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.

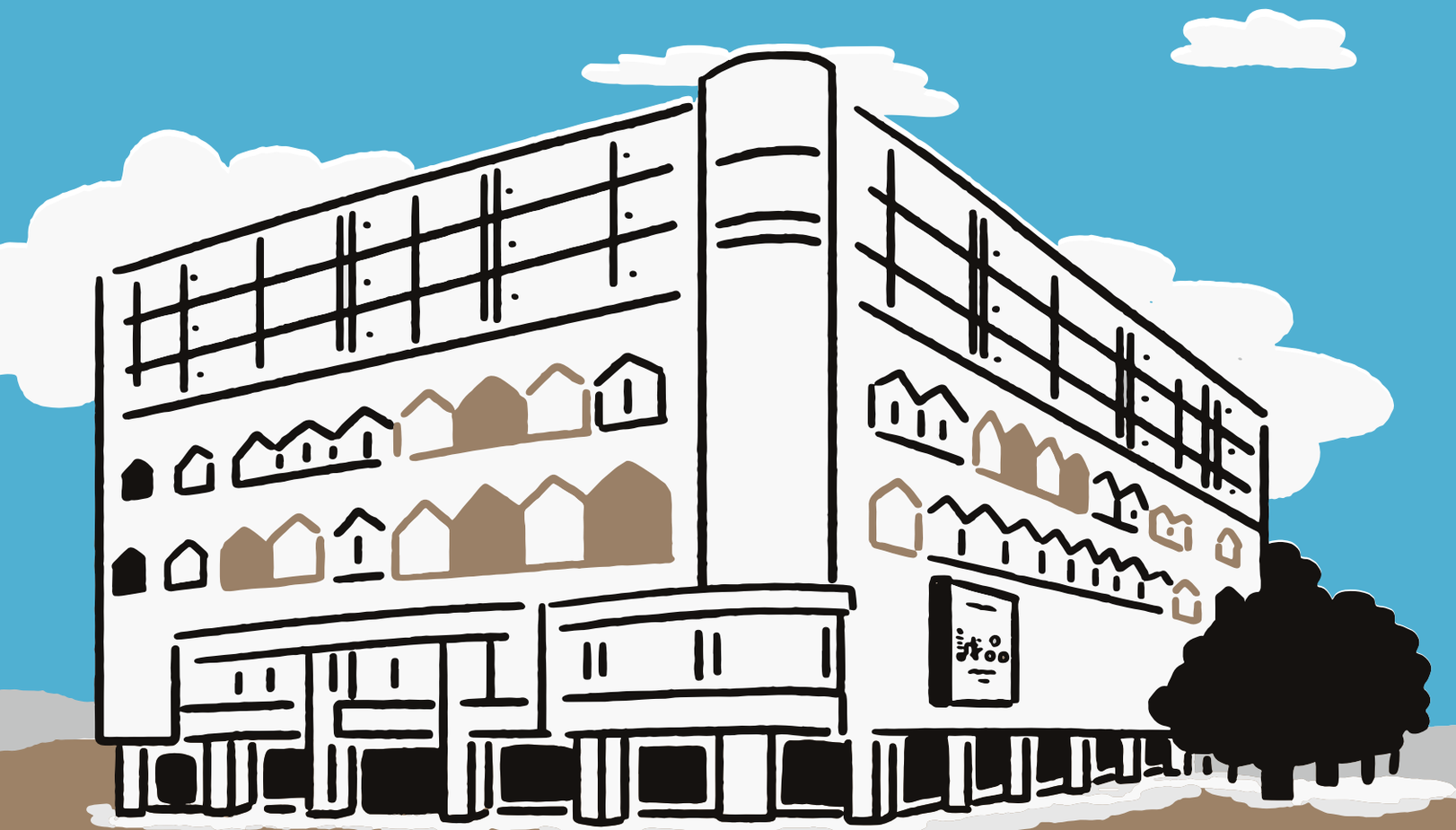
ESLITE
— SPECTRUM —

eslite 35th Anniversary

Live your Dream

Sailing Towards Dreams

ESLITE SPECTRUM NANXI



| Self portrait |

Pursuing quality of life, happiness, and freedom, while being kind and inclusive.

| Gathering for Life |

Situated in the rapidly evolving and culturally distinctive Zhongshan district, we continue to embrace dynamic artistic and cultural perspectives. We strive to create a more diverse cultural setting and introduce innovative concepts.

