

Too many choices but nothing to choose Taiwanese go for creative fashion

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In general, the fashion market is stagnating. The only part growing is DIY fashion and customization. Catching up this momentum, the new German/Taiwanese Company Juuway offers DIY T-shirts. Customers upload own images and text and choose from countless pattern, fabrics and colours.

Young people in Europe and the USA are tired of mass production. Markets are overloaded with all kinds of fashion, but fashion they really 100% like is still missing. Customers search for individual fashion they can design by themselves. Only few companies yet offer DIY products to meet this demand, which is growing every year by over 30%.

In general, Asian fashion markets are some years behind American and European fashion markets. For example, Abercrombie & Fitch (A&F) is not doing well in the USA because their collections always look alike for many years already and US customers want something new and creative. Asian consumers are still very happy to wear an A&F shirt because this brand is relative new to the Asian market. But Asian consumers are catching up fast. Very soon they will be looking for the new trend which is DIY fashion. This is the fact what American and European markets show.

“When I came to Taiwan I was overwhelmed by the big offer of fashion and the amount of shopping areas and malls which offer all kinds of clothing. But somehow I had the feeling there are too many choices to pick and nothing is really 100% convincing to choose,” says Oliver Hickfang, Co-Founder of Juuway. Juuway means: Your way. Customers can go their own way and design what they really want to wear.

The German/Taiwanese team behind Juuway found out by interviewing people on the street and conducting online surveys: there is a strong demand for DIY fashion in Taiwan. But so far, no company offers such service and customers don't know how it can be possible to design own clothes online. “We found out the hidden demand for individual fashion and thought: this is the new mega trend in Asia and that is our chance to create something new.” After 8 months of setting up the homepage and organizing logistics and suppliers, Juuway went online.

“Juuway is open to the public for few weeks now and we already get great response. We have cooperations with fashion bloggers and count hundreds of registered users and thousands of facebook fans. Taiwanese are much more creative and search for new chances to express themselves than many people and even fashion experts expect. For example, we created an oversized T-shirt made of some 10.000 pieces of candy and displayed it. Several media wrote about it and the pictures on our facebook page got more than 15.000 clicks and likes.”

Currently, Juuway is holding a design competition. Young designers and students can upload their images to the online Gallery and win prizes in total more than 30.000 NT\$. The best images will be printed on T-shirts and sold on the Juuway platform; the designers will get commission on each sold product. The competition will be running until December 2012.

Juuway will go to the American- and German market in 2013. “We will prove that a new company can go global even starting in a small country like Taiwan. We are aware international fashion trends come from New York, London, Milano and Berlin. But we are confident to set a sign and show that Asia is not behind. European and American DIY companies only offer individual prints. With Juuway we not only bring the trend of customized fashion to Asia, we invent it new. We offer the whole set of customization where customers can choose pattern, fabrics, cuts, colours and much more. Who would expect this highly innovative concept coming from Taiwan? We will set new standards Made in Taiwan!”

As well in 2013 Juuway will expand their cooperation with shops in Taiwan and with celebrities and models who can design their own fashion line with Juuway and offer it to their fans. “Fans want to be close to their idols, the best way is to wear the fashion which their idol wears and which is even designed by them”.

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