remote control."

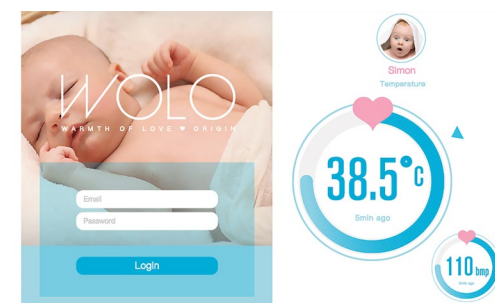
數碼化及高連結性的生活環境，提升人類的生活品質。Miscato 設計的芬香噴霧器 Aromeo 結合物聯網科技，根據使用者心情個人化及自動化室內氣味，提升辦公室賓客的分享體驗。

「現在出行、工作和生活為城市人帶來不少壓力，Aromeo 看見室內健康的需求。芳香療法不僅使房間帶來愉悅的氣味，更對健康有益處。因此我們使用物聯網科技，只需一台智能手機，便能遙控室內氣味。」

WOLO HEALTH DETECTION

THE MILLS FABRICA
TECHSTYLE & DESIGN PRIZE

南豐作坊 TECHSTYLE 設計獎



The smart combination of technology and style offers endless applications and opportunities. WOLO won The Mills Fabrica Techstyle & Design Prize with a ring that helps parents remotely monitor the health condition of their children by tracking their body temperature.

"Our target customers are working parents who have children who are 6 years old or younger. Small children have a higher chance of getting a fever and flu symptoms can worsen if not treated quickly. We are in the early stages of developing our product and working on refining our offer, taking into account the feedback from experts and our advisors."

"We are refining our prototypes as we look for experts and mentors to give us advice on product and tech development."

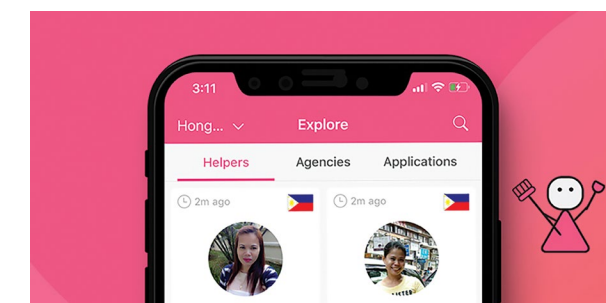
南豐紗廠把本港紡織業優勢與科技揉合成「techstyle」概念，可穿戴產品及服飾是當中一大領域。得獎者 WOLO 研發的體溫戒指、可穿戴健康監察器，讓父母透過手機遙距監察小孩的健康情況。

「我們的目標客戶是在職家長。特別是 6 歲以下小孩擁有患上感冒的更高風險，如果小孩生病不能即時就診，可能會導致情況惡化。此外，我們正改進產品原型，希望由專家和導師能給我們有關產品和科技開發的意見。」

MAMAHHELPERS

NAN FUNG SOCIAL
INNOVATION PRIZE

南豐社會創新獎



Startups can help resolve many social issues and challenges. Mamahelpers won the Nan Fung Social Innovation Prize with a platform that connects foreign domestic helpers, employers and employment agencies.

"With an ageing global population, increasing household income and the rise of middle class families, overseas domestic helpers have become a crucial additional labour force in countries such as China and Japan, while the quality of their services has become a social issue. Our database already includes over 200,000 domestic helpers and drivers, including search functions and valuable profile information."

初創企業不但對經濟有貢獻，他們的創新方案還可以解決社會上的難題與挑戰。家務助理平台 Mamahelpers 連結僱主、經紀公司和家務助理，為被忽視的家務助理建立可靠的網上社群。

「全球人口高速增加、老化，同時新興國家的收入和中產家庭不斷上升，外籍家務助理順理成章為中國和日本等國家重要的勞動力補給來源。而家務助理的數量和質素是業內的主要問題，因此我們借助自己的社群和外籍助理的網絡建立協作關係。我們的資料庫已有超過 20 萬名助理的資料，能穩定地向客戶提供所需。」

SINOCORE

THE MILLS
SUSTAINABILITY PRIZE

南豐紗廠永續發展獎



Climate change is the biggest challenge for the planet and demands that all industries join forces to find and implement solutions. Sinocore won The Mills Sustainability Prize with a technology that transforms waste water into environmentally-friendly, recyclable fertilisers, thus helping to tackle both water and soil pollution.

