



## 中小企把握新營商機遇 SMEs eye new business opportunities

隨着粵港澳大灣區的發展趨勢，不少本地中小企業均認為澳門經濟前景樂觀。當澳門與鄰近地區的聯繫更緊密，便意味着更好的機遇，促使中小企乘勢發展。

### 別樹一幟的原創服飾

成衣製造業是在上世紀 80 年代主導本澳經濟的骨幹行業，直至後期才開始逐漸走下坡。然而，這並不代表時裝行業已經不存在於本澳，剛剛相反，不少新一代的本地原創服飾品牌在近年漸露頭角，吸引時尚達人的目光。

Nega C.就是其中一個年輕本地品

The future of Macao's economy looks promising in the eyes of small and medium-sized enterprises (SMEs) thanks to the continued growth of the Guangdong-Hong Kong-Macao Greater Bay Area. Better connection with neighbouring regions means greater opportunities and local SMEs are moving fast to ride the wave of change.

### Fashion fast forward

The manufacturing of clothing was once the backbone of Macao's economy in the 1980s until the industry started to go downhill later on. That however does not mean the fashion industry has vanished entirely from Macao. Quite the contrary. A new generation of small, individual local brands are now attracting the attention of local fashionistas.

牌。由本地時裝設計師徐雅婷小姐於 5 年前創辦，Nega C. 是以復古設計為主軸的時裝品牌，演繹不同概念的時裝類型。Nega C. 的服飾店位於澳門雅廉訪大馬路，小小的時裝店內充滿格調，店內一半為自家設計、自家生產的服飾及鞋具，另一半為由韓國及世界各地進口的時裝。

Nega C. 的設計總監徐雅婷曾在英國攻讀時裝設計學位，因此作品的靈感亦主要源自英倫的時裝風格，「復古元素、碎花圖案、顏色拼搭及優雅的細節皆是我們品牌的主要特色。我們的生產模式屬少量製作，每個款式皆以優質、耐用的物料在我們的工作室製作，並通過嚴格的品質監控；因此，我們出品的服裝非常適合對衣着品味有要求、喜歡特別細節的時尚愛好者。」徐雅婷表示。

店內的陳列架上充滿着各款不同外形、顏色及細節的服裝，款色看來一點也不沉悶。對 Nega C. 而言，以新款式帶來新鮮感就是留住客人的最好方法。

目前，Nega C. 每一至兩個月便會推出一個新系列，合計起來，每一季有約推出 60 至 70 件新品供客人選擇。「由設計到生產，由銷售到市場推廣，所牽涉的前線及後台工作我都會親力親為，這樣能讓我掌握市場動向，有助我們確定推銷、減低成本及引入新機遇等方面的策略。」徐雅婷對本刊說。

「速食時裝」及網上購物的流行顛覆了全球的時裝零售業。以低廉的價錢快速地製造大量新產品，這種趨勢造成了品牌及賣家之間的激烈競爭。為了應對「快速」的市場環境，Nega C. 現正籌備在特色原創網站開拓銷售商機，

Nega C. Fashion Macau, a homegrown vintage reproduction design house, is one of Macao's up-and-coming fashion brands. Founded five years ago by local fashion designer Isabella Choi, Nega C. is taking its own spin on vintage-inspired style. Located at Avenida do Ouvidor Arriaga, Nega C.'s stylish boutique dedicates half of its space to in-house designed clothing items, footwear and accessories, whereas the other half of the shop sells imported trendy clothing items from South Korea and other regions around the world.

Nega C.'s own creations are inspired by fashion trends in England, where Ms Choi pursued her degree in fashion design. "Vintage elements, floral prints, playful colours and feminine touches are the signatures of my creations. Our production line is in small runs. Every piece of clothing is well-made with durable fabrics under very strict quality control at our production studio, so what we offer are perfect for sophisticated shoppers who seek fine details," explained Ms Choi, Creative Director of the brand.

The vibrant clothing racks at Nega C. are full of clothes in all different shapes, colours and details. They are anything but dark and dull. The best way to keep customers interested, is to keep up the hype and excitement of new products, Ms Choi said.

Nega C. launches a new collection every one to two months and introduces 60 to 70 new styles every season. "From design to production, retail to marketing, I'm involved in the front and back line of the business, which enables me to understand the market trends and determine better strategies for promoting sales, cutting costs and bringing in new opportunities," Ms Choi told Macao Image.

Fast fashion and a growing online shopping culture have dramatically changed the global retail landscape. Moving fast at lower prices leads to major competition among brands and sellers. To cope with the fast-changing business environment, Nega C. is planning on establishing their presence online. "Pinkoi is a renowned platform for original

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面對着充滿業界競爭的營商環境，Nega C.認為他們在營銷方面的工夫絕對需要加大力度。「品牌推廣能夠帶動銷售，甚至為我們帶來其他機遇。當下，我們正積極透過網上廣告及到不同地區參展，以提升品牌的知名度。我們希望能夠接觸到更多潛在的買家，為品牌的長遠發展打好基礎。」

designer brands. We're preparing to join the platform and start selling overseas through the partnership," said Ms Choi.

Jumping into a competitive environment requires a lot of effort, and Nega C. believes marketing is where their focus needs to be. "Brand awareness can lead to sales opportunities and much more. Currently, we are upscaling our marketing strategies through online ads and active participation in trade fairs. Through these means, we hope to connect with more potential buyers and lead to greater brand development in the long run," she added.



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**Nega C. 創辦人徐雅婷**

"Pinkoi is a renowned platform for original designer brands. We're preparing to join the platform and start selling overseas through the partnership."

Isabella Choi, Founder of Nega C. Fashion Macau