Expert Talk : Quick Q&A

eslite spectrum Nanxi

Interviewee | Lala,
Senior Marketing Specialist

Q1 eslite spectrum Nanxi has hosted many notable events (Halloween Party, Sweet vs. Villain Costume Party, Pillow Fight, etc), which has proven to be highly popular with members. Where does the inspiration for these activities come from?

Many of the inspirations are drawn from various cultures and events around the world. More importantly, we must present our business strategy with more insightful depth and packaging. This not only encourages diverse cultural creations but also creates and maintains the unique tone of eslite spectrum Nanxi through repeated trial and error.

Q2 What has been the biggest challenge after organizing so many events?

One major challenge is building upon the success of existing events and elevating them even further. For instance, setting the theme and branding of the yearly Melting Manifesto event requires careful attention to detail. Establishing a connection that "resonates" with consumers is vital. Hence, it is essential that we continue exploring potential partners for collaboration, intellectual properties, and various types of events, like Bank of Culture or Taipei Illustration Fair.

Q3 What are your future visions or planned projects for eslite spectrum Nanxi?

eslite spectrum Nanxi's positioning revolves around three main arcs: stories, curated goods, and human touch. We aim to maintain diversity and flexibility, bringing more innovative concepts to the Nanxi Shopping District.

Q4 Do you have any must-eat or must-visit recommendations in the Zhongshan Shopping District or within the store itself?

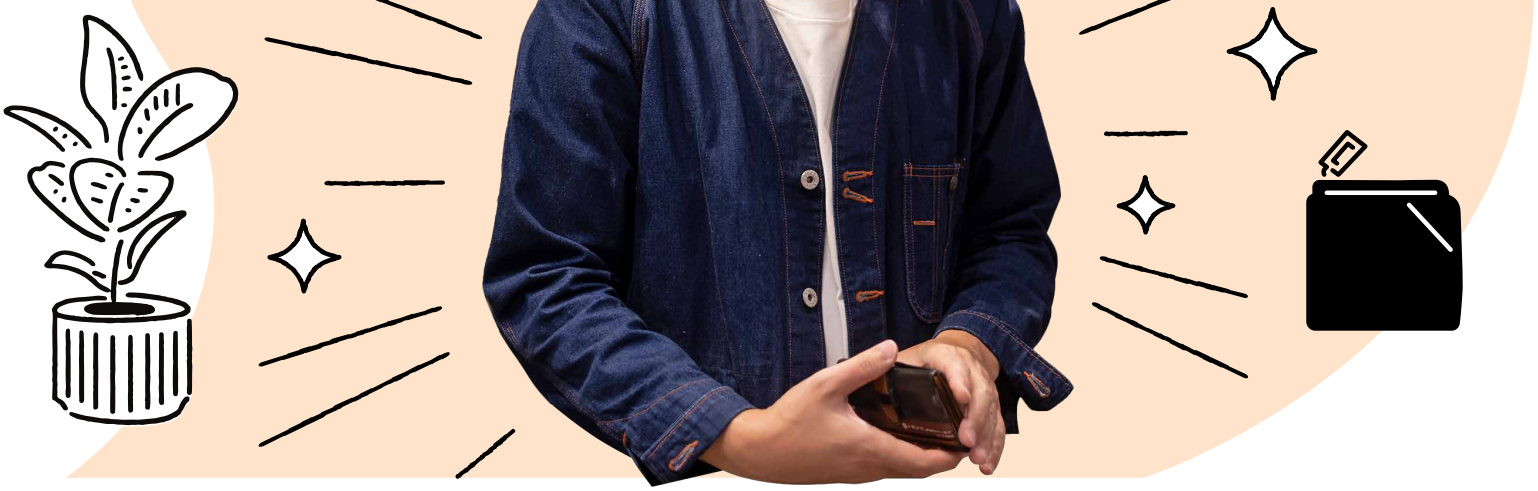
Eat Yang yang 양양、Yanshan Tangyuan, Ningxia Night Market, Xiang Man Yuan