"Our product, Life-Floc, not only addresses the environmental issue by slowing down pollution, it also hopes to tackle legal issues around the creation of solid waste during the treatment of wastewater. Our key clients are the pig farms in the Mainland, because many of them are forced to close down their business because of their inability to resolve their pollution issues. Our products originate from technology research, and we hope that we can attract more scientists and technology professionals to join us in the future."

氣候危機是人類可見將來的挑戰，引起大家對可持續發展的關注。致力改善全球的污水及污泥處理系統的 Sinocore，擁有逾 15 年的科研成果，希望將污水轉化為有利環境的再生肥料。

「我們的產品 Life-Floc 不但能緩解環境問題，甚至能解決處理廢水過程中產生固體生物廢物所導致的法律問題。我們的主要顧客是內地的養豬戶，他們因為不能解決污泥問題而被逼關閉。我們的產品都是由科研出發，希望未來有更多科學和工程人才加入我們的大家庭。」

STUDENTS FROM CENTRAL SAINT MARTINS CHAMPION SUSTAINABILITY

Schools are fertile grounds for new ideas, so The Mills Fabrica has partnered with several universities both locally and abroad to nurture the future leaders. In London, The Mills Fabrica has awarded prizes to graduation projects of Central Saint Martins students: a cash prize comes with a 3-month residency at our Hong Kong workspace for the winners of The Mills Fabrica Techstyle Prize and The Mills Sustainability Prize, so they can further develop their project, connect with partners and build their future.

Images : Central Saint Martins

中央聖馬丁學院學生
發揚可持續創意精神



學校是不少創新構想的發源地，因此，南豐作坊從今年初開始，不斷連結本地與海外多家大學，希望培育更多業界的明日之星。其中，南豐作坊與英國倫敦中央聖馬丁藝術與設計學院（Central Saint Martins）合作，向兩名有志 techstyle 和可持續發展的學生頒發獎學金，並透過為期 3 個月的實習生計劃，支持未來 techstyle 人才的發展。

THE MILLS FABRICA X CENTRAL SAINT MARTINS

TWO STUDENTS WIN CASH PRIZES AND RESIDENCY AT THE MILLS FABRICA

In the competition recruited by the joint organisers Central Saint Martins and The Mills Fabrica, student entries are judged by an adjudicating panel in terms of criteria including materials innovation, sustainable development and benefits to society. As a result, the works by Andrea Liu and Jen Keane were chosen for The Mills Sustainability Prize and The Mills Fabrica Techstyle Prize respectively. Each of the winners has received £1,000 cash prize.

The award recipients will also receive a 3-month residency at Fabrica Space, and support with their projects through access to the advanced machines, resources and technology at Fabrica Lab.

Anne Smith, Dean of Academic Programmes of Central Saint Martins said, "Central Saint Martins is extremely grateful to The Mills for their support of creative excellence in textiles, materials innovation and sustainability on our BA Fashion, BA Textiles and MA Materials Future courses. The Mills Sustainability and The Mills Fabrica Techstyle Prizes will provide invaluable financial and entrepreneurial support and acknowledges the important potential that the graduating students have to make a difference." Fabrica is passionate about helping students launch their dream products in the market and encouraging the brilliant minds of the younger generation to contribute to the techstyle ecosystem.

