

SEASONAL WANDS

BRAND INTRODUCTION



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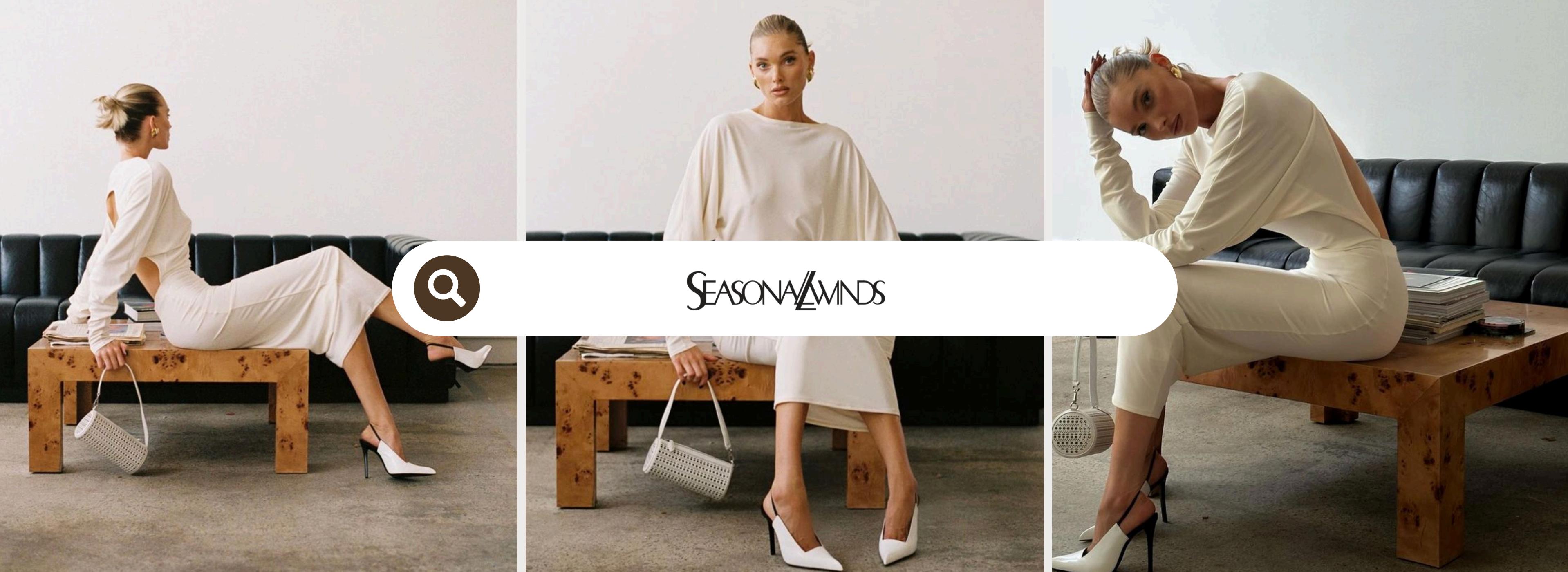
Introduction

品牌介绍

四季风品牌是香港新诗璐集团旗下中高档女鞋品牌之一，1996年起至今在全国各大城市及地区已陆续开设几百家专柜及专卖店，四季风品牌也随市场的不断扩大，通过品牌的价值与内涵的不断延伸将艺术与流行元素传递给时尚优雅、知性魅力的女性群体。

Seasonal Winds is one of the mid-to-high-end women's footwear brands under the Hong Kong-based New Shilu Group. Since its inception in 1996, the brand has gradually established hundreds of boutiques and retail counters across major cities and regions in China. As the market continues to expand, Sijifeng has consistently extended its brand value and meaning—bringing together art and fashion to inspire a community of stylish, elegant, and intellectually charming women.





SEASONAL WINDS

About Us

品牌诠释

四季风，品牌英文seasonal winds意译，包含着及时传递优雅、知性的时尚元素，从欧洲到香港，将欧亚流行艺术完美结合的时尚传递路线。

Translated as Seasonal Winds in English, conveys the idea of timely delivering elegant and intelligent fashion elements. From Europe to Hong Kong, it represents a fashion journey that seamlessly blends European and Asian trends and artistic sensibilities.



SEASONAL WINDS

Vision & Mission

品牌内涵

Elegance in style, allure in spirit, and dreams expressed like art.