Shop Shuanglian Morning Market, Waiting Room, Everydayware & Co, Bogood Lifehouse

Brand Mingle

master-piece

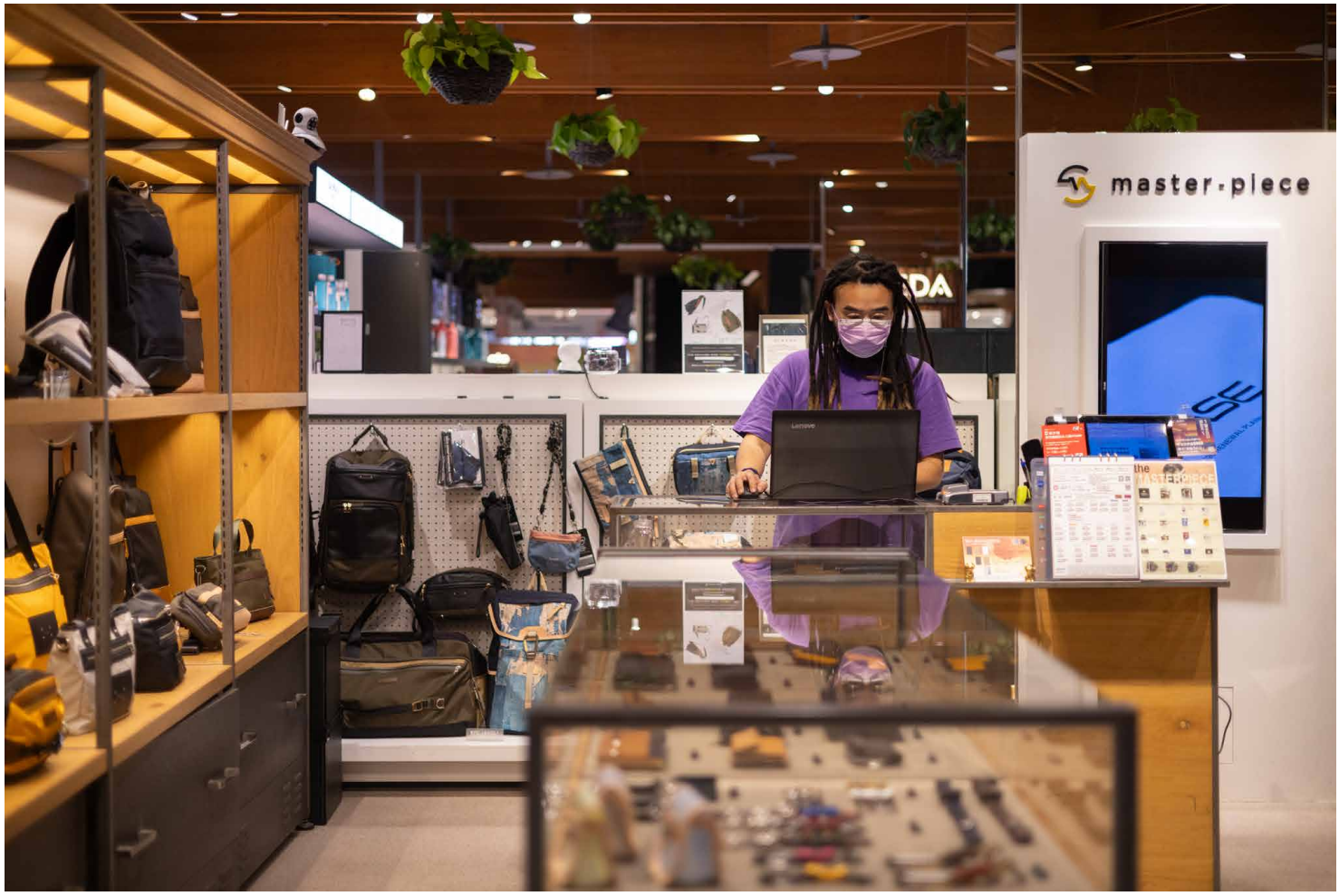
Interviewee |Jim Tseng
Store Manager



Master-piece shares a profound history with eslite. Our journey began 15 years ago with our inaugural store at eslite Xinyi. Throughout our expansion in Taiwan, eslite has been a steadfast partner. As we celebrate our 30th anniversary, we're thrilled to join eslite spectrum Nanxi. The evolution of Zhongshan District mirrors Japanese culture, while its proximity to the Tiaotong Shopping District makes it an ideal hub for trendy Japanese brands.

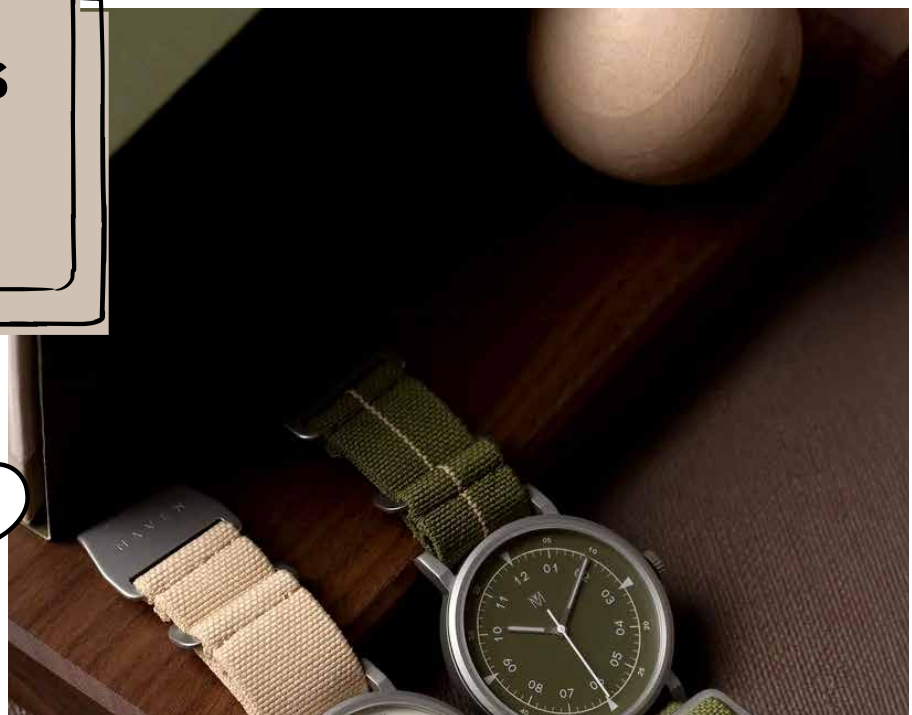
In the six months since our launch at eslite spectrum Nanxi, we've been impressed with the dynamic pulse of this shopping district. The locale boasts a fusion of department stores, boutiques, and charming cafes, catering to a myriad of consumer interests. In Taiwan, our focus lies particularly on backpacks. Unlike their Japanese counterparts who lean towards tote bags to maintain their formal attire, Taiwanese consumers embrace casual styles, making backpacks popular among Nanxi customers. Master-piece was established in 1994, and this year marks our 30th anniversary. We have reissued several classic bag collections and created a series of limited editions, with design tweaks to better suit modern lifestyles. Additionally, we have a specially designed 30th-anniversary commemorative badge.

