eslite's 35th Anniversary: Live Your Dream!
Each exciting and highly anticipated encounter,

every charming and captivating story,
fuels our journey towards a better future.

ESLITE
— SPECTRUM —

eslite 35th Anniversary

Live your Dream

Sailing Towards Dreams

BAN QIAO & XIN BAN

誠品生活 板橋 & 新板

| Profile |

eslite spectrum Banqiao exudes energy and enthusiasm, akin to an eager planner who loves crafting delightful surprises. Through food and trends, it brightens everyday city life, making it more vibrant and colorful.In contrast, eslite spectrum Xinban offers a warm and refined ambiance, like a calm and composed lifestyle enthusiast who cherishes sharing the charm of books and moments of leisure.

| *eslite spectrum Banqiao* Feast & Frolic |

Spanning five floors and a basement, this location features a blend of dining, trendy boutique shopping and hands-on creative activities, catering to diverse shopping and gathering needs.

| *eslite spectrum Xinban* Living & Sharing |

Combining fashion, home, reading, and dining across three themed floors, *eslite spectrum Xinban* also includes an exclusive "Black Card Center" where members can enjoy a cup of coffee and a good book in a serene and inviting space.

Expert Talk : Quick Q&A

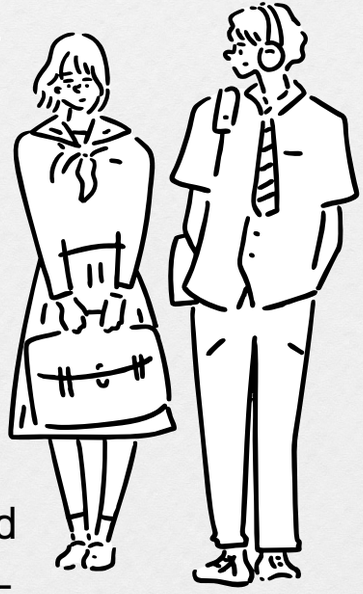
eslite spectrum Banqiao

Interviewee | Chou Yu-Ling

Operations Manager

Q1 **What makes *eslite spectrum Banqiao* unique, and what shopping habits or preferences have you observed among local consumers?**

Internally, we often refer to *eslite spectrum Banqiao* as “Little Nanxi” (eslite spectrum Nanxi). This nickname stems from its location in the bustling Fuzhong Shopping Area, adjacent to the Banqiao Station transportation hub, which connects three major rail systems and bus transfer stations. This makes it a central gathering spot for Banqiao's youth. During after-school hours, the store is packed with students, and the younger demographic comprises a significant portion of our visitors. To align with their preferences, *eslite spectrum Banqiao* emphasizes "cultural creativity," "trends" and "innovation" when curating brands, which together defines its distinctive identity.



Q2 **Having worked at the Banqiao store for six years, do you have any memorable collaborations or activities? What are your aspirations for its future?**

Every year, the New Taipei City Government hosts a Halloween event in the Fuzhong Shopping Area, and as part of the neighborhood, *eslite spectrum Banqiao* actively participates by sharing resources and creative ideas to make the event even more fun and enjoyable. Looking ahead, we aim to collaborate more with local organizations and groups to enhance foot traffic in Banqiao and increase visibility.

Q3 **Have you had any memorable interactions or unusual customer requests?**

There's a 70-year-old gentleman who visits *eslite spectrum Banqiao* every week to dine. He often brings small treats to share with us, fostering a relationship that feels like family. One day, while chatting, I noticed he had a bleeding wound. I immediately accompanied him to the hospital, where I learned he had a heart condition and the medications he took made healing difficult. Thankfully, he's still visiting weekly as usual and I hope he continues to stay healthy!

Q4 What are your go-to food recommendations around Banqiao?

For dining, I'd recommend starting with the options available on the B1 and the 5th floors of *eslite spectrum Banqiao*, which offer a variety of delicious choices. For local eats, head to Huangshi Market nearby. The market's food stalls feature long-standing eateries beloved by Banqiao locals. If you're unsure where to begin, just follow the knowledgeable locals—they'll lead you to the best spots!

