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.

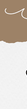
ESLITE
— SPECTRUM —
eslite 35th Anniversary

Live your Dream

Sailing Towards Dreams

· TAICHUNG ·

ESLITE SPECTRUM
- 480 -



| Personality and Image |

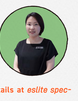
eslite spectrum Taichung 480 is someone who loves to explore, meet new friends and has a knack for bringing together diverse people and things to create unexpected sparks of joy. It's where the emotional and the rational merge seamlessly, all under a peace and love philosophy, offering a sanctuary to rediscover the beauty of everyday life.

| Urban lifev |

Located in the heart of Taichung—the vibrant 7th Redevelopment Zone lifestyle hub. In this bustling urban hub, this place feels distinctly different. Here, time slows down, the noise fades and a new rhythm emerges. It's a space that invites you to savor the rich diversity of life, reconnect with your ideal day-to-day and embrace the art of living well.

Expert Talk : Quick Q&A

Customer Service Manager
Interviewee | Chen Chia-Ning



Q1 **Can you share what your role entails at *eslite spectrum Taichung 480*?**

My role revolves around ensuring seamless customer experiences, including responding to feedback, managing gift redemptions and handling parking validations. We also sell limited-edition items from collaborating artists right at the service desk, making it easier for visitors to purchase creative works on the spot.

Q2 **What drew you to work at *eslite spectrum Taichung 480* as a customer service representative? What qualities are essential for this role?**

I've worked within the retail industry since entering the workforce, and my first job was at the predecessor of *eslite spectrum Taichung 480*. Moreover, eslite spectrum has always upheld a strong brand image in my mind, which motivated me to apply for this position.
With extensive experience in customer service, I've developed an ability to gauge each customer's personality upon approach. Initially, I respond in a standard professional manner, but if further assistance is needed, I adjust my tone to be more personable and comforting. This not only reassures customers but also encourages repeat visits. The job requires patience, attention to detail and resilience. At the service counter, we encounter all kinds of customers and unexpected situations are common. Learning to manage your mindset is crucial for thriving in this role.

Q3 **Are there any particularly memorable interactions with customers or moments you found most rewarding?**

I would say it's when we manage to redeem all the promotional gifts. Customers don't always notice the information about promotions in the store, so when they ask, we pro-actively check their purchases and help them redeem the gifts if eligible. Clearing out the inventory ensures that these items won't carry over to the next event, which is surprisingly satisfying.

Q4 **What are your hopes for the future of *eslite spectrum Taichung 480*?**

Since its opening, *eslite spectrum Taichung 480* has consistently collaborated with various artists to curate exhibitions. Their works are displayed throughout the space, blending seamlessly into the shopping experience. Visitors may feel like they're casually shopping one moment and enjoying an art exhibit the next.
I love the concept of integrating art into daily life. I hope *eslite spectrum Taichung 480* continues moving in this direction, solidifying its reputation as "the city's art museum" in the minds of our visitors.

Customer Service Center | *eslite spectrum Taichung 480* B1

Brand Mingle

Fornasetti
Interviewee | Steve
Assistant Manager

Q1 **Can you share the story behind the Fornasetti brand?**

Fornasetti is a brand with a storied history, founded in the mid-20th century by one of Italy's most influential artists, Piero Fornasetti. Initially focusing on furniture and home accessories, Fornasetti drew from diverse artistic disciplines such as painting, interior design and sculpture to create a dreamlike aesthetic. The designs are imbued with a surreal worldview, often featuring the face of Lina Cavalieri, an opera singer who became a signature motif of the brand.

Under the leadership of current artistic director Barnaba Fornasetti, the founder's son, Fornasetti has expanded its creative vision by transforming its iconic visual imagery into immersive olfactory experiences. This evolution allows people to experience art not just through vision but also through scent, blending imagination and sensory appreciation in a unique way.

Q2 **Why was *eslite spectrum Taichung 480* chosen as the location for Taiwan's only Fornasetti concept store?**

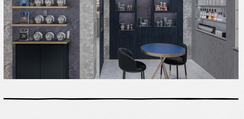
eslite spectrum Taichung 480 embodies the theme of "the city's art museum" and is located near the National Taichung Theater, surrounded by an artistic ambiance inside and out. This perfectly aligns with the vision behind Fornasetti's fragrance series, creating a natural synergy between the two. While *eslite spectrum Taichung 480* layers its spaces to evoke the feel of an art museum, Fornasetti crafts artistic impressions through the medium of olfactory scent.
Both share an uncompromising dedication to quality and perfection, making *eslite spectrum Taichung 480* the ideal location to house Fornasetti's one-and-only concept store in Taiwan.

