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

| Self portrait |

Whether you're an introvert or an extrovert, *eslite spectrum Xindian* feels like family. It's not just dependable and consistent; it's also full of charm and romance, ready to share in your life's adventures and create unforgettable moments with you.

| A place for all people, a city for tomorrow |

Nestled in Xindian, this micro-city is a dreamland that caters to everyone's imaginations with its incredible diversity. *eslite spectrum Xindian* is a place for everyone, much like an indispensable family member that offers warmth and a sense of belonging!

Expert Talk: Quick Q&A

eslite spectrum *Xindian* Mall Manager
Interviewee | Mr. Huang Hsin-Chia

Q1 What makes *eslite spectrum Xindian* unique?

eslite spectrum Xindian stands out with its expansive space, providing unparalleled diversity and versatility. For instance, the second floor features a spacious Uniqlo store spanning nearly 1300sqm, alongside prominent brands like niko and ..., and studio CLIP. This level of variety is unprecedented in traditional eslite malls. On the third floor, sports enthusiasts can indulge in leading brands such as NIKE, adidas, New Balance, SKECHERS, PALLADIUM, FILA, and K-SWISS—all under one roof. This scale of offering is a first for *eslite spectrum*, transforming it into a comprehensive destination catering to everyone's needs.

Q2 Among the exciting events at *eslite spectrum Xindian*, do you have a favorite?

One of our standout events was the "Parallel Universes Live Concert" held at the Black Box performance space during our opening. We invited various bands to perform under three different themes, which was incredibly fun and electrifying! Typically, department stores is known for being a bit posh, but here, you can stumble upon a mysterious space hosting rocking performances. We even included DJ sets in between the band performances. The doors are always open, so stepping in feels like entering another world. This resonates with what *eslite spectrum* stands for—we want you to enter with joy, relax, and temporarily forget your worries.

Q3 Could you recommend some interesting places or things within *eslite spectrum Xindian* to our readers?

At *eslite spectrum Xindian*, every floor has unique ceiling decorations. Personally, I highly recommend the "Upside-Down Maze" on the third floor. If you look closely, you'll find Little Red Riding Hood and the Big Bad Wolf playing hide and seek. If you listen carefully, you can hear the chirping of robins, symbolizing happiness and beauty.

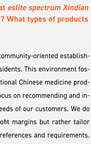
Brand Mingle

Deng Yi
Interviewee | Mr. Lung Wu
CEO

Q1 DengYi underwent a transformation from a traditional Chinese medicine store in 1985 to a renowned Taiwanese herbal health brand. What inspired this evolution?

For me, there was a feeling of not wanting to be looked down upon. About ten years ago, there was a vague sense that traditional Chinese medicine was seen as outdated and people were hesitant to approach it. However, Taiwan has a long and proud history of developing Chinese medicine, and now there are more traditional Chinese medicine stores than the four major convenience store chains. Yet, for many young people, it's hard to muster the courage to walk into one. Their first impression of Chinese medicine is usually the Si Wu Tang (Four Substances Decoction) they drank during puberty or the herbal treatments for postpartum care. Ten years ago, both generations within our company embarked on a transformative journey together. While I am a second-generation successor, my predecessors were true pioneers in this evolution. My role has always been to implement and expand upon their vision. We've always wanted to cater to the needs of modern consumers. When we say "modern," we mean products and experiences that are genuinely suitable for today's lifestyle. For example, we believe that what Taiwanese people need most now is "healing." In Taiwan, we've observed a shift from pursuing speed to seeking a balanced pace of life—a quest for "how to live well." This paradigm shift inspired us to revisit traditional herbal remedies in a contemporary context. Our best-selling products are tea bags, which return herbal ingredients to their essence. For example, chrysanthemum tea and lavender tea replace names like slimming tea. The transparent packaging allows you to see the whole plant, not just powder, which aligns with DengYi's philosophy of "honesty and integrity." We lay out all the ingredients for everyone to see and do not grind them into powder. Most of our ingredients are meticulously sourced and processed in our own factory, following strict SOPs. This foundation enables us to offer visually appealing, delicious, and effective products that resonate with today's health-conscious consumers.

