



COMBINING INNOVATION WITH QUALITY

| 創新與質優 | 兼備

From passively taking orders to having an in-house design team, Wenbao Handbag Company is determined to showcase the city's creativity .
由根據訂單製作，到擁有自己的設計團隊，汶寶手袋展現出澳門獨有的創意。

With over 30 years of experience in making ladies' handbags and purses, Wenbao Handbag Company has come a long way from taking orders from clients in America and Europe in the 80s to having an in-house design team today. With the innovative team, the company has managed to carve out its niche on top of making custom designs for clients. While more than half of its exports are self-designed ones now, Wenbao strives to offer fashionable handbags and purses to meet market demands in Europe, South America and other regions.

有 超過三十年製作女裝手袋及錢包經驗的汶寶手袋有限公司，由八十年代起專門接收美洲及歐洲入口商的訂單製作，到今天擁有自己的專業設計團隊，以設計創新的理念打造出另一片天空！汶寶手袋現時超過一半以上的出口產品均為自家設計，為客戶提供款式、製造成品之餘，亦發展出自家品牌的市場，為南美、歐洲等不同地區的顧客提供更多時尚、新穎的手袋及錢包款式，與潮流並駕齊驅！

精巧手工 贏取客戶信任

一直以價廉物美的特質服務顧客的汶寶手袋，九十年代前主要根據客戶提供的設計款式及樣板選取合適的用料，然後大

This spread: Fashionable bags and purses designed and manufactured by Wenbao.

本開頁：汶寶出產設計新穎的手袋及銀包。

This spread: A great variety of colors and material is used in Wenbao's design.

本開頁：汶寶巧妙地利用不同的色系及用料作配搭。

Winning trust with exquisite craftsmanship

Before the 90s, this customer-oriented company mainly offered cost-effective options to its clients by mass-producing handbags based on the designs and samples given by their clients. After years of experience, Wenbao discovered that there was indeed room for development in the manufacturing industry. It realized that even though quality material and meticulous craftsmanship are of great importance, the design of the handbags needed to evolve with time as well. And it was such a thought that has driven them to develop their own design team. Taking “creative designs” as its principle, Wenbao releases a new and extensive collection of handbags and purses every season, with designs that respond to the fashion trends in many different countries. As a result, Wenbao has secured a leading position in the handbag business by constantly attracting clients from abroad.

Chasing trends with carefully selected material

Believing that using top-notch material is a key to a brand's success, Wenbao sees keeping up with the latest trends as another essential element to prolong the success. The design team defines their creative direction every year by forecasting the upcoming trends. The usage of trendy and highly popular colors such as mustard yellow, cobalt blue and greyish white also turns out to be an exciting move.

To echo the direction of the latest season, Wenbao incorporates a great variety of material and prints into their products, such as animal prints, faux camel fur, alligator grain, patent leather, textile art and genuine leather. Designs are specially arranged to suit different personalities, such as mishmash styles featuring different fabrics and symmetrical designs made from creasing and squeezing. The diversity of choices available allows retailers to showcase more options to customers. In fact, excellent quality, reasonable prices and fashionable designs are the



“Excellent quality, reasonable prices and fashionable designs are the three major pillars behind Wenbao's continuing success.

在用料優質、價格合理、款式新穎三大前提下，汶寶手袋的業務至今依穩健如昔。”

量生產。多年的歷程令汶寶積累了豐富的經驗，並深信製造業仍有發展空間，明白到除了手工精巧細緻、質料上乘外，手袋款式亦要與時並進，因此成立了自家的設計團隊，並以「創新設計」為宗旨，每季均推出大量款式新穎的錢包及手袋，設計上融合不同國家及地區的潮流，成功吸納世界各地的客戶，在業界奠定了重要地位。

嚴選優質用料 締造潮流之最

在選擇用料方面，汶寶手袋相信優質是每個成功品牌的重要元素，配合時尚的嶄新設計是延續企業的致勝之道。在手袋及錢包的設計上，汶寶手袋的專業設計團隊每年均會預視來季潮流，作為設計的大方向，並加入流行色系如近年大熱的芥茉黃、彩藍、灰白色，均令人驚喜；至於圖案及用料方面，汶寶手袋亦會以流行元素作為指引，譬如近年相當流行的動物皮毛圖案、優雅貴氣的仿駱駝皮、突顯個性的鱷魚紋、華麗時尚的漆皮、清新簡約的布藝以及永不言敗的真皮等；汶寶手袋在款式上亦能成功擷取潮流密碼，並塑造出適合不同性格人士配搭的款式，例如以不同質料拼合而成、或



three major pillars behind Wenbao's continuing success. It is the uniqueness and originality of their designs that motivate their customers to revisit again and again.

Going global

While the global economy has become unstable in recent years, Wenbao has sought to develop more markets in order to stand against the fierce competition. To attract new clients, Wenbao often participates in trade shows overseas to promote their creative and functional products, and so far the result has been satisfactory. As their products are sold abroad, it provides a good opportunity for other countries to take a glimpse of Macau's creativity and its passion for quality, while at the same time establishing the local brands as a symbol of quality. **M**

以皺褶壓出均衡對稱的外型等，均能切合不同人士的需求，讓零售商能作出多方面的發展，提供不同款式予客戶選擇。在用料優質、價格合理、款式新穎三大前提下，汶寶手袋的業務至今依穩健如昔，而且不少款式是市面上獨有的，反映出產品的原創性以及客戶的鼎力支持。

踏足國際 弘揚澳門品牌

近年來國際經濟環境不穩定，汶寶手袋致力於開拓市場、穩紮穩打，在激烈的同業競爭中，汶寶手袋時常參與國外展會作宣傳推廣，務求吸納更多的新客戶。設計創新而實用的產品令汶寶獲得客戶們的青睞，銷售情況亦符合理想；產品外銷至多個國家和地區，令用戶體會到澳門人的創意以及對品質的追求，讓澳門品牌成為優質象徵。 **M**

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