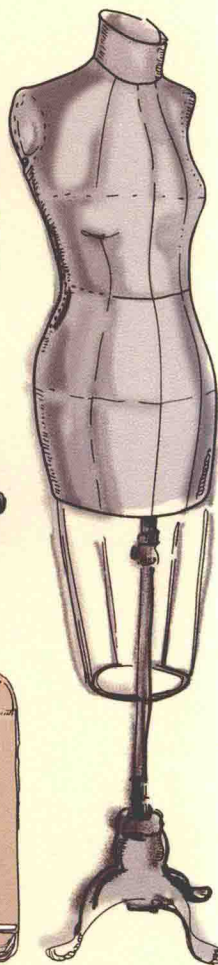


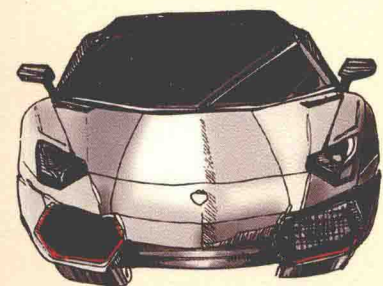
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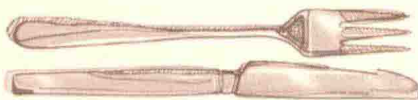
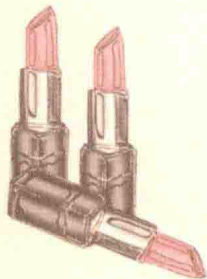
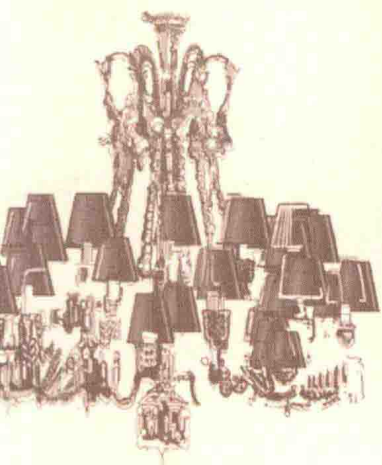
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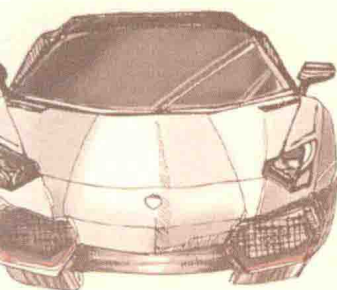
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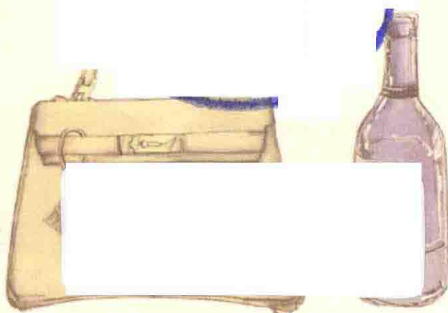
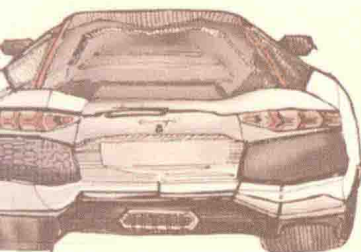
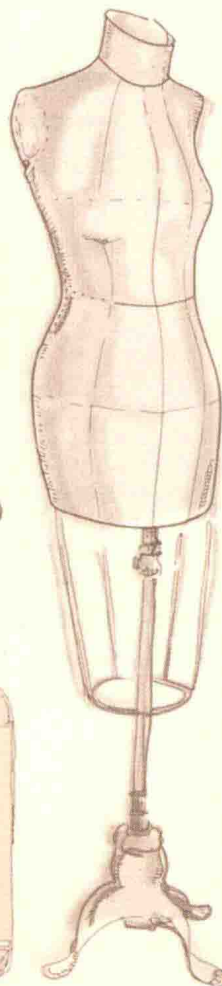
Fashion is Luxe



有时 价尚



杨永 (David Yeong) 著



清华大学出版社
北京

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图书在版编目（CIP）数据

时尚有价 / 杨大伟著. — 北京：清华大学出版社，2016

ISBN 978-7-302-42655-4

I. ①时… II. ①杨… III. ①消费品—品牌—介绍—世界 IV. ①F76

中国版本图书馆 CIP 数据核字（2016）第 013997 号

责任编辑：徐 颖

装帧设计：谢晓翠

责任校对：王荣静

责任印制：杨 艳

出版发行：清华大学出版社

网 址：<http://www.tup.com.cn>, <http://www.wqbook.com>

地 址：北京清华大学学研大厦 A 座 邮 编：100084

社总机：010-62770175 邮 购：010-62786544

投稿与读者服务：010-62776969, c-service@tup.tsinghua.edu.cn

质量反馈：010-62772015, zhiliang@tup.tsinghua.edu.cn

印装者：北京天颖印刷有限公司

经 销：全国新华书店

开 本：185mm × 250mm 印 张：10 字 数：278 千字

版 次：2016 年 3 月第 1 版 印 次：2016 年 3 月第 1 次印刷

印 数：1 ~ 3000

定 价：59.00 元

现在国内同胞消费能力很高，据闻现在全球供应的奢侈品中，大约有三分之一由中国人买走，这真的很惊人！回顾过去 10 年，很多内地同胞纷纷来香港购买名牌，而近几年甚至部分人会直接飞去欧洲国家买他们的心头好，可见他们对名牌的热爱。