Q3 **With Fornasetti launching its first-ever fragrance series this year, which scent do you think best represents *eslite spectrum Taichung 480*?**

Fornasetti currently offers three exquisite perfumes: Immaginazione, a warm and intimate fragrance with musk and woody notes that evoke feelings of closeness and comfort; Frutto Proibito, a seductive blend of floral and woody notes brimming with allure; and Giardino Segreto, a vibrant creation that balances greenery with fresh fruity notes.

If I were to encapsulate the essence of *eslite spectrum Taichung 480* in a fragrance, it would have to be Giardino Segreto. Its crisp, refreshing aroma mirrors the bright and uplifting spirit of this space. With its outdoor plaza filled with greenery and a pure white exterior that flows into sunlit interiors, eslite spectrum 480 exudes a sense of brightness, vitality and youthful energy, perfectly aligned with the invigorating charm of Giardino Segreto.

***eslite spectrum Taichung 480* 1F**



Samurai Yakiniku

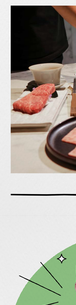
Interviewee | Jay Hsieh
Brand Assistant Manager

Q1 **As we know, Lao Jing Group has an extensive lineup of restaurant brands, with Samurai Yakiniku being the latest addition, focusing on premium yakiniku. Could you share the inspiration or vision behind launching this new concept?**

The evolution of Taichung's yakiniku scene is fascinating. Back in the early 2000s, all-you-can-eat yakiniku was hugely popular. Around 2008, some restaurateurs began introducing set-menu styles, which opened up significant opportunities in Taichung's market. Recognizing this trend, we decided to expand our Buffet Monkey brand and in 2014, we launched our first Gokujo Yakiniku restaurant.

Over the years, Gokujo Yakiniku has expanded to four branches, achieving steady growth. However, we observed that most yakiniku restaurants in Taichung remain stuck in a set-menu model, lacking innovation and variety. Inspired by industry pioneers who redefined the yakiniku dining experience, we aspired to create something uniquely our own, pushing boundaries and embracing innovation. In pursuit of this vision, we've spent the past two years frequently traveling to Tokyo's Ginza, Shibuya and Minami-Aoyama districts for research and inspiration. Countless meals later, we crystallized a cohesive goal: to center our concept around premium Wagyu beef and elevate it with the sophistication and artistry of Japanese haute cuisine, crafting the ultimate yakiniku fine dining experience.
Thus, Samurai Yakiniku was born—a new brand built on the foundation of this ambitious dream.

Q2 **Why did Samurai Yakiniku choose *eslite spectrum Taichung 480* as the starting point for the brand?**



When searching for a location, we aimed to find a place in Taichung that mirrored the refined allure of Ginza or Minami-Aoyama, where people with a profound appreciation for art, literature and culture converge. These are individuals who cherish life's finer details, take the time to savor fine cuisine and understand the importance of treating themselves well.

eslite spectrum Taichung 480 embodies this vision with its artistic details and thoughtful design. Situated in Taichung's 7th Redevelopment Zone, it perfectly aligns with Samurai Yakiniku's ideal location.

While some may liken Taichung's 7th Redevelopment Zone to Taipei's affluent Xinyi District with its high prices, the atmosphere here feels less hurried and more relaxed, offering a sense of calm sophistication. Starting our journey at *eslite spectrum Taichung 480*, we hope that guests dining at Samurai Yakiniku can enjoy our carefully curated dishes in a comfortable, elegant setting, fully immersing themselves in the experience of thoughtful hospitality.

Q3 **What have you observed about the clientele at *eslite spectrum Taichung 480* and how do you gauge their mood to pair it with your dishes?**

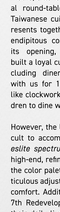
What's interesting is that we've observed that a good number of diners come in during the afternoon, primarily local residents. They often visit *eslite spectrum Taichung 480* for a leisurely stroll and then happen upon our yakiniku restaurant. Many choose to enjoy a relaxed meal, sip some sake and take their time, preferring the afternoon hours to avoid any sense of time pressure. This aligns perfectly with the Samurai Yakiniku vibe, which is all about creating a chill atmosphere. That's why we stay open throughout the day, focusing on building a laid-back atmosphere first and foremost. In the evening, our clientele becomes more specific, with a majority being business customers. They tend to prefer a quiet, calm space where they can dine and discuss work without interruptions.