Store Location Information:eslite spectrum Nanxi 1F



Maven Watches

Interviewee |Nathan
Brand Founder



MUS-01 ORANGE P Limited edition

Our store on the 2nd floor of eslite spectrum Nanxi serves as our second location in Taiwan. Situated in the lively Zhongshan District, renowned for its youthful vitality, the area pulsates with energy. eslite epitomizes quality living, while eslite spectrum Nanxi also offers a distinct local cultural charm, seamlessly blending trendy design and fashion. The clientele mirrors MAVEN's target demographic, fostering a natural alignment. Additionally, one of the advantages of our Nanxi store is its compact space, which is exactly how we prefer to present our brand. In this intimate setting, it's easier for us to engage with consumers and directly convey our brand philosophy. Consumers here have a strong appreciation for designer brands and are more willing to invest in them.

When we opened here last July, we launched an orange limited edition watch available exclusively at eslite spectrum Nanxi. We chose orange because it symbolizes vitality and energy, a color that will always be in vogue. The orange strap reflects our hope to establish MAVEN's unique style in this hub of young and designer brands. If I were to recommend a watch for eslite spectrum Nanxi's customers, it would be the MUS series, especially the 01 model. This model's style is unisex, suitable for both men and women. Additionally, we offer straps in different materials, such as nylon and leather, allowing consumers to mix and match for various occasions, providing versatility in their style.

Store Location Information:eslite spectrum Nanxi 2F

RITE

Interviewee | Lang-You Yang
Brand Manager

We have a genuine affinity for the Zhongshan Shopping District, which is why we strategically established both of our stores here—one on Chifeng Street and the other at eslite spectrum Nanxi. The clientele at eslite spectrum Nanxi exudes a youthful vibe, likely influenced by eslite's emphasis on arts and culture, attracting a vibrant crowd who may pop in while perusing the bookstore. RITE is a very young brand within the Taiwanese designer bag landscape, prioritizing durability, fashion, and versatility. Our vision is to craft bags that endure for over a decade. Throughout the pandemic, RITE remained steadfast in fulfilling our social responsibility, leading to the inception of our eco-conscious product line. From meticulously selecting environmentally sustainable materials to designing styles adaptable to various life scenarios, we remain committed to our eco-friendly ethos. At the heart of our brand lies the philosophy "Today is the day", urging everyone to embrace each day as a special occasion, dedicating themselves fully into every profound moment. eslite spectrum Nanxi exudes the vivacity of a lively, energetic girl, much like our RITE Puff Bag—effortlessly simple and sleek, yet full of charm, ensuring it never fades into the background, and perfectly complementing any casual ensemble

Store Location Information:eslite spectrum Nanxi 4F

RITE
TOP 1
TOP 2
TOP 3
COCA-COLA
Coca-Cola
Puffy Bag

Hear the Locals

master-piece

Interviewee |Jim Tseng
Store Manager

I began my career as a history teacher, and six years ago, upon my arrival in Jiancheng, I found myself captivated by the distinctive cultural tapestry of the Zhongshan District. The Nanxi Shopping District, situated in

close proximity to Tiaotong and Dadaocheng, holds particular significance. Tiaotong, formerly revered as a premier residential area in Taipei, boasted affluent neighborhoods where notable families like the Koo and Lin families once resided. In contrast, Dadaocheng represents a bastion of traditional Han Chinese settlement.

