Final Project

ActAsia Business Team4
Introduction to group members

ActAsia Business Team4

Rebecca Hughes-Moore
- MA Strategic Fashion Marketing
- BA Contemporary Media Cultures
- Focusing on developing core brand structure and elements
- Marketing plan and promotion

Jieqi Zhou
- MA Global Fashion Retailing
- BA Commerce
- Focusing on industry research and consumer attitudes
- Marketing plan and promotion

Tania Malacarne
- MA Innovative Fashion Production
- BA Fashion designer
- Material, Environmental impacts and Supply chain research and innovation
- Giving sanctuary Ideas

Yirui Xu
- MA Fashion Artefact
- BA: Product Design
- Connection maker – Defining the main purpose, Structuring the project and Developing design strategy
- Drawing stickers and developing brand image

Yiqin Jiang
- MA Fashion Design Management
- BA: Fashion Design
- Focusing on defining the structure and giving ideation
- Designing prototype
- Support promotion, booklet and showroom

Page number of slides
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- P17-p25, p54
- P2-p16, p40-p42
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Stage 1:
Exploration and Definition of the project

Stage 2:
Material research

Stage 3:
External and Internal Analysis

Stage 4:
Marketing and promotion

Summary: storyboard
Stage 1:
Exploration and Definition of the project
Beginning point: Reference & Inspiration

Focusing on customer buying attention

Referable strategies:
• Using colourful and cute expressions to attract people
• Influencing the old generation indirectly by influencing the new generation first

Muji 'Endangered species' series
https://www.muji.com/au/products/cmdy/detail/4550182755787

Rhino protection program
By XI LAB based on Tongji University with PFF
http://www.xilab.cn/
Definition

Our main point
Focusing on changing people's purchase intention:
• From real fur to faux fur
• Reducing demand of real fur, and creating business for faux fur
• Creating a new image of faux fur and building a strong brand

Our expectations
• Our brand attracting the attention of the consumer and build awareness of fur trade and animals
• Our brand can help people accept and purchase faux fur
Research questions

• How can people accept our brand and concept?

→  

• Who is our target group? What are their attitudes?

↓

• What kinds of faux fur could they accept? (material research)
• Do people see faux fur as the replacement of the real fur?

→

• What is the main purpose for their purchase? For functionality or fashion?
• Does our target group care about real or the faux?

→

• What's the most appropriate promotion method for our target group?

→

• How could we help fur farmers/related workers?

→

• How could we combine the promotion with our aims? (to attract people’s attention)
CONSUMER ATTITUDE RESEARCH

ActAsia 16/17 survey results

http://furfreelife.actasia.org/index.php?m=content&c=index&a=show&catid=14&id=483

Age structure of consumer

*年 = years old, 18~25岁 = 18~25 years old

After understanding the fur industry information, consumers have several tendencies towards fur consumption

The proportion of consumers buying fur for several reasons

The reason people don’t buy fur
Consumer survey results in 2020 from ActAsia

- 25% of respondents could not identify fur, with confusion surrounding leather.
- 70% of consumers expect fur free to become the next fashion trend
- Reasons not to buy fur include prefer brands that do not sell fur (FFR), alternatives are available and fur is too expensive.

**Attitude changes when taking different actions:**

<table>
<thead>
<tr>
<th>ACTIONS TO FUR CONSUMERS</th>
<th>ONLY ASKING</th>
<th>GIVING LIMITED INFORMATION ABOUT THE IMPACT OF FUR FARMING ON HUMANS, ANIMALS AND THE ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers in 2019</td>
<td>Will buy (100%)</td>
<td>Will buy (52%)</td>
</tr>
<tr>
<td>Answers in 2020</td>
<td>Will buy (100%)</td>
<td>Will buy (28%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GIVING MORE DETAIL ABOUT CURRENT PRACTICES WITHIN THE FUR INDUSTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will buy (35%)</td>
</tr>
<tr>
<td>Will buy (16%)</td>
</tr>
</tbody>
</table>
Definition of target people

'Promotion partner'
Anti-fur people can help us spread our values and products to young people and others

'Strategy for family'
As family members, young people can influence elder people.

