



# WEAVING INNOVATIVE IDEAS WITH TRADITIONAL KNITTING

## 以傳統手藝 | 編出創新思維 |

From providing knitting service to designing embroidered accessories, Vendedor Lanificios Jammy is determined to lead the industry forward. 織美提供代工編織服務，又積極設計新穎的配飾，可見其推動行業發展的努力。

During the 80s and 90s, knitting was a worldwide trend. No matter young girls or the elderly, everyone knitted beautiful clothes for their beloved ones. As time passed, the knitting and weaving culture gradually evolved. Established in Macao over 20 years ago, Vendedor Lanificios Jammy is now not only selling yarn imported from Europe and Japan, but also hand-knitting a range of adorable accessories and knitwear under its own brand. With its creative ideas, it is indeed leading a new trend in this traditional handicraft industry.

### Creative design for heartfelt gifts

With the hustle and bustle of city life, most urbanites do not have the time to learn knitting. In view of this,

八、九十年代，全球興起了一股編織熱潮，無論是年輕女孩，抑或是老人家，都手執一線編織美麗的衣裳，讓心愛的人穿上溫暖的心意。時移世易，毛線與編織文化已逐漸轉型，在澳門經營了二十多年的織美毛冷，除了一直堅持銷售從歐洲及日本進口的毛線外，更活用一雙巧手，自家製作各類可愛飾物和服飾，為這項傳統文化注入新穎的創意，掀起另一股獨到的潮流。

### 創意設計 啟發心思

在忙碌的都市中，許多人未必能夠騰出時間學習編織技巧。有見及此，織美除了引入林林總總的毛線、配套工具與編織書籍外，亦特別提供代工編織服務，由專業的編織團隊代勞製作，將各式各樣的毛線編織成一件件獨特的毛衣、冷帽或小飾物，作為送禮或自用的良品。織



**Opening page:** Yarns from Italy. **Clockwise from top right:** Vendedor Lanificios Jammy offers high quality knitting yarns and a wide range of chic knitwear and accessories.

**開頁:** 意大利的毛線。  
**順時針由右上起:** 織美引入高質素的毛線，並設計出一系列特色的服飾及飾物。

“A professional team is in place to help customers knit sweaters, hats and accessories as gifts for friends or for self-use.

織美特別提供代工編織服務，將各式各樣的毛線編織成一件件獨特的毛衣，冷帽式小飾物。”

Vendedor Lanificios Jammy not only sells luxury yarn, knitting equipment and patterns, but also provides knitting services: a professional team is in place to help customers knit jumpers, hats and accessories as gifts for friends or for personal use. Vendedor Lanificios Jammy's professional knitting team also designs and weaves unique knitwear and accessories for sale. Drawing references from the knitting trends in Europe and Japan, the team creates the perfect knitwear in different colours and type of yarn for customers who do not have the skill to knit themselves.

In addition to that, Vendedor Lanificios Jammy also designs small and chic accessories. Products like key rings with embroidered letters are practical and fun, serving as a perfect gift for friends or relatives. It is also an expert in felted wool crafts (a recently popular handicraft), knotting, beaded jewellery and cross stitching embroidery. Customers can select

美的專業編織團隊除了為一眾不諳編織技巧的人士提供代工服務外，亦會自家設計一些獨特的毛衣款式及毛線織品，編織為成品出售。同時又會參考來自歐美及日本等地的編織潮流動向，運用具有不同質感、造型及顏色的毛冷或毛線，用家們即使沒有足夠技巧也能由織美代勞，擁有心儀的毛衣。

除此以外，織美也設計了多款精緻而別具心思的小飾物，例如以繡花線做出不同的詞彙，再鑲於小小的鎖匙牌之中，既實用又充滿趣味，作為小禮物送贈摯愛或親友，盡顯貼心。另一項近年大熱時尚玩意羊毛氈小手工，織美亦是箇中專家！織美在製作繩結、串珠首飾、十字繡圖等方面也擁有相當技術，顧客除可選擇自己心愛的DIY材料包、享受回家做小手工的樂趣，也可請織美代工完成這項可愛的任務。織美憑其出眾的手藝，在澳門早已享有良好的口碑。

#### 奠定歐日毛線專門店地位

織美在行內屹立二十多年，依然為顧客所追捧，主要是因為對貨品質素的堅持。織美特別挑選的貨品以歐洲線

their favourite DIY craft pack and make their own design at home or have the professional team from the company complete the task for them. With its exquisite craftsmanship, Vendedor Lanificios Jammy has developed a well-earned reputation in Macao.

#### Specialising in selling yarn from Europe and Japan

The uncompromising pursuit of product quality is the secret behind Vendedor Lanificios Jammy's success over the past 20 years. Among its specifically selected yarn, the majority are imported from Europe and Japan. The brands from Italy and the United Kingdom were chosen because they offer relatively more durable high quality threads. The company also recommends the colourful knitting yarn if customers opt for Japanese brands. The unique yarn texture available have made them popular among the younger generation. To allow more the possibilities and variations in knitting patterns, Vendedor Lanificios Jammy has also imported knitting yarn with various special textures and effects, striving to achieve a harmonious combination of modern designs and traditional handcraft.

#### Setting up online store to overcome the geographical barriers

Given the present business environment, Vendedor Lanificios Jammy understands that to open an online shop in order to expand its market was essential, so accordingly it has opened one to sell yarn from Europe and Japan. In 2007, Vendedor Lanificios Jammy won the 1<sup>st</sup> Macao Honour Board - Characteristic Shop Awards. It was also invited by Caritas to be the crochet and knitting judge for the 1<sup>st</sup> Macao Skills Competition for Disabled People in 2010. In 2011, the company accompanied the Macao's representatives Macao to Seoul in Korea to participate in the 8<sup>th</sup> Worldwide Skills Competition for Disabled People and served also as the judge in the knitting competition. All these demonstrate that Vendedor Lanificios Jammy is highly respected in the knitting industry and is indeed the pride of Macao. [M](#)

及日本線為主。在選擇歐洲線方面，來自意大利和英國的著名品牌，均具有極高水準的線質，耐洗度較其他國家的出品為佳。另一推介則為色澤鮮艷的日本品牌，其獨特新穎的質感，令不少年輕一族成為它的擁戴者。而織美亦引入不少特別造型的毛線，令編織效果變化多端，讓時尚設計與傳統手藝二合為一。

#### 開設網上商店 打破地域枷鎖

在追求高品質的大氣候下，織美明白到，要開拓市場，網上商店將會是大勢之選。以獨特的作品及高質素的產品作為亮點的織美開設了網上店舖，售賣品質優秀的歐美及日本毛冷。2007年，織美榮獲第一屆特色光榮榜的特色店舖榮譽，2010年獲明愛中心邀請，擔任第一屆全澳殘疾人士技能大賽的編織和勾針評判，2011年更隨澳的代表團到韓國首爾參加第八屆全球殘疾人士技能大賽，擔任編織這個賽項的評判。可見織美在編織界擁有崇高的地位，也在國際上為澳門增光。 [M](#)



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