有见及此，我写此书及以插画的形式表现品牌的目的是，是以轻松的手法让读者了解一些品牌的背景，以及让他们更明白到品牌的营造是需时的。大家现在见到外国高端品牌那么成功，影响那么深远，要知道很多都是经历数十甚至数百年才有今日的地位，而欧洲人对历史文物和艺术又是那么专重，所以品牌的孕育需时间沉淀才能成为传奇。此外，除了介绍一些国内热门的国际品牌外，我也引入一些有实力有质量的品牌给大家认识。读者更会发现这里所列举的并非单指服饰，还有个人嗜好如车、食品、酒、家具等，因“时尚”的意思并非单指服装，还包括个人品位。上次的《时装有品》给读者认识时装概念，今次的《时尚有价》就让大家认识品牌的背后故事！希望大家喜欢。

最后谢谢家人对我的支持，及插画团队成员 Alice、Filiz、Jack、Mario、mr. cardigan、Rachel、Roxanne、Sam 及 Stella 的帮助才能成事！当然两位重量级人物 Ms. Gladys Perint Palmer 及吕越教授给我写序，让此书生色不少！Thank you so much！

It is obvious to see that our Chinese compatriots have got strong purchasing power nowadays. It is also reported that for the supply of luxury products on market, 1/3 was bought by Chinese people. Such figure is totally astonishing! When we look back over the past 10 years, a lot of mainland compatriots have come to Hong Kong to buy luxury products, and even for the past 5 years some fled to European countries to purchase their likes straight away.

For this reason, the aim of writing this book with illustrations is to give readers a general understanding of some luxury brands' background, and also let them know that it takes time to run a brand with success. We can see a lot of foreign high end brands are successful because of their long history they have established, and also their attitude towards heritage preservation and art appreciation are well measured. To foster a legend takes a lot of effort. Apart from telling readers some popular international brands favored in China, I will also introduce a few high quality brands so that readers can take notice of them though they are not that high profile in China at present. Readers may realize that this book is not all about clothes and accessories but also vehicles, food and wine, home products, etc are included. Readers should understand the meaning of fashion is not only confined to clothes but also extend to one's lifestyle. My last book "*Fashion is Cool*" talked about the concept of fashion and this book "*Fashion is Luxe*" is to tell you successful brands' stories. I hope you like it.

Last, I thank my family for supporting me to author this book. And without helping hands from the illustration team, namely: Alice, Filiz, Jack, Mario, mr. cardigan, Rachel, Roxanne, Sam and Stella, this book cannot be done. And certainly, two "heavy-Weight" VIPs Ms. Gladys Perint Palmer and Professor Aluna Lu helped write prefaces for me made the book more than perfect! Thank you so much!

Preface

序——Gladys Perint Palmer

I have known David Yeung since 2012 when he approached me to teach online for the Academy of Art University's School of Fashion.

He stated that globalization takes place not only in business sector but also in education. Having lived in Hong Kong for more than a decade and I agreed with David's opinion that the people of Hong Kong look for challenges and new experiences outside their comfort zone.

Now he is preparing to publish a second fashion source book in China, sharing his expertise in premium fashion brands with mainland Chinese people. This illustrated book covers a multitude of brands, and "behind-the-scene" stories.

I am pleased to see there are many up-and-coming young Hong Kong illustrators. I wish David success in the near future.

Gladys Perint Palmer
Executive Vice President, Artistic Development
Academy of Art University
San Francisco

认识 David 时间不长，却印象深刻。在韩国时装艺术家双年展上遇见同去参展的他，尽管他以中国香港身份参展，其实他常住北京，并在北京服装学院任教。

他告知我他正在撰写一本名为《时尚有价》的书。之前他有一本《时装有品》，已经由清华大学出版社出版。David 作为一位在时装设计上有多年经验的导师，他把时装设计的那些有点庞杂、有点深奥、有点枯燥、有点艳丽、有点神秘的那些事，用十分通俗的方式一一呈现给读者，图文并茂，中英对照，很适合初学者和爱好者阅读。

祝愿他的《时尚有价》顺利出版，为时装设计大厦添砖加瓦，为时装设计书籍百花园添叶加花，也祝愿时装设计之园百花盛开。



艺术家、设计师、教授，中央美术学院设计学院教授，导师
中国服装设计师协会学术委员会主任委员
北京服装设计师协会主席
中国流行色协会理事
中国十佳服装设计师
2015年10月6日