Q2 DengYi operates two stores in *eslite spectrum* locations. Why did you choose *eslite spectrum* as a location for your stores?



We selected *eslite spectrum* as our retail base because it reflects a cultural and design ethos that resonates with DengYi's values. We've come to realize that visitors to *eslite spectrum* are discerning individuals who care about life; not necessarily in terms of luxury, but in their dedication to living well. To me, it's about appreciating life's finer details. They can certainly feel our dedication in handling medicinal herbs and our genuine dedication to meeting their needs.

Q3 What's the customer base at *eslite spectrum Xindian* based on your observations? What types of products do they usually buy?

eslite spectrum Xindian is positioned as a community-oriented establishment, attracting many families and local residents. This environment fosters high customer loyalty. Given that traditional Chinese medicine products often entail recurring purchases, we focus on recommending and introducing products based on the specific needs of our customers. We do not prioritize products based solely on profit margins but rather tailor recommendations to suit our customers' preferences and requirements. Tea bags sell very well here, not only for personal enjoyment but also as elegant gifts. The concept of winter tonic is deeply rooted, so our soup packs like ginger duck and dried radish chicken are particularly favored for their nourishing properties, catering to family-oriented customers.

eslite spectrum *Xindian*, B1F

Q1 This is the first exclusive collaboration between *eslite spectrum* and 1010. Can you introduce the ESLITE SENSE 1010 brand to us?

When *eslite spectrum* approached 1010 to discuss new possibilities for beauty and quality life, they mentioned wanting to provide eslite members with more European and American lifestyle attitudes, aligning with the current emphasis on diverse lifestyle philosophies—environmental protection, aesthetics, culture, and local coexistence. We want to offer a wholly new experience. Situated in Xindian YesLife, near burgeoning tech industries and surrounded by natural beauty, ESLITE SENSE 1010 offers a unique living experience that integrates diverse life philosophies into everyday choices. After extensive discussions between both teams, the ESLITE SENSE 1010 brand was born. It's designed for those who love *eslite spectrum* and also have a passion for travel and nature. Unlike expo, ESLITE SENSE 1010 embodies both eslite and 1010's commitment to aesthetics and emphasizes a European and American lifestyle attitudes. This is showcased through fragrances, utensils, flowers, and home cleaning items, bringing the essence to life with neutral colors and gentle, comfortable textures. The product selection is built around five core principles: Spiritual, Elaborate, Nurturing, Sustainable, and Elegant—forming the acronym SENSE. These principles nourish the vibe of the store, offering elegance, balance for skin and soul, sustainability, and empowering the zest of life. This is the first exclusive collaboration between *eslite spectrum* and 1010.

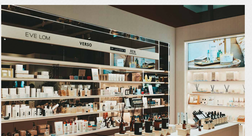
Q2 ESLITE SENSE 1010 offers many fragrances. What kind of image do you think best represents *eslite spectrum Xindian*? What kind of fragrance best suits *eslite spectrum Xindian*?

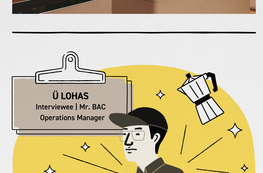
After the opening of *eslite spectrum Xindian*, it became evident that there are many family visitors and a higher proportion of high-spending customers compared to other areas. These customers often know how to pamper themselves well, whether it's through a book for mental fulfillment or a favorite lip balm to light up their day. They nourish their inner selves through small things in life. We offer many family-oriented products here, such as BONDI WASH from Australia, a pure natural home anti-bacterial cleaning brand, preservative-free laundry detergent and more.

Q3 Does the brand have any other future plans or dreams?

ESLITE SENSE 1010 plans to expand its product range to include home décor items such as utensils, flower vases, and towels, aiming to enhance the store's style and appeal. Future initiatives include introducing sustainable plants as gifts with purchased vases, which is a totally new concept. Other initiatives include exploring collaborations with other lifestyle brands for curated collections like hats and stationery, and continually evolving to offer new aesthetic experiences that resonate with customers.

eslite spectrum *Xindian*. 1F





Q1 As an outdoor goods channel brand, what kind of ambience and philosophy does Ü LOHAS want to convey?