Chifeng Street, nestled between these two areas, underwent a transformation, evolving into a hub for ironwork and where the rich kept mistresses.
Historically, the Taiwan Railways Tamsui Line acted as a dividing line between these areas. However, with the implementation of an underground railway project, a linear park now bridges the gap, seamlessly joining the two sides like a zipper. The alleyways are lined with charming old houses, bookstores, and artistic boutiques, serving as a launchpad for numerous young entrepreneurs. This transformation has accentuated the modern contours of the new Zhongshan, setting it apart from other districts.

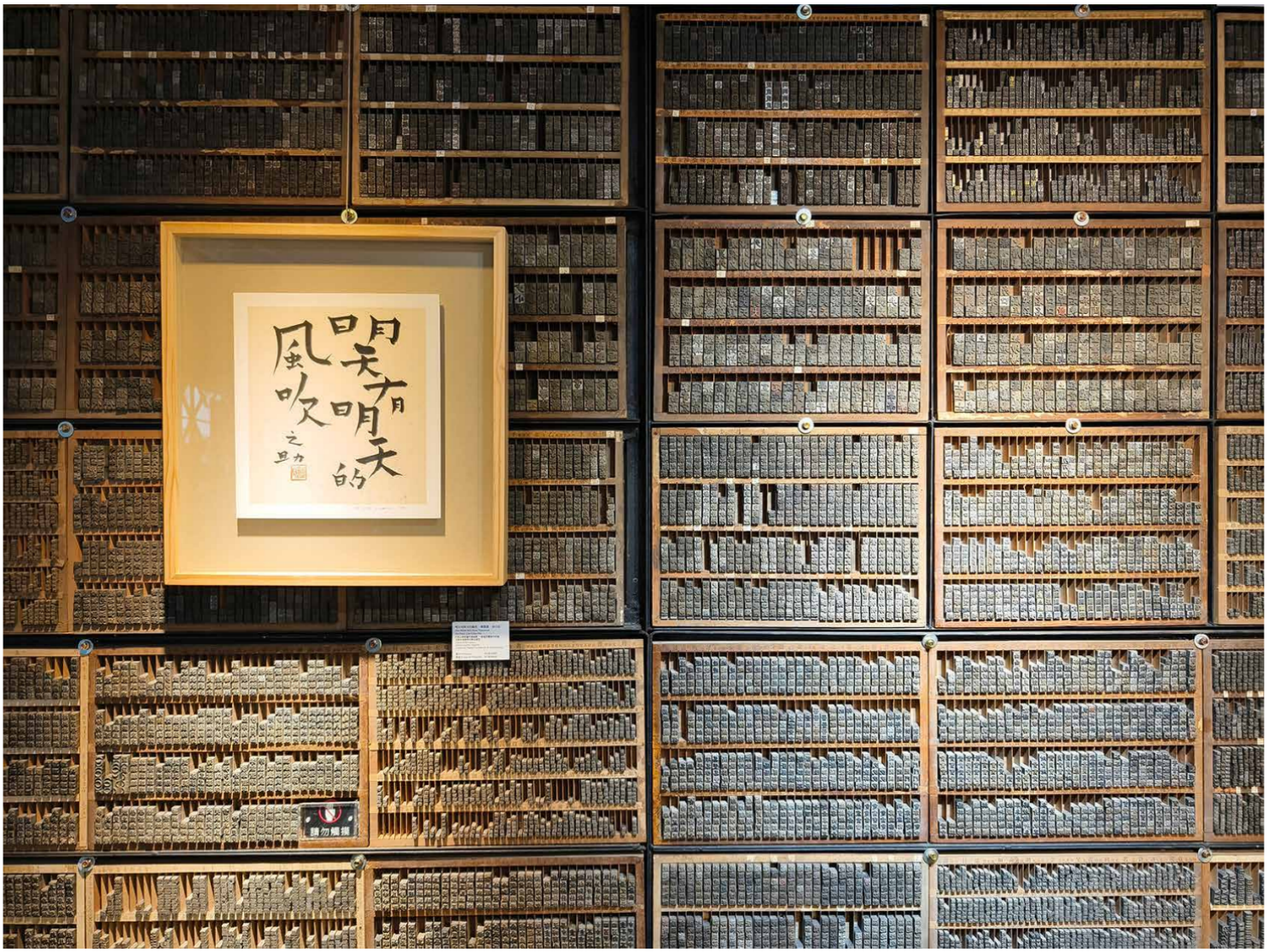
Jiancheng Junior High School has been a longstanding advocate for walking tours of the Zhongshan district. I firmly believe this area embodies a wealth of cultural heritage. Noteworthy establishments like eslite spectrum Nanxi coexist harmoniously with independent bookstores, each boasting its unique flair. The streets bear echoes of bygone eras, serving as a testament to the rich fabric of local life. I eagerly anticipate the Nanxi Shopping District further cultivating local cultural and artistic synergies, perpetually emanating a poetic allure.