得獎學生將抵港參與實習

南豐作坊招募中央聖馬丁學院的學生參與比賽，他們向大會提交畢業作品的構思後，評審團以物料創新、可持續發展及社會福祉三方面為準則，分別選出 Andrea Liu 和 Jen Keane 為「南豐紗廠可持續發展獎」（The Mills Sustainability Prize）及「南豐作坊 Techstyle 獎」（The Mills Fabrica Techstyle Prize）的得獎者。他們分別獲得 1,000 英鎊獎學金，並將負笈香港南豐紗廠參與實習計劃。屆時，南豐紗廠會根據他們的技能和興趣制定實習計劃，並分派到三大支柱之一（南豐作坊、南豐店堂及六廠紡織文化藝術館）擔任實習生。

南豐紗廠會根據他們的專長和興趣量身定制實習計劃，並可以使用南豐作坊工作間及擁有先進配備的原型實驗室「Fabrica Lab」建立他們的構想。

倫敦藝術大學中央聖馬丁學院服裝及紡織院院長 Anne Smith 對於這次合作感到非常高興：「時裝學士課程、紡織學士課程，以及未來物料碩士課程的學生能受惠於此，我們感到興奮不已……這次合作為具潛力的畢業生提供財政及創業支援，成就他們不一樣的未來。」南豐作坊希望這次合作，幫助學生將構想轉化成真實產品，並期望未來日子有更多學生跟隨他們的步伐，建立更具持續性的 techstyle 生態環境。

THE MILLS SUSTAINABILITY PRIZE

南豐紗廠可持續發展獎



WINNER
得獎者

Andrea Liu

WINNING ENTRY
得獎項目

Tanning salmon skin
三文魚皮鞣

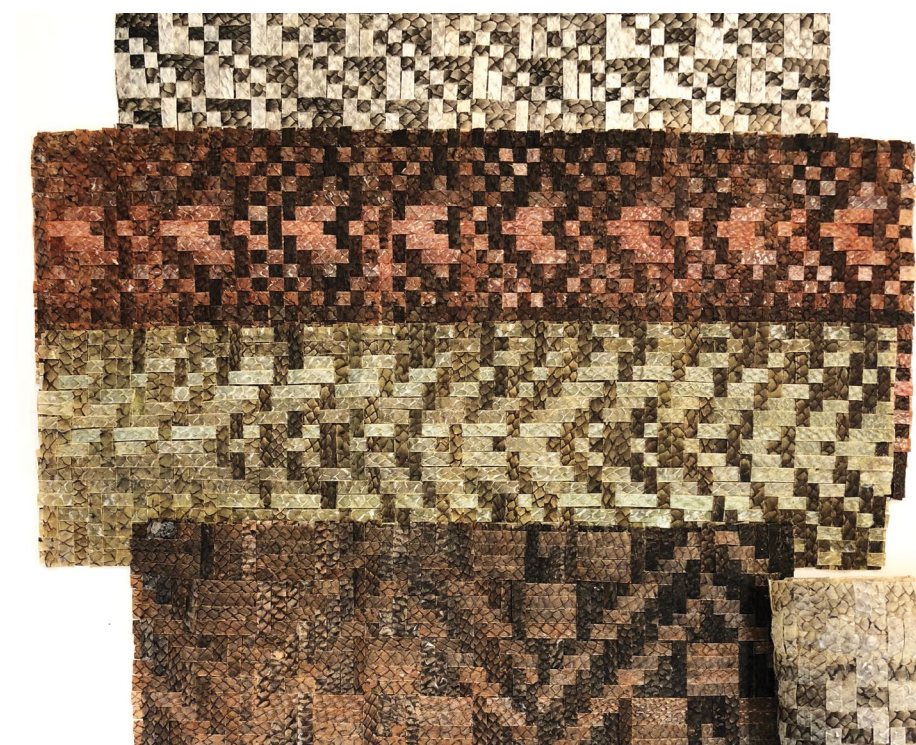
PROJECT
DESCRIPTION
項目簡介

Making use of a 100% non-artificial, sustainable leather as material for making and knitting textiles.

