

A uniform denotes a corporate image. Uniforms made by Design Esta excel in form and function.

制服能夠反映公司形象，衣色設計的制服則兼容時尚與實用。



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Design Esta Studio's bespoke corporate uniforms bring staff to customers' attention
衣色設計度身訂造的制服，讓企業員工得到顧客的注目

A uniform reflects the corporate image and personality of an enterprise, and can be a pivotal influence on customers' first impressions of its operations. An appropriate set of uniforms is therefore crucial to all businesses. Design Esta Studio specialises in designing and producing executive suits and corporate uniforms, and its professional team offers one-stop, integrated services to various corporations and industries.

Pursuit of perfection

Founded in 2002 to fill the demand in the local uniform production industry, Design Esta Studio is dedicated to breaking new ground in vocational uniforms through its self-owned brand, Esta Uniform.

"We propose the new concept of one-stop uniform production services modelled after bespoke couture," explains Eva Wong, marketing manager of Design Esta.

The company regularly launches new uniform designs and samples, she says.

"Customers can pick their favourite styles on the spot, just like any ordinary shopping experience," Wong says. "They can

制服不僅代表着一所企業的形象，更稱得上是企業的「外衣」。它能夠反映企業的特質，客戶跟企業初次接觸時，往往也會由制服建立起初步的認識和印象。由此可見，一套合適的制服實在非常重要。衣色設計有限公司主力提供行政套裝及行業制服等設計及製作服務，其專業的團隊可以為企業提供一站式綜合服務，涉獵範疇廣泛，能滿足各行各業的需要。

不斷求變 以高質取勝

2002年成立的衣色設計，有見於澳門本地的制服設計公司少之又少，因此希望開拓相關市場，並設立了「Esta Uniform」系列，矢志打破沉悶的職業套裝及制服定律。衣色設計的市場經理黃霞小姐說：「我們提供創新一站式制服服務，像打造時裝系列的品牌般，我們會定期提供制服設計系列及樣本，讓客戶猶如到零售店購物一樣，現場選購合適的制服款式。他們既可試穿，亦可直接看到我們的造工質量，不只是紙上談兵。同時，我們知道很多客戶會在網上尋找服務商或款式，所以我們亦有在網站展示設計，這樣一來，客人在到訪我們展示廳之前就已經參看了款式。」她認為，這不但更有效率，亦可為客戶提供初步概念，讓雙方對制服設計方向上的要求更為清晰。

「Esta」系列制服另一大特色，在於覆蓋行業之廣。無論是餐飲業、零售業、消閒會所、表演行業或是工商企業等，都能從中找到合適的制服，而專為高級行政人員設計的制服亦替不少企業減少煩惱。



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try them on and directly learn about the delicate workmanship involved in their production.

“Meanwhile, in response to the e-commerce trend, we also showcase our designs on the internet to give our customers an impression of them before they visit us.”

The digital approach an effective way to convey raw design ideas “and for the two parties to communicate on design direction”, Wong explains.

The Esta uniform range is also known for its diversity, as it serves a great variety of industries, ranging from the catering, retail, and hospitality sectors, to performance and commercial enterprises. The collection designated for executive-level personnel offers a hassle-free grooming solution, and is subdivided into different lines, from Less Is More, East Glamour, and Neutral, to Swinging Sixties and Sport Essence.

“We take cues from prevailing trends and fashionable elements,” Wong explains. “For this season, Esta proposes an eclectic and creative collection that turns uniform into choices of fashionable styles.”

Elegance and style of the ESTAWOM collection

Design Esta also carries the ESTAWOM fashion collection, which embodies the elegant, sophisticated and stylish codes of design.

“Taking trendy elements into account, Estawom makes use of different fabrics and colours to accentuate a refined and chic style with simple designs,” Wong says.

The collection developed from the company’s unique insights into fashion, “in which wearability is put before vogue”, she adds.

“For the autumn/winter collection, we use a lot of gingham check, houndstooth, sheer jacquard, double-faced and leather-embossed fabric to go with the predominant ‘H’ shape silhouette and stylish elements like Raglan sleeves,” Wong explains, “And we propose a wintry palette of black, burgundy and navy for the seasonal colour.”

The collection’s themes, Harmony and Urbanism, also “project a strong, confident and free-spirited image, bringing out the intellectual beauty of the new-generation, urban woman”, Wong says. [M](#)

黃霞表示，這些高級行政制服分為「Less Is More」、「East Glamour、Neutral」、「Swinging Sixties」及「Sport Essence」等不同系列。她說：「在設計制服時，我們會根據潮流的走向加入流行元素。」Esta 今季的系列，種類更廣更全面，投入更多創意，設計既不刻板，選擇又多，讓制服變得更為時尚。」

遊走於優雅與時尚之間

除「Esta」制服系列外，衣色設計更設立了「ESTAWOM」流行時裝系列，設計以優雅、得體及時尚為原則。黃霞說：「ESTAWOM」每個系列均加入適合的流行元素，運用不同質感的布料及用色，透過簡約剪裁，輕鬆帶出一種別緻、入時的感覺。「ESTAWOM」系列的设计並不會因盲從潮流而失去可穿性，相反，會以容易配襯為主。在今季秋冬系列中，我們運用了大量方形大格、千鳥格紋、透視提花、雙面色布料及仿皮壓紋布料，剪裁以H型為多，並加入落肩等流行元素。在用色方面，則備有今年秋冬流行的黑、酒紅及海軍藍等。」黃霞更透露，公司希望從今季系列的雙線主題「Harmony」及「Urbanism」中，呈現出堅毅、自信、嚮往自由、富創新性的新一代都市女性形象，突顯每位女士的知性美。[M](#)



Opposite: ESTAWOM’s design codes are elegant and timeless. **Left:** Eva Wong, marketing manager of Design Esta Studio Ltd.

對頁：優雅而絕不過時，是「ESTAWOM」流行時裝的宗旨。**左：**衣色設計有限公司市場經理黃霞

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