Brand Mingle

2nd STREET

Interviewee | Josie Lin

Store Manager

Q1 2nd STREET has pioneered the circular economy for secondhand clothing. What is the core value of the brand and how does it integrate sustainability into its mission?

The core value of 2nd STREET lies in a simple yet powerful concept: Re-use. We aim to give a second life to clothing that is no longer needed, restoring its value and purpose. Unlike traditional secondhand sales, 2nd STREET offers a “Buy and Sell” service, creating a space where consumers can both sell their used clothes and shop for pre-loved items. This makes "circularity" not just a concept but an accessible part of everyday life.

Frankly speaking, recycling textiles is far more challenging than materials like PET bottles due to the complexity of fiber composition, as well as technical, cost and market demand limitations. Despite these challenges, we strive to contribute to environmental sustainability in every way we can. For instance, our store’s paper bags are made from recycled materials and we repurpose usable fabric from unsellable secondhand clothing into new products or forms, giving back to consumers. Through these efforts, 2nd STREET hopes to make sustainable action simple and approachable, encouraging everyone to join us in protecting the planet.

Q2 How does 2nd STREET elevate secondhand goods into a fashionable choice or lifestyle? What advice would you give consumers for creating their own style with pre-loved clothing?

The brand follows a meticulous process to evaluate the condition of items, thoroughly clean and disinfect them before putting them on the shelves. This ensures quality, making secondhand shopping a stylish and eco-friendly option.
I personally enjoy the thrill of treasure hunting in secondhand stores. Whenever I find an exciting piece, I often wonder why someone decided to part with it. For those with an established sense of style, 2nd STREET makes it easy to find items you'll love. For those still exploring, our store is the perfect place to start. Items are organized by brand and type for convenient browsing and we also curate outfits and accessories to encourage shoppers to mix and match. Don't hesitate to ask our staff for styling tips, they're happy to help!

Q3

Banqiao sits at the intersection of business and culture. What are some characteristics of the local consumers and does the 2nd STREET store at *eslite spectrum Banqiao* adjust its offerings to suit their preferences?

The main clientele of *eslite spectrum Banqiao* are nearby residents or students. Their shopping habits lean toward casual, easy-to-style clothing for daily wear. Additionally, some visitors take advantage of weekends and holidays to hunt for affordable secondhand luxury bags, relishing the joy of discovering hidden treasures. To cater to local preferences, the store's main visual display areas are designed to reflect the styles favored by Banqiao shoppers, incorporating current fashion trends to meet consumer demands while also offering stylish outfit inspirations.

Q4

What lifestyle or societal changes do you hope 2nd STREET can inspire in the future?

Our primary mission is to continue promoting the widespread adoption of reuse culture. I used to believe that everything needed to be brand new, but after joining 2nd STREET, my perspective shifted. I started to see the value behind secondhand items. An item once tucked away in someone's wardrobe can make its way to us, be carefully restored and displayed and gain another chance to be cherished. I hope that second-hand clothing and re-use services will naturally become a regular habit, enriching daily life while fostering an environmentally friendly cycle for everyone.

Store Location Information:*eslite spectrum Banqiao* 2F

YANCUI

Interviewe | Kirk Hsu

CEO

Q1 From its origins as an 80-year-old salt refining factory through two transformations to the birth of YANCUI, what inspired you to take over and establish the brand?

Salt was once a cornerstone of Taiwan's industries. However, with Taiwan's entry into the WTO, the traditional salt production industry gradually declined, leaving only a few salt fields repurposed for tourism. Our family elders leased the Tainan Beimen Salt Washing Factory, established during the Japanese colonial era, transforming it into a cultural tourism spot that highlighted Beimen's salt heritage and produced local sea salt gift items to keep the salt industry's story alive. In 2022, the local COVID-19 epidemic severely impacted the tourism industry and my family was considering closing the business.

