

FashionForward!

Shanghai Tang: a vibrant fusion of "East Meets West"

Shanghai Tang sets out to create the first global Chinese lifestyle brand by revitalizing Chinese designs - interweaving traditional Chinese culture with the dynamism of the 21st Century. Thus, resulting in a vibrant fusion of "East Meets West." In fashion, Shanghai Tang continues to evolve its distinctive style whilst employing elegance, comfort and vitality.

Shanghai Tang's flagship store in the historic Pedder Building in Central, Hong Kong has two full floors of vibrant charm as traditional Chinese decor is juxtaposed against modern Chinese motifs and contemporary Chinese art. It is this very fusion that personifies Shanghai Tang's unique style throughout the world. In September 1999, Shanghai Tang opened two new shops in Hong Kong.

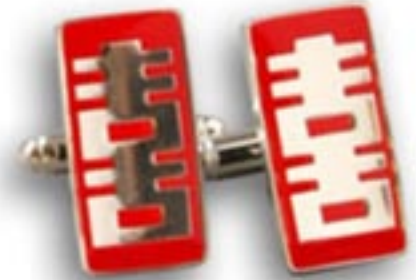
Shanghai Tang on Madison Avenue, New York

Shanghai Tang New York, is located in one of the most prestigious and coveted shopping districts in the world. Situated on 714 Madison Avenue, between 63rd & 64th Street, this new store is a landmark amidst all the excitement and glamour of mid-town Manhattan.

Shanghai Tang New York introduces its distinctive styling, blending traditional Chinese culture with the modernity and dynamism of the 21st Century to the sophisticated American client. As 'Money Magazine' notes, "New York's Shanghai Tang will do for all things Chinese what Ralph Lauren's clothing and accessories did for Americans."

Shanghai Tang in Singapore

In September 2000, Shanghai Tang opened its doors in Singapore, with its first store, located in Ngee Ann City. The success of the store in this fast growing Asian market shows optimism for further expansion within South East Asia.



Happiness Cuff Links



Napa Leather Hobo



Skyline Trench Coat



Lotus Print Blouse



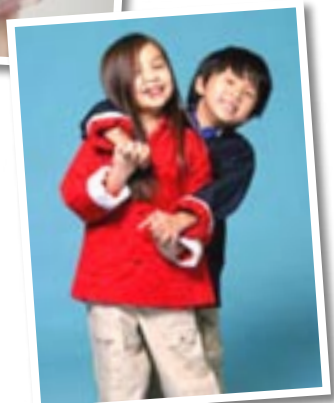
City in the Clouds Dress



Twin Dragon Shirt



Shanghai Print Shirt



Children's Kung Fu Jacket

Accessories Galore

Asia's fashion jewelry market is growing fast, with many retail stores continuing to expand their product mixes across a range from ready-to-wear to avant-garde pieces.

Idee Department Stores, Taipei

Targeting cosmopolitan women aged 18 to 35, brands carried at Idee are classified into two major categories - Japanese brands such as Tenshi no Tamago, Mirai Tenshi and Lovers Scene, which are mainly gift items and targeted at more conservative customers, and European and US brands, including Calvin Klein, Dyersburg/Kern, Agatha and Paris-based Clio Blue, for those looking for a strong identity and textured jewelry designs.

Idee vice president, Christina Ko, says, "Products that are trend-driven and can give our customers this season's look are at the top of our list. But we also choose products that can be easily mixed and matched with the latest clothing trends."

Isetan Shinjuku, Tokyo

Isetan Shinjuku is the hottest shopping spot in Tokyo, carrying complete selections of Japanese and major international designer labels all in one place.

This summer, it is out of the Caribbean islands and onto the catwalk with beach-inspired looks as a key feature in fashion jewelry. New York designer Stephen Dweck combines carved mother-of-pearl and antiqued sterling silver for enduring, wear-anywhere necklaces. Margo Morrison's collection features semi-precious stones in organic natural shapes, freshwater pearls and Swarovski crystals to create a refined, sophisticated look.



Isetan in Tokyo, Japan

Fall for Bags

Check out the latest options for sprucing up your wardrobe in bags this season!



Flap-Front

These simple, satchel-like options are perfectly pared down—a single strap, low-key clasps, muted colors—and always chic. We love the interplay of crisp metal details and the softly pebbled leather. \$29.99, a.n.a. by JCPenney

Chain Handle

In unusual shapes and an array of materials, these polished pieces have just a touch of attitude. Tough, industrial-looking links are a great foil for the velvety-plush leather. "Baby Fluffy Charm," \$265, Juicy Couture, shopbop.com.



Editor's Pick

Clutches with Detailed Closures

These stunningly slim, Old Hollywood-inflected evening options deliver a dose of glamour to any ensemble. I like this sleek and sophisticated embossed leather clutch, turns playful with a retro magnetic-snap closure. Embossed leather, \$514, Erva, shopbop.com