Other people
Don't care but in large number

Elder people
Hard to change

Fur lover
'extremely hard'

Anti-fur people
'first consumers'

Young people
For curious and cool

How will/can people accept it

- 'Friendly to us'
- 'Concerned with the fur problem'
- Some of them may have good knowledge of the fur industry
- First consumers

- Don't care materials too much
- Choose products out of curiosity and coolness
- May not have much knowledge about fur, but they would stand up for what they believe in
- Decisions are influenced by subcultures

- Have less knowledge about the fur industry
- Most of them only care about their feelings about the material and the price
- Don't care actively, but when they were told, most of them are willing to change

- The main factors to influence their decisions are the quality and the cost performance
- Most of them prefer natural materials to man-made ones
- They are fairly firm with their experience and values
- Some people think fur as a symbol of status and wealth, but this is intensely regional

- Appreciate fur very much
- Some are very rich and have power of discourse
- Sometimes include fur in their collections
Analysis of Questionnaire Results: The Attitude of Our Target Group
Millennials and GenZ to the spending trend: Influencer

'The main spur to consumption is the search for truth'

'Questioning'

'Consumption as a matter of ethical concern'

'Dialogue to solve conflict'

– **Family**  
Young people can have influence on their families, both building the awareness of next generation and changing the elder people's minds.

– **Trend**  
We would like to use the power of creating trends from young people, whose consumption behavior is more about expressing ethical values, to drive others' attentions and even try to change the minds of 'hard to change' people and 'extremely hard' people.
Futher research for promotion

- Mink is the most bough fur, although in 2020 there was not a clear cut ‘first choice’. Fox was just below Mink and Rabbit fur follows, there was a drop for Raccoon Dog fur.

- Places to buy fur changed in 2020 from 2019 High Level Boutique dropping 10% and Fur City coming in second this year Fur city is not a top 3 choice of place to purchase fur. Instead, we see the appearance of online shopping for fur for 28% of purchases.

- Females aged 30-40 prefer full fur coats and buy more fur Under 30’s but fur for home decoration
- Reasons to purchase fur include Warmth, beauty and texture.
Further Steps Reference 2: What Kind of Fur Clothing Chinese People Prefer

2018/2019 overall style preference on average percentage

- Elegant, 57%
- Fashionable, 42%
- Luxurious, 35%
- Literary, 18%
- Minimalist, 18%
- Business, 16%
- Sport/Street, 17%
- Sexy, 8%

2010/2020 overall style preference on average percentage

- Elegant 53%
- Fashionable 41%
- Luxurious 28%
- Literary 23%
- Minimalist 22%
- Business 18%
- Sport 13%
- Sexy 13%
- Neutral 10%

New category: "New" at 10%
FURTHER STEPS REFERENCE 1: REGIONAL DIFFERENCE

People who would wear fur in Winter

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing</td>
<td>27%</td>
</tr>
<tr>
<td>Changchun</td>
<td>66%</td>
</tr>
<tr>
<td>Chengdu</td>
<td>29%</td>
</tr>
<tr>
<td>Harbin</td>
<td>73%</td>
</tr>
<tr>
<td>Qingdao</td>
<td>31%</td>
</tr>
<tr>
<td>Shanghai</td>
<td>12%</td>
</tr>
<tr>
<td>Tangshan</td>
<td>52%</td>
</tr>
<tr>
<td>Urumqi</td>
<td>50%</td>
</tr>
<tr>
<td>Wuhan</td>
<td>43%</td>
</tr>
<tr>
<td>Xi’an</td>
<td>46%</td>
</tr>
</tbody>
</table>

