

DIVEN BY PASSION FOR FASHION

演繹懷舊 | 街頭服時尚 |

Third generation member of founding family sets benchmark and attracts loyal following
澳門利華貿易行的第三代傳人將祖業發揚光大，成功為其吸納一批忠心追隨者

Opposite: Soft lilac echoes with blue embroideries on this feminine design with ruffles on both sides of the front.

對頁：淡淡的粉紫與粉藍刺繡互相呼應，前幅兩側的荷葉邊令整體設計更添女性美。

Lei Va, which started in Macao in 1972 and was formerly known as SAN VA Garment Factory, enjoys a 35-year history. The reins have since passed on to the third generation of the founding family. It has evolved from a garment manufacturer for famous international brands to an apparel retailer operated under the name Nega C. Fashion Shop. Besides clothing, Lei Va designs and produces stage costumes, setting a benchmark for fashion and design aspirants.

Loyal following

Situated on Avenida do Ouvidor Arriaga, the hippest shopping destination in Macao, Nega C. Fashion Shop is under the creative and sales direction of Isabella Choi. She has had a passion for fashion from a young age thanks to the influence of her family. After completing a degree in fashion design in Britain, Choi joined Nega C. Fashion Shop and has attracted a loyal following in just 18 months.

在企業界，「創業難、守業更難」已是大眾認同的事實。澳門利華貿易行前身為新華製衣廠，1972年於澳門成立，經營超過35年之久，現在的掌舵人已是創辦人的第三代。由過往從事國際名牌服裝加工工序演化成今天的澳門利華貿易行，以Nega C. Fashion Shop的名義開設實體店，出售自家設計的服裝，還設計及製作不少舞台服飾，成為新生代開拓時裝事業的最佳示範。

注入英倫街頭氣息

Nega C. Fashion Shop座落於澳門流行時裝集中地雅廉訪大馬路，現時由新華製衣廠第三代傳人徐雅婷負責服裝設計及銷售。年紀輕輕的她自幼受家族企業薰陶，對時裝設計產生了濃厚興趣，留學英國時更修讀了時裝設計的學士學位。回澳門後，徐雅婷開始發展Nega C. Fashion Shop，在短短一年半間已吸引一批長期顧客。能夠在短時間做出理想成績，她認為，主要是因為服裝的風格及行銷策略成功。「我們以20至30多歲的女性為主要銷售對象，設計偏向女性化，帶有英倫街頭服的氣質。服裝以多色量少為原則，每個款式



“Choi’s education background translates into an eclectic yet individualistic style of her collection.”

She attributes this to established styling and marketing strategies. “Targeting women between 20 and 30 years of age, we offer British-style streetwear in a variety of colours, though limited in quantity. Each item is available in just two to three pieces to avoid ‘outfit clash’. This has helped us attract customers who love unique designs.” Choi’s education background translates into an eclectic yet individualistic style of her collection.

For spring/summer 2015, Choi wants a fully-fledged collection. “For this season, I have used sartorial shirts and silhouettes and combined them with feminine elements such as sheer materials to propose a balance between masculinity and femininity. The seasonal palette is full of pastel colours to give a soft and refreshing feeling.” Details such as ruffles on the front panel, bias skirt hem,

Right: Emerald and cream are complementary tones. Here, they are coupled with different materials to enhance the volume of the item.
Below: Contrasting colours and materials add a playful splash to the designs.

右：翠綠與米黃是最佳的配搭，設計更運用了多種不同質地的布料，加強了服裝的層次感。**下：**設計呈現強烈色彩及物料對比，甚具玩味。



只會出品二至三件，減低『撞衫』的機會。因為以上的堅持，很快便吸引了一群喜愛自家設計的消費者追隨。」或許因為徐雅婷曾留學英國，店內的服裝款式不但多樣化，設計上亦演繹出獨特而個性化的氣質，實難與大眾化服裝相提並論。

至於2015春夏季系列，原來已經準備就緒。徐雅婷道：「今季我選用了一些男性恤衫的布料及剪裁，再加入如透視質料等女性化的元素，混合成一種剛柔並重的概念。顏色方面則使用粉色系列，令每件服裝均予人清爽柔和的感覺。」為了提升女性美，亦特地在細節上加入不一樣的效果，例如在前幅加上溫柔飄逸的荷葉邊作點綴、以不對稱的裙擺設計呈現時尚感、以透視布料拼湊腰間及領口部位等突出設計師的心思。

and transparent inserts on the waist and collar are applied for added femininity.

Mixing textures and fabrics

Footwear is another key offering. “I like mixing different textures and fabrics in one look. This can be seen in my footwear designs. Apart from juxtaposing different materials, I use contrasting colours to create bold and catchy footwear,” Choi says. Only designers with creativity, an eye for beauty, and design flair can master the playful design grammar in footwear faculty. Luckily, Choi is the right person to push the envelope of fashion and footwear and make them a statement of personality. [M](#)

店內的服裝款式不但多樣化，設計上同時流露出獨特而個性化的氣質。”

色彩與韻味之間

除了服裝設計外，鞋款也是 Nega C. Fashion Shop 另一設計重點。徐雅婷解釋說：「我喜歡在一件服裝中混合不同質料及布料，在鞋履設計上亦然。除了利用不同質料拼湊外，我亦會使用強烈對比色彩，讓鞋履亦能成為目光的焦點。」要讓雙足遊走於色彩與韻味之中，必須找到一位具膽識、美感，能夠精準拿捏箇中要訣的設計師。幸運的是，徐雅婷正正能夠打破悶局，讓時裝及鞋履展現出個性化的神韻。 [M](#)



Left: Isabella Choi, designer in chief at Nega C. Fashion Shop under Agência Comercial Lei Va Macau

左：澳門利華貿易行旗下之 Nega C. Fashion Shop 負責人 徐雅婷

