

ATTENTION TO DETAILS

以雙贏 | 締造商機 |

In five decades, Vaian Handbags & Accessories grew from an embroidery workshop into one of Macao's leading handbag exporters

在五十年間，華人手袋製品廠由一所加工工廠發展成澳門首屈一指的手袋出口商

Many women believe clothing and accessories are key parts of their looks, but handbags flaunt their tastes and are a significant part of the fashion industry. Vaian Handbags & Accessories knows the sector's trends. The company started in 1966, primarily as a lace and embroidery workshop, and has ridden the momentum of process-manufacturing development in Macao to become a leading manufacturer of synthetic leather handbags.

Quality mid-range products

As an expert producer of handbags and wallets, Vaian has solid expertise in synthetic materials, including artificial fibres, sequins, rhinestones, laminated cotton and, most commonly, synthetic leathers. The company's success is built on producing finely crafted products, and its attention to details, says Vaian's sales manager, Patrick Choy.

不少女士眼中，服飾與配件都有助於突出個人形象。當中，銀包堪稱是品味的象徵，重要性更可媲美衣裝。華人手袋製品廠於1966年成立，當初主要以釘珠繡花等手工藝為主，隨着加工工藝日趨成熟，後期轉營製作人造皮銀包及手袋，廣受客戶歡迎，成為澳門業界的典範。

中檔次定位 展現優越品質

多年來均專注於製作銀包及手袋的華人手袋製品廠，在製作方面累積了豐富的經驗。對運用各種人造物料，包括人造纖維、珠片、閃石、印花棉過膠物料、使用最廣泛的人造皮等甚有心得。廠方的製作工藝非常細緻，善於拿捏銀包的細節部位。華人手袋製品廠銷售經理蔡伯成說：「我們除了注重用料之外，也會考慮許多其他要素，例如間隔大小、當地人使用習慣、貨幣放置空間等，這些都要根據產品的市場來定斷。此外，我們會將所有用料送到化驗所進行檢測，確保符合輸出地的要求，比如說美國就對塑化劑及重金屬有嚴格限制。細心瞭解不同國家的要求，才能讓客戶更有信心。」



This black bag has a vintage, stylish look.

黑色小手袋外型古典，同時不失型格。



“The company’s success is built on producing finely crafted products, and its attention to details.

華人手袋製品廠的製作工藝非常細緻，善於拿捏銀包的細節部位。”

Above: These clutches highlight Vaian’s highly sophisticated colour coordination.

上：華人手袋製品廠在配色上十分講究。

“Besides raw materials, we take into account an array of elements in the course of production,” he says. “These elements include the dimensions of bag compartments, the habits of our target audiences, the space assigned for banknotes, and more.”

The company is also conscious of the “regional variations in these elements”, Choy says, explaining how all Vaian’s materials undergo thorough laboratory examinations to ensure the end products comply with respective markets’ requirements.

華人手袋製品廠集中製造中檔次產品，近年更積極響應澳門政府的呼籲，成立品牌「Proserpine」（意思是天使），以支持「澳門製造」這項理念。Proserpine的設計主要針對上班族及成熟的女性，並已小試牛刀，較早前於展覽會中嘗試展出，得到在場人士的極高評價。該本土品牌有望衝出澳門，在國際市場上佔有一席之地，讓不同國家的人士認識到澳門本土的優秀製造商。

建立誠信 延續商譽50載

華人手袋製品廠已立足澳門接近50年，蔡伯成認為，企業能夠穩健發展半個世紀，與廠方緊守的宗旨不無關係。他說：「多年來我們一直堅持着『以客為本』的承諾，並提供最好的服務及產品予客戶。我們跟大部分顧客均能保持超過20甚至30年的長期關係。華人手袋製品廠會嚴格監控產品的質量及價格，希望帶給顧客物超所值的貨品。顧客若有任何問題，廠方都會第一時間作出回覆，體現優質服務的承諾。」

華人手袋製品廠的製品現時主要銷售至美國、歐盟等國家，蔡伯成更透露，傳統款式及質料，如蛇皮紋及鱷魚皮紋等，最為美國市場受落，顏色亦以黑、啡這類保守色調居多。歐洲市場則偏愛設計大膽的款式，色彩方面亦趨繽紛，且時尚感十足，讓人目不暇給。華人手袋製品廠擁有獨到的市場分析，加上用心的設計，得以在業界備受推崇，並得到客戶們的信任投票。M

“The United States, for example, is particularly stringent about the use of plasticiser and heavy metals,” he explains. “By painstakingly understanding the different requirements in different countries, we garner recognition from our customers.”

Vaian Handbags & Accessories specialises in mid-range products. Answering the Macao government’s recent call, however, the company established the Proserpine brand (“angel” in English) to support the “Made in Macao” concept. Aimed at sophisticated career women, Proserpine was well-received at its trade-fair debut, and the brand is extending its international presence to promote the excellence of “Made in Macao” products worldwide.

Strong brand recognition spanning 50 years

Vaian Handbags & Accessories has stood in Macao for almost 50 years, and Choy attributes the company’s robust development to its unremitting adherence to its founding principles.

“We remain steadfast in the “customer-centric” principle, and strive to provide the best services and products to our customers,” he says. “We have

maintained a two- to three-decade relationship with the majority of our customers.”

Vaian Handbags & Accessories also exercises stringent controls over quality and pricing as the means to produce value-for-money products, Choy adds. “We are responsive to each and every customer enquiry – a testimony to our service excellence,” he says.

Vaian Handbags & Accessories’ products are sold mainly in the US and Europe. Traditional styles and materials, such as embossed python and crocodile in black, brown and other classic hues are popular in the US, while the European market prefers bolder designs and colours with stylish flair, Choy says. Unique marketing insights and dainty designs are the pillars of Vaian Handbags & Accessories’ success in garnering recognition from industry peers as well as customers. M

Top, from left: Clutches in embossed python, with glittering effect and cut-out pattern

上：由左起：蛇皮紋銀包、亮澤感十足的設計及通花銀包

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