

WINTER 2019

FABRICA. WEAVE

THE GIVEBACK ISSUE



GIVING BACK TO SOCIETY:
DISCUSSION ON THE
SUSTAINABLE FUTURE OF
THE FASHION INDUSTRY
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探討時裝業可持續未來

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見證新一代創新初企誕生

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。

WINTER 2019

THE GIVEBACK ISSUE

回饋號

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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

The Mills officially opened its doors in December 2018, where The Mills Fabrica has moved into its 15,000 square foot base camp to offer more complete resources and support for techstyle startups. As a centre for heritage and innovation within the techstyle industry, The Mills Fabrica provides incubation to business talents based on the fundamental philosophy of giving back to society.

This issue of "Fabrica.Weave" is themed "Giveback", and in it we hope to remind entrepreneurs not to forget the original intention of their businesses of improving the quality of life. In this issue, we will take a look at MOTIF, a platform launched earlier this year by Alvanon, a global fashion innovations company that offers online courses to help improve practices and knowledge within the fashion and textile industries. The apparel knowledge hub aims to equip professionals around the world with the skills and industry expertise to transform their businesses, lives and careers. We will also introduce readers to a number of initiatives and companies that promote sustainability and explore how their projects give back to society in the business world.

Since its inception, The Mills Fabrica has been actively co-organizing activities related to sustainability with different organizations to inspire change among the public and within the fashion industry. As a strategic partner of Fashion Summit 2018, The Mills Fabrica held a closing reception for the event in September, bringing together industry leaders aiming to change the status quo of the industry. In November, we held a symposium with H&M Foundation and trend forecaster, WGSN, to explore how innovative technologies can enhance the sustainability of the global fashion industry. In addition, we participated in exhibitions organized by the Taipei Innovative Textile Application Show and Global Sources in October to showcase Fabrica's incubatees.

Finally, we will share news about Origami Labs, an incubatee of The Mills Fabrica that is participating in overseas entrepreneurship competitions. In a special write-up, the founders of EONIQ will share the key to creating a successful business. If you are interested in joining The Mills Fabrica as an incubatee or a member of our community, please email us at contact@themillsfabrica.com. We look forward to co-creating a techstyle ecosystem with you!

編者的話

南豐紗廠在 2018 年 12 月正式開幕，這意味著南豐作坊正式搬進其佔地 15,000 平方尺大本營，為 techstyle 初創企業提供更完善的資源及支援。南豐作坊是以可持續發展為根基的創新中心，希望在培育商業人才之際，能以回饋社會為基礎信念。

這一期《Fabrica.Weave》的主題正好是「回饋」(Giveback) — 我們希望初企在創業的時候，不要忘記改善人類生活品質的初心。像是成衣製造及顧問公司 Alvanon，他們在年初開拓事業版圖，透過網上平台 MOTIF 提供可持續發展等內容的課程。專家的專業知識有助提升業內人士的技能，讓他們的事業和生活模式得到改善。同時，我們為讀者介紹多家提倡可持續發展的機構和企業，參考他們如何在商業世界推動回饋社會的項目。

南豐作坊自成立以來，便積極與不同機構合辦與可持續發展有關的活動，希望喚起公眾和業界改變時裝行業的逼切性。我們在 9 月初擔任時尚高峰 2018 (Fashion Summit) 的策略夥伴，並為他們舉辦閉幕酒會，聚集有志改變行業現狀的業界領袖；在 11 月份，我們連同 H&M Foundation 及流行趨勢分析平台 WGSN 舉行座談會，探討創新技術如何提升全球時裝行業的可持續性。此外，我們在 10 月份分別參加了台北紡織展 (TITAS) 和環球資源 (Global Sources) 舉辦的展覽會，向各界介紹南豐作坊旗下的培育公司。我們會逐一介紹以上活動的精彩花絮。

最後，我們為大家送上培育公司 Origami Labs 參與海外創業比賽的消息，而 EONIQ 的創辦人也會繼續在專欄中，分享創立一門成功事業的要訣。如果你有意加入南豐作坊的大家庭，成為我們的培育公司或租戶，請發電郵到 contact@themillsfabrica.com，我們期待和你共創 Techstyle 的生態環境！

GIVING BACK TO SOCIETY: DISCUSSION ON THE SUSTAINABLE FUTURE OF THE FASHION INDUSTRY

南豐作坊連結各界
探討時裝業可持續未來

FASHION SUMMIT 2018



The Mills Fabrica not only opens up new techstyle business areas for startups, but also hopes to use the power of innovation to give back to society. This is why Fabrica has been involved in activities that promote sustainable development, including being a strategic partner of Fashion Summit 2018, Asia's largest sustainable fashion conference held in September. Fabrica has also worked with the Hong Kong Research Institute of Textiles and Apparel (HKRITA) to open "alt:" a garment to garment (G2G) retail store in The Mills, providing customers with a new experience in fashion retail through an innovative clothing recycling and re-engineering system.

南豐作坊不單為初創企業開拓全新的 techstyle 商業領域，還希望藉創新的力量回饋社會。因此，南豐作坊接連參與推動可持續發展的活動，包括 9 月份擔任亞洲大型可持續時裝會議「時尚高峰 2018」（Fashion Summit）的策略夥伴，並與香港紡織及成衣研發中心（HKRITA）合作，於南豐紗廠內開設零售店「alt:」，透過服裝循環回收再造系統，給予顧客探索時裝零售的全新體驗。

EXCHANGE INNOVATIVE IDEAS

FASHION SUMMIT 2018 HOW TO PUSH SUSTAINABILITY FORWARD IN FAHSION

The two-day Fashion Summit event focused on how innovative technology can rewrite the development of the fashion industry's supply chain. Eminent speakers included Brenda Koekkoek from UNEP, Karl-Johan Persson, CEO of H&M, Edwin Keh, CEO of HKRITA, Katrin Ley, General Manager of Fashion For Good and other key industry leaders. Alexander Chan, Co-Director of The Mills Fabrica attended a panel discussion on "Fashion Future" and discussed with other guests on how startups should promote innovation and development. To push forward the sustainability agenda within the fashion industry, the second most polluting industry in the world, innovative solutions from startups should be implemented throughout the value chain. Hana Kajimura, Head of Sustainable Development at Allbirds, a San Francisco-based brand selling eco-friendly shoes, wants to overcome the limitations of shoe production and transform the fashion industry. The company started as a direct-to-consumer online retailer and has recently entered the unicorn club, offering shoes made from sustainable materials, including merino wool, a fabric made from eucalyptus fiber and a shoe sole made from sugarcane-based, carbon-negative foam rubber.

In addition, The Mills Fabrica participated in a roundtable discussion to explore how Hong Kong can become a sustainable hub for the international fashion industry. Participants believe that one method is to reform the way fashion is taught locally, including a step-by-step process of sustainable production into the curriculum. The government should also provide subsidies to compensate for the lack of investment in R&D in private institutions to allow sufficient time for the R&D process.

時尚高峰 2018 集合領袖交流可持續意念

時尚高峰的活動為期兩天，集中討論創新科技如何改寫時裝業供應鏈的發展。活動邀請到不少具影響力的嘉賓擔任演講嘉賓，當中包括自聯合國環境署的 Brenda Koekkoek、H&M 行政總裁 Karl-Johan Persson、HKRITA 行政總裁葛儀文，以及 Fashion For Good 總經理 Katrin Ley 等來自多國的行業領袖。南豐作坊聯合總監陳浩揚出席以「時裝未來」為題的小組討論，與其他台上嘉賓討論初企如何推動創新發展。他們認為，時裝作為全球生產第二多污染的行業，必須應用初企研發的創新，改善整個供應鏈的可持續性。像同台嘉賓、來自三藩市的初企 AllBrids 的可持續發展主管 Hana Kajimura 表示，他們希望藉生產環保鞋子解決鞋履生產上的限制，並扭轉時裝業的行規。他們以網店起家，現在已經晉身獨角獸公司的行列，提供美麗諾羊毛、尤加利葉纖維、甘蔗鞋底以及無碳橡膠發泡等可持續物料為原料的鞋履產品。

此外，南豐作坊在會議期間參與閉門圓桌討論，探討香港如何成為國際時裝業的可持續樞紐。與會人士認為其中一個方向是改革本地時裝教育：時裝學府制定課程框架時，應教授點對點可持續生產。另一方面，創新者需要長時間進行研發，經常面對資金不足的問題。會上提議政府應提供補貼，彌補私人機構對研發投資不足的情況。



“WE EXPECT THE G2G RETAIL SPACE TO STIMULATE CONSUMERS TO THINK ABOUT RECYCLING, REENGINEERING AND THE POTENTIAL FOR SUSTAINABLE DEVELOPMENT.”

「我們期待 G2G 零售空間能激發消費者思考回收再造以及可持續發展的潛力。」



G2G RETAIL STORE TEST FIELD FOR GARMENT CIRCULATION SYSTEM

The Mills Fabrica places great importance on social responsibility and is committed to becoming an interactive platform for all industries to test out sustainability. In view of the serious problems of waste produced by the fashion industry and the shortage of global resources, The Mills Fabrica has supported HKRITA with opening "alt:", a garment to garment (G2G) retail store, in The Mills. The store uses the "pre-industrial scale hydrothermal system" that was jointly developed by HKRITA and H&M Foundation to separate and recycle used polyester cotton, and also implemented the "Garment-to-Garment Recycle System" developed by Novotex. The public need only to bring their old clothes to the retail store and the system will recycle the old garments into new clothes according to the styles selected by the customers. G2G store hopes to encourage consumers to extend the life of textiles through the experience of upgrading and recycling, thereby reducing the environmental burden caused by fashion waste.