目录 • Table of Content

不穿衣服的家伙：阿伯克龙比和惠誉	02	Abercrombie and Fitch — the naked guys
黑色女王多彩生活：艾格尼丝b	04	Agnes b — Queen of black with colourful life
没有史蒂夫·乔布斯，没有苹果？	06	Apple — Run without Steve Jobs?
奥迪：德国品质与工程诚信	08	Audi — German quality and engineering integrity
贵族象征的玻璃：巴卡拉	10	Baccarat — aristocratic glassware
皮鞋经典：巴利	12	Bally — the classic footwear
甜蜜与别致的童装：邦塔恩	14	Bonton — sweet and chic for kids
获胜的引擎！宝马	16	BMW — the engine that wins!
伟大的集团培养伟大的品牌：巴宝莉	18	Burberry — Great company makes great brand
*巴宝莉主帅：克里斯托弗·贝利		*Christopher Bailey — the Burberry's brain
西班牙农民：露营者	22	Camper — the Spanish farmer
时刻惊喜：佳能	24	Canon — Delighting you always
珠宝皇者：卡地亚	26	Cartier — the king of jewelry
真我的女人：香奈儿	28	Chanel — the woman in her
*老佛爷：卡尔·拉格斐		*Karl Lagerfeld — the Caesar in fashion
少女中的贵妇：克洛伊	32	Chloe — Girl with a fair lady's heart
*个性独特的斯特拉·麦卡特尼		*Stella McCartney — a woman with individuality
为了时装而活的人：克里斯蒂安·迪奥	36	Christian Dior — His blood is all fashion!
*一起起落落的鬼才：约翰·加利亚诺		*John Galliano — an up and down genius
*跨界天才：拉夫·西蒙斯		*Raf Simons — the man works across streams
制鞋大师：克里斯提·鲁布托	42	Christian Louboutin — guru of footwear designer
美国人的欧洲风味：蔻驰	44	Coach — Euro-style of American
走路的乐趣：卡路驰	46	CROCS — walk you fun
艾迪·苏莱曼：迪奥男士	48	Dior Homme — Hedi Slimmane
*让瘦男人成为超人：克里斯·万艾思		*Kris Van Assche — More superman than skinny man
回“味”无穷：蒂普提克	52	Diptyque — A “taste” of burnt scent
两个人的西西里岛：杜嘉班纳	54	Dolce and Gabbana — Two men bring Sicily taste
迪安德鲁卡：吃的情绪消费	56	Dean and DeLuca — emotional consumption in eating
护肤家族：雅诗兰黛	58	Estée Lauder — A family business of skin care
日本大神级牛仔裤：维苏	60	EVISU — the Japanese Godly Jeans
梦想中的飞马：法拉利	62	Ferrari — The flying horse in men's dream
有运动基因的设计师：弗莱德·佩里	64	Fred Perry — the designer has sports DNA
蛇发美人：詹尼·范思哲	66	Gianni Versace — the chic Medusa
意大利时装大师：乔治·阿玛尼	68	Giorgio Armani — the Italian fashion the great
竹节柄的古驰	70	Gucci — the bag with bamboo handles
*女生捉不到的恋人：汤姆·福特		*Tom Ford — Women cannot catch the lover-to-be
欧洲版无印良品：河马生活店	74	HEMA — A Euro version of Muji

艺术的优质之饮：轩尼诗	76	Hennessy — the art of quality in drinking
丝巾的代名词：爱马仕	78	Hermes — the synonym of scarf
现代、休闲和运动：雨果波士	82	Hugo Boss — Modern, Casual and Sporty
周仰杰：一位在英国的马来西亚设计师	84	Jimmy Choo — A Malaysian designer in UK
Kusmi：品尝香草茶味道	86	Kusmi — A taste of herbal tea
啖啖名贵：拉贝瑞	88	Labeyrie — every bite is luxe
斗牛跑车：兰博基尼	90	Lamborghini — the racing bull
登录你的旅程：路易·威登	92	Louis Vuitton — sign in your journey
*别了，马克·雅各布		* Farewell to Marc Jacobs
*尼古拉斯·盖斯基埃：得到外观，得到袋子		* Nicolas Ghesquière — Get the look, get the bag
淘气手提包女王：露露·古尼蒂	100	Lulu Guinness — Queen of cheeky handbags
由3M到2M：梅森·马吉拉	102	Maison Margiela — from 3M to 2M
马绍尔：耳机好声音	104	Marshall — Studio sound for ears
纯感度：梅塞德斯·奔驰	106	Mercedes Benz — Sensual purity
蒙克莱：暖烘烘的外套	108	Moncler — In the heat of the jacket
有“胡子”的电动自行车	110	Moustache — the bike with “moustache”
不为人知的高端行李箱：摩纳	112	Moynat — A low profile posh trunk
简约之选：无印良品	114	Muji — the choice of simplicity
007手上的欧米茄	116	Omega — the watch on 007's wrist
出镜率最高的甲油：O. P. I	118	O.P.I. — the most people known of nail lacquer
保罗·史密斯：幽默机智的绅士	120	Paul Smith — Humorous and witty gentleman
伯爵：世界上最薄的手表	122	Piaget — the world thinnest watch
意大利少妇：普拉达	124	Prada — the Italian young lady
*淘气少女：缪缪		* Miu Miu — the naughty girl
“金劳”：劳力士	128	ROLEX — the “Gold Ro”
鲁纳尔：活泼生动的葡萄酒	130	Ruinart — vivacious and lively grape wine
三星：创建一个更好的电子世界	132	Samsung — Creating a better digital world
水晶梦幻：施华洛世奇	134	Swarovski — the crystal fantasy
少女蓝色的梦：蒂芙尼	136	Tiffany — Girls' blue dream
梵克雅宝：神级珠宝	138	Van Cleef & Arpels — “Haute” Jewelry
维多利亚的秘密：告诉我你的秘密	140	Victoria's Secret — Show me your secret
薇薇安·韦斯特伍德：永远的朋克女王	142	Vivienne Westwood — Queen of Punk as ever
山本耀司+Adidas=Y-3	144	Y-3 — Yojihi + Adidas
西装大师：杰尼亚	146	Ermenegildo Zegna — the Bespoke Suit Master
香烟伴侣：芝宝	148	Zippo — the companion of ciggy