We are dedicated to creating a fun outdoor goods store, helping those eager to connect with nature but unsure where to start. Besides products being attractive and practical, we focus on selecting sustainable and eco-friendly outdoor products, offering high-performance and environmentally friendly items from Europe. Given *eslite spectrum Xindian*'s vast space, we also host travel and outdoor lectures, courses, and exhibitions to help everyone easily grasp outdoor knowledge and skills. In the future, we will offer outdoor equipment rental services and invite renowned photographers, illustrators, and travel writers to hold exhibitions, making outdoor activities more integrated into everyday life. Furthermore, we are dedicated to environmental sustainability, exemplified by our independent repair center where we offer periodic free repair services to prolong the lifespan of equipment. Additionally, our store features freshly ground coffee, inviting you to drop by and savor a cup, mirroring nature's welcoming embrace.

Quick-Lock Hiking Shoes
Overcome the risk of tripping over laces with adjustable elastic.

Q2 Why did you choose Xindian District to expand your brand channel?

Xindian is the first outdoor supply station en route to Wulai, Yilan, Hualien, and Taitung. Most of our team members are from Xindian and grew up here, having a special affinity for the area. Xindian, with its proximity to mountains and water, provides an excellent platform for an outdoor channel brand. The vibe here is also more relaxed, unlike larger malls. Unlike other large malls, it offers the blank spaces and flexibility that outdoor enthusiasts like us seek.

Easy and Fun Three-Day, Two-Night Bitan-Wulai Itinerary

Day 01

Swan pedal boating on Bitan waterfront as a warm-up activity.

Explore Hemei Mountain, perfect for trail running and hiking.

Cycle around the Bitan Bikeway, centering around Sunshine Ecological Park.

Day 02

Summit Lion Head Mountain

Experience the beautiful scenery and food along the Bitan riverside in the evening.

Day 03

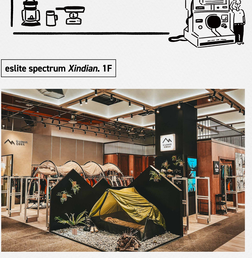
Head to Wulai

Soak in Hot Springs at Pause Landis Wulai.

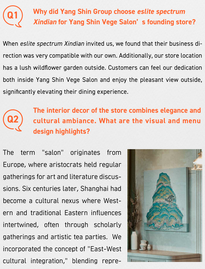
Taste authentic black pork sausages and bamboo tube rice at Wulai Old Street.

Camping at Tonghou River or Fushanyuan Camping Area: Set up camp and explore the Butterfly Valley Trail.

eslite spectrum *Xindian*. 1F



Yang Shin Salon Vege
Interviewee | Mr. Mico
Store Manager

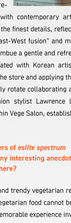


Q1 Why did Yang Shin Group choose *eslite spectrum Xindian* for Yang Shin Vege Salon's founding store?

When *eslite spectrum Xindian* invited us, we found that their business direction was very compatible with our own. Additionally, our store location has a lush wildflower garden outside. Customers can feel our dedication both inside Yang Shin Vege Salon and enjoy the pleasant view outside, significantly elevating their dining experience.

Q2 The interior decor of the store combines elegance and cultural ambiance. What are the visual and menu design highlights?

The term "salon" originates from Europe, where aristocrats held regular gatherings for art and literature discussions. Six centuries later, Shanghai had become a cultural nexus where Western and traditional Eastern influences intertwined, often through scholarly gatherings and artistic tea parties. We incorporated the concept of "East-West cultural integration," blending representative Eastern culinary culture with contemporary art. The salon interior, from large features to the finest details, reflects the intricate blend of 1930s Shanghai "East-West fusion" and modern art, using Moradi color schemes to imbue a gentle and refreshing ambiance. Additionally, we collaborated with Korean artist Lee Jeongeun, featuring her artworks in the store and applying them to our menu design. We plan to regularly rotate collaborating artists and have invited international fashion stylist Lawrence Liu to design exclusive uniforms for Yang Shin Vege Salon, establishing a stylish vegetarian brand image.

