



# OLYMPIC INSPIRATION

## 演繹個性 | 時尚休閒服 |

**The Nekoberri House struck gold when it switched to sportswear after the 2008 Games**  
The Nekoberri House在2008年北京奧運會後轉型，主力生產運動服，成績斐然

As people become increasingly health-conscious, sportswear and casualwear are emerging as the new wardrobe necessities. Catherine Ng, CEO of The Nekoberri House, realised this trend during the 2008 Beijing Olympic Games. The company had previously focused on the processing and export business since it was founded in 2003, but switched to producing sportswear after the Games, and established two brands, Nekou and Nekoberri. The company aims to produce high-quality and unique casualwear that showcase its processing experience and top-notch design.

### Quality prevails

The company has always been dedicated to creating vibrant and stylish casualwear that is highly personalised and encourages modern senses of freedom and individuality. Such a rationale is widely recognised by local consumers and enterprises, bringing Nekoberri House's lines to over a 100 stores across the city, and great support to the casualwear that the company designs.

"We owe our success to the excellent product quality," Ng says. "The Nekoberri House pays serious attention to the materials offered by our dealers. We never sacrifice quality for profit."

The brand also selects stretch fabric to fit bodies of different sizes, so that everyone can enjoy

活 在講求健康的年代，運動服已成為衣櫃裏的必備服飾。於2003年成立的The Nekoberri House Ltd. 一直以營運加工及出口業務為主，直至2008年北京奧運讓董事長吳皆妍預見到服裝的新趨勢，公司於是轉而積極投身製作運動服，並創立品牌NEKOU及NEKOBERRI，把多年來在服裝加工業的經驗融入休閒運動服，矢志打造高品質、與眾不同的運動服裝。

**Opposite:** The finally selected designs have proven to be well-received.

**對頁:** 從萬千設計中精選出來的款式，均屬大眾受落的服飾。

### 以質優取勝 創造理想休閒服

致力打造時尚動力休閒精品的The Nekoberri House Ltd.，從頭一天開始便倡導個性化的理念，讓穿着者感受到自由自在、擁有自我的生活態度。這個理念得到內地廣大市民及企業的支持，至今The Nekoberri House Ltd.在全國已擁有近百個專櫃，可見內地人士對其設計的運動休閒服裝相當受落。吳皆妍說：「我們一直以質優取勝，因此The Nekoberri House Ltd.非常注重供應商所提供的質料，絕不以價廉為首要目標。」她又說，為了提升舒適度，公司特別挑選一些彈力十足、伸縮性高的布料，讓不同體型的人士都能穿到舒適、高質素的運動休閒服。

為了符合不同顧客所需，除了個性十足的運動休閒服外，The Nekoberri House Ltd. 另設有團體訂購系列，為不同團體打造個性化服裝，擺脫團體訂購質素參差的定律。在堅持品質的原則下，這裡的團體訂購系列廣受大企業的肯定，從而打造理想的團體休閒服。

### 精心挑選 尋找最理想設計

要瞭解The Nekoberri House Ltd. 的企業精神，從產品上即可領悟一二。公司分別推出男女裝、情侶裝、帽子、襪



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**Above:** To keep a sense of novelty, each design is available in a small quantity, but in a spectrum of colours.

**上:** 為保持新鮮感，大多數款式均以少量製作，且色彩選擇甚多。

the extra comfort and fun of dressing casual while looking great.

The company also extends its scope from ready-to-wear casualwear to bespoke group collections. It manages to stand out in the market where the quality of group outfits is usually less satisfactory. With a commitment to quality, its group order offering has been well-received and trusted by renowned enterprises.

### Bringing the most ideal designs

The Nekoberri House's designs in many ways have mirrored the spirit of the company. It is now

子及背包等，在圖案及剪裁設計上均帶有獨特個性。能夠在運動服裝界突圍而出，除了成功的行銷策略外，亦有賴於幕後一群勞苦功高的精英，為每個款式都帶來驚喜。

吳皆妍說：「為了提升服裝的獨特性，我們招攬了一班充滿活力的設計師。他們每季均會草擬數百個款式，再從中挑選，然後找師傅起版，再邀請經銷商一起挑選。因為前線人員能直接與客戶接觸，所以他們最清楚客人的要求及喜好。由他們來作最後定奪，會更貼近民情。」她又補充說，為了保持新鮮感，零售產品的各種款式都只會少量製作，每一兩個月便會加入新貨品，讓客人每次到臨均有新產品刺激眼球，蠻有新鮮感。M

offering both men's and women's collections, matching outfits, hats, socks and backpacks, all with individualistic patterns and cuttings. A dedicated design team, along with excellent marketing strategies, brings success to the brand.

“To make each piece unique, we tapped a group of young and energetic designers,” Ng says. “Every season, we select a few designs from over 100 sketches and we make samples. Our dealers will then be invited to join us for another stage of selection. Frontline personnel communicate with our clients face to face, and know exactly what they want, so their choices usually define the state of mind of who purchase them.”

With each design only available in a small quantity and the addition of new items once every month or two months, the company keeps a sense of novelty for increasingly eye-catching new looks. M



**Above left:** The Nekoberri House strives to design clothing that is both sporty and casual, yet sufficiently neat and tidy for the workplace. **Left:** Catherine Ng, CEO of The Nekoberri House

**左上:** The Nekoberri House Ltd. 的設計宗旨之一，是帶有休閒運動感之餘亦能作上班之用。

**左:** The Nekoberri House Ltd. 董事長吳皆妍