Fashion is Luxe

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不穿衣服的家伙：阿伯克龙比和惠誉

要解释“咸鱼翻身”，阿伯克龙比和惠誉（Abercrombie and Fitch, A&F）绝对是一个好例子。A&F 1892年由戴维·阿伯克龙比（David T. Abercrombie）和埃兹拉·惠誉（Ezra Fitch）在美国曼哈顿创立，专营高级运动和旅游服装，但公司在20世纪70年代出现财务困难，“苟延残喘”到1988年被The Limited公司并购，才得以重生；随后品牌重新定位为“奢侈休闲服”（casual luxury），以大学生为主要销售对象。当时为了建立新形象重振雄风，找来一班筋肉少男少女拍产品目录，那些模特不单穿着衣服好看，连不穿衣服也一样好看，所以要拿产品目录，得18岁以上才行。我一位女性朋友多年前到美国出差，亦到A&F潮店拜会一番，结账时顺便拿本目录，怎知售货员要她出示身份证证明已成年，真是哭笑不得——西方人以为东方人真有长生不老药，个个都是青年才俊？不单这样，A&F还遭到一群正义家长“抵制”，据说是因为衣服设计过分性感，有鼓吹性早熟之嫌。谁知2012年A&F香港中环旗舰店开幕，还是请来一班筋肉型男，赤膊露胸，迷倒一众靓女靓太，只因爱美都是人的天性！今时今日，不用成年才可穿A&F，A&F kids在1998年开始销售，对象为7至14岁的儿童。

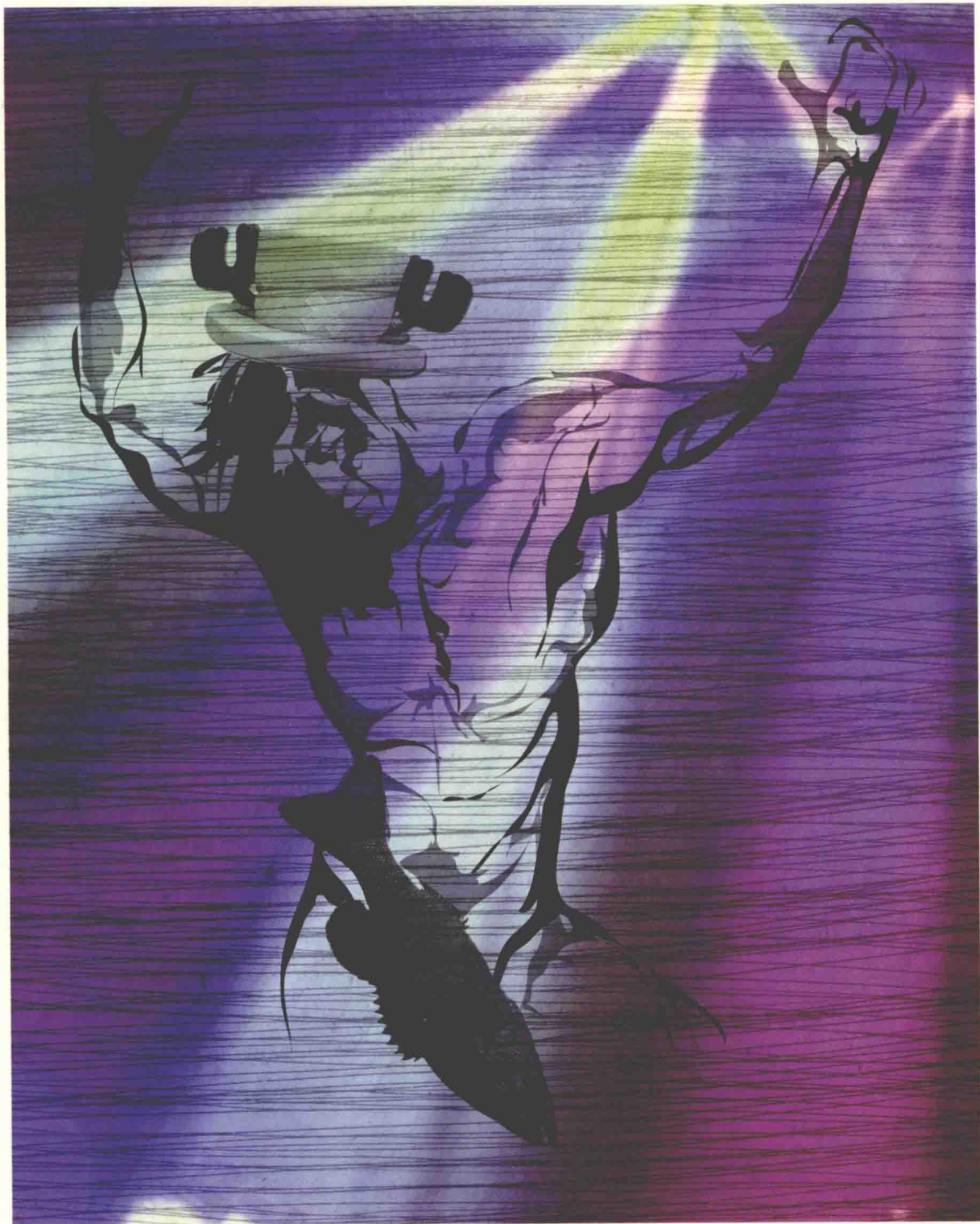
虽然品牌宣传高级形象，但A&F做事手法也有“下流”的时候，并在多次不平等和种族歧视案件中被判罚款，更使其“声名大噪”。于是，被人告得多总要反击一下，就是人红有人跟——American Eagle Outfitters“借用”A&F灵感赚得盆满钵满，可惜法庭说还没有使消费者产生混淆……