The retail store not only brings new experiences to consumers, but also provides the space for the industry to experiment with innovative business models and test the possibility of e-commerce platforms. The Mills provides both long and short-term space for retail stores, enabling the implementation of unusual projects. Ms. Vanessa Cheung, Managing Director of Nan Fung Development Limited and Founder of The Mills, said, "We expect the G2G retail space to stimulate consumers to think about recycling, reengineering and the potential for sustainable development. This innovation will help consumers understand the development trends of the global techstyle industry and inspire them to practice a more sustainable lifestyle."

G2G 零售店 成衣循環系統實驗場

南豐作坊重視社會責任，致力成為各界試驗可持續發展的互動平台。鑑於時裝業所產生的廢棄及全球資源短缺的嚴峻問題，南豐作坊與 HKRITA 合作於南豐紗廠內開設零售店「alt:」。店內應用 HKRITA 與 H&M Foundation 共同研發的「水熱反應處理方法」分離及回收廢舊滌棉，再配合龍達環保紗廠開發的服裝循環回收再造系統，公眾只需帶同舊衣到零售店，系統會根據顧客自選的款式將舊衣再造成新衣。零售店希望透過升級再造的體驗，鼓勵消費者延長紡織物壽命，藉此減輕時裝廢棄帶來的環境負擔。

零售店不僅為消費者帶來全新體驗，也提供了空間讓業界試驗創新的商業模式、測試電子商貿平台的可能性。南豐紗廠為零售店提供長、短期空間，使到此破格項目得以實行；南豐發展有限公司董事總經理及南豐紗廠創辦人張添琳小姐表示：「我們期待 G2G 零售空間能激發消費者思考回收再造以及可持續發展的潛力，這個創新零售空間，將幫助消費者了解國際 techstyle 的發展趨勢，啟發他們實踐具可持續性的生活方式。」



欲想了解更多活動的花絮，請瀏覽南豐作坊官方網誌：
If you would like more information about this event, please visit the official website of The Mills Fabrica:

WWW.THEMILLSFABRICA.COM/NEWS/FASHION-SUMMIT-2018-CIRCULARITY-FROM-GARMENT-TO-GARMENT



ACHIEVING BALANCE IN BUSINESS: 6 SUSTAINABLE INSTITUTIONS WORTH MENTIONING

商業中取平衡：
6 家值得關注的可持續機構



Fashion Summit 2018 was an eye-opening experience to learn more about the steps that organisations are taking to create a more sustainable fashion industry. Around the world, more and more non-profit organizations, startups, and even large enterprises are joining the movement to give back to society whilst finding the right balance between business interests and environmental improvement and promoting sustainable concepts to the industry and consumers:

南豐作坊在參與「時尚高峰 2018」時，發現不少機構都希望為時裝行業締造更具可持續性的未來。全球不少非牟利機構、初企、甚至大型企業都勇於回饋社會，並成功在兩者之間取得平衡，向業界及消費者推廣可持續理念：

GREEN IS THE
NEW BLACK

GREENISTHENEWBLACK.COM

HEADQUARTERS
總部

Singapore
新加坡

FIELD
領域

Online media
網上媒體

BRIEF
INTRODUCTION
簡介

A lifestyle platform that encourages conscious living through providing information on sustainable brands, events and experiences

提供可持續品牌、活動等資訊的平台，鼓勵大眾實行「有意識」的生活方式

Green Is The New Black is an English-language platform based in Asia; its values are based on protection of the earth, animal protection and promotion of innovation. Through video and in-depth articles, they introduce readers to a "conscious" lifestyle. Their website lists in detail the brands that support sustainable development and makes it easy for readers to find products matching their philosophy of life. They also organise their "Conscious Festival" annually in Singapore and Hong Kong, featuring organic food and lifestyle products, as well as concerts and inspiring talks, creating unique events and fun opportunities for the public to experience a greener and more conscious lifestyle.

Green Is The New Black 是以亞洲為基地的英文網站，以保護地球、愛護動物生命、推動創新等為價值，透過視頻及深入的文章，向讀者推介「有意識」的生活方式。他們的網站裏，詳細羅列了支持可持續發展的 brand，方便讀者尋找生活理念相同的產品。另外，他們突破媒體界限，在新加坡和香港舉辦一年一度的 "Conscious Festival"，集有機產品及美食市集、音樂會和座談會於一身，為大眾提供體驗綠色生活的平台。

Image: Green is the New Black

CRADLE TO
CRADLE

C2CCERTIFIED.ORG

HEADQUARTERS
總部

The US and The Netherlands
美國、荷蘭

FIELD
領域

Certification body
認證機構

BRIEF
INTRODUCTION
簡介

An international institution that provides certification and training
提供認證和培訓的國際性機構

American architect William McDonough and German chemist Michael Braungart launched the book "Cradle to Cradle: Remaking the Way We Make Things" in 2002, promoting the sustainability concept of "cradle to cradle design" and urging industries to adopt the principle of "reduce, reuse, recover" when manufacturing products. In 2010, they established an organization at the same time, providing five levels of certification (gold, silver, copper and so on) for products that meet the five major categories of material safety, material reuse, renewable energy, wastewater treatment and social justice. Cradle to Cradle has certified nearly 1,000 products in the fields of architecture, stationery, fashion and more.

美國建築師 William McDonough 及德國化學家 Michael Braungart 在 2002 推出著作《Cradle to Cradle: Remaking the Way We Make Things》，提倡「從搖籃到搖籃設計」的可持續概念，喚醒各行業以「減少、再用、再造」為原則製造產品。他們在 2010 年創立了同名機構，為符合物料安全、物料再用、可再生能源、污水處理及社會公正 5 大範疇的產品提供金、銀、銅等 5 個級別的認證。Cradle to Cradle 至今已經為近 1,000 件建築、文儀及時裝等類別的產品提供認證。

Image: Cradle to Cradle

BSR
(BUSINESS FOR SOCIAL
RESPONSIBILITY)

BSR.ORG

HEADQUARTERS
總部

The US
美國

FIELD
領域

A non-profit organization
非牟利機構

BRIEF
INTRODUCTION
簡介

A global sustainable institution with members across the world
會員網絡散佈全球的
可持續機構

With 250 member companies worldwide, BSR has offices in Copenhagen, Hong Kong, New York, Paris and more. It provides sustainable consulting services to companies around the world; its philosophy is to create a fair and sustainable economic environment. Their work focuses on climate change, human rights, supply chain development, women's rights and more. In recent years, they received funding from the Wal-Mart Women's Economic Independence Initiative to promote women workers in factories in China. In addition, BSR actively organizes conferences, seminars and other activities to convene leaders in the three major areas of global business, sustainable development and civil society to discuss the business community's plan on sustainable development.

BSR 在全球擁有 250 家會員公司，辦事處遍及哥本哈根、香港、紐約和巴黎等地，為各地企業提供可持續發展的諮詢服務，以創造公平、可持續的經濟環境為理念。他們的工作聚焦氣候變化、人權狀況、供應鏈發展及婦女權益等範疇，近年更得到美國沃爾瑪婦女經濟獨立行動的資助，在中國內地推行支援工廠女工的項目。此外，BSR 積極策劃會議及座談會等活動，召集全球商業、可持續發展及公民社會三大範疇的領袖，討論商業社會邁向可持續發展的方案。

Image: BSR

GLOBAL FASHION
AGENDA (GFA)

GLOBALFASHIONAGENDA.COM

HEADQUARTERS
總部

Copenhagen, Denmark
丹麥哥本哈根

FIELD
領域

A non-profit organization
非牟利機構

BRIEF
INTRODUCTION
簡介

A leadership forum for the discussion of sustainable fashion
討論可持續時裝的領袖平台

GFA was founded in Copenhagen, Denmark in 2009. It is supported by a lot of garment and fashion giants from many countries. Large companies such as Kering, H&M and Li & Fung are just a few of their strategic partners. Each year, they collaborate with the Boston Consulting Group to publish a report that reviews and analyzes the impact of the fashion industry on society and the environment. In addition, they often hold master classes on different topics to provide the industry and media with a channel to understand sustainable development. Their annual highlight is the annual "Fashion Summit", which invites global fashion industry leaders to participate and explore ways to address the problem of the fashion industry.