艺术是女性美的最高升华

我们推崇的时尚、性感、写意梦想，就是舒展每个人对艺术的敏感触觉。释放自己性感的身心，去自由创造梦想，当个人梦想成为现实，就是最具前瞻性的、具有说服力的流行时尚。

SEASONAL WINDS

*Fashion is art in motion
— sensual, expressive, and deeply personal.
At Sijifeng, we celebrate the beauty of femininity through style, sensuality, and poetic dreams.
Every step is a canvas. Every woman, a muse.*

SEASONAL WINDS

Target Customers

目标客户

20-40

Age

知性，独立见解。集时尚优雅外在美与智慧文化内在美的几近完美的知性群体，懂得平衡中保持上进的激情和年轻的心态，不盲目崇拜，有自己的独立见解。

Intelligent and discerning – a refined group of women who embody both outward elegance and inner wisdom. They strike a near-perfect balance between fashion and intellect, blending aesthetic grace with cultural depth. Passionate yet composed, youthful yet grounded, they pursue progress without losing themselves to trends, and hold their own independent point of view in a world of noise.



SEASONAL WINDS



400 - 1000 RMB

Price

ST&SAT[®]
星期六

HARSON
哈森

SEASONAL WINDS

BELLE

甜美少女

知性优雅

Brand positioning & Pricing

品牌定位 & 定价

SEASONAL WINDS

Market Channel

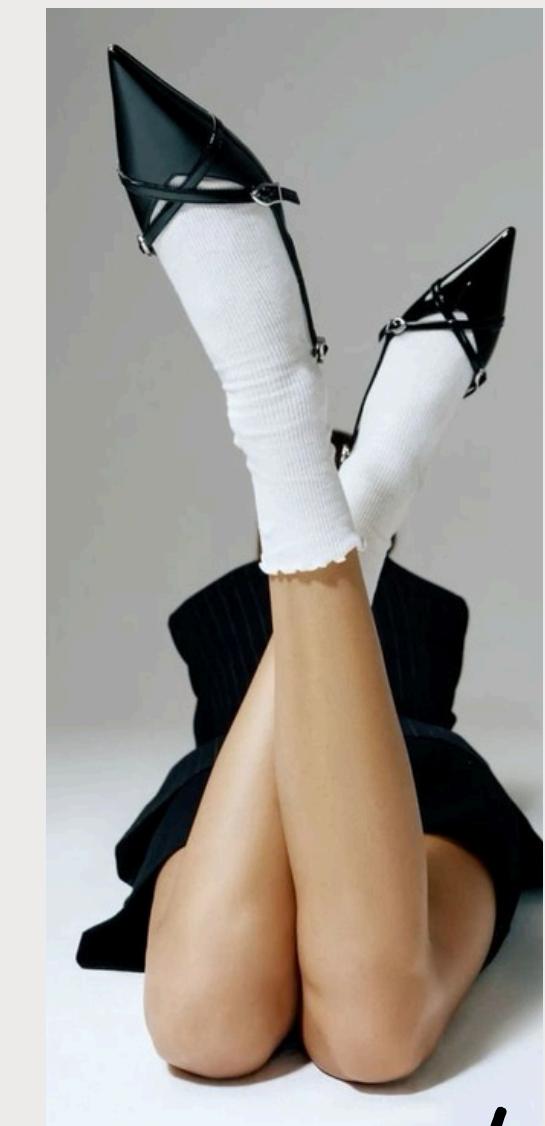
市场渠道



线下主要集中主力城市，一，二级商圈，中高档SHOPPING MALL 商场专柜为主，店铺面积为60-200平米。

Our offline presence is primarily concentrated in major cities, focusing on first- and second-tier commercial districts.

Most stores are located within mid- to high-end shopping malls, with retail spaces ranging from 60 to 200 square meters.