此外，在2015年4月，他们说不会在商店里使用裸体模特推广，你认为他们能够保持多长时间？

We can use “revival” to describe the brand Abercrombie and Fitch. In 1892 it was founded by David T. Abercrombie and Ezra Fitch in Manhattan, US. It first focused on high-end sport and traveller's wear. In the 1970s, it had financial difficulties and the business slumped. Till 1988, it was acquired by The Limited group and then the brand was reborn. They remarketed a new position and they mainly did casual luxury. The target group should be university students. In order to sell a new image, they find nice body forms of boys and girls for catalogue promotion. As the models almost looked naked on catalogues, people who aged over 18 could allow to take it. For this issue I had a friend and she had a business trip in US many years ago. She visited the shop, bought some clothes and when checked the bills, she wanted to take away a catalogue. By that time, a salesman insisted her to show her identity card for fear that she was not over 18. My friend was a bit annoyed. Perhaps western people always mistake for Asian people do look forever young! Besides, parents do not like A&F too as their campaign always stress sexy and seductive body figures. Don't you know when they opened a flagship store in Central Hong Kong they hired a lot of shirtless male models who showed off their rippling muscles that drew a lot of ladies attention? Today, not only adults can wear it, if you are aged between 7 and 14, you can wear their A & F Kids as it was launched in 1998.

Though the brand stresses a high-end image, the business strategy runs on a contrary way. The company was fined many times for inequality and racial discrimination and in the end made it notorious. They also brought their keen competitor American Eagle Outfitters to lawsuit because they thought the latter “borrowed” their inspiration. However, the court concluded that their style was different and customers could distinguish it.

By the way, in April 2015, they confirmed that they would not use naked models to promote in shops anymore. Do you think how long they can stay?



Abercrombie and Fitch claims they will not use naked models for promotion anymore. Will you believe it?

Abercrombie and Fitch声称他们不会再使用赤裸裸的模特，你会相信吗？

Shop in Hong Kong: 12 Pedder Street, Central, Hong Kong

香港地址：香港中环毕打街12号

Illustration/插图：Sam

黑色女王多彩生活：艾格尼丝 b

“无论是设计或生活，我都是踏踏实实做自己喜欢的事！”这就是我们的艾格尼丝 b (Agnes b) 小姐。她 19 岁已诞下双胞胎，翌年就与爱人分开，这样的人生可以怎样？她毕业于卢浮宫学院 (Ecole du Louvre)，读的虽不是设计，但独特的风格已为她赢来第一份工作，就是在《ELLE》杂志当小编。在那里，她对时装的兴趣得以启蒙，两年后就离开了沉闷的文字工作，转投 Dorothee Bis 门下，做自己喜欢的设计工作，就算薪水低，没有假期也在所不计。

1975 年，她在 34 岁时建立了 CMC (Agnes b 的前身)，同年在 Rue du Jour 开设第一家店，好友成为她第一批忠实的顾客。Agnes 的风格是恒久和略显中性，所以在 1981 年，她设计的男装也面世了。两年后，她在纽约的苏豪 (Soho) 区开设第一间海外店，其他商品陆续面世。今天我们可以买到印上 Agnes b 签名的童装、孕妇装、手表、包、鞋、护肤及化妆品，购物之余可以在她的咖啡厅休息一下，或买束花点缀家居，一切与自然美好的东西都可以在她的店里找到。也许因为生于法国，培育了她对艺术、电影和音乐的热爱，看见她的作品，就像读懂她的情趣，一生追求简单完美。今天不单在世界各地可买到她的产品，她关爱社会的行动也惠及世上有需要的角落，特别是艾滋病病人。