GFA 在 2009 年於丹麥哥本哈根創立，得到來自多國的成衣及時裝業巨頭支持，像 Kering、H&M、利豐集團等大型企業都是他們的策略夥伴。他們每年與波士頓諮詢公司（Boston Consulting Group）合作出版報告，回顧及分析每年時裝業對社會及環境的影響。此外，他們經常舉辦不同主題的大師班，為業內人士和媒體提供了解可持續發展的渠道。而他們每年的重頭戲是一年一度的「時尚峰會」，邀請全球時裝業領袖參與，共同探討扭轉時裝行業困境的出路。

Image: Global Fashion Agenda

KERING

KERING.COM/SUSTAINABILITY

HEADQUARTERS
總部

Paris, France
法國巴黎

FIELD
領域

A fashion group
時裝集團

BRIEF
INTRODUCTION
簡介

A large high-end global fashion group
全球大型高級時裝集團

Kering's premium brands include Gucci, Alexander McQueen and Balenciaga. With revenue of 15 billion Euros a year, it is the world's leading fashion group. They proposed the "2025 Strategy" plan to promote material innovation, reduce production pollution and improve the working environment of employees. In addition, they understand that sustainable development brings a win-win situation for enterprises and the environment. Therefore, they promote the "Clean by Design" production method to reduce the sewage and waste produced by fashion production. In addition, the group launched "Environmental Profit & Loss" indicators to measure the positive and negative impacts on the environment by things such as raw materials, production and retail in the value chain.

Kering 旗下包括 Gucci、Alexander McQueen 和 Balenciaga 等高級品牌，每年收入高達 150 億歐元，是全球領導性的時裝集團。他們提出「2025 Strategy」策略方針，藉此推動物料創新、減低生產污染，改善員工的工作環境。此外，他們深明可持續發展為企業和環境帶來雙贏局面，因此提倡「Clean by Design」生產方式，減低生產時裝所製造的污水及廢棄；此外，集團推出「環境損益」（Environmental Profit & Loss）指標，用以量度價值鏈內原材料、生產、零售等多個範疇對環境的正、負面影響。

Image: Kering

STELLA
McCARTNEY

STELLAMCCARTNEY.COM/EXPERIENCE/EN/SUSTAINABILITY

HEADQUARTERS
總部

London, the United Kingdom
英國倫敦

FIELD
領域

Fashion brand
時裝品牌

BRIEF
INTRODUCTION
簡介

The world's first fashion brand that fully promotes sustainable development
全球首個全面推行可持續發展的時裝品牌

Stella McCartney's personal brand that bears the same name; with the statement of "No Compromise", is the world's first fashion brand to fully promote sustainable ideas. They implement a circular economy and all products are restorative and regenerative. The brand adheres to the principle of respecting nature, respecting human beings and animals; it advocates organic and natural, without destroying the raw materials of nature; it ensures that all employees and workers are treated fairly; it sticks to the principle of "cruelty-free", replacing animal skin with plant leather and using silk threads derived from biomimetic technology.

Stella McCartney 創辦的同名個人品牌，以「絕不妥協」（No Compromise）為宣言，是全球首個全面推展可持續理念的時裝品牌。他們實行循環經濟，所有產品皆為可復原（Restorative）及可再生（Regenerative）。品牌以尊重自然、尊重人類和尊重動物為生產方針，推崇有機、自然，而不破壞大自然的原材料；確保所有員工和工人得到公平對待；堅守「免於殘忍」（Cruelty-free）的原則，以植物皮革取代動物皮毛，並且採用仿生科技所衍生的絲線。

Image: Stella McCartney

ACHIEVING BALANCE IN BUSINESS - 6 SUSTAINABLE INSTITUTIONS WORTH MENTIONING

6

WGSN X THE MILLS FABRICA : EXPLORING THE INNOVATIVE TECHSTYLE TRENDS

WGSN × 南豐作坊
探索 TECHSTYLE 創新潮流



The Mills Fabrica and WGSN, a fashion trend forecasting agency, co-organized the Techstyle Futures: Innovating for Global Change symposium at the end of November. Many key players with in the industry, such as Hong Kong Research Institute of Textiles and Apparel (HKRITA) and H&M Foundation were invited to attend the discussion on innovative countermeasures that would revolutionize the current fashion industry.

南豐作坊與時尚趨勢預測機構 WGSN 在 11 月底合辦《Techstyle Futures: Innovating for Global Change》研討會，邀請了香港紡織及成衣研發中心（HKRITA）、H&M Foundation 等多家夥伴機構出席，共同探討改寫業界現狀的創新對策。



WGSN × THE MILLS FABRICA

Carine Pin, Co-Director of The Mills Fabrica, and Lisa Ramsay, Regional Director of WGSN APAC started by introducing the symposium to the 200+ special guests of brands, retailers, manufacturers and startups, which was curated to share insights into future consumers' mindset and innovative, sustainable solutions using breakthrough technologies for global change.

Some of the main topics discussed included 'Future Consumer 2020' by Helen Sac, Consulting Director of WGSN APAC; the key industry trends and the importance of understanding fashion's global drivers, consumer priorities and profiles. Alexander Chan, Co-Director of The Mills Fabrica, illustrated and analyzed the elements that are building the techstyle ecosystem, as well as the value and impact that techstyle startups have brought to the fashion industry through their innovative ideas and solutions.

Research institutions were invited to share their thoughts with the guests: HKRITA's CEO Edwin Keh and Jeffrey F.Hsu, manager of FENC's of R&D Center, explored the direction of future development in the fashion industry and how to address the negative environmental impact caused by the fashion/textile industry. Jinjing Cai, President of Kering Greater China, the luxury fashion brand, enlightened the audience on their sustainable strategies including Environmental Profit & Loss (EP&L) and Zero Animal Leather Policy used by the Group. H&M's Hanna Hallin, Sustainability Manager of H&M Greater China, shared insights into their experience of using sustainable and circularity material. While Alvanon's CEO Janice Wang, engaged the audience with an interactive game, highlighting the importance and enjoyment of educating the fashion and textiles industry and bridging the skills gap that it is currently facing, She shared about the online educational platform MOTIF developed by their company, which not only has educational benefits but also encourages the practice of sustainability ideas.

現場有超過 200 名來自多個品牌、零售商、製造商及初創企業的來賓參與研討會，共同探討達至全球性改變為目標的突破性科技，如何了解未來消費者的心態，推動創新發展及可持續方案。當天先由南豐作坊聯席總監王健芝及 WGSN 亞太區總監 Lisa Ramsay 致詞，為活動揭開序幕。之後，WGSN 亞太區諮詢總監 Helen Sac 以《Future Consumer 2020》為題分享行業趨勢，講解認識行業驅動者、顧客排序和背景的重要性。南豐作坊聯席總監陳浩揚隨後分析建構 techstyle 生態環境的元素，並分享 techstyle 初企的創新構思及方案，為行業帶來的價值與影響力。

多家研發機構同時獲邀參與研討會，當中包括 HKRITA 行政總裁葛儀文及遠東新世紀研究發展中心經理許嘉夫，以科研角度探索時裝行業的未來方向，並分析時裝及紡織業的當前困境。活動亦邀請到多家時裝企業，分享企業落實可持續策略的經驗：高級時裝集團 Kering 大中華區主席蔡金青，解釋其集團量度環境效益的「環境損益表」（EP&L）及零動物皮革方針。至於 H&M 大中華區可持續發展經理 Hanna Hallin，分享他們採用可持續及可循環物料的經驗。時裝創新及諮詢公司 Alvanon 的行政總裁 Janice Wang，借助遊戲與來賓互動，從而說明教育時裝業和解決業內技術斷層的重要性。其公司開發網上課程 MOTIF，不僅是具有教育價值的平台，更鼓勵行業實踐可持續理念。

**“SHARE INSIGHTS INTO
FUTURE CONSUMERS'
MINDSET AND INNOVATIVE,
SUSTAINABLE SOLUTIONS.”**

**「探討未來消費者的心態、
推動創新發展及可持續方案。」**



THE WINNERS OF
GLOBAL CHANGE AWARD 2018
本年度得獎者

In the afternoon session, H&M Foundation presented the ten Global Change Award winners from current and previous cohorts. H&M Foundation has been organizing the Global Change Award since 2015, selecting five Award winners and one Early Bird winner from over thousands of applications relating to circular fashion and textile innovation. All winners will have a chance to participate in their Accelerator Program, while five Award winners will be offered a bonus of 150,000-300,000 Euros to support their future R&D work.

H&M Foundation 在活動的下半部分，帶同歷屆 Global Change Award 得獎者參與研討會。他們從 2015 年開始舉辦 Global Change Award，在多個循環時裝及紡織創新項目中，選出 5 名優勝者及 1 名「早鳥獎」(Early Bird) 得主。所有得獎者都有機會參與其推進器計劃，最優秀的 5 名得獎者更獲發 15 至 30 萬歐元獎金，以支持他們的研發工作。

GLOBAL
CHANGE
AWARD

MYCOTEX

BASE(S) The Netherlands 荷蘭
基地

NEFFA.NL

MycotEX®



The global population has surpassed 7 billion. If all of mankind's clothes become wastes in the landfills, it will cause an unpredictable burden to the earth. In order to tackle this issue, NEFFA made use of mycelium from mushroom roots to develop MycoTEX materials and produce degradable and fully fitted and customized clothes.

全球有超過 70 億人口需要服裝，假若全部都成為堆填區裏的廢物，將為地球帶來不可預計的負擔。為了解決這個問題，NEFFA 利用來自菌菇根部的菌絲 (mycelium) 研發 MycoTEX 物料，生產可降解、完全合身的客製化服裝。

AGRALOOP

BASE(S) The US 美國
基地

CIRCULAR-SYSTEMS.COM/AGRALOOP

AGRALOOP
BIO-REFINERY



By adopting the low-cost Bio-Refinery technique, the Circular Systems developed by Agraloop transforms agricultural wastes such as spinach leaves, sugarcane skins and banana tree trunks into all-natural renewable fiber materials, creating a sustainable future for the fashion industry through surplus agricultural resources.

