

MOVING WITH THE TIMES

千錘百煉 | 糅合商務時尚一體化 |

Company discards old-fashioned image formerly associated with business suits and embraces chic, fun-loving element

快菲爾顛覆了商務服飾一貫老氣的形象，塑造出外型時尚、充滿生機的產品

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恤衫的色彩與圖案選擇，都非常多元化，在剪裁上特別照顧港澳及亞洲人士體型。



Setting up a fashion label has never been easy. It has taken Fifie Menswear seven years of hard work to get to the stage today where it enjoys more than 80 per cent market share of Macao's business attire sector. The company owes its success to a team spirit that thrives on confidence, enthusiasm, resilience, and faith in its vision.

Flattering physiques

Fifie is committed to fashionable, down-to-earth designs by fine-tuning traditional sizes and shapes in small areas. Their suits, trousers and shirts feature colours and patterns with tailoring that flatters the physiques of men in Hong Kong, Macao and Asia. Styles change to reflect different fashion trends throughout the year.

無論身處何地，要創立本地的個人時裝品牌，從來都是一件艱辛的事。佇立澳門的快菲爾男士服飾經過27年的沉澱，以踏實的步伐走到今天，並在本澳商務服飾市場上取得超過八成的佔有率。今天的成績，全憑公司上下一心，以自信、熱誠、堅持願景及永不放棄的精神，為品牌目標付上無比的努力，成就快菲爾成為澳門時裝設計界的典範。

獨家專利 創製防污恤衫

主力提供商務服飾的快菲爾，一直堅守着前衛不浮誇的設計理念，只會在細微部位稍稍調整傳統外觀尺寸，以塑造外觀時尚、充滿生機的產品。當中最受男士歡迎的西裝、西褲及恤衫，色彩與圖案選擇非常多元化，在剪裁上特別照顧港澳及亞洲人士體型，並配合年度潮流趨向，令剪裁更貼身適體。快菲爾的靈魂人物梁國輝先生說：「由面料到鈕扣都經過嚴謹挑選，每件產品的數量少，故易於調節款式及剪裁，由設計至上架平均只需45天，保證新款產品供貨源源不絕。此外，我們更選購一些大型入口布商的精品布料，由於每匹布料碼數不多，故在布料質素上有一定保障，這樣就更符合我們對設計及生產的要求了。」他又表示，快菲爾現階段專注男士商務服飾設計和生產，在品質上已達爐火純青的境界，加上會為每個批次作詳細檢測，產品質素定必能夠滿足高要求的客戶。



Right: Leong incorporates a sweat-resistant fabric patented in 2013 into the shirts and suits of his collections. **Below:** Fifie offers products such as belts, ties and cufflinks.

右: 梁國輝將2013年發明的衣領和袖口汗液防專利，應用於旗下恤衫之中。**下:** 除了服裝外，快菲爾更設計出皮帶、領帶及鈕扣等產品。

Man Leong, the mastermind behind Fifie, says: "Besides design and cutting, we place an even higher emphasis on maintaining the standards for product materials and craftsmanship. Materials from fabrics to buttons are selected with the utmost care. As the quantity for each product is limited, it's easier for us to make changes promptly on style and cutting. The fact that a cycle from design to the rack only takes about 45 days means there is a steady supply of new products. We source the fabrics from large-scale importers. As there aren't many yards in a bolt of fabric, the quality of the fabrics is assured and this meets our standards for design and production."

He says Fifie is at the top of its game when it comes to quality control, meticulously inspecting and testing quality in a manner that would impress connoisseurs.

To raise quality further, Leong invented a sweat-resistant fabric in 2013, which has been patented in Hong Kong and the mainland. Patents are also pending in other countries. A woven strip of polyester fibre has been created especially for the neck and wrists. Stitched on the collars and cuffs, the strip prevents sweat from staining the fabric in these areas, keeping them clean, dry and comfortable at all times.

為進一步提升品質，梁國輝在2013年發明了一條特製的聚脂纖維織帶，專門應用於人體頸部和手腕皮膚經常接觸的部份，即衣領和袖口上，以阻隔人體汗液直接滲入衣領及袖口，讓穿着者全天候保持頸部及手腕皮膚乾爽、舒適及清潔。這個設計同時有助減低皮膚直接與領位和袖口布料產生磨擦，做成纖維破損，讓衣物更環保耐用、領位和袖口更圓順貼服。此外，它亦可減低因汗液污染而導致衣領和袖口布料變黃的問題，從而減省洗衣時間及降低用水量，有效保護水資源之餘，由於不須使用過多化學清潔劑，更可減少環境污染及對臭氧層造成之破壞，為環境保護出一分力。



The design can also enhance durability of the garment and make the collar and cuffs look crisper by reducing friction caused by contact between the fabric and the skin. It can also solve the yellowing problem around collar and cuffs by reducing sweat stains.

Chic winter shades

Fifie has incorporated fashionable trench coats into its winter collection as it looks to expand into colder climates. The new products comprise 100 per cent wool in the outer shell, complemented by a robust woven fabric. In a departure from the usual sombre winter shades, they add a chic element to business attire.

Leong acknowledges that young people live fun and busy social lives that often involve wearing suits. He has developed a broader market position that has seen Fifie move away from the old-fashioned image formerly associated with business suits, and embrace products favoured by customers aged from 18 to 58. **M**

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踏出澳門 迎合新市場需求

即將踏入2015年，快菲爾已準備就緒，向其他地區進發。正準備出外參展的快菲爾，因應其他國家及地區的寒冷氣候，特別於其冬季服裝系列中，增設時尚中禮元素。這些新品以100%羊毛面料，配搭編織紋理較粗犷的布料，作為冬季主題，顛覆了冬季一貫深沉的主調，讓商務服裝亦不失時尚元素。

梁國輝表示，現時年輕人社交生活多姿多彩，很多場合都須要穿上西裝，因此為快菲爾產品定出一個較廣闊的市場定位，務求讓18歲至58歲的客人，都能選購到合適的產品，擺脫西裝一貫老氣的形象。 **M**



Top: Fifie's winter collection. **Left:** Man Leong, the mastermind behind business menswear specialist Fifie

上: 快菲爾的冬季服裝系列。**右:** 快菲爾服裝有限公司負責人梁國輝

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