

The classy and elegant Anais, offering mainly handbags and purses, is the ideal choice for office ladies.

優雅貴氣的「Anais」以手袋及手提包為主，是白領一族最佳之選。



BAGS OF ENERGY

以手袋展現 | 文創手藝 |

Ao Man's colourful AO2 handbags embody the exuberance of Macao's export drive, and delight youngsters across the region

歐雯製作的七彩AO2手袋，不但體現澳門出口實力，亦為區內年輕消費者帶來驚喜

The Macao Government's promotions have given the city's cultural and creative sectors a shot in the arm. As the city's cultural-exchange and flag-waving activities gather momentum across Asia, many entrepreneurs are increasingly able to show and export the vibrant creativity of Macao. AO2 Handbag Design Shop is in the vanguard of Macao's international export drive. A home-grown design brand, AO2 Handbag Design Shop started business in 2005 by selling handmade tote bags, and later opened a shop specialising in handbags and backpacks. After 10 years of hard work, AO2 has created a highly popular brand for local youngsters - a breath of fresh air from the mainstream labels.

Not a blind follower of trends

AO2's owner, Ao Man, studied graphic design with a very strong interest in arts. When she graduated, she drew on her graphic design expertise and collaborated with like-minded friends to create a home-made

澳門特區政府大力推動文創產業，為矢志投身創意工業的人士打下了強心針。跨地區的文化交流活動、大型推廣活動以及相關扶助基金方興未艾，讓從事文創產業的人士能夠把產品推廣至不同層面，令各地消費者感受到澳門的文創實力。本土設計品牌AO2 Handbag Design Shop由售賣自家設計及製造的手挽袋起家，並開設主打手袋及背包的店舖，經過近十年的努力，現在已深受澳門本地年輕人的青睞，成為主流品牌外的一口清泉。

歷久常新 不為潮流淹沒

屬小本經營的AO2於2005年成立，修讀平面設計的主歐雯對藝術的興趣甚濃，畢業後決定利用自己的專長將平面設計的意念注入手挽袋，打造成為自家製的系列，又伙同一班志同道合的朋友以一針一線製作出不同款式的手挽袋。AO2的產品定位主要針對年輕人及學生，所以在款式、顏色及尺寸方面選擇極多。歐雯說：「設計袋子時，我特別喜歡以不同的幾何圖形構成獨特的圖案。這類型的設計予人歷久常新之感，即使多年以後也不會過時。」



Above, clockwise from left: Colourful lightweight backpack, small single shoulder backpack and designs of local illustrators

上面, 順時針由左起: 色彩斑斕的背包、可愛小巧的肩背包及本地插畫師的設計



handbag collection of different styles from scratch. Initially aimed at teenagers and students, AO2's bags have lots of choice in styles, colours and sizes.

"When designing a bag, I especially like to create distinctive patterns with geometric shapes, which gives the design a timeless modernity that doesn't go out of style, even after many years," Ao says.

The company sources most of its handbags' fabric from Hong Kong and Southeast Asia. While she travels abroad, Ao collects different fabrics to broaden her product ranges, and makes no secret of what she wants from her samples.

AO2用以製作手袋的布料大部分來自香港及東南亞等地，歐雯外遊時亦會趁機搜羅與眾不同的布料，讓產品更顯獨特。她明言，自己對布料有一份執着：「我希望AO2所製作的袋子耐用、耐看，因此除了在設計上不盲目追隨潮流外，質料亦必須堅固耐用，即使使用多年仍不會破損、過時。AO2不少手挽袋均屬雙面設計，一袋兩款。」

AO2現時供應的手挽袋已超過一百款，另備有背囊、環保袋、背包、腰包及錢包等。款式雖多，但每款均為少量製作，以保持獨特性，價錢亦相當大眾化，可謂物超所值。此外，AO2更設有修補服務，令顧客的袋子保持最佳狀態。

“I hope bags made by AO2 are classic, durable pieces in a style that does not suggest blindly following of the latest fashion trends.

"I hope bags made by AO2 are classic, durable pieces in a style that does not suggest blindly following of the latest fashion trends," Ao says. "Its robust and durable material protects it from damage and keeps it in style after many years of use.

"Quite a number of bags from AO2 have a double-sided design and can be used in two different styles."

AO2 now offers more than 100 types of bag, including backpacks, reusable bags, bum bags and wallets. However, each bag is made in small quantities, to keep it special. Well made and reasonably priced, AO2's bags are good value for money. The company also offers a repair service to help clients keep their handbags in the best condition.

Leather for the white-collar market

AO2 makes canvas bags for teenagers, and is also courting office women. The company says its diffusion line, Anais, inherits the brand's premium durability and aesthetics, and adds many feminine elements into its handbags and purses. "Decorations with elements such as lace, woven patterns, sequins and floral accessories add a classy, elegant look to the bags," Ao says.

"We use buffalo hide for the material. I feel even more confident that many clients have been satisfied with getting such quality and value at affordable prices."

The company is strengthening its wholesaling business, and is also branching into neighbouring regions with an online store and free shipping, Ao adds. **M**

我希望AO2所製作的袋子耐用、耐看，在設計上不盲目追隨潮流，質料亦必須堅固耐用。”

「皮氣手袋」開拓白領市場

除了為年輕人而設的帆布袋外，AO2近年亦嘗試開拓白領一族的市場。公司將品牌副線起名為「Anais」，以手袋及手提包為主打，設計除了延續耐用耐看的原則外，亦加入了很多女性化的元素：「透過加入蕾絲、織花、閃石、立體花等作為點綴，整體感覺更趨貴氣優雅。而在質料方面，則以水牛皮為主。不少客戶對於能夠以相宜價錢買到如此高品質的產品，均感到十分滿意，讓我更有信心。」歐雯更透露，為了打入鄰近地區市場，AO2除了加強批發業務外，亦着手開設網購服務，更以免運費作招徠，藉此開創另一片新天地。**M**



Left: Ao Man, designer of Macao's homegrown creative brand AO2

左: 澳門本地創作品牌AO2設計師歐雯

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