Circular Systems 研發的 Agraloop 科技，利用低成本的生物提煉 (Bio-Refinery) 科技，將菠蘿葉、甘蔗皮和香蕉樹幹等農業廢棄物，轉化成為全天然、可再生的纖維物料，有效透過剩餘的農業資源為時裝行業帶來可持續未來。

RESORTECS

BASE(S) Belgium 比利時
基地

RESORTECS.COM

resortecs®



For brands that advocate circular economy, the process of removing buttons and other accessories from clothes is time consuming, so the industry faces a lot resistance in recycling used clothes. Resortecs provides an efficient solution with hot-fuse stitches, which simplify the processes of repairing, dismantling and recycling clothes.

對於推行循環經濟 (Circular Economy) 的品牌，拆除衣服鈕扣等配件廢時失事，為回收舊衣帶來不少阻力。Resortecs 則為他們提供高效率的方案 — 他們研發的熱融縫線，使修補、拆開、再用衣服成為輕而易舉的步驟。

ALGALIFE

BASE(S) Israel 以色列
基地

ALGA-LIFE.COM

Algalife



Algalife won the Global Change Award 2018 based on their biotechnology textiles. Microbial algae is used to manufacture renewable and degradable dyes and fibers; no chemical or carbon dioxide is produced during the process of producing garment, which helps to reduce the usage of water in a more effective manner.

Algalife 憑著他們研發的生物科技紡織物，贏得今年的 Global Change Award。他們利用微生物藻類，製造可再生、可降解的染料及纖維；所生產的成衣不會排放任何化學物及二氧化碳，更有效減低成衣生產過程中的用水。

SWEREA

BASE(S) Sweden 瑞典
基地

SWEREA.SE

swerea|IVF



A large proportion of cotton clothing is mixed with nylon, so it is difficult to recycle them to reproduce natural materials. In order to solve this problem, Swerea developed a harmless natural chemical to separate nylon from cotton and generate new textile materials.

現在不少棉質成衣摻雜了尼龍，難以回收再造成天然物料。針對這個問題，Swerea 研發對天然無害的化學物，不但能將尼龍和棉分離，更能衍生成全新的紡織物料。

TECHSTYLE FUTURES:
PREVIOUS GLOBAL CHANGE AWARD
WINNERS GIVE KEYNOTES
過往得獎者

AMBERCYCLE

BASE(S) The US 美國
基地

AMBERCYCLEINC.COM

AMBERCYCLE



Up to 40 million tons of plastics are used to produce brand packaging each year. In addition, polyester has overtaken cotton and become the main material used for manufacturing garments. This prompted Ambercycle to regenerate PET into textile material through low-cost synthetic biotechnology so as to reduce the burden on landfills.

品牌包裝產品使用的塑膠每年高達 4,000 萬噸；另一方面，聚酯已超越棉花成為生產成衣的主要原料。這啟發 Ambercycle 透過低成本的合成生物技術，將 PET 塑膠再生成為紡織物料，減低堆填區的負擔。

REVERSE RESOURCES

BASE(S) Estonia 愛沙尼亞
基地

REVERSERESOURCES.NET

Reverse Resources



The clothing factories often create a lot of waste while trimming their products. Reverse Resources has come up with an interaction platform to connect global brands, suppliers and recyclers to create business value from cloth waste so as to make good use of every inch of cloth. They are currently focused on working with clothes factories in China, Bengal and Sri Lanka.

成衣工廠在修剪產品時製造不少浪費，Reverse Resources 建立互動平台，連結全球品牌、供應商和回收商，為「布碎」提供商業價值，讓每寸布料都被善用。現在他們的工作集中位於中國、孟加拉和斯里蘭卡的成衣工廠。

INSTITUTE FOR FRONTIER
MATERIALS, DEAKIN UNIVERSITY

BASE(S) Australia 澳洲
基地

DEAKIN.EDU.AU/IFM

IFM
INSTITUTE FOR FRONTIER MATERIALS

DEAKIN



Jeans are the world's most common clothing item these days. 30 kilograms of carbon dioxide and more than 3,000 liters of waste water are generated during the process of manufacturing a pair of jeans. Realizing the seriousness of this problem, three scholars from Deakin University decided to recycle denim to produce the dye used in the production of jeans, and successfully reduced the amount of water and other resources used in this process.

牛仔褲是當今最普遍的服裝，可是每生產一條牛仔褲，便會製造 30 公斤的二氧化碳及超過 3,000 公升的污水。3 位來自迪肯大學的學者留意到這個嚴峻問題，於是回收二手牛仔褲製作染料，並成功減少生產過程所消耗的用水及能源。

SUNTHETICS

BASE(S) The US and Switzerland
基地 美國、瑞士

SUNTHETICS.ORG

sunthetics



Synthetic fibers like nylon are mainly made from petroleum. This process not only consumes a lot of energy, but greenhouse gases are also constantly emitted, posing a huge threat to the environment. Chemical engineering experts from Sunthetics make use of solar energy to manufacture zero-emission, safe and clean synthetic fiber, which greatly enhances the sustainability of the textile industry.

尼龍等合成纖維以石油為原料，其生產過程不僅消耗大量能源，更不斷排放溫室氣體，對環境帶來威脅。Sunthetics 的化學工程專家所研發的技術，利用太陽能製造零排放、安全、清潔的合成纖維，大大提升紡織工業的可持續性。

ORANGE FIBER

BASE(S) Italy 意大利
基地

ORANGEFIBER.IT

ORANGE FIBER



Each year, more than 700,000 tons of orange by-products are disposed in Italy. The founders of Orange Fiber used them to manufacture renewable materials. Last year, they worked with the famous brand Salvator Ferragamo and used more than 1,000 meters of orange silk to produce Capsule Series and bring the sustainability concept to the mainstream market.

意大利每年有超過 70 萬噸橘子副產品遭到廢棄，Orange Fiber 創辦人利用它們製造再生物料，去年更與著名品牌 Salvator Ferragamo 合作，利用超過 1,000 米「橘子絲綢」生產聯乘系列，將可持續概念帶進主流市場。

UNSPUN

BASE(S) The US and Hong Kong
基地 美國、香港

UNSPUNTECH.COM

UN



Many brands classify their customers based on sizes to make it more convenient to manufacture clothes, and this creates a heavy burden in terms of inventories. Unspun changed the rules of the game by using 3D body scanning technology and printers to produce customized and fitted clothes so as to avoid excessive inventory. Unspun is also an incubatee of The Mills Fabrica.

品牌為了方便生產，用尺寸將顧客分類，也因此帶來沉重的庫存負擔。Unspun 扭轉時裝業的遊戲規則，透過 3D 人體掃描技術及打印機，生產客製化的合身服裝，減低剩餘庫存的浪費。Unspun 同時為南豐作坊的培育公司。

THE GRAND OPENING OF THE MILLS FABRICA: A NEW GENERATION OF TECHSTYLE INNOVATIONS

南豐作坊大本營投入運作
見證新一代創新初企誕生

Located in The Mills in Tsuen Wan, the new Innovation Center of The Mills Fabrica was officially opened in December. Through The Mills Fabrica Space/Lab/Store, the Business Incubator Program and The Fabrica Fund, techstyle entrepreneurs are given the help needed to create their success stories and establish the global techstyle community.

南豐作坊位於荃灣南豐紗廠內的創新基地在 12 月初正式投入運作，透過提供南豐作坊工作空間 /Lab/ 概念店，以及商業培育計劃和投資基金的支援，協助 techstyle 初企打造成功創業故事，建立全球 techstyle 社群。



THE MILLS FABRICA CULTIVATES INNOVATIVE TECHSTYLE BUSINESSES

南豐作坊正式開幕
培育 TECHSTYLE 創新事業



With the opening ceremony of The Mills Fabrica on December 10th, the 15,000 sqm Space/Lab/Store was officially put into operation, providing techstyle startups with a physical space for experimentation, innovation and inspiration. During the day of the opening ceremony, the media was given guided tours and guests from partner organizations were invited to visit the brand-new innovation center. In addition, The Mills Fabrica invited The Hong Kong Research Institute of Textiles and Apparel (HKRITA) to showcase its fashion products produced from its "Garment-to-Garment Recycle System".

The Fabrica Fund was set up in January 2018 as a new platform to invest in entrepreneurs innovating to create a global techstyle future. On the day of opening, The Mills Fabrica announced the investment of US\$1.5 million (Series A Investment) to wearable technology company Origami Labs, and US\$600,000 to fashion technology company Unspun (Seed Round Fundraising). The investment will be used to scale up Origami Labs's B2B business, research and development of its next generation products, as well as to improve bone-conduction technology of the products. Kevin Wong, the co-founder and CEO of Origami Labs, expressed his excitement about the lead investment, "The Mills team were early believers of our vision to build 'screen-free' technology and they have proven themselves to be valuable strategic partners for us at each step of the way." The funding for Unspun will be used to support their global brand partnerships, accelerating the industry's adoption of on-demand technologies and the continual development of 3D weaving machine. Unspun co-founder Walden Lam shared, "The Mills and the Fabrica team have worked tirelessly to provide us with advice and services customized to our needs. They also connected us to major global fashion brands and industry partners."

