

ACTAsia

Compassion in Fashion

Team1



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MA Fashion Design Management



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MSc Applied Psychology in Fashion



Hannah Aastad
MA Fashion Curation

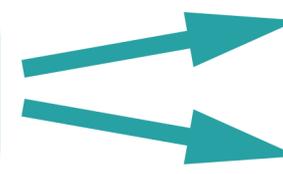


Yijin Ge
MA Fashion Design Technology
(Womenswear)



Yu Jiang
MA Fashion Design Management

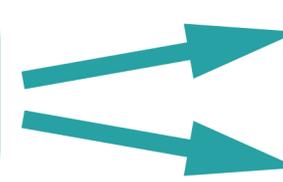
Evaluation



Each Week

General Conclusion

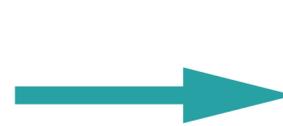
Suggestions for Future



Each Week

Structure, Platform

Resources



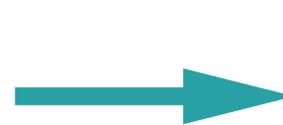
Documentary

Articles

Materials Suppliers

Manifesto

Process



Pervious Work

Week 1

1. Introduction to the course.
2. The first video is compelling, really gets excellent points across, thought provoking and emotional.
3. Ensuring you are able to understand and catch everything that is being said by the founder and the dean in each introduction by providing subtitles and a permanent transcript underneath each one.
4. Meeting Isabel: encouraging curiosity, raising questions, communicating with each other on the platform, encouraging bringing in new resources and ideas. Get further information on what the goal of the course is, what is expected of you, what you can expect.
5. provides insight into "why now?", how the fur industry not only affects animals, but how it poses a danger to us as humans, relating it to a recent/very present event, Covid-19.
6. Starts by raising a question, so you can start theorizing yourself. Outlines the learning outcomes, moves onto another question with a small exercise of writing 5-10 words of why you think sustainability in fashion starts with fur-free. Helps you on the way with some suggested topics, encourages you to read other comments to broaden your perspective and engage with your fellow learners.
7. Water contaminations, how we pollute water, creating a harmful chain of events. The relation between the fashion industry and water pollution. Concluding with thought provoking questions.
8. Air pollution, short bullet points, how does the fur industry affect the air we breathe? An activity of checking and sharing the AQI in your city, really look into the data where you live.
9. On natural resources, Longer article exploring the environmental impact of two different natural fibres, and the difference between intensive and organic farming. Provides a list of both animal fibres and plant-based fibres, how one is more harmful than the other and why. Looking at animal intensive farming, how it is inhumane and harmful to animals and humans vs. animal organic farming which is also known as high welfare farming. Same goes for plant fibre farming methods. You are encouraged to discuss a few questions in the comment section.
10. Eco-friendly alternatives to fur, a worksheet is provided, really encourages you to think through each material, what are the pros and cons, how does it affects humans and animals directly and indirectly, you are creating your own evidence through your research that you can take with you and further educate others.
11. Check your understanding part 1 & 2.



Hannah Aastad

Week 2

1. Used an easy & simple way to demonstrate the whole fashion system and also the fact of 'toxic fur'.
2. More latest examples and discussion about the fact of 'Toxic Fur'. Such as, is there are any changes that people or organisations had done during the awareness had raised these years? (both positive and bad side effects).
3. To show the student what stage are we now? For example, What can else we do in the future? how can we manage to do that in the future?
4. What is the attitude of the government, fashion company and workers themselves? What can we do when we are playing in a different role (company owner, consumer, designer, hunter etc.)
5. More interactive way to teach and transfer informations to the students, bring theory to action.



Yijin Ge

Week 3

For the video of "Why Fur Free", the data in the video report six years ago is too old to give readers the latest industry changes. Also session needs to be visualised and avoid to be wordy.

The Animal sentient part can be vivid and like an animal world documentary, cartoon or manga, in this case listener empathy will be aroused. This way will be more intuitive.

1. What would they use instead? Are they for or against, and if for, why? A "did you know?" type of interview, ask fashion students factual "did you know" questions about how harmful the fur industry is.
2. A challenge/commission for fashion students to create a few pieces of clothing where they use other, more sustainable fabrics/materials instead of fur.
3. Create more visuals.
4. A better look into sustainable options, how to chose the right materials and fabrics, a guideline or help in what to think about when choosing your materials, what should I look for?



Yu Jiang

Week 4

In this section you learn how to investigate, research, and create a manifesto that takes into account your core values in a compassionate manner.

4.1 (Video) Starts with the Rana Plaza story and talks about the start of Fashion revolution. Introduces Joey Pringle of Veshin Factory along with some of their employees.

4.2 (Article) Encourages students to combine everything they've learned about the impact of fur in fashion on the environment, humans, and animals, and use it to make something concrete.

