

HOME-GROWN FASHION

經驗與實力 | 開創高端本土品牌 |

Carmen Import and Export takes advantage of its decades of textile expertise to launch the high-end clothing brand Alexis Jordan

嘉明洋行有限公司憑藉數十年的製衣經驗，推出高端服飾品牌Alexis Jordan

The breathability and waterproof ability of the windbreakers are tested to high standards.

風褸的透氣度及防水度俱達極佳水平。

The textile industry in Macao has been traditionally dedicated to garment processing, with little interest in developing home-grown brands. However, this singular focus has made it more difficult to keep up with an ever-evolving market, pushing industry leaders to look for a breakthrough. Answering the challenge is Carmen Import and Export Co Ltd, which offers over 30 years of manufacturing experience and has given new meaning to “Made in Macao” with its highly diversified clothing brand, called Alexis Jordan.

High quality and style

While the migration of garment processing factories to the mainland was a key factor in the creation of Carmen Import and Export’s in-house brand, there was another reason behind the change in business strategy. According to Jose Tang, managing director of the company, the idea was sparked after a conversation with Chairman Xi Jinping.

澳門傳統的製衣業主要從事加工，廠商對創立自家品牌不太感興趣，但隨着行業生態的轉變，單靠加工已不足以維持競爭力，行內一些龍頭人物於是開始思考如何打破困局。備受業界推崇的澳門嘉明洋行有限公司以積極進取的態度，結合30多年豐富的成衣製作經驗，打造出適合不同層面及顧客的服裝，讓消費者重新認識何謂「澳門製造」。

質優時尚 高層次的品味

讓嘉明洋行立下決心創造自家品牌的環境因素，除加工業逐漸向內地遷移外，嘉明洋行董事總經理鄧君明先生坦言，也源自國家主席習近平當年到訪鄧君明廠房時的一段對話：「在2009年1月，當時擔任國家副主席的習近平先生到了珠澳跨境工業區，並到我們公司參觀。臨別前我問他何時再來探望我們，他對我說『鄧先生，當你擁有自己品牌的時候，我再來探望你』。這句話不但讓我思考良久，亦令我下定決心為澳門創造本土服裝品牌，因此Alexis Jordan便誕生了」。

當近距離接觸過Alexis Jordan的成品後，就發現它殊不簡單。無論在用料、手工或是設計上均達到國際級水準。鄧君明解釋說，此品牌是嘉明洋行結合30多年的經驗所得出的成果。「Alexis Jordan使用高級用料，布料全由外國進口。我們又與不同的設計師共同創作，積極發掘本土設計新人，讓他們有機會發揮創意」。



Macao) project is an initiative of the Industrial Association of Macau, which encourages members to create local brands. As a keen supporter of the project, Tang has designed and produced an array of quality casualwear for both genders and all ages.

"Quality has always been a top priority for us. In our casual lines, even parts like zippers are of top quality. The fabrics used on our windbreakers are tested to ensure that the breathability and waterproof ability are up to standards. We are meticulous in every little detail, taking even the size of the pockets and the completeness of stitching into consideration," Tang says.

"We hope that those from outside of Macao would be impressed by the high quality of M in M products and would acknowledge that they are on par with international standards."

M in M products by Carmen Import and Export are available at tourist hotspots around Macao and have proven to be popular among visitors, which ultimately will help to bring local brands to all corners of the world. **M**

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Above: Alexis Jordan's designs integrate high-quality materials with local tastes.

上: Alexis Jordan的設計融合高級用料及本地創作，甚具特色。

"In January 2009, Chairman Xi, the vice-president back then, visited our company at the Zhuhai-Macao Cross Border Industrial Zone," Tang says. "When I asked him when would he come and visit us again, he replied, 'Mr Tang, I will come again when you have your own brand.' His words put me into some serious thought and gave me the determination to found a local clothing brand for Macao, and Alexis Jordan was born."

Alexis Jordan produces one-of-a-kind items that are on par with international standards in terms of

鄧君明把品牌銷售對象設定為界乎30至50歲之間、具有高知識、高收入及有品味的男士。至於如何在芸芸男士服裝品牌中脫穎而出，鄧君明滿有信心：「除了用料上乘外，Alexis Jordan的剪裁亦非常細膩，細節位作工精緻，且備有兩組尺碼，適合西方人及東方人，可見我們的心思和誠意」。據知，Alexis Jordan早前於上海及香港展銷時均獲得非常高的評價，其他國家的買家亦反應熱烈，讓參與創立品牌的同仁非常自豪。

以一絲不苟的精神 創作M in M系列

除發展高端男士服裝外，在參與本土創作上嘉明洋行亦不遺餘力。澳門廠商聯合會為鼓勵本土設計，推出了M in M (Made In Macao) 計劃，希望旗下會員們共同參與創作，令澳門有屬於自己的品牌。鄧君明對此計劃大力推崇，並積極投入相關的設計及生產，推出了一系列優質便服，不論男女老幼一律兼顧。他說：「嘉明洋行一直非常注重質量，即使是便服，也會選用頂級的拉鍊等配件，而風褸所選用的布料，每匹都會經過測試，以確保其透氣度及防水度合乎標準。在設計上，亦會經過多番考量，像口袋的大小、接駁位的車工是否完善等，都能兼顧得宜。我們希望其他地區的人士接觸到M in M時，也會看到澳門製造的優秀品質，認同其已達國際標準。」現時嘉明洋行所推出的M in M產品均在不同的旅遊熱點銷售，而且反應不俗，深受遊客喜愛，讓澳門品牌揚名海內外。 **M**

material, craftsmanship and design, reflecting the founding company's extensive experience in the textile industry. Tang says: "Products coming under Alexis Jordan are made from high-quality imported fabrics. We are keen on unveiling local talents, giving them an opportunity to unleash their creativity via our collaboration."

The brand targets highly-educated and high-income males aged between 30 and 50, and Tang is confident that Alexis Jordan can stand out in the men's clothing market. "Besides high-quality materials, Alexis Jordan also involves delicate fittings and refined details. We built the brand up with deep thoughts and sincerity – you can tell that from the fact that we provide two sizes tailored for Westerners and Asians, respectively."

Alexis Jordan received overwhelmingly positive reviews from overseas buyers during appearances at trade shows in Hong Kong and Shanghai, a fact that the brand's founders take great pride in.

Supporting local talent

In addition to developing high-end men's clothing, Carmen Import and Export is also active in supporting local design. The "M in M" (Made in



Left: Jose Tang, managing director of Carmen Import and Export Co Ltd

左: 嘉明洋行董事總經理 鄧君明

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