The Mills Fabrica also supports the development of techstyle startups through the tailored incubation program. The 12-month program is customized based on the needs of each company, providing them connections to global investors, corporations, brands and manufacturers, offering guidance in business, law and marketing, as well as helping them bring their products or services to the market.

南豐作坊於 12 月 10 日舉行開幕儀式，佔地共 15,000 平方呎的工作空間 /Lab/ 概念店正式投入運作，為 techstyle 初企提供試驗、創新及啟發性的實體空間。活動當天安排了傳媒導賞，亦邀請來自多家夥伴機構的嘉賓到場參觀全新的創新基地；此外，南豐作坊邀請到香港紡織及成衣研發中心（HKRITA）在開幕儀式上，展示其「G2G 舊衣新裳循環系統」生產的時裝產品，標誌著科技與時尚交點上的 techstyle 領域，極具創新及可持續性的未來。

南豐作坊投資基金為全球 techstyle 初企提供資金支援，藉此推進其業務增長，打造全球 techstyle 行業的未來。開幕當天，南豐作坊宣布領投注資可穿戴科技公司 Origami Labs 150 萬美元（A 輪募資）及時裝科技公司 Unspun 60 萬美元（種子輪募資）。是次注資將用作擴展 Origami Labs 的 B2B 業務、研發下一代的產品，並提升產品的骨傳導技術。Origami Labs 共同創辦人及行政總裁黃家恆對這次領投感到非常高興：「南豐紗廠團隊從一開始便堅信我們建立『零屏幕』科技的信念，更是我們最寶貴的策略夥伴，與我們並肩走到現在。」至於 Unspun 的注資將支援他們的全球性品牌合作計劃，促進業界應用按需生產科技，以及延續其 3D 編織機器的研發工作。Unspun 共同創辦人林凱銘表示：「南豐作坊針對我們的需要，不斷提供專門的意見及支援，並為我們打通聯繫主要國際品牌及行業夥伴的橋樑。」

南豐作坊同時透過專門制定的培育計劃支援 techstyle 初企的發展。培育計劃為期 12 個月，根據每家初企的需要制定培育內容，連接初企至全球投資者、企業、品牌及製造商，並提供營商、法律及行銷指導，幫助初企的產品和服務投入市場。

THE GRAND OPENING

FABRICA INNOVATION CENTER
DRIVING INNOVATIVE BUSINESS IDEAS

南豐作坊創新基地 迸發創新事業構想





COWORKING SPACE
南豐作坊工作空間

61 HOT DESKS

Flexible workplace that allows startups to exchange and share knowledge within the techstyle community.

18 FIXED DESKS

Offer a quieter permanent workspace, along with extra storage space.

6 PRIVATE OFFICES

Offices range from 26-45sqm accommodating teams of up to 8-10 persons. The flexible layout allows startups to occupy half, one entire or two combined offices.





FACILITIES
配套設備

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.

61 張流動工作桌

靈活工作空間，適合剛成立的初企辦公室，與 techstyle 社群交流及分享知識。

18 張固定工作桌

提供環境寧靜的永久工作空間，並備有額外的儲物空間。

6 家私人辦公室

辦公室面積為 26 至 45 平方呎，能容納 8 至 10 人的團隊，空間靈活，能租用半間、一間辦公室，或把兩間辦公室合併。

As the techstyle strategic partner and creative professional, The Mills Fabrica provides a comprehensive suite of workplace and prototyping space:





FABRICA LAB
南豐作坊 LAB

Powered by The Mills Fabrica and HKRITA, Fabrica Lab is the first techstyle prototyping space of its kind in Hong Kong, providing world-class equipment for startups, partners and students to work, collaborate and for the wider community to learn about techstyle. Some of the facilities in Fabrica Lab include:

- Laser-cutting
- 3D scanning and printing
- Drilling and band sawing
- Welding, oscilloscope and multimeter
- Sewing and knitting equipment
- Spraying, laundry and drying spaces

南豐作坊為 techstyle 的策略夥伴及創業專才，提供設備周全的工作空間及原型實驗室：

南豐作坊 Lab 由南豐作坊及 HKRITA 共同策劃，是全港首個為 techstyle 行業而設的原型製作實驗室。實驗室提供世界級設備，讓初企、夥伴機構及學生在此共同工作，擴闊認識 techstyle 的社群。以下是部份南豐作坊 Lab 的設備：

- 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





EVENT SPACE
活動空間

Fabrica Atrium and other venues at The Mills can be rented by companies and organizations 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.

南豐作坊的中庭和南豐紗廠內其他場地，適合公司及機構舉辦酒會、會議、工作坊等活動。如果您有興趣租用南豐作坊，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。

TECH STYLE X

EXPERIMENTAL CONCEPT STORE EXPERIENCING THE INNOVATIVE POWER OF TECHSTYLE

By showcasing the latest techstyle technology, the experimental concept store “Techstyle X” raises the consumers’ awareness on innovative development. Techstyle X provides startups and incubatees a venue for testing the market. Till now, startups such as Simple Pieces, Goxip and ORII, have already taken root in Techstyle X. The store is also equipped with Unspun’s 3D body scanner, which allows consumers to scan their figures for customizing their own perfectly fitted denim jeans.

In addition, EONIQ, another incubatee of The Mills Fabrica, has established its flagship store in The Mills, where consumers can personalize their watches on the spot and even have a chance to experience the process of assembling watches in the workshop. EONIQ currently provides three workshops, including on-site engraving personalized imprints onto rotor and pad dial, as well as flame bluing steel watch hand into a variety of personalized colors such as yellow, purple and blue, etc.

Vanessa Cheung, the Managing Director of Nan Fung Development Ltd. and the founder of The Mills Fabrica, is confident about the future of The Mills Fabrica, “At Fabrica we are building a center for inspiration and creating the techstyle startup success stories of tomorrow from our textile heritage. With the opening of The Mills Fabrica, we hope to inspire Hong Kong, the local startups and develop the techstyle scene globally.”



實驗性概念店 體驗 TECHSTYLE 創新威力

實驗性體驗式概念店「Techstyle X」透過展示最新的 techstyle 科技，提升消費者對創新發展的關注。Techstyle X 為初企及旗下培育公司提供測試市場的場地，已經有 Simple Pieces、Goxip 及 ORII 等多家初企進駐。店內更設有 Unspun 的 3D 人體掃描器，方便顧客即場掃描體型，訂購完全合身的牛仔褲。

此外，南豐作坊的另一家培育公司 EONIQ 在南豐紗廠內開設旗艦店，顧客可以現場訂製個人化手錶外，更有機會藉工作坊體驗組裝手錶的過程。EONIQ 現在提供 3 種工作坊，包括即場刻印個人化自動陀和錶面，以及在現場利用火烤，將鋼錶針烤成黃、紫、藍等多種個性化顏色。

南豐發展有限公司董事總經理及南豐紗廠創辦人張添琳對南豐作坊的前景充滿信心：「南豐作坊致力建立啟發創意的基地，成就 techstyle 初企承先啟後、傳承紡織業歷史的成功創業故事。隨著南豐作坊揭幕，我們希望為香港社會及本地初企點燃靈感，推動全球 techstyle 領域的發展。」



THE MILLS FABRICA
南豐作坊

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STARTUPS SHOWCASE TO EXPLORE CROSS-DOMAIN BUSINESS OPPORTUNITIES

帶領潛力初企參展 開拓跨領域商機



In addition to providing workspace, retail stores and investment funds for techstyle startups, The Mills Fabrica also provides opportunities for startups involved in the incubation program to gain exposure. Through participation in various exhibitions all over the world, they will be able to increase market awareness and develop a network of partners and investors, preparing for future business expansion and helping them to scale.

南豐作坊除了為 techstyle 初創企業提供工作空間、零售商店及投資基金，同樣為參與培育計畫的初企提供曝光機會。南豐作坊鼓勵初企參加各地展會，提升市場知名度、開拓買家幾投資者網絡，為他們未來擴張事業版圖做好準備。



THE MILLS FABRICA EXPERIENTIAL ZONE -
PROVIDING FIRST-HAND EXPERIENCE FOR INVESTORS ON LOCAL INNOVATIONS

Immediately after participating in TITAS, The Mills Fabrica attended the "Startup Launchpad" and "Global Sources Fashion" exhibitions held by Global Sources, upon their return to Hong Kong. More than 10,000 buyers and investors came to the events and The Mills Fabrica showcased the potential of the techstyle industry, promoting incubatees such as ORIL, Snaptee, Goxip and Whoolala, as well as other startups within our network: Lumos, TG3D, Aumeo, Green is the New Black, Vfluencer5 and many other techstyle startups from different fields. Participants were not only able to try out the products developed by the startups at The Mills Fabrica's booth, but were also able to discuss collaboration opportunities with the founders, thus opening up endless business opportunities for all of the startups.