At the time, I was working in northern Taiwan, but upon hearing the news, I quickly decided to return home. Beimen's salt culture is deeply tied to the memories and emotions of this land. Coupled with the region's serious aging population, I felt a responsibility to contribute. After taking over, I began exploring salt's applications and uncovering its potential.

This is how YANCUI was born. By partnering with the few remaining salt producers in Beimen, we developed a series of everyday products that combine salt with Taiwanese botanical extracts, such as tea and pomelo blossom. I believe that the best way to preserve traditional culture is to reintroduce it into people's daily lives in a relatable and practical manner.

Q2 From your perspective, what does salt symbolize in Taiwanese culture and daily life and how can it be widely applied?

Salt is a wonderful gift from nature. Physically, it supports the body's normal functions, absorbs moisture from the air and possesses natural antibacterial and disinfectant properties, making it ideal for cleansing and purification. In Taiwanese folk beliefs, at the spiritual level, salt is regarded as a substance for blessings, warding off evil and resolving misfortunes. The annual Kunshen Wangye's Salt for Peace Festival in Tainan's Beimen District is a religious celebration that combines faith and salt culture. The two-day event features three key ceremonies—requesting salt, offering salt and thanking salt. Visitors receive blessing salt to bring peace and protection home.

A single grain of salt may seem weightless, yet its uses span countless aspects of physical, spiritual and emotional well-being, depending on its origin and type. We continually innovate with various salt-based daily products, such as mouthwashes and toothpastes for oral care, shampoos and salt soaps for cleansing and lotions and creams for skincare. Our goal is to help everyone rediscover the beauty of a life enriched by the goodness of salt.

Q3

With salt culture tours in Tainan and eslite spectrum Banqiao as the debut store for YANCUI's new brand image, what are your plans and goals for promoting your products and salt culture here?

As a brand dedicated to sharing the salt culture, we are thrilled to collaborate with a cultural hub like *eslite spectrum*. Since YANCUI was founded in 2023, we've built a loyal base of nearly 40% repeat customers, with a significant portion coming from the Banqiao area. This is why we chose *eslite spectrum Banqiao* as our first physical store outside of Beimen in Tainan.

Previously, most customers came into contact with our products during tourism experiences or connected with our brand philosophy through our website. To more effectively promote the value of Tainan's salt industry and Taiwan's sea salt, it's essential for the brand to expand its presence. Through our store at *eslite spectrum Banqiao*, we aim to help more people discover the benefits of salt in daily life. We hope to spark interest gradually, encouraging customers to share their experiences with friends and family. We cordially invite everyone to visit our Banqiao store for a free trial of our YANCUI Sea Salt Mouthwash. With just one rinse, wash away negativity and enjoy a refreshing sense of wellbeing!

Q4

Based on your observations of consumers in the Banqiao area, what products would you recommend?

Banqiao, located at the junction of New Taipei City and Taipei City, is a bustling hub with high volumes of commuters and commercial activity. Living in such a fast-paced, high-pressure environment, people are often affected by their surroundings, leading to accumulated stress and tension. As mentioned earlier, salt has cleansing and purifying properties. Additionally, natural sea salt contains minerals like magnesium, which can penetrate the skin to relieve muscle tension and fatigue. Using salt-based products not only delivers their practical benefits but also offers a sense of ritual, fostering inner peace and helping alleviate mental stress while dispelling negative energy. Every YANCUI product incorporates salt as a key ingredient. I encourage everyone to visit our store and personally experience our offerings to find the product that best suits their needs!

Store Location Information:*eslite spectrum Banqiao* 4F

Şey Parfum

Interviewe | Pearl Hsieh

Perfumer and Founder

Q1 What inspired you to explore the world of perfumery?

Before earning my perfumer certification, I had already dabbled in the world of scents. My journey began during my university years when I participated in a short-term education volunteer project in Gaziantep, a city in eastern Turkey. For two months, I lived in an environment filled with an eclectic mix of aromas, such as spices from the markets, floral fragrances from the locals, and mysterious woody notes in the air. These scents deeply imprinted my memories of the city, compelling me to recreate my experiences in Turkey through fragrances.