利用三文魚皮鞣製 100% 無化學添加的可持續皮革，並使用這種物料來製造和編織紡織品。

“MY DESIGNS PRESERVE NOT ONLY THE MATERIALS, BUT THE COMMUNITIES AND HUMAN STORIES AS WELL.”

「我的設計不只保存物料，也保存了群體和人類的故事。」



WHAT INSPIRED YOUR PROJECT IDEAS?

創作靈感來自那裏？

Sustainability forms the backbone of every project I undertake. Early on in my studies, I realised that designers can either be responsible for pollution or, as designer Alexander Taylor at Parley believes "The designer has the opportunity to be the agitator and agent for change." I found this very inspiring.

可持續發展是我每個項目的骨幹。在我早期的研究，我發現設計師要不是污染的元兇，便如設計師 Alexander Taylor 向環境關注團體 Parley 所說：「每個設計師都有機會成為改變世界的媒介。」——他的言論對我啟發甚深。

WHAT WAS THE BIGGEST CHALLENGE THAT YOU HAD ENCOUNTERED WHEN YOU TRIED TO BRING YOUR IDEA TO LIFE?

這個項目遇到的最大難題是甚麼？

When trying to bring my idea to life, the biggest challenge that I encountered was the not knowing. I knew nothing about fish skins or fish leather before. I had no idea how to tan leather, let alone tanning fish leather. Collecting the raw skin is one thing, but turning them into useable material that will not decay or smell bad is another thing. After solving that problem, I was presented with the challenge of learning how to weave the material. But then the design and weaving process is also very entertaining.

最大的挑戰是面對我不知道的事情。我對魚皮沒有任何知識，我不知道如何鞣製皮革，更遑論鞣製魚皮了。收集新鮮魚皮是一個問題，如何讓他們成為可用卻不會腐爛、不腥臭的魚皮，又是另一個難題。解決了腥臭的問題，我便需要面對如何將他們編織成為物料。雖說這是一個挑戰，但過程中充滿樂趣。

WHAT DO YOU WANT TO ACHIEVE DURING THE 3-MONTH RESIDENCY AT THE MILLS?

你希望在南豐紗廠 3 個月的實習計劃中做甚麼？

During the 3-month residency at The Mills, I would like to further develop my research and design on sustainably-tanned salmon leather. Since I can stay in Hong Kong for three months for the residency, I would like to look at the by-products of the local fishing and seafood industry, as well as the impact of leather waste in the fashion industry. I would love to use the opportunity to continue documenting the stories of the local fishing communities. As I have learned from my encounter with retired fishermen in England and in Scotland, the fishing industry is waning. I see it my mission to preserve the maritime history of the places I visit. My designs preserve not only the materials, but the communities and human stories as well.

我希望進一步研究如何可持續地設計三文魚皮鞣。在香港的 3 個月，我會尋找當地魚市場和海鮮市場的副產品，以及時裝業所產生的廢業皮革。此外，我希望藉此機會紀錄當地漁業群體的故事。我在蘇格蘭遇到一些退休漁民，了解當地漁業面臨衰退。因此，我希望每到一個地方，都能夠紀錄當地的海事歷史——我的設計不只保存物料，也保存了群體和人類的故事。

THE MILLS FABRICA
TECHSTYLE PRIZE

南豐作坊 TECHSTYLE 獎



WINNER 得獎者	Jen Keane	WINNING ENTRY 得獎項目	This is Grown.
PROJECT DESCRIPTION 項目簡介	Fusing modern textiles with forward-looking organic technology, the project seeks ways to improve production processes by substituting petrochemical materials with organic materials. 結合現代紡織工業和未來生物技術，希望日後有機物料能取代石化物料，並且改變生產方法。		



“I WOULD LOVE TO FIND
A WAY OF PRODUCING THE
TOOLS OR THE LOOMS MORE
CHEAPLY FOR EXPERIMENTING
WITH OTHER WEAVING
PATTERNS AND APPLICATIONS
OF THE MATERIAL.”