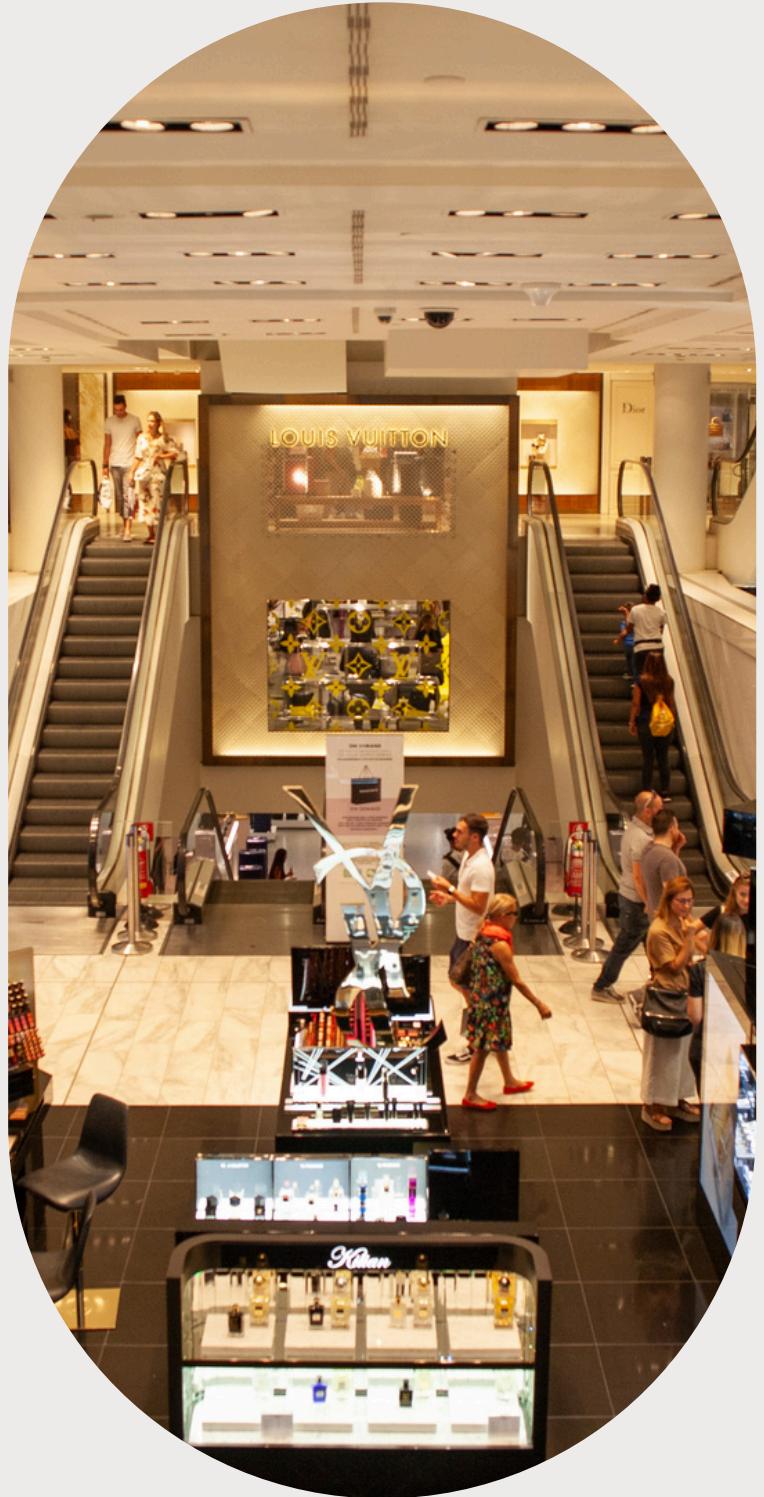


Shopping Space

购物空间

- 深圳布吉天虹商场
- 深圳世贸商场
- 厦门SM商场
- 福州大洋商场
- 福州仓山万达
- 成都王府井百货
- 广州万科城
- 沈阳新世界商场
- 武汉银泰中心
- 南京凯德广场
- 广州正佳商场





以百货商场、时尚
SHOPPING MALL 为主

商场

以边厅为主
女鞋区

区位

百货专柜 30-60平方米
SHOPPING MALL 80-180平方米

面积

Shop
Location

选址要求



SEASON WINDS

店铺形象
Shop Image

02/2

Product Mix

产品介绍



SEASONAL WINDS

从都市高跟到自在平底，呈现多元风格与四季风采。

From refined heels to effortless flats — a versatile collection inspired by every season and every stride.