最早识欣赏 Agnes 的亚洲地区应是日本，因为法国和日本有一条无形的纽带连结着，特别是 20 世纪 90 年代，每个女孩子必有一件 Agnes 的横间条 T 恤，或是一件黑色的圆领按扣针织外衣，那间条是由肩膊下开始的，所以特别容易记认。今天虽然全球拥有超过 200 间分店，但 Agnes 家族并没有忘本，仍然把大部分的生产制造放在家乡，这都是饮水思源的好见证。

"To me, there is a consistency between the fact that the clothes are made here and what I am, what I do, what I love to do". So it is quoted from our Agnes b. She gave birth to twins when 19. And next year she separated with her lover, and so what would be her life then? She graduated at Ecole du Louvre. Though she did not choose design, her individuality helped her find a job in ELLE working as an editor. Inspired by fashion, she quitted after 2 years and worked in Dorothee Bis. Even though the pay was low and had not many holidays, she was keen at it.

In 1975, she was 34, and she established a company CMC, a former Agnes b entity. The same year she opened a shop at Rue du Jour and good friends became her first lot of clients. Agnes b's style is long lasting with a touch of unisexuality. Hence in 1981, she designed menswear. After 2 years, she opened a shop in Soho, US. And afterwards, she had a lot of shops set up overseas. Today we can buy her print logo "Agnes b" whatever in kidswear, maternity wear, watches, bags, shoes, skin care products. After shopping we can either rest at her café corners or buy flowers from them. You can find natural beauty things inside her shops. Perhaps she was brought up in France, she has fostered a good sense of art and admiration of movies and music. So when you view her product, you can understand her taste and she longs for simplicity, and you can find her products across the globe. Besides business, she also cares about social issue particularly in the area of aids.

The first Asian country which admires Agnes b is Japan because France and Japan has an invisible good linkage of relationship. In the 1990s, every girl would wear stripe-T by Agnes, or a black crew-neck of a sweater with snap buttons, and the stripes started below the shoulder line. Today, her shops has more than 200, but most products of Agnes are made in France to express the sense of belonging.



Agnes b, a woman who understands and enjoys the art of life.

Agnes b, 一个懂得享受生命艺术的女人。

Shop in Hong Kong: Shop 256, Pacific Place, Admiralty, Hong Kong

香港地址: 香港金钟太古广场256店

Illustration/插图: Alice Cheung Suk Ying

没有史蒂夫·乔布斯，没有**苹果**？

谈起苹果电脑，相信没人会异议其精神领袖是史蒂夫·乔布斯。他是一位有创见有魄力的领导，但同时是一位又固执又火爆的工作伙伴。无可否认，没有他的智慧，我们的电脑、智能手机不会发展到如此地步，原本在电脑发展上的微软（Microsoft）也不能一门独大；而苹果与三星的白热化竞争与诉讼也证明了手机程序设计的重要性及灵活性。相信坊间很多著作已谈及乔布斯，现列举一些大家应该知道的重要时刻：