「希望透過划算的工具和織機，
實驗更多編織結構和物料應用方法。」

WHAT INSPIRED YOUR PROJECT IDEAS? 創作靈感來自那裏？

The work of bio-designers such as Suzanne Lee, Carole Collet and Maurizio Montalti initially inspired my interest in designing the microbes. Later on, my interaction with biologists and material scientists at Imperial College have prompted me to work with bacterial cellulose. I see a huge disparity between the way other designers used the material and how excited the scientists are about these bacteria. I wanted to bring these two worlds together.

WHAT WAS THE BIGGEST CHALLENGE THAT YOU HAD ENCOUNTERED WHEN YOU TRIED TO BRING YOUR IDEA TO LIFE?

Creating the tools and environment for growing and weaving with the bacteria. A crucial part of working with microbes is sterilisation. Without access to a laboratory, I had to think of creative solutions so as to accomplish this in a home setting. Building the loom was particularly challenging because I needed to work with plastic, glass, and stainless steel, i.e. complex materials to work with outside an industrial setting.

WHAT DO YOU WANT TO ACHIEVE DURING THE 3-MONTH RESIDENCY AT THE MILLS?

Because this is such a new field, I still need to discuss with The Mills team to see what is achievable with the resources and tools available. Ideally, I can create an automated weaving process. I would love to find a way of producing the tools or the looms more cheaply, so I can start experimenting with other weaving patterns and more varied application of the material.

首先，生物設計師 Suzanne Lee、Carole Collet 和 Maurizio Montalti 啟發我設計生物系統；另外，在跟帝國理工學院（Imperial College）生物學家和物料科學家的交流過程中，引起我對細菌纖維素的好奇。我看見設計師對使用這種物料的方法，與科學家對這些細菌的關注存在很大的差異——這驅使我把他們結合在一起。

這個項目遇到的最大難題是甚麼？

最大的挑戰是建造適合的工具和環境滋長和編織這些細菌。消毒是使用微生物中很重要的一環；但我沒有實驗室，必須在家完成這個程序。建造細菌的「織機」也特別具有挑戰性：我用了塑料、玻璃和不銹鋼去建立機器，但這些材料在工業環境之外都很難操作。

你希望在南豐紗廠 3 個月的實習計劃中做甚麼？

因為這個領域很新，我還需要跟南豐紗廠的團隊討論，現有的資源和工具能實現到甚麼。最理想的是能夠讓編織過程自動化。我也非常希望找到較便宜生產工具和織機的方法，那麼我便可以開始實驗其他編織結構和物料應用方法。

ENTREPRENEUR SERIES:
NURTURING A STARTUP
CHAPTER ONE: TARGETING
STAKEHOLDERS’ DEMAND

Quinn Lai, the founder of EONIQ, and an incubatee of The Mills Fabrica, launched his startup three years ago with just HKD\$500,000. Today, EONIQ has established a steady position within the customized watches market. Having achieved a Master of Science degree in Mechanical Engineering with a focus in Design Methodology from Stanford University, Quinn leveraged on his entrepreneurial experience to launch a new business and shares his tips and learnings on YouTube. Here, Quinn tells us about meeting consumer demand.



QUINN LAI
黎鈞國

Founder of EONIQ
EONIQ 創辦人

How easy is it to set up a new business? As you progress from the initial idea to the various challenges, you may find that other people’s opinions can help you resolve issues. If you are interested in building up your own business, do subscribe to Quinn Lai’s YouTube channel, in which he shares his first-hand experience and insights as an entrepreneur:

創業談何容易？由構思創業大計一刻，面對重重挑戰，這時候別人的意見，或許能幫你解開腦海裏的千頭萬緒。如果你對創業有興趣，立刻訂閱 Quinn Lai 的 YouTube 頻道，觀看他分享創業歷程和意見：

WWW.YOUTUBE.
COM/CHANNEL/
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MUCHWO-GWEW/



CAN I MEMORISE A CONCEPT?