SEASONAL WINDS

轻跃运动鞋系列

LightMotion Sneakers Collection

专为快节奏都市女性打造的轻功能运动鞋系列，兼顾通勤、出行与日常舒适感。鞋面采用透气飞织+Nappa拼接设计，保持造型挺括与脚感轻盈；内置高回弹EVA中底，辅以隐藏式足弓支撑垫，长时间行走依然稳健有力。多重材质间的手工拼缝与渐变色层次，隐隐流露出运动中的时尚艺术感。



LightMotion Sneakers



轻跃运动鞋系列

LightMotion Sneakers Collection



LightMotion Sneakers





素感短靴系列

Minimal Leather Boots

删繁就简的设计语言，藏着皮料与工艺的极致讲究。此系列短靴精选高等级头层牛皮，经长时间缓染工艺显色，自然纹理清晰可见。靴筒内侧拉链与弹力嵌片无缝结合，提升穿脱便利性的同时维持流畅线条。大底采用手工缝线包边，延展鞋体使用寿命，是一双兼具风格与实用的秋冬主力。



Minimal Leather Boots

轻旅罗马系列

Urban Roman Collection



Urban Roman Collection





柔履乐福系列

Soft Loafers Collection

这一系列以“一脚蹬”的极简便捷诠释都市女性的松弛气质。选用意大利进口牛皮，经过多道手工揉皮与植鞣处理，保留自然纹理与柔韧弹性。内里包覆植绒猪皮，贴合足部曲线，舒适不闷脚。轻量橡胶大底搭配隐形跟高，让通勤更从容，步履更安定。

Soft Loafers Collection





柔履乐福系列

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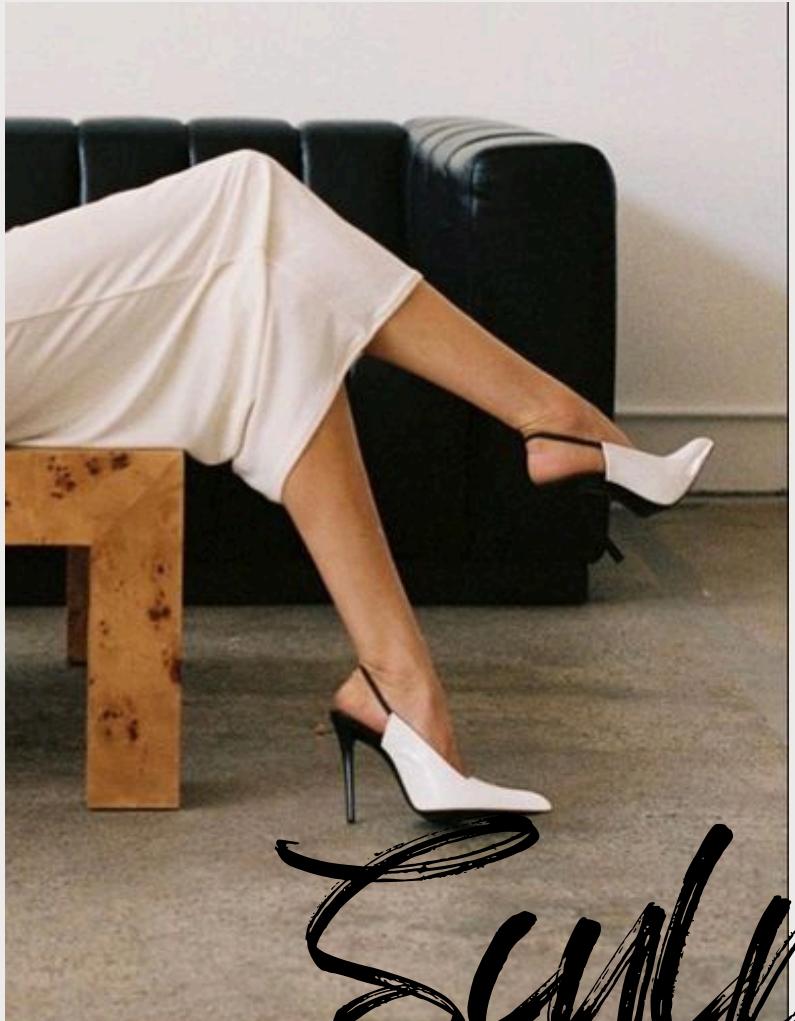
Soft Loafers Collection



