



初步節目表 Tentative Programme

日期 / 時間 Date / Time	節目 Programme
21/10/2021 (星期四 / Thursday)	
16:30-17:30	開幕式暨時尚匯演 Opening Ceremony and Fashion Parade
22/10/2021 (星期五 / Friday)	
12:00-12:30	專場匯演(一) House Show 1
14:00-14:30	品牌匯演(一) Brand Show 1
16:00-16:30	品牌匯演(二) Brand Show 2
23/10/2021 (星期六 / Saturday)	
12:00-12:30	品牌匯演(三) Brand Show 3
14:00-14:30	品牌匯演(四) Brand Show 4
16:00-17:00	專場匯演(二) House Show 2

查詢 Inquiry

活動策劃 / Event Co-ordination

澳門生產力暨科技轉移中心-時裝及形象創意部
Creative Fashion and Image Department of Macau Productivity and Technology Transfer Center

地點：成衣技術匯點(澳門漁翁街海洋工業中心第二期十樓)

Venue: House of Apparel Technology

Rua dos Pescadores, Edf. Industrial Ocean, II Fase, 10-Andar, Macau

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聯絡 / Contact: 麥小姐 Ms Ian Mak / 區小姐 Ms Connie Ao



地點 VENUE
澳門威尼斯人® - 金光會展 (B館)
The Venetian® Macao - Cotai Expo (Hall B)

21-23
10.2021

MACAO
FASHION
FESTIVAL
澳門服裝節

澳門服裝品牌 Macao Fashion Brand: MacConser®
模特兒 Model: 陳燕姿 CHAN IN MAN



活動將於第二十六屆澳門國際貿易投資展覽會(MIF)場內舉行
The event will be held at the 26th Macao International Trade & Investment Fair

查詢電話 Hotline
(853) 88980701





目的 / Objective

一. 啟動澳門時尚之門鑰匙，貫通國際服裝聯盟脈絡

Turning Macao into a Gateway to the International Fashion Network

為響應澳門特區政府政策的號召，協助推動泛珠三角區域走向更深層次、更廣領域、更加緊密的合作關係，共同建設粵港澳大灣區時尚共同體，並將合作範圍延伸至葡語系國家，成為聯通“一帶一路”沿線國家及地區的重要門戶，發揮澳門獨特平台的優勢，促進國際高端資源齊聚澳門，逐步開啟“澳門時尚國際大門”。

In line with the Macao SAR Government policy, Macao Fashion Festival strives to foster deeper, broader, and closer cooperation in the Pan-Pearl-River Delta region. It aims to build a Guangdong-Hong Kong-Macao Greater Bay area fashion coalition, extending the reach to the Portuguese-speaking countries, and creating an important gateway to countries and regions along the Belt and Road Initiative areas. The target is to capitalize on Macao's unique role as a platform to attract high-end international fashion resources, gradually turning Macao into an international fashion gateway.

二. 協助澳門時裝設計推進亞洲，走向國際

Assisting Macao Fashion Designers to Move into the Asian and International Market

透過澳門服裝節時裝演出平台，推動澳門時裝設計及服裝行業的發展，加強澳門時裝行業人士與其他國家及地區的緊密聯繫，特別是大灣區同業之間的相互認識及學習交流，了解現今服裝行業的技術發展與最新的時裝潮流資訊，有助提升他們的專業知識及設計意念，促進澳門與各地區在服裝業的雙向性學術交流及合作，協助澳門時裝設計推進亞洲，走向國際。

Through running fashion shows at Macao Fashion Festival, it helps to build a platform that can stimulate the development of Macao fashion design and apparel industry. It also serves to strengthen closer connection between Macao fashion industry practitioners and those from other countries and regions. It is especially useful in enhancing mutual understanding and encouraging experience-sharing in the Greater Bay area. The event allows participants to learn more about technology development and latest fashion trends, thereby helping them to upgrade their professional and design conceptualization skills. It is a great way to foster Macao's academic exchanges and co-operation amongst fashion industry practitioners in the region, assisting Macao fashion designers to move into the Asian and international markets.

三. 建立商機

Create Business Opportunities

推動及扶持澳門文化創意產業發展，充分利用時裝表演及展覽等活動，為他們創建平台，讓參展人士與不同地區的行業人士進行交流，共創未來發展機遇。

The Macao Fashion Festival aims to promote and support the development of the Macao creative and cultural industry by fully capitalizing on the opportunities created by fashion shows and exhibitions. It builds a platform to enable event participants to exchange ideas with visitors from all over the world, creating opportunities for future business development.

四. 鼓勵有志年青人加入創意設計行列

Encouraging Young Talents to Join the Creative Design Industry

透過一系列的活動，除了讓澳門時裝設計人士了解最新的時裝行業技術發展及資訊外，更鼓勵新一代年青人投身時裝設計行業，為澳門發展創意文化產業培育新一代生力軍。

Apart from providing opportunities for Macao fashion designers to gain better understanding of the most up-to-date technology development and latest fashion trends, the Festival also aims to attract young people to join the fashion design industry, helping to nurture a new generation of talents to advance the creative and cultural industry of Macao.



活動內容 / Activities

一. 時裝表演 Fashion Show

- 匯聚時裝設計品牌，展示澳門時裝設計人士的實力與才華。
- 組織時裝專場表演，展示海峽兩岸及粵港澳大灣區城市的最新時裝系列作品。
- Assemble Macao fashion labels to demonstrate the prowess and talent of local fashion designers.
- Organize fashion shows to showcase the latest fashion collections created from the Cross-Straits and Guangdong - Hong Kong - Macao Greater Bay area.

二. 時尚風格展示區 Fashion Area

設立時尚風格的靜態裝置，展示澳門時裝品牌和最新時裝系列作品。

A stylish exhibition area will be set up to present and promote Macao fashion labels as well as their latest fashion collections.

三. 精品廊 Boutique Gallery

於活動場內提供銷售專區，協助本澳服裝中小企業進行零售及宣傳推廣。

A sales area will be set up in the event venue to assist small and medium enterprises within the Macao fashion industry to promote and sell their products.

四. 時尚巡禮 Fashion Tour

由模特兒穿梭MIF展館，以動態演繹本澳時尚單品，利用創意燃亮會場每個角落，讓觀眾一同感受原創時裝力量。

Models will be wearing created-in-Macao fashion items, using the MIF venue as catwalk, parading around to flaunt their charms. Creativity will be used as means to illuminate every corner of the venue, allowing visitors to experience first-hand the power of Macao original designs.