In addition, Alexander Chan, Co-Director of The Mills Fabrica, looked into the investment trends in Asia along with the founder of venture capital fund Click Ventures Carmen Chan and Infinity Ventures' partners Graham Brown and Joseph Huang at the "Future of Retail" symposium held during the Startup Launchpad period. They talked about opportunities in Southeast Asia and touched on how supply chains and retail industries should use emerging technologies such as artificial intelligence. On the last day of the exhibition, The Mills Fabrica held a closing reception for Startup Launchpad at The Mills which was well-attended by investors and industry partners interested in innovative businesses who participated and exchanged industry information with startup founders.

南豐作坊體驗地帶
投資者親身接觸本地創新

南豐作坊在參與 TITAS 後，隨即回港出席環球資源 (Global Sources) 舉辦的「Global Sources Fashion」及「Startup Launchpad」兩個展會。活動有過萬名買家及投資者進場，南豐作坊藉此向他們介紹 techstyle 行業的潛力，帶領旗下培育公司 Origami Labs、Snaptee 和 Goxip、Whoolala，以及 Lumos、TG3D、Aumeo、Green is the new black、Vfluencer5 等多家來自不同領域的 techstyle 初企亮相活動。與會者不但能在南豐作坊的展位親身試用初企研發的產品，還有機會跟創辦人洽談合作，為一眾初企打開無盡商機。

此外，南豐作坊聯席總監陳浩揚在 Startup Launchpad 期間舉行的「Future of Retail」(零售業未來)座談會上，與創投基金 Click Ventures 創辦人 Carmen Chan，以及 Infinity Ventures 合夥人 Graham Brown 和 Joseph Huang 探討亞洲的投資趨勢。他們討論到東南亞一帶的機遇外，亦提及供應鏈和零售業該如何利用人工智能等新興科技。南豐作坊在展期最後一天，於南豐紗廠內為 Startup Launchpad 舉行閉幕酒會；多名對創新事業感興趣的投資者及業界夥伴獲邀參與，跟在場的初企創辦人交流業內資訊。

GLOBAL SOURCES

INVITED BY TAIWANESE BUSINESS PARTNERS TO PARTICIPATE
IN THE LARGEST LOCAL TEXTILE INNOVATION EXHIBITION



The Mills Fabrica is committed to leading local techstyle startups to go beyond the Hong Kong market. In mid-October, they were invited by Taiwanese company Far Eastern New Century as its partner at the Taipei Innovative Textile Application Show (TITAS). This gave Fabrica the opportunity to connect with many innovative textile technologies from Taiwan. It was especially interesting for them to showcase with Far East New Century, a leading player in the global reform for sustainability. Under the theme of "Empowering Possibilities", they displayed a number of sustainable innovations, such as PET plastic recycling technology, "TOPGREEN", and textile softener "Fabric Shield".

Through its strategic partnership with Far Eastern New Century, Fabrica hopes to provide cross-regional professional support for startups by leveraging on mutual rich resources, and encourage the industries in both countries to adopt the innovations developed by startups. Far Eastern New Century has extensive R&D experience and will provide detailed and in-depth technical consultation for startups to help with market entry. Complementing this, The Mills Fabrica offers industry connections, brand exposure, market guidance and other incubation support to startups that help them to promote their innovative businesses with a stable, comprehensive and executive business model.

台灣企業夥伴邀請
參與當地最大型紡織創新展

南豐作坊致力帶領本地 techstyle 初企衝出香港，在 10 月中旬獲台灣遠東新世紀股份有限公司邀請，擔任他們於台北紡織展 (TITAS) 的活動夥伴。南豐作坊除了向當地業界介紹 techstyle 行業的發展，亦認識不少來自當地的創新紡織技術；而領導全球行業改革的遠東新世紀，以「賦予全新可能」(Empowering Possibilities) 為主題，展出 PET 塑膠回收技術「TOPGREEN」及紡織物柔軟劑「Fabric Shield」等多項具可持續性的創新研發成果。

南豐作坊跟遠東新世紀結盟成策略夥伴，希望借助雙方的豐富資源，為初企提供跨地域的專業支援，推動兩地業界採用初企研發的創新成果。擁有豐富研發經驗的遠東新世紀，將為初企提供詳盡、深入的技術諮詢，幫助他們的產品打入市場。至於南豐作坊將為初企提供行業聯繫、品牌曝光及市場指導等培育支援，希望他們能以穩固、周詳、具執行力的營商模式推展創新事業。

TITAS

MOTIF ONLINE COURSES THE ANTIDOTE TO FASHION INDUSTRY'S SKILLS GAP

**MOTIF 網上課程
填補時裝業技術缺口**



The global fashion innovations and consulting company Alvanon has been training professionals in the fashion and apparel industry since 2012. In November 2018, they launched MOTIF, an online platform where fashion professionals can take courses in technical skills and sustainability. Janice Wang, the CEO of Alvanon, reveals the reasons behind this strategic move and how MOTIF can bridge the skills gap and help future-proof the industry.

時裝創新及諮詢顧問公司 Alvanon 在 2012 年開始為業內人士籌辦訓練課程，更在今年開辦全新網上平台 MOTIF，為時裝及成衣業內人士提供技術性和可持續發展等主題的課程。Alvanon 的行政總裁 Janice Wang 表示，課程補救技術斷層，並改善行業未來的發展。

Images: Alvanon

MOTIF ONLINE COURSES



State of Skills in the
Apparel Industry 2018 Report
服裝行業技術狀況調查報告

**MOTIF.ORG/2018-SKILLS-
REPORT**



WHO IS THE TARGET AUDIENCE OF MOTIF'S COURSES?

MOTIF courses are both for apparel professionals and fashion industry individuals who want to take bettering their skills and progressing their careers into their own hands, and for fashion and retail organisations who want to upskill their teams or offer training at the enterprise level. MOTIF's courses are designed with assignments and activities that foster the assimilation of knowledge in a practical way. As MOTIF focuses on technical and fundamental skills as well as best practices, learners can readily apply what they are learning in their daily jobs as they are progressing in their online learning journey.

WHAT ARE THE ADVANTAGES OF TAKING ONLINE COURSES? HOW IS IT DIFFERENT FROM LEARNING IN A CLASSROOM?

The way we learn has changed. Who has time or the wherewithal to physically go to a classroom and sit there to be talked at? People want information the way they want to consume it - either on mobile, on a computer, through a podcast while commuting. MOTIF online learning is on-demand, self-paced and structured around bite-sized content that integrates way more easily into busy work schedules and mobile lifestyles than offline training.

Few professionals today have the luxury to take a break from their work to embark on full-time education programmes. Studies also show that retention is higher when learning occurs in context, therefore only through application does it really sink in. Learning in the classroom will always still be useful, because direct face-to-face access to instructors allows for critical discussion. The best learning comes from blending online and offline learning, melding the best of both worlds to enhance knowledge transfer, collaboration, reinforcement and critical thinking.

IS MOTIF FOR INDIVIDUALS OR IT IS ALSO SUITABLE FOR TEAM LEARNING IN CORPORATES?

MOTIF is suitable for both individual and corporate team learning. The platform comes, beyond the courses themselves and features available to all learners alike, with collaboration and analytics features that are dedicated to support corporate team and enterprise learning.

WHAT SKILLS AND KNOWLEDGE ARE MISSING IN THE FASHION AND APPAREL INDUSTRY?

Anecdotally, Alvanon was hearing from our clients that hiring was difficult. So at the end of 2017, we conducted a global skills industry survey to validate whether there was indeed a skills gap in the apparel industry. We recently published our findings in our "State of Skills in the Apparel Industry 2018 Report". Interestingly, what came out of the survey is that while there is a strong need for more training in new skills driven by the digitization of the industry, it's still the lack of fundamental and technical skills that the industry is suffering the most from. Also in order to succeed in the new consumer world, the fashion industry requires people who are cross functional and have a good understanding of both technical and technological language.

MOTIF 的主要對象是誰？

MOTIF 課程主要針對成衣業及時裝業的專業人士，讓他們可以將技能學以致用。而時裝品牌和零售商也可以透過訓練課程，在企業層面上提升團隊的技能。至於 MOTIF 課程所包含的功課與活動，幫助學員確切地吸收知識。此外，課程同時聚焦基礎和技術層面，即使學員仍在修讀網上課程，也能迅速地將學到的知識在工作時加以應用。

網上課程的好處是甚麼？與一般教室授課有何分別？

現今的學習方法已經改變——誰還有時間和金錢到教室裏聽課？不論是透過電話、電腦還是在出行時聽播客，大家都想用他們理想的方法吸收知識。MOTIF 按個人需求而設，學員能自訂課程內容，逐步地學習，在忙碌的工作和流動的生活方式中取得平衡。特別是對專業人士，放一個悠長假期去當全職學生是一件十分奢侈的事。也有研究指出，情境學習有助知識保存，因此實踐是牢記知識的唯一方法。我們不抹煞在校上課的價值，因為面對面的課堂能提起學生的批判討論。所以最好的學習方法是將線上和線下結合，並抽取兩者中最好的元素，以便提升及強化知識傳遞、交流以及批判思考。

我們知道 MOTIF 適合個人學員，但能成為企業團隊訓練的工具嗎？

MOTIF 適合個人和企業的團隊學習。整個 MOTIF 平台不光是網上課程，還有團隊協作及數據分析等適合所有學員的功能，有助支援企業的團隊學習。

時裝和成衣行業裏現在缺少的是甚麼技能？

我們從 Alvanon 的客戶的口中聽說，現在很難聘請員工；因此在 2017 年底，我們進行了一個全球性的行業技術調查，印證行業是否出現技術斷層。在我們最近發表的「服裝行業技術狀況調查報告 2018」，我們發現行業不僅對數碼化的新興技能需求甚大，業內人士缺乏基礎技能也成為行業的羈絆。此外，為了迎合顧客的全新需求，時裝從業員不僅需要擁有各種技能，還需要理解技術與科技兩個層面的知識。





HOW DOES MOTIF CHANGE THE STATUS QUO OF THE FASHION AND APPAREL INDUSTRY?