To me, scents are like invisible tools for recording memories. When I returned to Taiwan, familiar smells would instantly evoke vivid images of my time there. This led me to wonder: Could I use perfumery to recreate the Turkey of my memories? That curiosity sparked my journey into crafting scents that could evoke specific scenes or emotions—a way to relive memories and tell stories through fragrance.

Q2 What is the meaning behind the name Şey Parfum, and what message do you hope to convey through the brand?

The word Şey (/she ɪ /) means "thing" in Turkish and is phonetically similar to the Mandarin word for "who" (誰). I believe that fragrance is a kind of "scented companion." Whether it's tied to a special encounter, meeting someone extraordinary or simply savoring the atmosphere of the moment, every experience carries its own unique scent. This is the core concept that I hope to convey through Şey: treating fragrance as a companion that guides each individual to encounter a particular "who" or a meaningful "what."

Q3 Are there specific cultural or emotional stories behind your fragrance designs?

Our fragrance designs are often inspired by specific places and contexts. For example, our anniversary scent Alaçatı is a tribute to my impressions of the Aegean region in Turkey. Located on Turkey's western coast, Alaçatı is known for its figs, wine grapes and other Mediterranean crops. Historically home to a large population of Greek immigrants, the town features Ottoman-era stone wall architecture. From afar, the light-colored stone walls create a bright and refreshing aesthetic, making the town appear crisp and luminous. The fragrance opens with fig blended with fresh white florals, transitioning into a soft and sunlit lemon blossom heart that captures the town's relaxed, sun-drenched vacation vibe. Finally, it concludes with light, skin-hugging white musk and ambergris, evoking the gentle touch of a sea breeze.

For me, perfumery is about telling a complete story through scent. The top, middle and base notes represent the beginning, middle and end of a narrative, enriching the fragrance's layers while embedding unique emotions into each composition.

Q4

Why did you choose *eslite spectrum Xinban* as the location for Şey Parfum's first physical store? What kind of experience do you hope to create for its customers?

First of all, I'm incredibly grateful for the invitation from *eslite spectrum Xinban*, which made this physical store possible. Şey Parfum is a brand deeply focused on the stories hidden behind each fragrance. Instead of simply listing scent notes or tailoring recommendations solely based on customer preferences, I prefer engaging in conversations with our guests—understanding their personality and overall aura to suggest a fragrance that truly resonates with them. Sometimes, pre-conceived notions limit our ability to explore different facets of people, experiences, or materials and I find that unfortunate. By aligning with Şey Parfum's core philosophy, I hope that when customers encounter a scent that suits them, it not only enhances their self-awareness but also helps them develop a newfound appreciation for fragrance elements they may have previously overlooked. Additionally, we encourage customers to share a story, a mental image or an emotion that comes to mind. Through our custom perfumery service, we aim to craft a scent that tells their personal story, turning memories and feelings into a bespoke fragrance experience.