People who have brought fur product before

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing</td>
<td>62%</td>
</tr>
<tr>
<td>Changchun</td>
<td>88%</td>
</tr>
<tr>
<td>Chengdu</td>
<td>56%</td>
</tr>
<tr>
<td>Harbin</td>
<td>77%</td>
</tr>
<tr>
<td>Qingdao</td>
<td>64%</td>
</tr>
<tr>
<td>Shanghai</td>
<td>24%</td>
</tr>
<tr>
<td>Tangshan</td>
<td>55%</td>
</tr>
<tr>
<td>Urumqi</td>
<td>67%</td>
</tr>
<tr>
<td>Wuhan</td>
<td>55%</td>
</tr>
<tr>
<td>Xi’an</td>
<td>81%</td>
</tr>
</tbody>
</table>

Kopenhagen Fur 2019/20 Consumer Survey Report

(This map is just for reference, not related)
Stage 2: Material research
IS POLY-FUR MORE POLLUTING AND LESS ETHICAL THAN NATURAL FUR?

63% PREFER REAL FUR BECAUSE THEY THINK IT IS LESS POLLUTING

37% OF PEOPLE PREFER FAUX FUR (POLY-BASED) AS LONG AS CRUELTY-FREE

**Material Composition**
- Real fur: Natural
- Poly fur: Synthetic

**Production Process**
- Poly fur:
  - Toxic emissions
  - Water waste
  - Microplastic fibres lost (4000 microfibers per gram)
  - PETA approval

**Environmental Impact**
- Real fur:
  - Toxic Emissions
  - Soil pollution
  - Water waste
  - Toxic work environment
  - Animal exploitation
  - Biodegradable material composition
  - Energy transportation highest than other materials

**Biodegradability**
- Real fur:
  - Decomposed in 3 months
  - Natural cycle
- Poly fur:
  - More than 200 years to decompose
  - During decomposition: Methane

**Recycling**
- Real fur:
  - Deconstruction
- Poly fur:
  - Recycling (only PET & Nylon)

**Ethical**
- Real fur:
  - Direct Animal cruel
  - Toxic production process
- Poly fur:
  - Toxic production process
  - Indirect animal Cruel (in the long term)
  - Microplastic, damaging the whole planet and ecosystems
Our choice

59% of the people are not aware of alternatives of faux fur

**Blending faux fur** (DevoHome)
- 100% hemp fur ----> still in progress

**Available:**
- Hemp fur: recycled hemp + Recycled cotton

**Ecopel company**
- KOBA, a faux fur ----> 37% Corn-based (biopolymer)
- 67% recycled polymer

48% of people buy fur because it is warm. How can we face this problem?

**Hemp Fur**

**Picture from DevoHome**
Composition: 50% viscose and 40% hemp.

**Our Hemp fur:**
- Knitted part
  - Renewcell textile (recycled cotton similar Lyocell PP)
- Hemp fur composition
  - Hemp + knitted base + leather base
- Leather base composition:
  - Pinatex

**Real Fur**

Real fur is composed by leather and fur

Great Insulator

House of Fraser called out over return of real fur sales. [online]
Hemp garment layers:
- Hemp fur
- Vegan Leather
- Down material Recycled wool (MWool)
- Internal Hemp knitted fabric

Hemp fur Composition: 70% recycled hemp/ 30% recycled cotton

Pinatex
Cold air
Hemp fur
Knitted Renewcell base

Body warm

Made by Tania malacarne, 02.01.2021
Hemp fur production process

Organic Hemp PP
- Machine harvesting
- Retting: left to dry and natural removal of resin substances
- Crashing: Breaking splitting the fiber from the stem
- Softening: Raffia is carded and impurities removed
- Hackling
- Drawing
- Spinning: Usually are used chemicals; this is a part where is needed to pay attention to be sustainable. This passage influence the thickness and quality of the yarn.