The last generation of people who possess hands-on experience in factories and deep industry knowledge have left the industry or are close to retirement. The skills they possess are hardly taught, if taught at all, and there's been a sharp decline of vocational training and apprenticeship. MOTIF was created to bridge this skills gap and to provide training on new skills with the aim to future proof the industry.

MOTIF OFFERS THE COURSE "SUSTAINABILITY IN FASHION" AND THE INTRODUCTION SAYS SUSTAINABILITY IS AN "OPPORTUNITY FOR INNOVATION" - CAN YOU TELL US THE RELATIONSHIP BETWEEN INNOVATION AND SUSTAINABILITY?

Sustainability is an integral part of every stage of the product life-cycle, thus at every step of the apparel value chain, from sourcing raw materials through to considering how a fashion product will end its life and be discarded. Becoming a sustainable brand or corporation starts by ensuring that sustainability is a core value within the mission statement of the organisation. This necessitates revisiting in depth the entire way a fashion product is designed, produced, distributed and used. This challenges the status-quo and forces organisations and their workforces to generate new ideas, investigate and deploy new technology solutions, adapt their processes and conduct their business in a much more transparent way, thus innovating in many domains. Sustainability involves weighing alternatives, making appropriate trade-offs, working across the organisation's siloes, and beyond the organisation's boundaries.

It's a highly collaborative and innovative endeavour. As the industry's record in terms of environmental and social impact is heavily tarnished, the pressure and expectations for improvement are high, conscious customers demand more and more transparency and honesty on the use of sustainable materials and ethical labour and manufacturing. Several brands and organisations have stepped up to the challenge and are steering the industry in the right direction. Bringing education on this matter with an introductory course taught by an expert partner like the Pratt Institute's Brooklyn Fashion + Design Accelerator is our initial way of contributing, helping professionals to map out the steps they can take to embark on their sustainability journey. We will develop more advanced courses going more in depth into the various facets of sustainability.

MOTIF 如何突破時裝及成衣業的瓶頸處境？

擁有手作技能和工廠知識的前輩，已經離開工廠或者快將退休；而他們所擁有的技術難以教授，職業和學徒訓練也正在急速下降。MOTIF 的出現正好為現在的技術斷層搭建橋樑，並提供全新的技術訓練，為行業的未來鋪路。

MOTIF 提供「可持續時裝」的課程，並將之稱為「創新機遇」——可以告訴我們創新和可持續發展的關係嗎？

可持續發展是產品週期中每個階段的必經元素，從採購原材料以至其棄置方式，牽涉整個時裝產業鏈裏的每個環節。一個可持續的品牌或企業，應確保可持續發展為他們的核心價值，並急需重新探索時裝產品該如何被設計、生產、分銷和使用。這挑戰和逼使機構以及其員工，透過不同領域的創新，構想破格的點子、探討和使用新的科技方案、改變生產方法，並採取高透明度的經營模式。可持續發展為企業提供新的出路，幫助他們在決策時做出適當的取捨，而不同部門也能跳出自己的框框相互合作，超越組織的界限。

可持續發展擁有極高的協作性及創新性。成衣行業在環境和社會上已經有洗脫不掉的污名，大眾對行業改進的期望極高，具意識的顧客亦期望行業提升透明度及誠實度，並在使用可持續物料及工人權益等議題上的要求越來越高。有些品牌和機構已經接受挑戰，並帶領整個行業往正途走。MOTIF 在這個議題上邀請了專業人士（像我們專家夥伴 Pratt Institute's Brooklyn Fashion +Design Accelerator）教授基礎課程，幫助專業人士勾勒開展可持續工作的藍圖。我們將會提供更多深入的課程，探討可持續發展的不同面向。



“MOTIF WILL COVER THE INDUSTRY’S MAJOR TOPICS ACROSS THE ENTIRE SUPPLY CHAIN AND TEACH FUNDAMENTAL, TECHNICAL, BUSINESS AND CREATIVE SKILLS.”



JANICE WANG

CEO of Alvanon
Alvanon 行政總裁

MOTIF.ORG



WHAT ARE THE LATEST TECHNOLOGIES THAT HELP CREATE A MORE SUSTAINABLE FUTURE?

A lot is happening within the industry in terms of using technology to facilitate the advent of a circular fashion model, in particular when it comes to optimizing the usage of raw materials, fibers and fabrics, and recycling of textile waste. Many of the projects that have been supported by The Mills show this. For example, Unspun, is developing a 3-D weaving machine that cuts down on fabric wastage, and aims to contribute to reducing carbon emissions by 1% through automated, localized, and intentional manufacturing.

We are also seeing other innovations such as laboratory-grown spider silk, and leather made from mycelium, the roots of a mushroom, for example, which can replace traditional raw materials that have a high environment impact to source or produce. New research and technology advances also help on the fashion waste recycling side. Leveraging biological methods, it is now possible to separate the various types of fiber in textile waste for instance, and treat them in an ecological way to give them a second life either within the fashion value-chain or in other useful areas.

Automation technology, used with the right motivations, will also play a significant role in the sustainability of the industry, when it comes to replacing workers in performing heavily taxing duties in unsafe environments and unethical conditions. Automation can support manufacturing nearshoring, reducing the reliance on distant foreign exploitative sweatshops, and lowering logistics and transportation environmental impact. In the supply chain, technologies that can foster transparency as well as efficient processes and decision making play a key role in ethical fashion, by eliminating procedures and digitally approving tasks.

WHAT ARE THE NEW ONLINE COURSES THAT MOTIF WILL OFFER IN THE FUTURE?

MOTIF will cover the industry's major topics across the entire supply chain and teach fundamental, technical, business and creative skills. Currently we offer four online courses addressing the topics of Apparel Costing, Fit and Sustainability. We have a strong course development plan with several new courses already in the works. Upcoming courses will cover topics such as 3D, Plus Sizing, Textile Fundamentals and Product Development and the course publisher list will quickly expand to include subject matter experts from around the globe.

MOTIF also plans to partner with universities and associations as it grows. We welcome inquiries from new publishing partners looking for the best platform to format and deliver their high-quality industry training content. At Alvanon, we believe that improving the apparel industry by improving skills is a collective responsibility shared by all players in the value chain and individual professionals themselves. Industry collaboration is essential to tackle the industry skills gap and corporations need to embrace wholeheartedly lifelong learning and continuous professional development to foster innovation.

「MOTIF 未來的課程，將涵蓋業內整個供應鏈的主要議題，並教授基礎、技術、商業和創意技能。」

現今有甚麼科技能幫助實行可持續發展？

現在有很多科技幫助時裝行業實行循環模式，特別是改善原材料、纖維和布料的應用，以及紡織廢棄的循環再用。南豐紗廠支援不少類似項目，像 Unspun 研發的 3D 紡織機器不但減少紡織廢棄，也致力透過其全自動、本地化的意向主導生產模式，減低行業 1% 的碳排放量。

我們也看到其他創新科技，例如實驗室培植的蜘蛛絲物料、由菌絲體所衍生的皮革等，它們都在採購和生產的層面上替代傳統原材料，對環境帶來正面影響。近年的研究和前沿科技，也有助循環再造時裝廢棄：我們能利用生物科技，將紡織廢棄裏不同種類的纖維分類，然後借符合生態的方式，在時裝或其他範疇裏賦予它們全新生命。

自動化生產使用得當，能在行業可持續發展中擔當重任，特別是取代工人在危險、不道德環境下的艱苦工作。自動化還可以支援近岸生產，減少依賴剝削海外工人的血汗工廠，並減低物流和運輸對環境帶來的負擔。至於在供應鏈，科技提升行業的效率和透明度；當中，減少工序和數碼化審批，讓時裝業內的決策更符合道德。

MOTIF 在未來會提供甚麼新的網上課程？

MOTIF 未來的課程，將涵蓋業內整個供應鏈的主要議題，並教授基礎、技術、商業和創意技能。現在我們提供 4 個關於成衣成本、稱身和可持續發展的網上課程。我們有很強的課程發展計劃，新的課程也在準備當中。即將上線的課程有關 3D、加大碼服裝、紡織基礎知識以及產品研發。而課程出版人名單，也將會擴展到來自世界各地、不同範疇的專家。

MOTIF 也正籌劃跟大學和業界組織合作，為了不斷增長與尋找最好的課程平台和模式，我們歡迎任何有意為的課程出版夥伴的人跟我們聯絡，一同提升課程內容的品質。Alvanon 相信，提升業內技術以改進成衣行業，是整個價值鏈和業內專業人士的共同責任。行業協作是解決業內技術斷層的基本方法；成功推動創新則需要企業全心投向終身學習和持續專業發展。

SUSTAINABILITY IN FASHION

FABRICA'S INCUBATEE ORIGAMI LABS PARTICIPATES IN INTERNATIONAL ENTREPRENEURIAL COMPETITIONS

培育公司 **ORIGAMI LABS**
勇闖兩大國際創業比賽



Kevin Wong, co-founder and CEO of Origami Labs, a company incubated by The Mills Fabrica, was inspired by his visually impaired father and developed a smart ring called "ORII" using bone conduction technology, where users simply need to put their finger to their ear to answer calls and send commands to their smart phone. After a successful crowdfunding campaign, Origami Labs has taken it to the next level and entered the finals of the two of the world's biggest competitions: "TechCrunch Disrupt SF" and "Google Demo Day Asia".