eslite spectrum Taichung 480 7F

SHAN-SHIN

Interviewee | Wang Wei-Chuan
Manager

Q1 **Shan-Shin is dedicated to promoting Taiwanese cuisine and has earned Michelin Plate recommendation for five consecutive years. What inspired this vision?**



Our founder spent years abroad working as a private chef and was often asked the question: What is Taiwanese cuisine? Despite growing up eating "Taiwanese food," he found himself at a loss for words. After returning to Taiwan, he immediately dived into the world of Taiwanese cuisine. The deeper he explored, the more he realized how challenging it was to define. Taiwanese cuisine is a blend of regional influences, each with its own distinct flavors and dishes, hence no single dish can fully represent it.

This diversity, however, has led to preconceived notions of "regional tastes" when people think of Taiwanese food. Cuisine is both a daily necessity and a cultural heritage. To preserve Taiwanese culinary heritage, innovation is essential. We decided to present it through the lens of homestyle cooking, integrating the essence of various regional dishes and preserving the flavors of Taiwan within our menu. Even now, we continue experimenting with traditional ingredients, not only to sustain the memory of these flavors but also to share Taiwan's unique stories through our dishes. It's our way of showcasing the profound beauty of local Taiwanese ingredients and connecting people to the richness of Taiwan's culinary heritage.

Q2 **What are the thoughtful design elements in Shan-Shin's interior decor and overall visual aesthetic?**

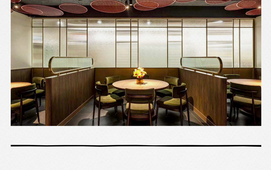
You'll notice that the space incorporates many "circular" motifs, extending the traditional round-table symbolism of Taiwanese cuisine, which represents togetherness and serendipitous connections. Since its opening, Shan-Shin has built a loyal customer base, including diners who've been with us for 11 years, visiting like clockwork every two weeks and families who've brought their children to dine with us since they were little.

However, the limited seating at our original location often made it difficult to accommodate everyone. Choosing to establish a presence at *eslite spectrum Taichung 480* was partly driven by the need for a high-end, refined space to host international guests. Every aspect, from the color palette to the texture of the tables and chairs, underwent meticulous adjustments to achieve the perfect balance of sophistication and comfort. Additionally, many of Shan-Shin's loyal patrons reside in the 7th Redevelopment Zone, making this location conveniently close to their daily lives, allowing them to visit whenever they wish. The spacious, free-flowing layout also provides an inviting setting, enabling Taiwanese culinary culture to reach and resonate with a broader audience. We deeply value the concept of serendipitous encounters and look forward to creating countless moments of connection and togetherness at *eslite spectrum Taichung 480*.

Q3 **Can you recommend a must-try dish at Shan-Shin?**

You simply cannot miss Shan-Shin's signature dish, Deep-Fried Pork Trotters with Spicy Salt! This is a creative take on Taiwanese cuisine. Traditionally, pork knuckles in Taiwanese cooking are braised whole as a grand dish. One day, our founder, inspired while enjoying German pork knuckles, had a lightbulb moment: Why not combine the techniques of both cuisines? After it debuted on the menu, it quickly became a customer favorite.
We start by braising the pork knuckle to perfection, ensuring it's tender and flavorful. Then, it's deep-fried to seal in the juices, creating an irresistibly fragrant, crispy exterior. With each bite, you'll enjoy the perfect combination of crunch, succulent meat, and the gelatinous richness of collagen. It's an absolute must-try!

eslite spectrum Taichung 480 7F



Lady M
Interviewee | Sharon
Store Assistant Manager

Q1 Could you tell us about the unique features of Lady M cakes?

Lady M originated in New York City and is renowned for its signature Mille Crêpes cakes. Each layer is meticulously handcrafted by our pastry chefs to ensure exceptional texture and quality. Although the brand's roots are in the United States, we often create exclusive flavors for different countries using locally sourced ingredients. For example, to celebrate the opening of *eslite spectrum Taichung 480*, we launched the Pink Guava Mille Crêpes. This seasonal flavor, made with guavas for a light and refreshing taste, perfectly complements the bright and vibrant image of *eslite spectrum Taichung 480* and serves as a symbolic gift for a fresh beginning.

Q2 What common traits do you observe among customers here and which flavors are the most popular?