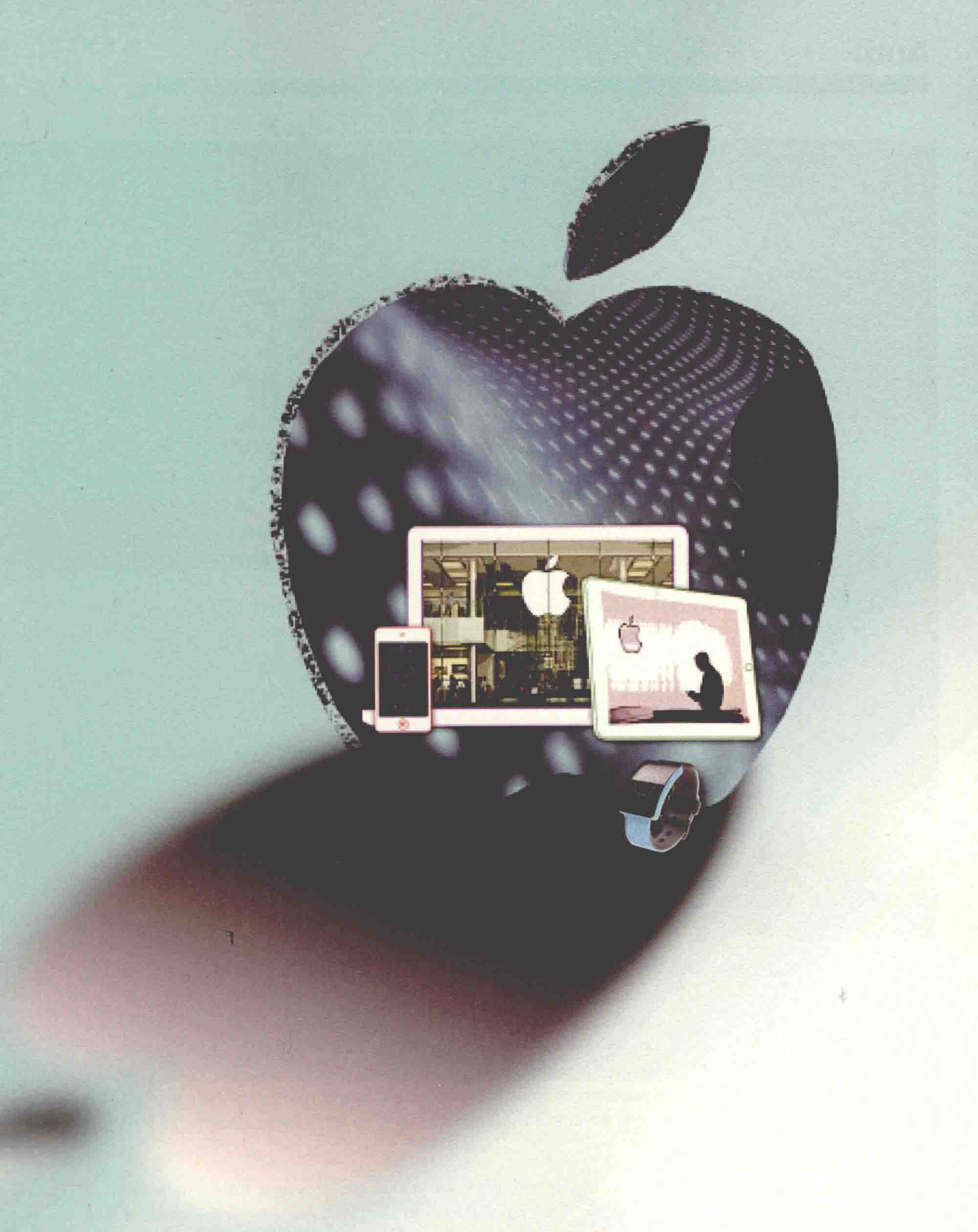
乔布斯 1955 年出生于加州，但遭亲生父母遗弃，他本人临终前也不愿见生父一面。1976 年 4 月 1 日，他与朋友沃兹尼亚克及韦恩成立苹果公司，而苹果商标的灵感是来自物理学家牛顿“苹果从树上掉下来”的创作。1977 年出售最早期的苹果电脑。1984 年生产 Macintosh 电脑。1985 年乔布斯与各人意见不合，另外成立电脑公司 NeXT，并在 1986 年以 1000 万美元购入皮克斯（Pixar）成为主要持股人制作动画。1996 年乔布斯重归苹果，改朝换代，从此苹果大放异彩，并于 1997 年推出彩色 iMac 电脑，2001 年推出随身数码播放器 iPod，2002 年有 touch wheel iPod II。2004 年之后，陆续有 mini iPod、iPod nano、iMac、MacBook Pro 面世。2008 年有 MacBook Air 和 3G iPhone；2010 年有 iPad、2011 年则有 iPad II。美国时间 2011 年 10 月 5 日，他因胰腺癌逝世。在此之后，iPhone 5、iPhone 5s 及 iPhone 5c 分别于 2012 年、2013 年发售，iPhone 6 和 iPhone 6 plus 于 2014 年发售，2015 年则有 iWatch。

乔布斯曾说过：“人的创见会决定他成为带领者还是追随者。”这是他的格言。而他的离世或多或少影响到苹果的业绩，也令这世界丧失了一点色彩。我自己都是设计人，也用苹果电脑和手机等，当然明白为何设计师都情倾苹果，它简单的美学和使用方法，完全配合个人的独特风格。虽然灵魂不再，但我想他的精神是不会散的。现在苹果由蒂姆·库克（Tim Cook）领导，他强调苹果没有因乔布斯离开而有任何改变，并会一如以往研发创新。就让我们拭目以待，为乔布斯在世上把关！

When talking about Apple, there is no doubt Steve Jobs was the guru of the company. He was the brain and the innovator but at the same time stubborn and fiery. Nevertheless, the way he explored on computer technology and smart phone development had changed the lives of mankind. Even Microsoft had to strive hard to compete with Steve and lawsuits between Samsung and Apple has proved how keen the competition is on market. In fact, a lot of news talked about Steve's biography already. Now I highlight a few memorable milestones in his life:

Steve was born in California 1955. He was deserted by his bio-parents and even he did not want to reconcile with his father before dead. In April 1 1976, Steve Wozniak, Ronald Wayne and him started up the company. The logo was inspired by the physicist Newton's apple which fell off a tree. In 1977, the company made the first computer. In 1984, they made the first Macintosh. In 1985, Steve could not get along with the partners and left to establish another computer company NeXT. In 1986, he paid US\$10 million to own Pixar to produce animation. In 1996, he was back to Apple and thereafter the company boomed. Incredible products were launched such as colour iMac computer in 1997. iPod, a digital music player device was made in 2001. In 2002 a touch wheel iPod II was invented. After 2004, we had mini iPod, iPod nano, iMac and MacBook Pro. In 2008 we had MacBook Air, 3G iPhone. In 2010 we had iPad, and then iPad II in 2011. However, Steve died of pancreatic cancer on Oct. 5 2011 unfortunately. Still, iPhone 5, iPhone 5s and 5c were all launched between 2012 and 2013. iPhone 6 and 6s were just launched in 2014. In 2015 we have iWatch.