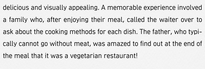


Q3 Who are the main customers of *eslite spectrum Xindian*? Can you share any interesting anecdotes of something that happened here?

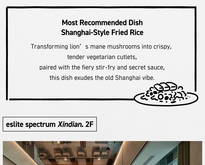
Yang Shin Vege Salon, as a modern and trendy vegetarian restaurant, aims to dispel the notion that vegetarian food cannot be both delicious and visually appealing. A memorable experience involved a family who, after enjoying their meal, called the waiter over to ask about the cooking methods for each dish. The father, who typically cannot go without meat, was amazed to find out at the end of the meal that it was a vegetarian restaurant!

Most Recommended Dish
Shanghai-Style Fried Rice

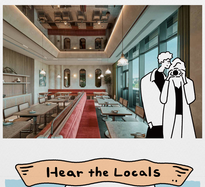
Transforming lion's mane mushrooms into crispy, tender vegetarian cutlets, paired with the fiery stir-fry and secret sauce, this dish exudes the old Shanghai vibe.



eslite spectrum *Xindian*. 2F



Hear the Locals



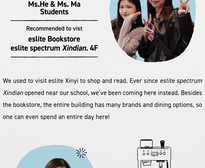
Ms. Lin
Zhonghe residents

Recommended to visit
Aoharu Burger
eslite spectrum *Xindian*. 2F

This is my first time at *eslite spectrum Xindian*. I came here with friends to try the famous "Aoharu Burger" from Taichung. This Xindian branch is their second store in Taipei, and I'm thrilled I don't have to travel to Taichung to enjoy it! My first impression of *eslite spectrum Xindian* is that it's comfortable and beautiful. From the atrium design to the distinctive red brick elements, I find everything unique. It's a place I'd love to sit down and relax in!

Ms.He & Ms. Ma
Students

Recommended to visit
eslite Bookstore
eslite spectrum *Xindian*. 4F



We used to visit eslite Xinyi to shop and read. Ever since *eslite spectrum Xindian* opened near our school, we've been coming here instead. Besides the bookstore, the entire building has many brands and dining options, so one can even spend an entire day here!

Ms. Pan
Xindian residents

Recommended to visit
eslite premium
eslite spectrum *Xindian*. 4F

I live near *eslite spectrum Xindian*, and it has transformed the vibe of the district! Previously, our only choice was Carrefour, but now, *eslite spectrum Xindian* offers more brand options. For instance, today, I came to look at a replacement electronic lock for my front door. Also, as a Black Card member, I also enjoy the coffee and exclusive privileges offered.

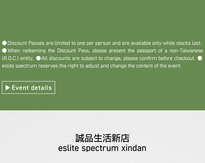
Ms. Chan
Xindian residents

Recommended to visit
3f Fun Discoveries
eslite spectrum *Xindian*. 3F

Today, we brought the kids to *eslite spectrum Xindian* to buy Krispy Kreme donuts. We usually visit every few weeks. The mall's wide variety of brands means both adults and children can have a great time. Since *eslite spectrum Xindian* opened near our home, we also frequently check for family-oriented activities to bring our kids along!

eslite Discount Pass for Overseas Tourists

2024.
4.15 Mon.-**12.31** Tue.



Overseas tourists can get the eslite Discount Pass / postcard with their passports at the eslite customer service counter. Present the Pass while shopping in eslite stores and enjoy shopping discounts.

● 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.

▶ Event details

誠品生活新店
eslite spectrum xindan

No. 70, Sec. 3, Zhongxing Rd., Xindian Dist., New Taipei City 231 , Taiwan (R.O.C.)
MRT : Exit 5, Dapingtin Station
Exit 1, Qizhang Station,Green Line
TEL : +886-2-2918-9888

OpeningHours
Sun. - Thu.
Department store / Bookstore 11:00am - 9:30pm
Fri. - Sat.
Department store / Bookstore 11:00am - 10:00pm

誠品生活新店
eslite spectrum xindan

乘載夢想，航向未來美好

誠品生活
新店

ESLITE
— SPECTRUM —
誠品35週年