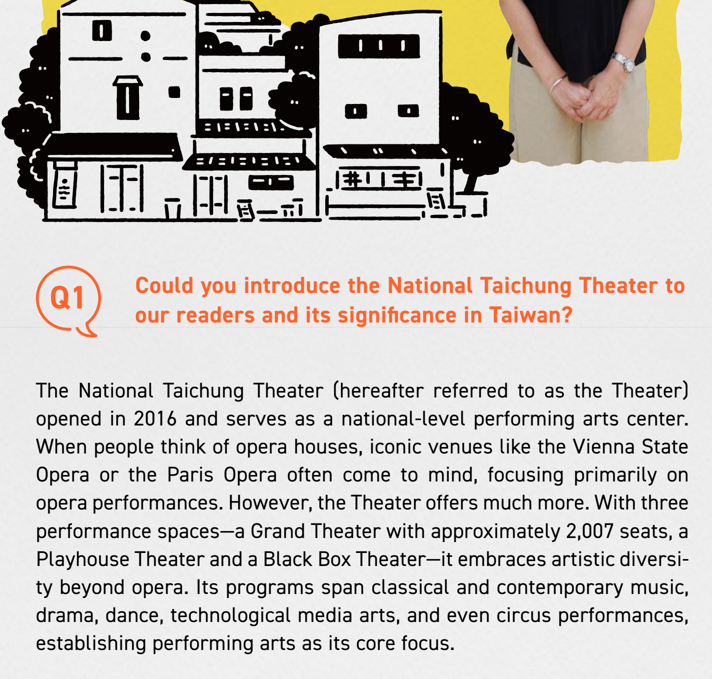
Our dine-in customers are predominantly women, often enjoying afternoon tea with close friends. For takeout, we see more local residents and families. Most customers like to explore *eslite spectrum Taichung 480* first and then visit Lady M to purchase cakes, making the experience feel like a delightful ritual.

Q3 Are there any memorable stories from your time at *eslite spectrum Taichung 480*?

On our opening day, we hosted the LADY aMa Internship Program, inviting a group of grandmothers, with an average age of 84, to serve as one-day apprentices. One guest brought her mother specifically to attend, sharing with us how she hoped the enthusiasm of these seniors would inspire her mom not to let age define her future. Hearing this was incredibly moving, as it highlighted the profound positive impact of the event. For the grandmothers who participated, it was a heartwarming reminder that there is still so much they can do, and it became an unforgettable memory for them.

***eslite spectrum Taichung 480* 1F**

Hear the Locals



National Taichung Theater
Interviewee | Wang Hong
Deputy Director

Q1 Could you introduce the National Taichung Theater to our readers and its significance in Taiwan?

The National Taichung Theater (hereafter referred to as the Theater) opened in 2016 and serves as a national-level performing arts center. When people think of opera houses, iconic venues like the Vienna State Opera or the Paris Opera often come to mind, focusing primarily on opera performances. However, the Theater offers much more. With three performance spaces—a Grand Theater with approximately 2,007 seats, a Playhouse Theater and a Black Box Theater—it embraces artistic diversity beyond opera. Its programs span classical and contemporary music, drama, dance, technological media arts, and even circus performances, establishing performing arts as its core focus.

In 2019, the Theater took a step further by creating the "Arts Education Department" to deepen the roots of arts education. To make the Theater a part of everyday life, it's crucial to ensure that people feel welcome. As such, we've developed activities, workshops, lectures, and creative talent cultivation programs tailored to different age groups. Over the past five years, these efforts have fostered a deeper connection with the community. People are realizing that visiting the Theater doesn't always require buying tickets or having a specific purpose, art can be an integral part of daily life.

When Japanese architect Toyo Ito designed the Theater, he envisioned the entire building as a grand opera. His signature undulating curved walls create what he called a "sound cave," a space where sound, light and air flow harmoniously, allowing visitors to experience these elements from any corner of the building. Beyond the three main theater spaces, we continuously explore the potential of the building's unique architectural features. For example, the Tutu Gallery is an irregular, curved space resembling a natural cave. While challenging for performances, it's ideal for experimental and audio-visual art exhibitions rather than traditional theater productions. Discovering and utilizing the hidden potential of every space within the Theater is a continuous endeavor, pushing us to redefine the boundaries of what a performance venue can be.

Q2 The National Taichung Theater has embraced "sustainability awareness" in its development. Could you share the current initiatives and future vision for sustainability?