行序高跟系列

Sculpted Heels Collection

以雕塑般流畅的鞋型结构，打造兼具支撑力与轻盈感的日常高跟鞋。鞋面采用定制羊皮，历经多道手工压模与热定型工艺，确保立体线条的柔中带刚。稳定粗跟设计优化重心分布，久穿不疲，助你从容走过职场与生活的交界。



Sculpted Heels Collection



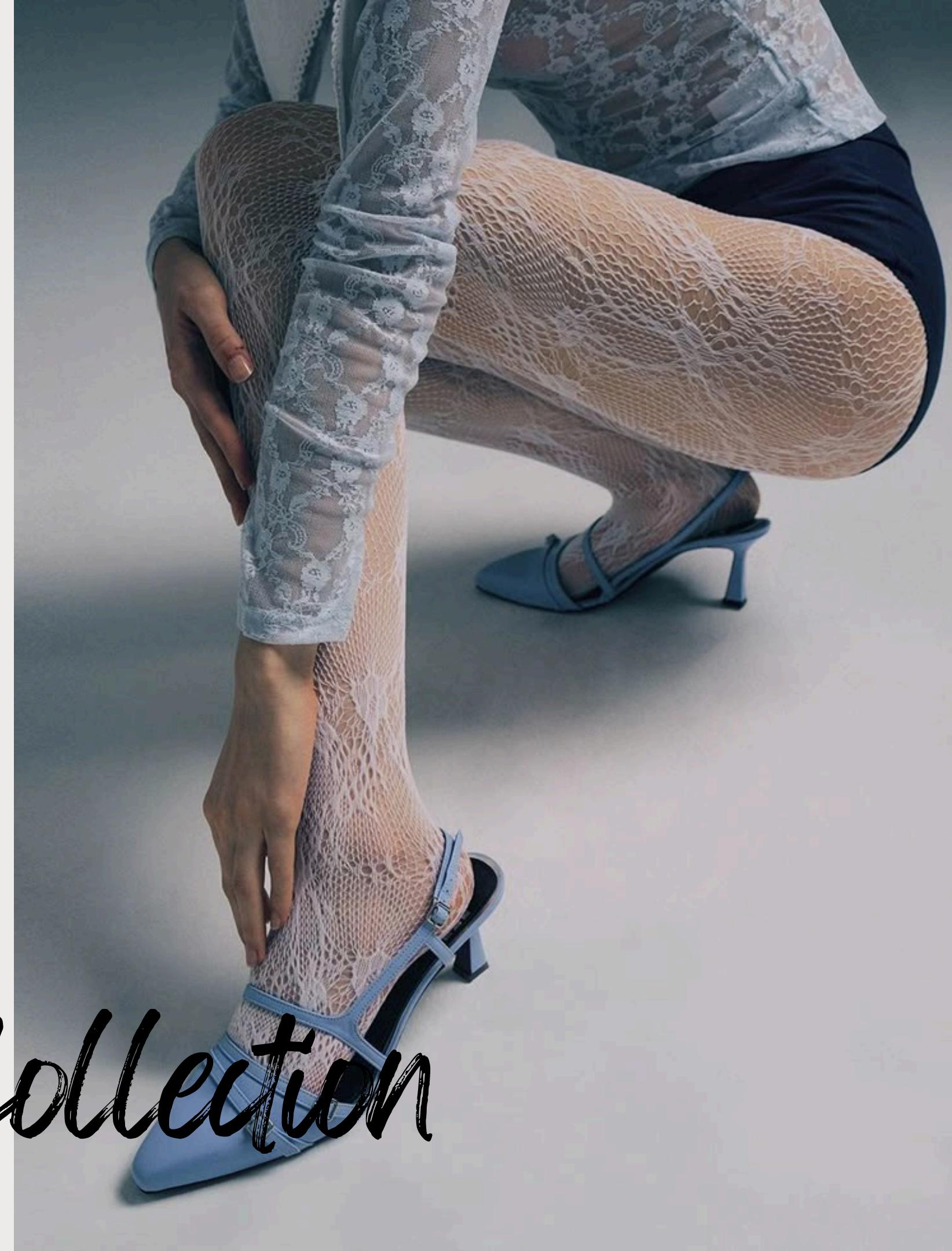
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Sculpted Heels Collection



SEASONAL WINDS

INTERNATIONAL

