

Where Do I Use my Own Creativity?

Sheda Night Market!

Eva Chen

Fashionable clothing styles are definitely an important element for Sheda night market to attract its visitors. You can easily find clothes in trend and in cheap prices. For people who like to follow the fashion trends, Sheda night market is really a wonderful shopping spot. However, if you like to dress in your own style instead of pursuing the styles recommended in fashion magazines or by TV celebrities, Sheda with its many handicraft stores is also a good place to go!

Sheda night market is famous for the Handmade Brands, which are creative and original with the designer's own signature. Stroll along those shops, you can shop for T shirts with cool patterns in it, or you can even adorn yourself with special and elegant handmade accessories. Those handicrafts are in various categories: for instance, patchwork T shirt, necklace, doll or puppet, earrings, canvas shoes, tie, and key chain. The designers made the products out of interest and to reflect their thoughts, imagination, and ideas. By interpreting the patterns, slogans, colors of the handmade brands, you can get an idea of the artist's style. Those artistic handicraftsmen usually make their works limited in number. That is why consumers can always have special goods which are different from anyone else's!

The famous handmade brand shops in Sheda are “Yumegatari”, “在玩”, “romis”...etc. The rest of them are vendors. The owners of those vendors usually carry big suitcases to pack the goods. In that way, it is easy to move from one spot to another. Many of the creators are students. They see selling handmade products a way to make money but also a fun activity. They don’t have too much capital to rent a storefront, or invest in OBM; that’s why a movable suitcase is in need. Except for making one series of creations, some of the artists even accept making personal products for the customer. You can design your own pattern or print, and then ask them to paint for you. Then you will have a T shirt or key chain which carries your own style right away!



(Alice & Denny's)

“Alice & Denny” is a vendor selling hand-painted T shirts, caps and canvas shoes. It is located in front of the 7-Eleven inside the Sheda night market.(It is quite small and thus supposedly negligible), but it is just the other way round. The stand is only a suitcase big, usually placed on the owner’s motorcycle. The small stand is always surrounded by many people looking at the pictures or the products in display. The owner’s name is Denny and Alice is his partner. “Alice & Denny” is a good name for customers to memorize. Denny is a young guy, about 25 years old. He started his business in 2005, which was about the time outdoor market--- CAMPO first became popular.

Denny told us his secret: why he can stand out among so many hand-painted clothing vendors. Denny said that he uses on his products some special self-made paints, instead of the normal poster paints or paints for clothes painting. Early in his business, Denny found out that all the different kinds of paints in the market were not stable enough; that they started to fade after the first few washes. Even those paints marketed as waterproof couldn’t meet Denny’s need. So he decided to create his own paints. It just happens that Denny’s father is a house painter who also sells paints in his paint store. Denny first bought paints from his father, and then mixed them with other kinds of paints to create the best paints in Taiwan! He promised that his paints is one hundred percent waterproof. However, due to the high quality paints

Denny uses, his products are a little more expensive than others'. Since good paints are one of the strengths in "Alice and Denny", he also sells his home-made paints. One little bottle is sold for 150 NT dollars, which is pretty high-priced compared to normal paints.

Besides the special paints he used for his products, he had designed many series of cartoon and tattoo for the customers to choose. Customers can flip through the two albums presented in the vendor, choose anyone of them, and then ask Danny or Alice to draw it on either a T shirt, cap or canvas shoes. These designs are in various styles, from childlike cartoon to black and white floral lines. It takes about seven to ten days for the customize goods to be ready. Sometimes when the orders are too many, it takes longer to finish the products, which will then be either shipped to the buyers, or picked it up by the buyers themselves.

If you don't like to choose any designed pattern from Denny's album, you can also design your own prints or logo. Denny and Alice will also paint it for you. The price varies, depending on the size and color of your blueprint. Denny shared his experiences with us. He said that of course the business of a small stand is not easy, but he believed that as long as he makes more effort than others, he is going to be successful one day. What he said is really worthwhile, especially for young people starting their career in Taiwan.

As the outdoor market, CAMPO, becomes more and more popular in Taiwan, handmade brands has made a fast progress in recent years. The bustling and artistic atmosphere in Sheda night market always attracts lot of visitors especially students and foreigners. The handmade brand artists now see Sheda night market the second best place, after CAMPO market, to sell their products, which, in turn, makes Sheda night market more abundant in its cultural variety and thus more and more interesting for us night market goers!

Conclusion: A Place to Have Fun and to Learn

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Sheda night market is indeed a remarkable spot to visit. It is full of interesting shops, vendors and you can find lots of yummy foods there. With its special characteristics such as various exotic cloths styles and unique handmade brands shops and vendors, it successfully attracts a lot of local and foreign visitors. Our group had a lot of fun while doing this project. It feels good to be visually greeted by so many fashion styles, arts and crafts. It is even greater to learn more than what we see as shoppers: we learned the history of Sheda night market, and also learned the experiences of doing business while chatting with those shop owners and vendors.

Sheda night market is always full of people who are shopping and eating. It will definitely become better if the street is cleaner. It is the only drawback we found in Sheda, but it isn't too hard to solve. We believe that as long as the shop owners can

place more garbage can on the side of the streets, and the vendors can clean up their own areas, Sheda will eventually become a cleaner and neater place where both artists and shoppers can develop their artistic styles and life styles.!