Principal Huang Recommends

Espace Rouge

No. 24, Lane 49, Chifeng Street,
Datong District, Taipei City

Formerly known as "Zhiwen Binding House", it preserves old movable types and vintage machinery. The store features curated selections, an art gallery, and a space for leisurely moments.



home to 104

1st Floor, No. 20, Lane 72, Section 2,
Zhongshan North Road, Zhongshan District, Taipei City

"home to 104" was born from the Dagou Movement, which revolved around preserving the century-old masonry stone ditch in Miyamae-cho, now situated in Taipei's Zhongshan District. The establishment showcases a wealth of humanities and culinary delights, doubling as an inclusive gathering spot for the community. Its charm is further enhanced by the nearby Miyamae-cho Dagou Stone Ditch, a mere one-minute walk away.

books
&
café
好土 home to

2019.10.23 大溝天光倒影
1944.9.9 美軍航照圖
宮前町砌石大溝

Nearby Attractions

Rose Historic Site - Tsai Jui-Yueh Dance Research Institute

No. 10, Lane 48, Section 2, Zhongshan North Road, Zhongshan District, Taipei City

This site, an official residence for civil servants during the Japanese occupation, is located on Zhongshan North Road. In 1953, it became the home, choreography, and rehearsal studio of Tsai Jui-Yueh, the mother of modern dance in Taiwan. It was also an important base for the development of human rights in Taiwan.

Artistic Historic Site - Museum of Contemporary Art, Taipei

No. 39, Chang'an West Road, Datong District, Taipei City

This building, made of red bricks and grey tiles, was formerly the Jiancheng Elementary School during the Japanese era. It has been revitalized and re-purposed as the Museum of Contemporary Art, Taipei, the first museum in Taiwan dedicated to promoting contemporary art.

Cinematic Historic Site - SPOT-Taipei (Taipei Film House) (Class 3 Historic Monument)

No. 18, Section 2, Zhongshan North Road, Zhongshan District, Taipei City

This white two-story Western-style building has served as both the Taipei Consulate and the residence of the U.S. Ambassador. It was reopened as "SPOT-Taipei (Taipei Film House) " in 2001, blending historical heritage with cinematic arts, and becoming a space for creative exchange.

eslite Discount Pass for Overseas Tourists

2024.
4.15 Mon. - 12.31 Tue.

Discount Passes are limited to one per person and are available only while stocks last.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.

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▶ Event details

eslite spectrum nanxi

Opened in September 2018

No.14, Nanjing W. Rd., Zhongshan Dist.,

Taipei City 104, Taiwan (R.O.C.) MRT: Exit 1, Zhongshan Station, Tamsui-Xinyi Line or Songshan-Xindian Line

TEL: 02-2581-3358

Opening Hours

Sun. - Thu.	Department store / Bookstore	11:00am - 10:00pm
Fri. - Sat.	Department store	11:00am - 10:30pm
	Bookstore	11:00am - 12:00midnight
Mon. - Sun.	Selected stores	07:00am - 11:00pm

誠品生活南西
eslite spectrum nanxi