南豐作坊旗下的培育公司 Origami Labs，創辦人之一兼行政總裁黃家恒（Kevin Wong）受到視障父親的啟發，研發了應用骨傳導技術的智能戒指「ORII」；用家只需將手指放在耳邊，便可接聽電話以及向智能手機發送指令。在眾籌計劃得到空前成功後，Origami Labs 更在近日上一層樓，成功闖入「TechCrunch Disrupt SF」及「Google Demo Day Asia」兩大國際大型創業比賽的決賽。

Origami Lab 於 TechCrunch Disrupt 的演示片段：

The clip of Origami Lab demonstrating at TechCrunch Disrupt：



Origami Labs arrived in San Francisco in early September to participate in the "Disrupt SF Startup Battlefield" entrepreneurial competition organized by TechCrunch, an American technology news website. TechCrunch holds annual investment conferences around the world including San Francisco, Beijing and Berlin in search of new-generation start-ups with huge potential, thus attracting a large number of venture capital funds and industry insiders. Industry giants such as Dropbox and Trello were once contenders in this competition. The Start-up Battlefield lasts for 4 days; in the first two days, 21 teams compete to be one of the five finalists. Origami Labs successfully defeated other companies in the fierce competition and entered the finals to compete against start-ups in biotech, health technology, artificial intelligence and fashion innovation for the USD\$100,000 prize.

Origami Labs then headed for Shanghai to attend Google's first edition of "Google Demo Day Asia." In 2014, Google began to host their Demo Day in the United States and Europe, providing a platform for start-ups to pitch to investors. Over the years, it has helped startups raise more than USD\$200 million in capital. Judges included Jenny Lee, a partner of GGV Capital, Zheng Qingsheng, a Partner of Sequoia Capital China, Bradley Horowitz and Vice President of Product Management at Google. Origami Labs was selected out of over 300 innovative start-ups to be one of the top ten finalists and presented "ORII" to investors from around the world.

Although Origami Labs did not emerge as champions, they gained a lot of sales and pitching experience from both competitions, successfully demonstrating to investors the endless potential of Hong Kong's techstyle innovations.



Origami Labs 先在 9 月初抵達三藩市，參加由美國科技新聞網站 TechCrunch 舉辦的「Disrupt SF Startup Battlefield」創業比賽。TechCrunch 每年在三藩市、北京和柏林等地舉行投資大會，吸引大批創投基金及業內人士出席，尋找具潛力的新生代初創企業。Dropbox 和 Trello 等新進科企都曾經是大會的比賽隊伍，而今年的 Startup Battlefield 為期 4 天，頭兩天有 21 支隊伍角逐進入決賽的最後五強；Origami Lab 在激烈競爭下，成功擊敗其他初企進入決賽，與經營醫療科技、人工智能及時裝創新的初企，爭奪十萬美元獎金。

Startup Battlefield 結束後，Origami Lab 在 9 月底轉戰上海，出席 Google 舉辦的創業比賽「Google Demo Day Asia」。Google 在 2014 年開始在美國和歐洲舉辦 Demo Day，為初企提供平台向投資者進行投售演示，歷年來成功幫助初企籌集超過 2 億美元資本。而這是 Google 首次在亞洲舉辦同類型活動，邀請到美國紀源資本合夥人 Jenny Lee、紅杉資本中國合夥人鄭慶生、Google 產品管理副總裁 Bradley Horowitz 等人出任評判，吸引超過 300 家來自不同領域的創新初企報名參加。最終 Origami Lab 突圍而出，進入比賽最後十強，向來自全球投資者介紹他們的智能戒指產品「ORII」。

雖然 Origami Labs 最終與冠軍寶座擦身而過，但從兩場比賽中吸取不少投售經驗，並成功在投資者面前展示香港 Techstyle 創新的無盡潛力。



ENTREPRENEUR SERIES: NURTURING A STARTUP CHAPTER 2: HOW TO ACCURATELY EXPLORE USER NEEDS?

Quinn Lai, founder of EONIQ, a company incubated by The Mills Fabrica, founded his first startup three years ago with less than USD\$500,000. Now that EONIQ is on track, Quinn, who studied Design Thinking at Stanford University, used his experience to launch another new startup. Quinn is sharing the process of starting a business on YouTube with others who are also thinking about being entrepreneurs.



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/UC9CEZA4XC08U MUCHWO-GWEW



DO NOT BE AFRAID THAT OTHERS WILL STEAL YOUR IDEA

After the founding of EONIQ, a number of companies copied their concept, but not many survived. Quinn admits that it is not difficult to steal someone else's ideas, but more often than not, a plagiarist only knows a little about the concept but does not understand the actual operations. To truly enter the market, one must have a sound marketing strategy, or it will be difficult for potential customers to be aware about your products, let alone them. Therefore, Quinn pays great attention to "need finding", and the search for ways to reach the customers.

FIND OUT THE REAL USER NEEDS

Before understanding customer needs, one first needs to find out who the product's user is. When you know who the target user group is, you have to ask yourself two questions: What products can meet their true needs? How can my products respond directly to their needs? Quinn reminds everyone that respondents to surveys have the opportunity to say "good" in order to be polite or to cater to your questions, but those may not necessarily be their sincere thoughts. Remember this when you talk to the user so that you can get a more useful answer.

BE FLEXIBLE WHEN ADDRESSING THE NEEDS OF DIFFERENT REGIONS

For a startup, Hong Kong provides a convenient business environment and is the best choice for opening a corporate headquarters. However, due to the geographical restrictions in Hong Kong, it is difficult for Hong Kong to provide a huge market for start-ups. Therefore, many Hong Kong startups have chosen to enter overseas markets. However, Quinn noticed that when many startups were exploring overseas markets, they did not notice that the needs of consumers everywhere were not the same. Therefore, the strategy of the startups cannot be rigid. Startups must conduct in-depth market research on the local market and adjust the products and strategies according to the results to cater to the tastes of local consumers.

IN-DEPTH RESEARCH LED TO UNEXPECTED ANSWERS

When Quinn conducts market research, he will remind himself to pay attention to the demographics of each market and talk to potential users from different backgrounds. For example, he hopes that a new startup that he has been building could enter the Taiwan market, so he went to Taiwan to meet with the target audience – from friends to taxi drivers – to avoid depending on his own assumptions. After detailed research, he found that the actual situation was different from his own ideas: local companies like to use low-cost methods to promote products but customers expect interesting sales methods. This is the result one can get only through personal communication.

創業連載 ——
一家初企的誕生
第二回：如何準確探索用家需要？



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。

不怕被人抄襲點子

創立 EONIQ 後，曾經有多家公司模仿他們的構思，但最後能夠生存的公司不多。Quinn 坦言，要抄襲別人的概念不難，但抄襲者往往只知道概念的皮毛，而不了解實際的運作。要真正進入市場，必須要有完善的行銷策略配合，否則潛在顧客難以知道產品存在，更遑論他們會買你的產品 — 因此 Quinn 非常注重摸索顧客需要，以及尋找接觸他們的途徑。

直搗用家內心真實需要

尋找顧客的需求前，先要了解產品的用家到底是誰。當你清楚目標用家群後，便要問自己兩個問題：甚麼產品能滿足他們內心深處的需要？而我的產品，又能如何直接回應他們的需求？Quinn 提醒大家，受訪者有機會為了表示禮貌或迎合你的問題而直接說「好」，但那些未必是真心話 — 記住這一點去跟用家聊天，可能會得到更有用的答案。

變通處理不同地區需求

對於一家初企來說，香港的營商環境便利，是開設公司總部的不二之選。但礙於香港地理上的限制，難以為初企提供龐大市場，因此不少香港初企選擇外闖。可是，Quinn 留意到不少初企開拓海外市場時，沒留意到各地消費者的需求不盡相同。因此初企的策略不能一成不變，必須進行深入的在地市場調查，根據結果調整產品及策略，迎合當地消費者的口味。

深入調查得意外答案

Quinn 進行市場調查時會提醒自己留意各地的人口分佈，跟來自不同背景的潛在用家聊天。譬如說，Quinn 希望籌備中的新初企打進台灣市場，於是到他到當地接觸目標群眾 — 上至朋友，下至出租車司機 — 避免自己的假設流於表面。經過詳細調查後，發現實際情況跟自己的想法有所出入：當地公司喜歡用成本較低的方法宣傳產品，顧客卻期待有趣的銷售手法。這都是經過親身交流後，才能得出的結果。

EXPLORE USER NEEDS



ABOUT THE MILLS

The Mills is a landmark revitalization project from Nan Fung Group, 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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