Cottonizing

Wool PP inspiration

Hemp Fur PP
- Machine harvesting
- Retting: left to dry and natural removal of resin substances
- Crashing: Breaking splitting the fiber from the stem
- Softening: Raffia is carded and impurities removed
- Hackling
- Drawing
- Weaving & Knitting
- Dyeing & Printing

Specialized machines
- More sustainable new natural fibers are replacing cotton
- Hemp adaptability
- Not necessity of new machines

Due to the large amount of cotton fiber
- Organic hemp
- Use specialized cotton machine to produce hemp textile

Sustainable Dyeing

DyeCOO
- Zero wastewater
- Zero processing chemicals
- Less energy
- High level of colour consistency
- Reuse of 95% of the CO2 within the process.

Algaemy

Hemp is not colorfast, so the color is often not rich.

Made by Tania malkame, 02.01.2021
A project to help the fur farmers

Most popular fur in Asia: mink

Hemp Production and fur farms in China are located in the same areas:
- Heilongjiang
- Yunnan
- Anhui
- Gansu

Fur production VS hemp production
1 acre: 4046.86 m²
4046.86 m² : 0.3 m² = 13 mink cages
1875 cages : 13 cages = 144 acres of land

Hemp harvested after two months
Minks after eight months
1 acre of hemp used for fabric profit= 800£ - 350£ (production cost) = 450£ every 2 months
One acre of hemp in 8 months profit= 3200£
1 acre of space farm mink eight months profit = stil 214.5£ (space will double the profit after eight months)

Farming land size: 144 acres
144 acres of hemp= 64800£ of profit in 2 months
Annual hemp fur profit: 6x 380K £

Profit average animal per farm per month: 3750 x 8.25£ = 30375£
£ (a part of animals is kept for reproduction) per month X 12 months = 370K £ annual profit

Make competitors means a winner and a loser, collaboration means two winners

Fur sells decreased approximately 30 % while hemp market is raising.

Most common fur farm: familiar business / small-medium size
45 000 of mink pelts annually: per farm
45 000 of mink pelts annually: per farm

Cost of produce a pel + animal maintenance ~ 41.75£
Maintenance: 12.5 £
Production cost= 29.25 £
Selling price: 50 £

To feed 11.4- mink = 563 kg of food = 1 kg of fur
12.5 £ x 11.4 = 142.5 £ to feed 11.4 minks
3750 x 12.5£ = 46875 £ spent in feeding in 1 month

Average of cages for farm only for animal used for pel in 1 month: 1875
Cage size (2 animals inside): base space, 0.5 m X 0.6 m= 0.3 m²
Profit per cage: 2 minks x cage: 8.25 £ x 2= 16.5 £

China 20.7 million killed per year

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1 acre oh mink = 13 X 2 (mink) = 26 minks x 8.25 £ = 214.5 £
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Let say cages are the only space in a fur farm that allows profit. We take an average of cells of a small/medium fur farm, and we calculate the annual profit of them, it is going to be 370k £ annually.

If we take the same space to cultivate hemp, the yearly profit would be 380k £.

What a fur farm does:
- Breed animals
- Fur processing
- Skin stretching
- Pelts to dry

After:
- Send pelts to fur manufacturer to create the final fabric

We always need less space to grow.

Published: July 2019
Researchers: Dr Yuan-Chih Lung & Sophie Lin © ACTAsia 2019

Kości, W. (2020). Film showing mink “cannibalism” prompts probable ban on fur farms in Poland

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Made by Tania malacarne, 05.01.2021

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Environmental Benefits:

- Decreases landfill space
- Natural fibres may release greenhouse gases while decomposing
- Reduced consumption of energy and water
- Pollution avoidance
- Lessened demand for dyes.
How revolutionize fur industry

Key Factors
- Sustainability part of the brand strategy
- Social performance: a brand culture around respect for nature (animals and humans welfare)
- Transparency: stakeholder engagement, supplier operations.
- Risk Management: Economic performance is usually an obstacle to sustainability.
- Economic impacts = increase company likelihood.
- Quality
- Efficiency
- Responsiveness
- Environmental Dimension: humans and animals wellbeing, waste and recycling