Store Location Information:*eslite spectrum Banqiao* 1F

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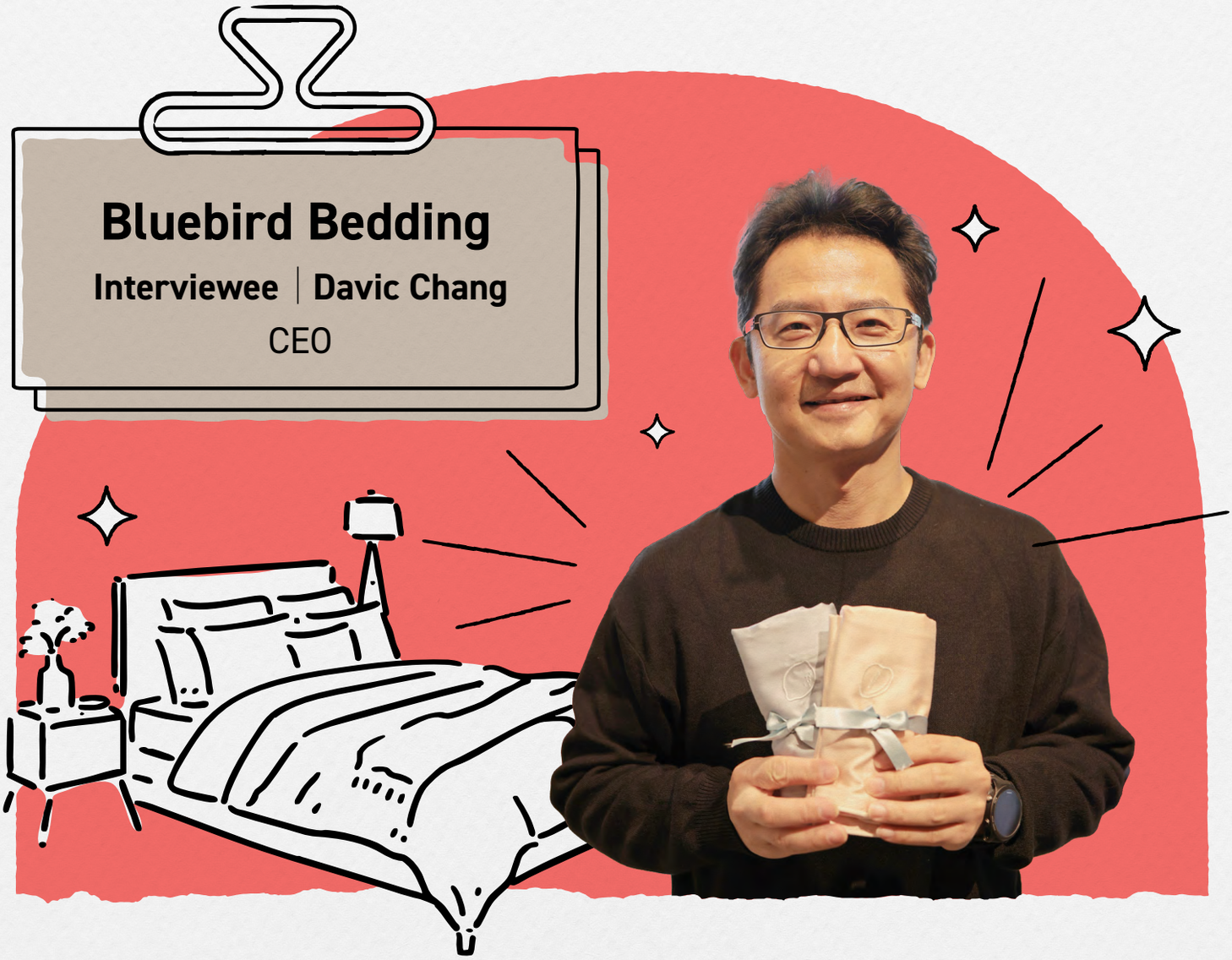

Bluebird Bedding

Interviewee | Davic Chang

CEO

Q1

The brand name "Bluebird" holds a beautiful significance. Could you share its meaning and why you transitioned from textile bedding to a full-fledged home brand?

Let's start with the founding story of Bluebird Bedding. The brand's founder, Mr. Yang, has 28 years of experience in the textile and bedding industry, primarily working in B2B, supplying fabrics and bedding to other brands. However, he gradually realized that this business model lacked a personal connection and direct interaction with consumers. This sparked his desire to create a brand of his own, and that's when he invited me to join him on this wonderful journey.

Bluebird Bedding was born with a simple mission: to bring happiness and warmth into people's lives through thoughtfully designed and produced bedding. Early on, we faced a key challenge, how to convey the brand's philosophy in a household goods market where products often seem indistinguishable in terms of material and design. We noticed that many people choose bedding as a heartfelt gift for loved ones, a gesture inherently tied to wishes for happiness. Inspired by this insight, we decided to make "Bluebird" the soul of our brand, a symbol of spreading joy and heartfelt intentions.