He once claimed that innovation distinguishes the difference between a leader and a follower—He definitely was the former. His death really affected Apple business in the past 4 years. In fact, his pass-away made the world a bit dim too. Being a designer, I also use Apple laptop and Iphone. I think simplicity in design and innovative technology are the keys! Though Steve was gone, the spirit is still here on Apple. Now Tim Cook is the leader and he stressed that there was no change and they kept new technology going. Let's see how he leads it!



Inspired by a HK Poly University student who gave tribute to Steve: I did mine.

灵感来自香港理工大学学生纪念Steve: 我创造了我的。

Shop in Hong Kong: IFC, Hong Kong

香港地址: 香港IFC国际金融中心

Illustration/插图: David Yeung

奥迪：德国品质与工程诚信

奥迪（Audi）是“德国名车三宝”之一（另外两者是宝马和奔驰）。它从属于大众集团（Volkswagen）。贵为名车，自有其原因。自 1885 年至今，奥迪都是豪华轿车的佼佼者，不单有漂亮潇洒的外形，其内部设计豪华也是成功因子之一。更重要的是，他所追求的都是成功男性的梦想，像兰博基尼（Lamborghini）跑车一样！创始人之一奥古斯特·霍希（August Horch）为奥迪命名，其名在拉丁语中为“听”之意。奥迪总部在德国的英戈尔斯塔特（Ingolstadt）。1932 年，奥迪合并霍希（Horch）、DKW 和流浪者（Wanderer），成立汽车联盟股份公司。四环的奥迪徽章象征着四个品牌的联合。而大众集团在 1964 年 12 月收购了大部分汽车联盟股份公司的股票，1966 年年底，奥迪成为大众集团旗下的全资子公司。

然而在战争时期，这个做法是失败的。第二次世界大战期间，因经济萧条，奥迪曾一度绝迹，到 1965 年才重返市场。今日中国贵为最重要的经济发展国，对豪华轿车需求日增，奥迪更被中国政府选为官方专用车，大大提高了在中国的身份和市场。个人意见则是，眼见很多专车也用黑色奥迪，虽然型号不同，但总觉得太有“官方”的感觉，缺乏个性。我反而喜欢兄弟公司大众，因为喜欢自己驾车，贪它的甲虫车变化多端，且车身细小容易走位，当然奥迪卖的是豪华房车，自有司机侍候。所以大家请不要自驾 Audi，否则被以为是司机就不好了！

2000 年，奥迪纪念馆于德国英戈尔斯塔特成立，里面摆放着奥迪过往名作，及其他“三环”之汽车作品，更设有临时区及永久区：前者展示最新当代作品，后者是展示 1899—2000 年间的作品。若读者有兴趣，可参考此地址：Audi Forum Ingolstadt, D-85045 Ingolstadt.

Audi is one of the Germany three most important auto cars. The others are BMW and Benz. Audi is under Volkswagen group. It is expensive because of its history started from 1885, with good performance, high quality of interior and beautiful exterior design, it is always mens' dream car! Just like Lamborghini that every man wishes to own one! "Audi" was named by the founder August Horch and when you translate it to Latin, it means "listen". Audi is headquartered in Ingolstadt, Germany. In 1932, Audi merged with Horch, DKW and Wanderer to form Auto Union AG. The "four wings" of logo represents these four brands as stated. Volkswagenwerk AG acquired the majority of shares in Auto Union GmbH in December 1964, with Audi was fully owned by the group from the end of 1966.

However, it was not that successful during wartime. In World War II, the world economy slumped and it made Audi collapsed. Till 1965 it could come back! Nowadays China market is absolutely important as people of mainland look for good posh car and also China government commissioned Audi to be official car for the China officials and thus it makes the brand soar on market. It seems a lot of them are black outlook and too formal despite they have different models. On the contrary I like Volkswagen more as I like driving by myself and the design of beetle in form amuses me more as it is smaller and easier to control. Certainly Audi is a posh car and usually they have a private driver to serve their boss. And so you'd better not drive but hire one to serve you instead.

In 2000, Audi museum was founded in Ingolstadt, German. Inside the museum, they exhibit a lot of masterpieces and also other "3 wings" works. They have divided to temporary and permanent sections. The former displays current modern work whereas the latter displays their models between 1899 and 2000. If you feel interested, please refer to the following: Audi Forum Ingolstadt, D-85045 Ingolstadt.



Audi has got good quality of interior and exterior design, is like a nice shoe walking free with distinctive quality.

Audi 有良好的内外设计，就像优良的鞋子一样无拘无束地走动。

Shop in Hong Kong: 18 Harcourt Road, Admiralty Centre, Admiralty, Hong Kong

香港地址: 香港金钟海富中心18号一楼

Illustration/插图: Sam