

# 致敬服設系校友－臺灣第一代服裝設計師 潘黛麗 獲文化部頒贈旌揚狀

許鳳玉 設計學院院長

「一輩子只專注做一件事，一定會成功。」－潘黛麗

臺灣第一代服裝設計師潘黛麗於 2022 年 4 月 30 日辭世，享壽 72 歲。潘黛麗在時尚產業界從業長達 40 年以上，以其勇於創新的精神感染諸多後輩，為臺灣極具代表性的時尚設計先驅，文化部部長李永得尤感悼念。2022 年 10 月 14 日於「2022 臺北時裝週 SS23」開展活動，特別由文化部頒發旌揚狀，以表彰潘黛麗一生對於時尚產業的卓越貢獻。

## 實踐畢業展服裝秀推手

實踐大學服裝設計學系首創於 1961 年，為臺灣第一所成立服裝設計科系的高等學府，歷史悠久，畢業校友活躍於服飾產業界，本著教育莘莘學子的初衷，為臺灣服飾產業界培育全方位之專業人才。

目前實踐大學服裝設計學系每年一票難求的畢業展演，為該系的傳統活動，這項活動的由來，據資深老師口述，是潘黛麗在就讀一年級時向校長建言：「給我七分鐘，讓我們學生自己導一場秀。」校長丁斌首透露，據說當年她更直接向當時的校長拍桌：「校長，你應該給我們一個畢業展！」此後，畢展服裝秀每年舉辦，至今不曾停過。第一場畢展於 1975 年在臺灣省立博物館(現為國立臺灣博物館)舉行，活動的相關報導更登上當年《民生報》頭版，無論是場地協調、人員組織、師生溝通等各個面向，均為學生舉辦服裝展開創了原型。畢業後，潘黛麗也時常回到母校擔任評審，指導與鼓勵學弟妹，並被推選為服裝設計學系第二屆系友會會長，致力推動資源整合、爭取實習機會等，以提攜年輕一輩的設計師。

## 拓第一代臺灣設計師時尚版圖

潘黛麗生於 1950 年，畢業於實踐家專服裝設計科(即現今實踐大學服裝設計學系前身)。1978 年創立



對時尚充滿熱情的潘黛麗設計師

Pun Dai-Lee (潘黛麗), 1950-2022

Pun was a designer full of passion for fashion.

個人品牌「Pun Dai Lee」，1979 年成立杜牧企業有限公司。2001 年，擔任中華民國織品服飾設計師協會理事長，多次帶領新銳設計師參與海內外時裝展演，提攜後進不遺餘力。

回顧潘黛麗的一生，可說是臺灣時尚發展史的縮影，從在委託行販售自有品牌，至 1990 年代進駐當時最前衛的時尚重鎮一中興百貨，再進軍巴黎時裝週，一步步開創臺灣時尚的里程碑，成為臺灣史上第一批走進國際時裝週的設計師之一，也開啟了臺灣設計師與國際時尚接軌的大門。

## 充滿藝術魂的俠客

潘黛麗以精緻的釘珠禮服聞名，但她的個性向來十分開放，且勇於嘗試新事物。她自小跟隨著祖母聽戲、看戲，薰陶出充滿古典傳統與中華文化底蘊的審美器宇。精緻華麗的宮廷服裝與頭飾，滋養了她對於美感的啟蒙，從激盪的繽紛裡，交織出設計服裝的靈感。砌珠織面為其品牌的獨步工藝，以「鏤珠在縷絲，層層成疊珠」作為珠繡創新的創意方式，完成織面上「雕縷砌珠精工」的精湛工藝。對於服裝的打版、立裁等細節，也帶給時尚新秀無限啟發。潘黛麗在時尚產業界投入超過 40 年的歲月中，創作不斷且勇於創新，對新事物更抱持極大的興趣，並積極為臺灣設計美學教育扎根，為臺灣極具代表性的時尚設計師。她引領時尚產業發展及作育英才的無私奉獻精神，將永存世人心中。

「潘黛麗玩轉時尚人生紀念會」是一場自發性向她致敬的紀念會，於 2022 年 7 月 21 日在實踐大學舉辦，臺灣時尚紡織產業曾經與她合作過的人士，以及

受過潘黛麗提攜的時尚圈後輩，紛紛前來參與，包括文化部常務次長李連權、白鷺鷥文教基金會榮譽董事長陳郁秀、實踐大學校長丁斌首、伊林娛樂副董事長陳婉若、伊林娛樂前副總王影華、服裝設計師許艷玲、康柏科技創意總監郭有傳、攝影師麥羨雲及彩妝師劉培華等人出席，以表敬意。文化部常務次長李連權致詞表示：「潘黛麗一生所做的是臺灣時尚界所需要的精神，包含開創、團結、無私提攜後輩，以及建立產業鏈的企業家精神，這些正代表潘黛麗設計師對臺灣時尚圈的卓越貢獻。」

潘黛麗於 2018 年接受《ET FASHION》專訪時，曾說過自己絕不會退休，就算被人討厭也打死不退，原因是「你可以老，因為你的年齡，但不可以有老態。」由此可見，她對於時尚的熱情永遠不減。



潘黛麗玩轉時尚人生紀念會

Commemoration of Pun Dai-Lee's contribution to the fashion industry



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| 1 | 1. 文化部常務次長李連權(右)頒贈旌揚狀，由杜牧企業有限公司負責人蕭美季代表受贈。<br>Hsiao Mei-Chi (蕭美季) (left), representative of DUMU Enterprise Co., received the commendation from Vice Minister of Culture Lee Lien-Chuan (李連權).                                                                                                                                                         |
| 2 | 2. 「潘黛麗玩轉時尚人生紀念會」2022年7月21日於實踐大學舉行，文化部常務次長李連權(右)、白鷺鷥文教基金會榮譽董事長陳郁秀(中)、校長丁斌首出席致敬。<br>The commemoration for Pun Dai-Lee was held at Shih Chien University on July 21, 2022. From right to left: Vice Minister of Culture Lee Lien-Chuan, Egret Foundation Honorary Chairperson Chen Yu-Xiu (陳郁秀) and Shih Chien University President Ting Pin-Shou (丁斌首). |