Risks
- Poor demanding
- Failure coordinating requirements through the supply chain
- Bad social performance

Solutions
- Economic performance: Environmental responsibility should be seen as necessary as financial responsibility.
- Track and trace: Owning suppliers factories will improve the coordination between suppliers and consumers demanding.
- Environmental Dimension: Own supplier chain allow more control during the whole journey. + Brand based on Demanding production reduce waste

Our Supply Chain
- Responsiveness performance: Owners of supply chain = better coordination. Optimization of a healthy work environment, quality, lead time, environmental impact.
- Transparency: ISO certification to be sustainable + sharing with consumers about the production process, material, climate impacts of our products and suppliers.
- Transparency: recording the history, application and location of the products (raw materials, conditions of production, distribution and final product location)
- Demanding production: following people and environment needs. Making people aware of the waste, people will be choosing between two lines one always present and made from hemp grown from farmers.
- Second product time: limited time and quantity, exclusive style always in movement and hemp wasted textile + recycling. New hemp fur. Wasted textile will be different, and depending on the amount, we will produce specific garments.
- Educating Stakeholders: By sharing sustainability interests, we would empower stakeholders to act as intermediaries for nature and sustainable development.
Stage 3 :
External and Internal Analysis
Macro-Environmental Analysis

PESTLE Analysis

• **Political** - N/A

• **Economic** – production of faux fur has reached an aggregated value of $25 billion

• **Social** – high awareness of sustainability

• **Technological** – developing new fabric to instead the real fur

• **Legal** – “People's Republic of China on the Protection of Wildlife”, "Law of Environmental Protection"

• **Environmental** - reduce the CO2 emission from fur farming
Internal Micro-Environmental Analysis

The 10 Commandments (Hoang, 2016)

• **Transparency** – Production process and materials used
• **Authentic brand values** – Against fur farming & protection of animals
• **Sustainability** – Hemp fur and sustainable dyes
• **Retail Technology** – Crowdsourcing
• **Personal Goals** – Encourage the production and sale of faux fur
• **Competitive Pricing** - 500-800 Yuan (to be discussed and adapted for a more competitive advantage)
• **Efficient Services** – Aftercare, Subscription service
• **Experience** – Using technology and ensure quality
• **The Sharing Economy** – Eventually offer rental service
• **Recognize Individuality** – Stickers
Segmentation

Demographic Segmentation
- Gen Z & Millennials

Geographic Segmentation
- Asia particularly China
Core Consumer Psychological Needs

• Autonomy (freedom + agency) – Providing transparency = customers to feel as though they have done the research and are making the decision themselves

• Relatedness (love, connection, affiliation) - Use of the stickers creates that sense of community and connection

• Competence (Success, achievement) – Buying into a brand that protects animals
Targeting & Customer Analysis

• Millennials
  • More ethically minded than previous generation
  • Awareness of sustainability
  • Made prime spending among all generations
  • Notably influenced by celebrities and influencer on social platforms

• Gen Z
  • Easily accept new things
  • "Shoptainment"
  • Like using social media
  • Notably influenced by celebrities and influencer on social platforms
Positioning

Brand Domain

• Where it competes in the marketplace? WeChat & Weibo

Positioning alongside competitors

• Fur companies (Canada Goose and Moncler)
• Clear distinctive place in the market = faux fur
• How to stand out in the market? Stickers (positive associations)
Establishing The Brand's Core

• Mission Statement
The brand aims to promote the production and consumption of faux fur in China, creating trendy and attractive styles, promoting them through fun, upbeat and positive associations.

• One liner
Promoting hemp fur in China through fun and uplifting associations.