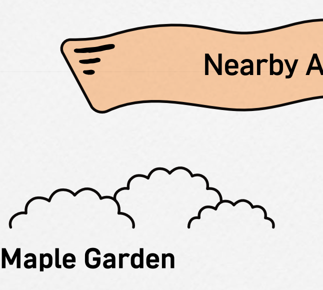
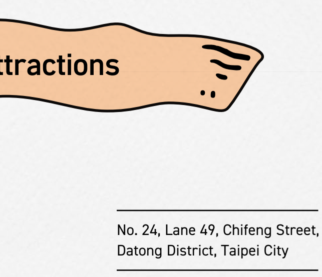
The Theater itself is a green building, designed with sustainability in mind from the very beginning. During construction, eco-friendly materials were prioritized and the concept of sustainability was embedded into the DNA of our team. In 2021, we established a "Sustainability Task Force," with representatives from each department. Together, we brainstormed ways to integrate sustainable practices into both operational and non-operational aspects of our work. For example, in our core operations, we work with international performance teams to explore the feasibility of creating stage sets and props locally in Taiwan, thereby reducing carbon emissions from international transportation. These sets can also be re-used for touring performances across Taiwan. This year, we further introduced a "Green Theater" clause into contracts with performance groups, encouraging sustainable practices in their productions. Sustainability requires collective participation and effort. Whether or not it's from our staff or domestic and international teams, we've seen sustainability initiatives become increasingly internalized and impactful.

As for the future, we aspire to reach the general public by engaging them through various channels to raise sustainability awareness. Admittedly, this is a challenging task, but just as we've succeeded in embedding art into everyday life, I firmly believe we can integrate sustainability into everyone's daily lives as well.

Q3 The National Taichung Theater holds a symbolic position in Taichung's arts and culture scene, while *eslite Taichung spectrum 480* is themed as "the city's art museum." In your vision, how can these two entities create cultural synergy in the future?

eslite spectrum Taichung 480 is a wonderful neighbor to the Theater, sharing a focus on culture and uniqueness. Being just a 10-minute walk away makes it an ideal distance for collaboration and connection. The future holds endless possibilities. Perhaps there could be joint exhibitions, shared member activities, or guided tours starting from the Theater, leading visitors to experience the added cultural vibrancy *eslite spectrum Taichung 480* has brought to the 7th Redevelopment Zone. So much potential lies between these two cultural spaces, waiting to unfold!

No.101 Section 2 Hui-lai Road, Xitun District, Taichung City

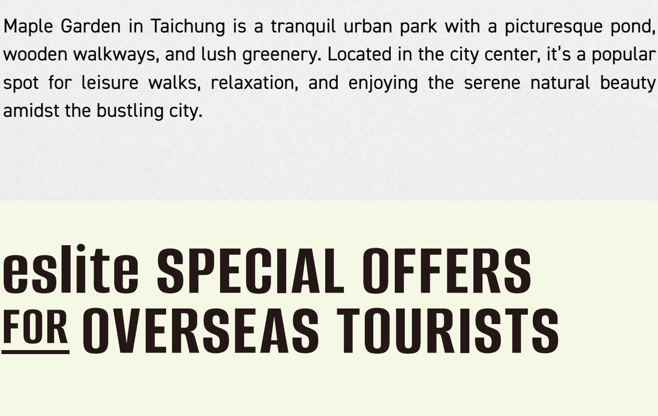



The National Taichung Theater's unique architecture offers a distinct beauty, transforming seamlessly between the vibrant light of day and the enchanting glow of night.

Nearby Attractions

Maple Garden

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



Maple Garden in Taichung is a tranquil urban park with a picturesque pond, wooden walkways, and lush greenery. Located in the city center, it's a popular spot for leisure walks, relaxation, and enjoying the serene natural beauty amidst the bustling city.

eslite SPECIAL OFFERS FOR OVERSEAS TOURISTS

2025.1.01 Wed ▸ 12.31 Wed

Overseas visitors can get the eslite DISCOUNT PASS/sticker with their passports at the eslite customer service counter. Present the Pass while shopping in eslite stores and enjoy shopping discounts.

Get more offers

- 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.

eslite spectrum Taichung 480
Opened in March 2024

No. 88, Yanchang Road, Xinyi District,
Taipei City, 110, Taiwan (R.O.C.)

TEL: 02-6636-5888

Opening Hours
Mall: 11:00 - 22:00

誠品生活 eslite spectrum taichung 480