



Wai Son Hong's luggage bands are available in energetic hues.

惠順行織帶廠的行李帶的色調展現年輕活力。

GIVING DISTINCTIVE IDENTITY AND BUSINESS OPPORTUNITIES TO “MADE IN MACAU” PRODUCTS

創造個人品牌 | 尋找多元商機

Wai Son Hong takes on the platform provided to “M in M” products and introduces Macao-centric products which work perfectly as souvenirs.

惠順行織帶廠把握「澳門製造」這個平台，推出充滿澳門特色的亮眼手信。

In thirty years, Macao's Wai Son Hong has transformed from a foreign buyer to a manufacturer of elastic and stretch webbing. After decades of experience within which a solid foundation was built, the company is now seeing its products diversified into an array of sought-after accessories. As a Macao brand, it is dedicated to contribute to the local manufacturing industry.

Riding the wave of “M in M”

To introduce the Made-in-Macao products to the international audience and to create a commercial platform for local

從 依賴其他地區入口，發展至建立本地生產線，惠順行織帶廠三十多年來始終紮根澳門，以生產橡根帶/鬆緊帶為主要業務。隨著根基日漸穩固，亦開始生產其他配件，令產品更多元化，致力於為澳門的產業發展添磚加瓦，期望本地製造業繼續昂首向前。

以「M in M」開拓新路向

為推廣澳門製造業的發展，澳門廠商聯合會創立了「M in M澳門製造」項目，惠順行織帶廠充分利用了這一拓展平台，將廠內最專注的織帶技術融入具有澳門特色的設計之中，打造出「Yo! Macau」產品，以繽紛色彩、卓越質料為「Yo! Macau」建立口

enterprises to put forward their best debut, the Industrial Association of Macao launched the “M in M” (Made in Macao) project in recent years. Seizing this golden opportunity, Wai Son Hong unveiled a series of Macao-centric products that combine the city’s vibrant history with the company’s top-notch weaving technique under the brand name “Yo! Macau”. Responding to the discerning consumer demand for both aesthetically appealing and functional products, Yo! Macau’s most successful items have been the ones that are colorful and representative of Macao in appearance. In addition to traditional nylon webbing products, the company has also branched out to cloth belt and luggage band. Macao’s iconic architectures and World Heritage sites have become the inspiration behind the design of these new creations. Energetic hues, such as emerald green, creamy yellow, baby blue, regal purple and light brown are used to appeal to the younger demographic, while patterns and typography in contrasting colors have added characteristic to each piece. It is of little wonder that these signature items by Wai Son Hong have fast become the new sought-after souvenirs of Macao.

Another notable item would be the smartphone cases. The appearance encompasses many of Macao’s most celebrated sights, such as the Ruins of St. Paul’s and Guia Fort, and there are also models that feature the Macao-signature lotus pattern. From classic interpretations to the avant-garde ones, Wai Son Hong brings a myriad of choices for every shopper. The designs, built around the modern consumers’ desire to stand out from the crowd, have gained great popularity among the fashion-conscious youth. These “M in M” products have fast earned a reputation of fulfilling every facet that a perfect souvenir should embody.

Improving competitiveness with agile product development

In the 1980s, Wai Son Hong had undergone a series of restructuring. Via collaborating with schools to produce children’s backpacks, the company was inspired to take a foray into the handbag manufacturing industry. It was also with this inspiration that Wai Son Hong decided to develop



From far right: A souvenir that embeds local colors; cloth belts under the “Yo! Macau” series.

由最右起：充滿澳門特色的手信；「Yo! Macau」系列的布腰帶。

碑。問到惠順行最受歡迎的產品有哪幾款，該行負責人立即為我們展示了多款極具澳門色彩的產品。惠順行一向以織帶作為主要產品，專業的設計師卻利用廠內不同種類的機械設備創新成品概念，製造出布腰帶及行李帶！兩款產品在設計方面均以澳門著名旅遊景點及世界文化遺產景點作為主題，在選色方面亦以年輕活力的色調，如翠綠、米黃、粉藍、彩紫及淺啡色等為主色，而在織帶扣及織帶上，圖案或字款則運用對比色彩增添吸引力，有助於提昇時尚感，亦非常實用。作為惠順行的代表產品，它們亦見證著旅遊手信行業的新路線。

而另一驚喜之作，應屬以澳門特色風景為主角的智能電話套！設計師選取本地最具代表性的景點，例如大三巴、燈塔，或是象徵澳門的蓮花圖案等，為電話套增添了本土風味，加上畫風極多元化，讓喜歡寫實派及簡約風格的客人都能從中挑選出心愛產品。此系列深受年輕一族歡迎，可謂對準了青年人市場這個焦點，同時亦讓每位來到澳門的旅客選購既實用、又支持本地製造業的最佳手信。



“Wai Son Hong combines the city’s vibrant history with the company’s top-notch weaving technique.

惠順行織帶廠將織帶技術融入具有澳門特色的設計之中。”

self-deigned products, instead of merely responding to foreign orders. Among the different designs, the company’s handbags incorporate the elements of a fishermen’s village – distinctively with an old Macau style. Referencing a wicker fishing basket in its design, the handbags truly denotes the simplicity of a fisherman’s lifestyle, bridging the timeless quality of the old Macao with the city’s modern beauty.

The pursuit of continuous improvement

Wai Son Hong aims to provide consumers with products that excel in quality at reasonable prices, and its products have vividly embodies such a philosophy. As the company is in full control from material procurement to manufacturing, it is able to achieve its good of being “in pursuit of continuous improvement”. As the company’s products can be made in limited quantities, the designs can be constantly updated to keep up with the market trends. For instance, recently the company has started to produce a nylon handbag, which is 80-90% handmade with the remaining 10-20% manufactured by machines, and it is able to be kept in limited quantities as for each design. The distinctive manufacturing capabilities enable Wai Son Hong to enjoy a high degree of flexibility as compared with other competitors. **M**

種類開發 提昇競爭力

雖然惠順行以生產織帶為主要業務，但隨著八十年代中期的業務重組，惠順行憑藉對製衣技術的認識推出與學校合作生產幼稚園書包的概念，亦開始瞭解手袋的生產，這令一直根據客戶要求訂製產品的惠順行有了開發自家產品的念頭。在眾多產品中，惠順行所設計的漁村風格手提袋就以澳門開埠初期的漁港為概念，選取了捕魚用的漁籠為設計藍本，讓人感受當時漁民悠閒的生活，亦展示出澳門早期勤儉樸素的特色，延展澳門長久傳承的德育精神，讓這份情懷存留於現代社會。

不斷求進 永不言敗

經歷了多年的起落，惠順行依然挺拔屹立，憑藉的就是堅守信念的態度。惠順行絕不出售廉價劣質產品，更不會將貨就價，而是以實事求是的態度達到高水準的服務與誠信，並以「永不言敗、不斷創新求進」為原則邁步向前。惠順行由設計至生產都無需外求，生產可以做到限量化，亦能不斷更新設計及款式。現時更開始設計生產一款由織帶編織的手袋，當中約80%至90%為人手製造，機械生產部份只佔10%至20%，所以產量不多，每個款式都限量生產，由此可見惠順行的生產模式極具彈性。 **M**

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