• Developing the brand's tone of voice
Through the cute stickers the brand's tone of voice is established as being cheerful. We intend to promote the rest of the brand in an optimistic, lively and encouraging tone.
BRAND IDENTITY
(KAPFERER'S BRAND IDENTITY PRISM)

• **Physique** – The stickers used to promote the brand

• **Relationships** – Aim to make consumers feel a sense of agency and achievement from purchasing from the brand

• **Reflection** – Aim to make other perceive the consumer as conscious, eco-friendly decision makers

• **Personality** – Activist, eco-friendly, vocal, trendy, cheerful and optimistic

• **Culture** – Eco-friendly, sustainable, conversational (encouraging discourse surrounding the issue of fur)

• **Self-Image** – Eco-friendly, activist, demonstrative, representative
Brand Structure

Direct to Consumer

Why?
• Allows for more engagement with consumers and a tighter grip on the different brand touchpoints.
• Creates stronger brand positioning.

Made to order
• Pre-production process that is purely digital and once the customer purchases the item, it is made
Stage 4: Marketing and Promotion
Materials

- **Stickers** – Used in WeChat
- **Booklet** – Electronic form
- **Storytelling** – Website & Pop-Up
Ideation: Brainstorming And Research

Why do they want to buy fur clothing?
- traditional thinking
- lifestyle
- area: China, north, cold

How to change traditional thinking?
- online: Line: Free Calls and Messages
- offline: A case in Singapore

An image to warn: too nauseating?
- new image: WeChat
- new lifestyle: LINE FRIENDS INC

Tobacco Standardised Packaging Gone into Effect on July 1st
https://images.app.goo.gl/xNyTip2HrGW4PgDm6
The first step
Design some animal image

The second step
Upload on WeChat
Attract more people to know our project and meaning

The third step
Make these image become an IP or a logo
Design some package
Post images (sticker) on it
ANALYSIS OF QUESTIONNAIRE RESULTS

STICKERS

13. You often use WeChat stickers?

<table>
<thead>
<tr>
<th>Selection</th>
<th>subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often</td>
<td>33</td>
<td>89.19%</td>
</tr>
<tr>
<td>Average</td>
<td>3</td>
<td>8.11%</td>
</tr>
<tr>
<td>Not usually</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t use</td>
<td>1</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

14. Do you like to use animal memes?

<table>
<thead>
<tr>
<th>Selection</th>
<th>subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like it</td>
<td>24</td>
<td>64.86%</td>
</tr>
<tr>
<td>Not bad</td>
<td>11</td>
<td>29.73%</td>
</tr>
<tr>
<td>I don’t like it</td>
<td>2</td>
<td>5.41%</td>
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</table>

15. Would you be willing to pay for emojis?

<table>
<thead>
<tr>
<th>Selection</th>
<th>subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unwilling</td>
<td>9</td>
<td>24.32%</td>
</tr>
<tr>
<td>I would buy</td>
<td>11</td>
<td>29.73%</td>
</tr>
<tr>
<td>I’ll buy it</td>
<td>17</td>
<td>45.93%</td>
</tr>
</tbody>
</table>

Conclusions:
1. Most of Gen Z use WeChat stickers and like animal stickers.
2. They do feel that cute animal characters would stimulate their initiative to protect animals.
3. Most of Gen Z are willing to pay for emojis.
Why we created the 3 styles of stickers?

1. Strengthen the appeal of faux fur: colours and patterns

2. Deeper meaning: the fox is wearing the fur coat and the fur blanket, the material gives the animal a feeling of safety and warm. - about faux fur and protection

3. Reference of the coat style: MaxMara Teddy 4 coat – elegance
Why we chose white fox:

1. People have a high level of recognition about this animal and the relationship between foxes and the fur trade.
2. White-clean, simply and elegant
Customer experience design:

A guide on WeChat

How to add our stickers and use in daily life?
A guide: Detail

Use stickers

Choose stickers add to your folder

Learn more information about sticker and our project
• Prototype: Booklet Design

Use hemp fur to create booklet cover

Size: B5

Customers could find it from our show room, social platform, such as WeChat, Weibo and so on.
Stickers & Booklet