Q2 What does a comfortable home environment mean to you and how do you envision your brand integrating into people's daily lives?

A comfortable home environment is a space where you can instantly feel at ease upon entering. It could come from the presence of loved ones, familiar objects, comforting scents or even a cozy little corner perfect for daydreaming. These elements make a space enjoyable and give it a sense of belonging Our goal at Bluebird Bedding is to become a trigger for these moments of happiness. We aim to integrate seamlessly into everyday life, connecting with our customers' emotions and values through products that meet their needs. In doing so, we hope to quietly become an indispensable part of their lives.

So, how do we infuse happiness into daily living? We incorporate the concept of desserts into our bedding designs. From material selection to color matching and product naming, every detail is imbued with elements that release dopamine—the "happiness hormone." Functionally, we prioritize practicality and convenience, crafting products that feel like cheerful little companions for everyday life. Through this approach, Bluebird Bedding strives to add a touch of magic to every home, gently embed-ding happiness into people's days and offering a quiet and soothing presence.

Q3

Bluebird Bedding initially focused on online sales. How does having a physical store at *eslite spectrum Xinban* differ from the online experience? What home products are most popular with the local clientele?

When shopping for bedding, people often prioritize comfort, health and safety certifications and durability. Online shoppers, when encountering an unfamiliar brand, typically rely on customer reviews or start with lower-priced items to try out the brand. Once reassured of the quality, they are more likely to make repeat purchases or explore a broader range of products. This differs greatly from the tactile and interactive experience of in-store physical shopping.

I believe that the greatest value of a physical store is its ability to bridge the gap between the brand and its customers. For instance, at *eslite spectrum Xinban*, our clientele primarily consists of families buying bedding for their loved ones. One of our bestsellers, the "Milk Foam Comforter," often piques curiosity but also raises questions about its thin and lightweight design versus the traditional perception of a "heavy winter duvet." By inviting customers to feel the product firsthand and explaining the technical and material innovations, we address their concerns. This hands-on experience almost always reassures them and results in overwhelmingly positive feedback. These immediate and authentic interactions not only help us better understand consumer needs but also allow the warmth and reliability of our products to be genuinely felt. Every product sold at our store carries the promise of comfort and trust, fostering a deeper connection with our customers.

Q4

Could you share any new product lines or plans for Bluebird Bedding in the future?

Looking ahead, Bluebird Bedding plans to expand beyond sleep-related products, gradually venturing into a broader range of home goods. Our vision is to enrich every aspect of our customers' home life, crafting a holistic and seamless lifestyle experience. Stay tuned for more exciting developments!

Store Location Information:*eslite spectrum Xinban* 2F

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CAESAR PARK HOTEL BANQIAO

Interviewee | Zara Wang

VP, Public Relations

Q1 Could you introduce Caesar Park Hotel Banqiao and its brand identity?

Caesar Park Hotel Banqiao is part of the Caesar Park Hotels and Resorts Group, a proudly local Taiwanese brand. Its flagship, Caesar Park Hotel Kenting, established in 1986 within the Kenting National Park, marked Taiwan's first leisure-oriented hotel. Over the years, the group has welcomed countless domestic and international travelers, solidifying its reputation as one of Taiwan's most iconic hotel brands.

As an established name in the hospitality industry, Caesar Park Hotel strives to go beyond the perception of being a “legacy brand.” During the planning phase of Caesar Park Hotel Banqiao, the property was envisioned as an “urban resort,” combining the convenience of city living with the tranquility of a getaway. The design concept centers around Taiwan’s cultural symbol, the giant sky lantern, aiming to illuminate travelers' cherished memories. The hotel features state-of-the-art amenities, including an infinity pool with a city view, a gym, dining options and a bar. Additionally, the Executive Lounge offers guests a serene space for reading and solitude, available free or at an additional charge depending on the accommodation package.

