



NB NUBIANO owes its success to manager Ng Sao-chan's exceptional craftsmanship and eye for detail.

負責人吳秀珍女士超卓的工藝與非凡的眼光，成就了品牌今天的成功。

DRESSED TO IMPRESS

人生舞台上的 | 華麗邂逅 |

Agência Comercial Nubiano's fashion brand NB NUBIANO creates one-of-a-kind wedding and evening gowns

德誠貿易行的時裝品牌NB NUBIANO，創造出華麗獨特的婚紗及晚裝

At every wedding ceremony, the spotlight is on the bride. Agência Comercial Nubiano aims to make the day even more special by putting her in a stunning ensemble. Established in 1998, the business is an exporter and processor of garments that has used its wealth of experience in clothing production to found an in-house brand, NB NUBIANO, which specialises in designing and producing wedding dresses and evening gowns.

Careful tailoring

The Chinese name of NB NUBIANO translates to "well-proportioned wedding and evening dresses". With years of experience designing and producing gowns, Ng Sao-chan, manager of NB NUBIANO, founded a boutique that is popular among Macao's locals and Portuguese population alike, owing its success to her exceptional craftsmanship and eye for detail.

"A good mannequin is essential in making great clothing and evening dresses. Many people overlook its importance, but I see it as indispensable, as it directly dictates the cutting and size of the clothes

結婚標誌着人生踏進另一階段，典禮上，新娘子將會是眾人目光的焦點。而德誠貿易行最拿手的，就是讓新娘在這個大日子更加美艷動人。1998年成立的德誠貿易行主要經營服裝出口貿易及加工生產兩大業務。累積了豐富的製作經驗後，公司決意創立自家品牌NB NUBIANO，以設計及製作華麗婚紗及高貴晚裝為主，務求讓每位新娘子及主人家在婚宴派對當日贏盡艷羨目光。

享受私家訂作的禮遇

擁有一個別具風格的名字NB NUBIANO，其中文名「纖濃合度婚紗晚裝專門店」恰如其分地展現店中禮服的特色。負責人吳秀珍女士憑着多年來製作及設計晚禮服的經驗，創辦了這所讓本地華人及葡藉人士均鍾情的晚裝專門店。她超卓的工藝與非凡的眼光成就了品牌的成功。

吳秀珍分享了她的心得：「無論是製作時裝或晚裝，一個合適的模特兒模型是不可少的。很多人都忽略其重要性，而我則非常重視，因為它主宰着服裝的剪裁及尺碼。我們特別揀選了標準的模特兒模型，並以澳門本土人尺碼為依歸，令每件製成的禮服不會有衣不稱身或是變成了外國人尺碼等問題，NB NUBIANO每件禮服的剪裁，均猶如為澳門人貼身打造般稱身。」



Above: Looks from previous designs. **Below:** Pieces can be custom-tailed upon request.

上：以往的設計造型。
下：NB NUBIANO可為客戶度身訂造服飾。

produced,” Ng says. “We select our mannequins based on local fittings to make sure every dress produced is a perfect fit and that we would not misfit locals in a Western size. The dresses fit locals as if each of them were made to order.”

In addition to ready-made dresses available for rental, NB NUBIANO offers a catalogue with a range of designs for customers to refer to when placing orders for custom-tailored pieces. With a wide selection of in-house fabrics to choose from as well, the brand ensures that every dress produced is one of a kind.

除備有現貨租借外，NB NUBIANO亦準備了多種款式的相片予顧客參考，並為他們度身訂作。為了突出其獨一性，NB NUBIANO引入了豐富多彩的自家製布料，這就可避免出現「撞衫」等尷尬情況。吳秀珍說：「港澳的婚紗禮服公司為數不少，要在行內站穩腳，必須要有個人風格。在澳門這個彈丸之地，人口少，圈子也小，如出席晚宴場合時跟別人穿了同一種印花或同款式的晚裝，實在非常尷尬。NB NUBIANO引入自家製布料，又提供度身訂作服務，所以可避免這種情況。」

「作為一位設計者，我們亦明白到抄襲對設計者的傷害，因此我們絕不會抄襲別人的款式，務求每件婚紗及晚裝均保持個人風格及獨特性。亦正因為這份堅持，不少高官商賈也樂意與我們合作。」吳秀珍更表示，在度身訂作時甚至會將宴會當晚的環境及燈光考慮在內，足見製作團隊的細心及專業。

跨越年齡層 展現百變風格

不少設計師或品牌均有既定的風格，或被界定為只適合某個年齡層，然而，走在NB NUBIANO的禮服世界裏卻完全沒有這些制約。吳秀珍說：「無論是20歲抑或50、60歲，無論喜歡清簡還是瑰麗，都能在這裏找到合適的晚裝禮服。這或許是因為我們沒有盲目跟隨潮流，只以布匹感覺為先，令創作空間不受規限」。故此，無論出口至英、法、美或本地銷售的禮服，NB NUBIANO都能因應不同人士的要求。M



“With a wide selection of fabrics to choose from, the brand ensures that every dress is one of a kind.

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Ageless styles

Many designers or brands stick to a particular style and cater to a specific age group. But this is not the case for NB NUBIANO. Ng says: “Our customers can find a perfect evening dress here, no matter if they are in their 20s, 50s or 60s, and whether they prefer simplicity or grandeur. I believe this is because we do not blindly follow trends but rather the character of the fabrics, so there is always room for creativity.”

It's because of this vision that NB NUBIANO can satisfy the needs of local and foreign customers in Britain, France and the United States. M

Left: A daring sleeve design is matched with elegant white muslin for a heavenly style.

Below: Ng Sao-chan, manager of Agência Comercial Nubiano's NB NUBIANO

左：大膽的袖口設計配以飄逸的白紗，締造出猶如仙子下凡般的意境。下：德誠貿易行負責人吳秀珍

Ng says: “The tailoring business of wedding and evening dresses in Hong Kong and Macao is competitive, and the key to survival is uniqueness. Macao is a tiny place with a small population and close social circles. It would be very embarrassing if two people at the banquet wear a dress in the same pattern or style. With in-house fabric selections and tailoring service, NB NUBIANO promises its customers that this won't happen.

“As designers, we are well aware of the harm of plagiarism. Therefore, we never copy others and strive to ensure that our products are all unique and personalised. Our persistence has made us one of the favourites among the celebrities and elites in town.”

According to Ng, the NB NUBIANO team is so attentive to detail that they can even take the theme and lighting of a banquet into consideration when tailoring a dress.



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