• **Stickers**
  • Launch the new version
  • 1 YUAN/Group of stickers
  • Promote the stickers on Weibo platform
  • Donate to the animal protect organization

• **Booklet**
  • Used in Popup and Sanctuary
Storytelling

Content
• Cruelty of the fur farming
• Serious pollution caused by fur farming

Application
• Pop-up Store
• Website

Effect
• Deeper connection with audience
• Emotional engagement
Transparency

Content
• Document - Emission usage and materials used
• Documentary - Process of product making and sanctuary

Platforms
• Weibo
• Bilibili – equivalent to YouTube

Effect
• Keep the transparency
Collaborations

Who?
- Artists & designers
- Celebrities
- Influencers

Effect
- Raise the brand awareness
- Attract new potential consumers
Stage5
Customer Experience & Services
Customer Experience

- Online Virtual showroom x2
- One showroom with a forest theme with the brand products in it
- The other showroom with the forest with animals in it (linking the stickers with the animals, when you’re in the showroom, hover over an animal can see the sticker)

Design Ideation:
(Yiqin Jiang)

- Style: Natural
- Using hemp fur carpet
- Virtual Mirror
- Some models wear hemp fur clothing.
- The glass window could make customers clear to see them.
AR (Try before you buy experience)

Real time tries on app
- 3D Body scan
- Virtual Try on
- Size Recs
- Purchase

Photogrammetry
Personal account scanners files
Costumer try on preset garments, depending on size
Filter garment, 3D fit
Pop up stores

- Exhibition style, showcase the pieces like the virtual showroom, more than just a shop with the products in it.
- Showcase the best sellers
Sanctuary

What is it?

• A new purpose for abandoned few fur farms
• Selling hemp fur → Partial of the profit → funding for the structure
• Half structure kept original/half innovative architecture
• Part kept original is for guided tours
• Sanctuary structure with fur farm rescued animals
• Live experience/connecting
• Volunteering/ be part of it
• Shop ----> Buy toys of the rescued animals (storytelling toy)
• Adoption (WWF example)
• Ex fur farmer (felt guilty) for their past - already trained to take care of the animals
• Start again with a different approach
• An educational place to learn about sustainability and respect for nature

Purpose

• Creating a connection with the animals, we hope would be more difficult for people to buy fur garments
Subscription service

How does it work?

• For 270 Yuan (£30) a year both new and existing customers can subscribe through a WeChat link on Weibo and once subscribed, the customer can use that on WeChat

• Receive offers, occasionally some stickers (Christmas, Chinese New Year, Halloween), receives an invite to the sanctuary

Benefits

• Increase Customer Lifetime Value and Customer Retention
Aftercare

• Offering a service to repair items
• Offer a guaranteed consistent quality of products to customers
• Provide a luxury type of experience

Aim

• To retain existing customers and attract new potential customers
Crowdsourcing & Omni-Channel Retailing

Crowdsourcing

• On the website having a suggestion box, where customers can leave suggestions of what they would like to see e.g., what stickers they would like created etc., mailing service

Omni Channel Retailing

• Move freely between the online mobile devices and physical store
• Seamless unified experience
• Telling a story across all channels
• Online website, online on WeChat, Weibo and Pop Ups
Summary: Storytelling
• Q&A

• Thank you for listening!

Fashion United, (2019). *Inside the Christian Dior: Designer of Dreams exhibition*. [image] Available at: <https://fashionunited.com/_FbgC2AZoEWiFDQmea8ldXF4u85E7i8rwztp0a1xg/gravity:sm/quality:70/aHR0cHM6Ly9zdGFgGFOaWMuZmFzaGlvbVuaXRIzC5jb20vMjAxOTAxLzdEaW9yRGVzaWduZXi2Y55qGc?v=Article> [Accessed 10 January 2021].


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