Most people have encountered at some point a fleeting, brilliant idea. But if you think that you can easily remember it, then you are wrong. Instead, Quinn recommends everyone to jot down their ideas within seven seconds, because once that brief moment passes, you will begin to doubt your genius. With the passing of time, you might start to evaluate your idea with your logic, and lose sight of your creativity. If you have some innovative ideas, you must record it and then adjust them as you go along.

WHO ARE THE STAKEHOLDERS?

When you first conceive a business, you may only be able to focus on ways to please your customers, and then you start to think about questions about who your customers are, where they are from, and what are their preferences. However, if you consider these more carefully, you must appreciate the demand of your stakeholders in order to create a winning business. Broadly speaking, these include your investors, suppliers, partners, sales channels and incubators for your business. Everyone and every company have their different needs, and so naturally we need to approach these groups with a different mindset and strategy.

WHAT DO THE STAKEHOLDERS NEED?

In this process, pay attention to the needs of the stakeholders and address those needs. First, you need to target these stakeholder groups and interview them in order to understand what they want from you. Once you have these detailed findings, you can come up with the options that can truly benefit these groups.

HOW DO WE APPROACH DEMAND IN A CREATIVE WAY?

The opinions of stakeholders tend to come from their everyday lives. For example, Henry Ford, founder of Ford automobiles, realised that his customers were looking for cars with a greater capacity for speed. Therefore, in order to innovate, one must appreciate what the customer wants. In this process, you need to pay attention to their psychology and body language, rather than their rational responses, in order to arrive at a product that can bring about a breakthrough in the market. In the case of Ford, what he had to create was not a faster horse, but an automobile that ran faster than a horse.

創業連載 ——
一家初企的誕生
第一回：瞄準持份者需求



南豐作坊培育公司 EONIQ 的創辦人 Quinn Lai，在 3 年前用少於 50 萬投資創立他的第一家初企。如今 EONIQ 已經上軌道，曾經在史丹佛大學主修機械工程時，修讀設計思考的 Quinn，借助他的經驗開展另一家全新初企。再次創業的 Quinn 在 YouTube，向有心創業的同好分享當中過程。連載首次登場，先為讀者分享如何瞄準持份者和他們的需求。

我能把構思記住嗎？

大家常有有趣想法在的腦海中閃過，但如果你認為「既然這些都是我的想法，日後必定會記得」便大錯特錯。所以 Quinn 鼓勵大家 7 秒鐘內把點子寫下來：記不住固然可惜，二來想法放久了，便會開始質疑自己的想法是否可行。有潛質的構思經過理性洗禮後，創意可能大不如前。假若你有任何新鮮構想，應盡快原汁原味記下來，日後再從試驗中慢慢修改。

持份者是甚麼人？

大家在構思一門生意時，可能只會想到照顧顧客，繼而開始想：「顧客是誰？」、「他們來自哪裡？」、「他們的喜好是甚麼？」等等問題。但想深一層，你還需要了解顧客以外等持份者的需求才能成大事。籠統來說，他們包括投資者、供應商、團隊夥伴、銷售渠道及幫助公司發展的培育基地。每個人、每家機構都有不同的需要，自然要訂立不一樣的方法與策略。

持份者有甚麼需要？

有供才有求，這是非常基本的經濟理論。因此每家初企，必須了解不同持份者群體的訴求，才能有效地向提供所需。首先，你要瞄準各個持份者群體，然後逐一訪問他們，了解他們的需要是甚麼。有了詳細的訪問結果，便可根據他們的說法，策劃每個群組都能受惠的企劃案。

如何將需求變成創新？

持份者的意見大多來自日常生活的經驗，情況就如當日福特汽車創辦人 Henry Ford 訪問顧客時，他們只會回答「我們想要更快的馬」。所以真正的創新，是顧客都未必知道的內在需求。因此在探索需求的過程，你要留意持份者的心理情緒、身體語言，而非他們的理性答案，藉此開發出突破市場現況的產品——正如福特並非培育更快的馬，而是發明了比馬快的汽車。

TARGETING
STAKEHOLDERS’
DEMAND



南豐紗廠

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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