Beyond these facilities, the hotel collaborates with instructors and external partners to offer diverse activities such as floral arrangement workshops, ceramic crafts, tarot readings and poolside parties. Each year, major holidays like Christmas and Lunar New Year are marked by large-scale thematic decorations. This year's Christmas highlight being the Platinum Carousel in the lobby, spreading festive cheer throughout the space. By leveraging all available resources, Caesar Park Hotel Banqiao creates an immersive resort experience that leaves lasting impressions on its guests.

Q2 If a guest asks you to recommend a one-day itinerary in Banqiao, what would you suggest?

For a one-day Banqiao exploration, I would recommend starting at *eslite spectrum Banqiao* or *eslite spectrum Xinban* to savor the local cultural and artistic charm. Afterward, rent a Ubike to visit Fuzhong 15 or the Banqiao 435 Art Zone, where you can delve into Taiwan's vibrant artistic expressions.

I'd like to share another route for those interested in deeper cultural discoveries. Just a 15-minute walk from the hotel is the Lin Family Mansion and Garden, a site with over a century of history. Every detail of the garden reflects the intricate craftsmanship of ancient Taiwanese architecture, offering a glimpse into a bygone era of elegance and sophistication. Heading further north, you'll come across the Daguan Institute (Daguan Free School), a National Class 3 Historic Site. This location stands as the birthplace of Banqiao's literary traditions and a testament to the scholarly culture of earlier times. Finally, don't miss a visit to the Banqiao Cihui Temple, the oldest Mazu temple in the area. This historic site allows visitors to experience the richness of local religious practices and take home blessings to enrich their journey.

Q3 The Caesar Park Hotel Banqiao is located near *eslite spectrum Banqiao and* eslite *spectrum Xinban*. What interesting projects do you envision developing between these two brands?

Guests are increasingly showing a keen interest in participating in arts and cultural activities hosted by the hotel. I believe that Caesar Park Hotel Banqiao, *eslite spectrum Banqiao*, and *eslite spectrum Xinban* can collaborate on many in-depth and creative projects. Recently, we revamped the layout of the Executive Lounge to include a dedicated reading area called Shuxuan Hall. This space could be used to host thematic collaborations. For instance, a "Tea Culture" theme could inspire a range of activities: a curated tea and book exhibition, tastings featuring Taiwanese tea brands, tea art workshops or educational talks. Just imagining the possibilities sparks countless ideas! I am confident that with time, these collaborations will blossom into remarkable

Hear the Locals

The New Taipei City Hall Observatory

32F, No. 161, Sec. 1, Zhongshan Rd.,
Banqiao Dist., New Taipei City, Taiwan

The New Taipei City Hall Observatory offers stunning panoramic views of the city. Located in Banqiao, it's a must-visit spot for travelers to enjoy the skyline and capture beautiful photos.

New Taipei Christmasland

No. 161, Sec. 1, Zhongshan Rd.,
Banqiao Dist., New Taipei City, Taiwan

New Taipei Christmasland is a popular holiday festival held annually from November to early January. It features dazzling lights, a giant Christmas tree, live shows, and a festive atmosphere. A must-visit for travelers during the Christmas season!

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- When redeeming the Discount Pass, please present the passport of a non-Taiwanese (R.O.C.) entity.
- All discounts are subject to change, please confirm before checkout.
- eslite spectrum reserves the right to adjust and change the content of the event.

eslite spectrum ban qiao

Opened in November 1998

No. 46, Sec. 1, Zhongshan Rd., Banqiao Dist.,

New Taipei City, 220, Taiwan (R.O.C.)

TEL: +886-2-2959-8899

Opening Hours

Mall	Mon.-Sun. | 11:00 - 22:00
4F Bookstore/ Ueshima Coffee Lounge	Sat.-Sun. | 10:00 - 22:00

eslite spectrum xin ban

Opened in November 2012

No. 66, Sec. 2, Xianmin Blvd., Banqiao Dist.,
New Taipei City, 220, Taiwan (R.O.C.)

TEL: +886-2-6637-5366

Opening Hours

Mall	11:00 - 22:00
1F Ueshima Coffee Lounge	Mon.-Sun. | 8:00 - 22:00