# Department of Fashion Design Alumnus Pun Dai-Lee Received Culture Ministry Commendation

Hsu Feng-Yu ( 許鳳玉 ), Dean of the College of Design

**“Focus on one thing in your life and you’re bound to become successful.” — Pun Dai-Lee**

Taiwan’s first-generation fashion designer Pun Dai-Lee (潘黛麗) passed away on April 30, 2022, at the age of 72. Having worked in the fashion industry for more than four decades, Pun was known for her innovative spirit, which inspired many fashion designers. Culture Minister Lee Yung-Te ( 李永得 ) had sent his regards to commemorate this iconic pioneer in Taiwan’s fashion industry. At a ceremony at the 2022 Taipei Fashion Week SS23 on October 14, 2022, the Ministry of Culture gave Pun a commendation for her outstanding life-long contribution to the fashion industry.

## The mastermind behind Shih Chien’s graduate fashion show

In 1961, Shih Chien University set up Taiwan’s first Department of Fashion Design. Many of its alumni have had remarkable careers in the fashion industry. The department continues to strive its best to nurture all-round talent for Taiwan’s fashion industry.

The popular graduate fashion show has become a tradition of the Department of Fashion Design. When asked about how the event came about, a senior professor said Pun Dai-Lee was the mastermind behind the legendary tradition. As a freshman, she said to the president of the university, “Give me seven minutes and let us organize a show.” According to Ting Pin-Shou



( 丁斌首 ), President of Shih Chien University, it was said that Pun fearlessly said to the president at the time, “You should give us a graduate fashion show!” Since then, the show has become an annual tradition without fail. In 1975, the first show took place at National Taiwan Museum, and the event was headlined “Life News”, a major newspaper at the time. The first show set excellent examples, including venue selection, the framework of staff, communication with other faculty and student involvement. After graduating from the university, Pun was often invited back to give advice to and encourage the

「臺北時裝週 SS23」潘黛麗設計師經典服裝展示  
Display of Pun Dai-Lee's classic clothes at the 2022 Taipei Fashion Week SS23



students. She was once selected as the head of the alumni association of the Department of Fashion Design to help consolidate resources and find internship opportunities.

### Taiwan' first-generation fashion designer

Born in 1950, Pun graduated from Shih Chien's Department of Fashion Design. She established her brand "Pun Dai Lee" in 1978 and founded DUMU Enterprise Co., Ltd. in 1979. In 2001, Pun served as the Executive Director of Taiwan Weaving Fabric Designers Association and led emerging designers many times in participating in fashion shows at home and abroad.

Pun's entire career was the epitome of Taiwan's fashion history. She first started her career by selling her own designer products at specialty stores. In 1990, her designs could be purchased at Sunrise Department Store, one of the most popular stores for great designs. Later, she had her show at the Paris Fashion Week. Step by step, Pun worked hard to become one of the first Taiwanese designers to participate in major international fashion weeks, opening the door to more exchanges between local designers and the global fashion industry.

### An artistic heroine

Pun was known for her exquisite, beaded gowns. She was open-minded and loved new challenges. As a child, she used to go to see traditional Chinese opera with her grandmother and developed a sense of aesthetics for classic beauty and Chinese culture. The exquisite, splendid court attire helped her develop a unique



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1. 文化部頒贈旌揚狀表彰潘黛麗一生對於時尚產業的卓越貢獻  
A commendation for Pun's life-long devotion to the fashion industry
2. 名模林嘉綺領銜演繹潘黛麗設計師經典作品  
Top model Patina Lin (林嘉綺) and other models displayed Pun's classic clothing.

taste for beauty and became the inspiration of her later designs. She created an innovative and exquisite sculptural style for bead embroidery. Her methods of pattern making and draping also inspired many designers. For more than four decades of her career, Pun continued to create innovative designs and was always open to new ideas. She worked hard to contribute to Taiwan's design education and became an iconic fashion designer in Taiwan. She will always be remembered for being a pioneer and her devotion to nurturing new talent.

On July 21, 2022, a commemoration for Pun was held at Shih Chien University. Professionals in the industry and designers who she helped all attended the event. The guests included Vice Minister of Culture Lee Lien-Chuan (李連權), Egret Foundation Honorary Chairperson Chen Yu-Xiu (陳郁秀), Shih Chien University President

Ting Pin-Shou, Eelin Entertainment Deputy Chairperson Teresa Chen (陳婉若), Eelin Entertainment's former Vice President Wang Ying-Hua (王影華), fashion designer Hsu Yen-Line (許艷玲), photographer Célestin Ma (麥羨雲) and makeup artist Ricky Liu (劉培華), to name just a few. In his remark, Lee Lien-Chuan said, "In her whole life, Ms. Pun embodied the spirit required for working in Taiwan's fashion industry — the courage to be a pioneer, unity, selflessness, and entrepreneurship. These were her great contribution to Taiwan's fashion industry."

In an "ET FASHION" interview in 2018, Pun said she would never retire, even if people hated her for staying around because she would "grow older but never grow old." Her passion for fashion remained the same throughout her career.



伊林名模演繹潘黛麗設計師經典作品

Eelin Entertainment's models displayed Pun's classic clothing.