



DREAM TURNS TO REALITY

敢於造夢 | 展示小女孩的創意天空 |

City's textile scion Steffi Chan turns her streetwise concepts into an international casualwear label
出身於製衣家族的陳嘉媛，以街頭元素打造出國際休閒服飾品牌「Dare To Dream」

A dream is the driving force behind the start of a business. A life without dreams or goals is a life without meaning. Tucked away in an alley near A-Ma Temple, one of Macao's famous tourist spots, a girl who dared to dream hit her stride in the world of fashion. Her name is Steffi Chan, and she has a sharp sense of the day's looks and a childlike enthusiasm for her customers, albeit without a major in fashion design. Chan's innovative designs highlighted her customers' individuality, and her fashion lines became popular.

Brand goes international

Grand Bright Internacional Limitada was established in 2011, and Chan is its managing director. Its own brand, Dare To Dream, features a wide range of clothing for men and women. Soon after its launch, the label was approached and later stocked by Hong Kong's high-end fashion chain D-mop. Its creations are also available at the retail stores of Anthropologie,

夢想是開創自我天地的首要條件，沒有理想、沒有目標，只會白活一場。在澳門旅遊勝地媽閣廟附近的一條小巷，一位勇於追夢的女孩並非主修時裝設計，但憑着對時裝獨特敏銳的觸覺，以及一顆赤子之心，仍勇敢地昂首闊步，在時裝大道上向夢想邁進。

大膽創新 別樹一格

鉅澤國際有限公司於2011年成立，旗下品牌「Dare To Dream」供應齊備的男女裝服飾，甫出道就得到香港高級潮流時裝連鎖店D-mop垂青，獲邀駐店銷售，現時更於國際連鎖服裝店品牌Anthropologie的美國實體店以及中國上海的YOHO！有售，可說是澳門極速崛起又揚名國際的品牌。董事陳嘉媛說：「由於家族本身經營製衣廠，所以我從小便對時裝設計很有興趣。留學期間，我會在課餘時間到不同時裝公司打工，吸收多方面的知識，亦從中瞭解到不同市場的需求及與客戶溝通的技巧，對後來與各大商號合作有莫大幫助。」雖然陳嘉媛年紀輕輕，但早已規劃好個人的職業路向，是年輕人的好榜樣。

Opposite: Designers are very detail-oriented. **Above:** The clothes are usually cut for a relaxed fit to make the wearer feel comfortable at all times.

對頁：設計師在細節位置花了不少心思。**上：**設計剪裁以輕鬆無負擔為原則，讓穿着者時刻感覺舒適。



an international apparel chain in the United States, and Chinese online shopping site YOHO!

Grand Bright Internacional Limitada has quickly found fame in Macao while making its way into the international arena. Chan says she was interested in fashion design at an early age, as her family runs a clothing factory.

"While studying abroad, I spent my spare time working for different fashion companies to absorb more knowledge about different topics, and gradually developed an understanding of the demands of different markets, and communication skills when dealing with customers," Chan says.

"It has proved hugely beneficial to my subsequent collaborations with major companies."

Despite her young age (WHAT AGE), Chan has set an excellent example for young people by making plans for her future career path.

從成立「Dare To Dream」那一刻開始，陳嘉媛已為品牌清晰定位，矢志打造大膽、創新、獨特、別具風格又帶點童真趣味的時尚休閒服。「在澳門並沒有自家設計品牌走這一路線，因此我便循着這方向走。幸運的是，我們擁有自己的製衣廠房，能準確掌握出貨時間及產品質素，避免為贏利而將貨就價。」接觸過「Dare To Dream」的產品後，便會發現無論是棉質或針織質料設計，觸感都十分細滑，而且印花精緻，屬上佳之作。剪裁方面則以輕鬆無負擔為原則，讓穿着者時刻感覺舒適。在設計上，陳嘉媛發揮天馬行空的本色，把各種活潑而玩味十足的圖案加入服裝中，並加強細節演繹，將更多元素滲入。服裝價格由380元至1,500元不等，主要針對中高檔市場，是對休閒時裝有要求人士的必然之選。

葡國元素 展現澳門獨特文化

經常閱覽潮流趨勢的陳嘉媛，在今季的設計中注入葡萄牙色彩，將一些在澳門看得見、碰得到的葡萄牙元素融入

After Dare To Dream was established, Chan has clearly positioned the brand as the producer of casualwear that is bold, creative and original with a hint of playful innocence.

"There's no self-owned designer label in Macao following this direction; that's why I go this way," she says. "Thankfully, we have our own clothing factory, so we can accurately control the time of shipping out orders and the product quality to avoid sacrificing quality for price."

Anyone who is acquainted with the Dare to Dream brand will find their designs are made with either cotton or knitted fabric of exceptional quality, and are smooth to touch with exquisite print patterns. The clothes are usually cut for a relaxed fit to make the wearer feel comfortable at all times. With her freewheeling creativity, Chan incorporates energetic and playful patterns into her clothing with a particular attention to detail, which results in fashion that incorporates multiple elements.

Offering products at a range of 380 patacas to 1,500 patacas to middle- and high-end markets, the brand has become a darling to discerning devotees of casual wear.

Portuguese elements portray Macao

Always keeping her finger on the pulse of fashion trends, Chan incorporates Portuguese influences into her designs in this season's collection. She turns the common sights and objects in Macao into graphic designs and accordingly injects personality into each piece of clothing.

"For example, the designs from this season were inspired by the window decorations that are commonly seen in traditional architecture, as well as the blue-and-white Portuguese tiles," she says.

Available in small, medium and large sizes, Chan's casual wear offers a much better fit than other labels' one-size-fits-all clothing. As a brand that has gone beyond Macao and broken into the international market in just a few years, Dare To Dream believes that its pioneering spirit will lead to greater achievements in the near future. **M**

“With her freewheeling creativity, Chan incorporates energetic and playful patterns into her clothing. 陳嘉媛發揮天馬行空的本色，把各種活潑而玩味十足的圖案，加入服裝之中。”

平面圖案，為每件服裝塑造個性色彩。「例如，傳統建築中常見的窗花，以及葡國瓷磚的藍白色彩等，都是今季的設計靈感。」她更提供大中小三個尺碼，比一般休閒服的單一尺碼來得更貼身稱心。品牌在短短數年間已衝出澳門、進軍國外市場，相信憑着「Dare To Dream」的開創精神，在不久的將來會取得更大成就。**M**



Left: Steffi Chan, managing director of Grand Bright Internacional Limitada's house label Dare To Dream

左：鉅澤國際有限公司旗下品牌Dare To Dream董事陳嘉媛

Above: Fashion under the hands of Chan incorporates multiple elements.

上：陳嘉媛將不同的元素放入其服裝當中。

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