

Arts and Fashions in Sheda Night Market

Sherry Huang

What do you think of when it comes to arts and fashions? Mona Lisa, the architecture made by Leoh Ming Pei, or those boutiques at Sogo and Taipei 101? Actually, art may be everything around us, just as fashion can be constantly revised and renovated. Last year, some betel nut beauties in Taiwan have been shot into a documentary film by a photographer, Toby, from South Africa. The film won the National Geographic Channel's best documentary film award. Betel nut beauty can be part of a work of art. What about night markets in Taiwan? Sheda night market must be one of the best night markets to introduce the young generation's art and fashion in Taiwan because of the various kinds of stores there. Night markets are usually seen as a place for cheap foods and good bargains; however, because of its location near school and its bordering between a night market and a regular shopping area, Sheda night market exhibits in vibrant colors young people's interest in style, creativity and renovations in foods and fashions. Besides the fashionable and the exotic, you can even find artistic talents in some store decorations and street corners. People, especially young students, can easily find the styles they like there. The small area around Sheda road and Taishun Street mingles Taiwanese local night market's culture and several other exotic styles all together. Strolling in Sheda night market is a feast for the eyes and the stomach; in many ways, the night market offers a palette to paint your life with--as long as you have more than a few bucks in your pocket.

According to the most famous fashion icon—Coco Chanel, if a fashion does not reach the streets, it is not a fashion. There are several different styles of clothing existing in the crowded streets of Sheda night market. Here, we are going to

introduce you four different styles of clothing in Sheda night market—Japanese style, American style, Korean style, and finally India style.

Japanese Clothing Stores

We all know that Tokyo, New York, Milan, London, and Paris are the five most crucial fashion cities in the world. Japanese fashion influences the fashion industry in Taiwan and Hong Kong a lot. Teenagers in Taiwan like to read Japanese fashion magazines and imitate their style. What exactly is Japanese fashion? Actually, Japanese fashion consists of a mixture of both traditional and modern styles. Most of the traditional Japanese fashion has evolved to what is known as street fashion today. Therefore, we may not see the radical Japanese fashion such as Lolita in the night market. Instead, we see mostly the styles resembling those introduced by the Japanese fashion magazines—the street fashion in Japan. For instance, Japanese girls like to wear clothes in several layers. So we can usually see vest, halter-neck and leggings in the stores which sell Japanese style clothes in the Sheda night market.

Those clothes can easily go with another piece of T-shirt or mini skirt.

Now, if you want to be one of the bootylicious models who appear on VIVI magazine, where can you start from? **Lingu (菱谷)** will be one of the stores you must visit in Sheda night market. The small store is piled up with the clothes the owner got from Japan. The owner's sister was married to Tokyo, so she can easily get for her the most fashionable clothes in the season to sell in Lingu. The owner will try to get the clothes which models wear on the latest Japanese fashion magazine such as VIVI, Mini girl, and Mina. If they cannot find the same one, they will get something similar in the store as well. That is the reason why Lingu is so popular in the night market although their prices are higher than those in the other stores.



(picture taken outside of 菱谷)

If you read Japanese fashion magazines carefully, the magazines will usually contain snap shots of stylish people in the city. Such column in the magazines will put the brands those people wear under their pictures. It is so sad if you want a T-shirt from a certain brand so much but cannot find it in Taiwan. If you have this kind of problem, next time when you visit Sheda night market, you should definitely come to—**a13.com**.

The owner of a13.com will go to Japan several times a year to bring back some hot brands that usually show up in Japanese fashion magazines; for instance, the skinny jeans of UNIQLO. It is great if you have chances to buy the stuff on the magazines. The jeans may once be the unavailable on your dream list; however, you can have it now as long as you step into the store.



(a13.com)



(a13.com)

The American Clothing Stores

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Japanese fashion may be interesting, but if you like to wear casually, then you should take off the high heel on your feet and change it into flip flops. Yeah, that's right! Being simple and casual is the basic American dressing style. People who wear American style will not wear in many layers or dress too complicated. There are some well-known brands like Abercrombie and Fitch, American Eagle in America. Their clothes are all really casual, easy, and comfortable.

“Oh My God” and “Outlet” are the two well-known stores which sell American

style's clothing in the Sheda night market. Compared to the Japanese-style fashion stores, the American-style stores give you a totally different kind of feeling. The music in the stores changes from Ayumi Hamasaki to The Black Eyed Peas. The staff changes from wearing heavy makeup to light one and easy hairdo. The atmosphere becomes more casual in the American style clothing stores. The clothes we can usually see in American style's store are like simple T-shirt, blue jeans, easy tank top, miniskirt, and flip flop.



(Oh my God)



(Outlet)

A phenomenon of the American-style stores may be the problem of counterfeit. “Oh my God” and “Outlet” in Sheda actually sell fakes or some clothes without tags in the stores. The price will be a lot cheaper than the real product we see on the Internet. We can clearly see the difference between the real and the fake from the pictures.

Left: the real one

Right: the counterfeit



We can see the tag on the right one is defaced. The stores would tell you that they are the products which outflow from the factory. But the truth is that the brand

such as Abercrombie and Fitch does not have such things as outflows from the factory.

The things the stores copy are usually the brands which do not have storefront in Taiwan like Abercrombie and Fitch, American Eagle, and Gap. Of course, it might be a normal phenomenon in the night market; however, selling counterfeit is not a good thing to do. If you want to ensure the quality of the products you buy, you may have to pay a higher price for the real good thing. If you think it is okay since nobody can recognize the tag when you put the clothes on, then the two stores, or we can say “Outlet” in Sheda night market may be good places for you to save your money. After all, it depends on you!