4.3 (Video) Victoria Ho, co-founder and head designer of FASHION4FREEDOM, shares examples of how nature can influence design, sourcing, and business decisions. Instead of a recorded zoom call, it be a proper video (like the rest of the classes)

4.4 (Video) A guide to create manifesto.

4.5 (Discussion) Students get to reflect on their manifesto, seek inspiration from company manifestos and refine their drafts. Opportunity to upload their manifestos on a Miro board.

Portfolio Building

4.6 (Video) Guide to creating a portfolio keeping in mind the manifesto.

4.7 (Discussion) Opportunity to upload their portfolio on Miro Board and display it in ACTAsia's Virtual Fashion Exhibition

4.8 (Video) Congratulating video for finishing the course

4.9 (Poll) Have the students' opinions changed?

4.10 (Article) Ideas & resources to keep students updates. Contact information & WeChat network to keep in touch with the tutors.

Durva Gandhi



Huiyuan Chen

Generally, the structure of the course is not clear enough. Although the title of course is Compassion in Fashion: Sustainability and Global Fur Trade, some content is less relevant. This may due to the lack of analysis about who the students are and what students need. Furthermore, the learning experience of the course need to be optimized.

- Learning Outcome

It is crucial to state clearly what is the learning outcome of a course since it tells students what skills and knowledge they will gain from the study. Although we have a weekly learning outcome now, it's better to create the course outcome.

- Content Structure

By determining the learning outcome, it is much easier to create the content on track. Keeping the content completely focussed and aligned with the learning outcome is important.

- Learning Experience

More analysis should be done to explore the learning preferences of students to make sure that the course is as engaging as possible.

Places are already good enough

1. Used an easy & simple way to show the whole fashion system and also the fact of 'toxic fur'.
2. Every class leaves a comment section below where people can share and exchange their ideas, is more like a big community than just a platform to learn.

Places might need to improve

1. **More latest examples and discussion** (both positive and bad side).
2. Provide a **more attractive way to demonstrate the information** to the students/audiences.(an animal world documentary, cartoon or manga etc.)
3. **More options of materials** when design is needed. (factories, suppliers,)
4. Invite fashion student to join create garments in a sustainable & fur free way, and share ideas as a community.
5. Ability to continue where you left off.
6. Instead of a recorded zoom call, it be a proper video (like the rest of the classes)
7. Sample projects from other students
8. To show the student what stage are we now? For example,What can else we do in the future? how can we manage to do that in the future?

Week 1

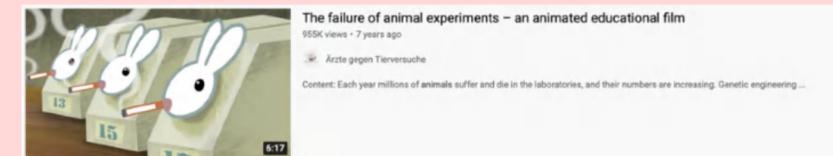
1. Short interviews with fashion students on their take on fur in the fashion industry, what would they use instead? Are they for or against, and if for, why? A “did you know?” type of interview, ask fashion students factual “did you know” questions about how harmful the fur industry is.
2. A challenge/commission for fashion students to create a few pieces of clothing where they use other, more sustainable fabrics/materials instead of fur.
3. A better look into sustainable options, how to choose the right materials and fabrics, a guideline or help in what to think about when choosing your materials, what should I look for?

Week 2

1. To build up a more updated information teaching system.
2. Also can add some more diverse way of sharing ideas or teaching knowledge such as inviting people from industry to hold an online lecture, or build up a study group etc.

Week 3

1. Animal sentient parts can be conducted in a visualized way like manga or animation, try to be attractive and vivid.



2. Suggestions for additional resources or alternative materials provided.
3. Put current fashion industry's attitude towards fur, runway images, designer interviews, etc.

Week 4

1. Ability to continue where you left off.
2. Instead of a recorded zoom call, it be a proper video (like the rest of the classes)
3. Sample projects from other students

Learning Outcome

1. Understand the current fashion landscape and the urgency of sustainability
2. Explore the reason behind, including subjective factors and objective factors
3. Evaluate the effectiveness of current industry initiatives
4. Demonstrate own idea on the topic of fashion sustainability and global fur trade

Learning Experience

1. A survey to collect students' information to modify the content by different demands before starting the course. To build up a **user-centric learning system**
2. **Enriching the forms** that delivering the content is crucial, **More materials** is needed
3. Putting knowledge into reality is another key in terms of learning experience. **Case study** is necessary for students to understand what they can do next

According with the learning outcomes, the **Learning Structure** can be:

Week 1

Overall Introduction

1. Sustainability
2. Global Fur Trade Introduction
3. Why we start from the "FUR"

Week 2

Explore the Behavior

1. Why are we in the fur trade?
2. What damage has the fur trade done to nature?

Week 3

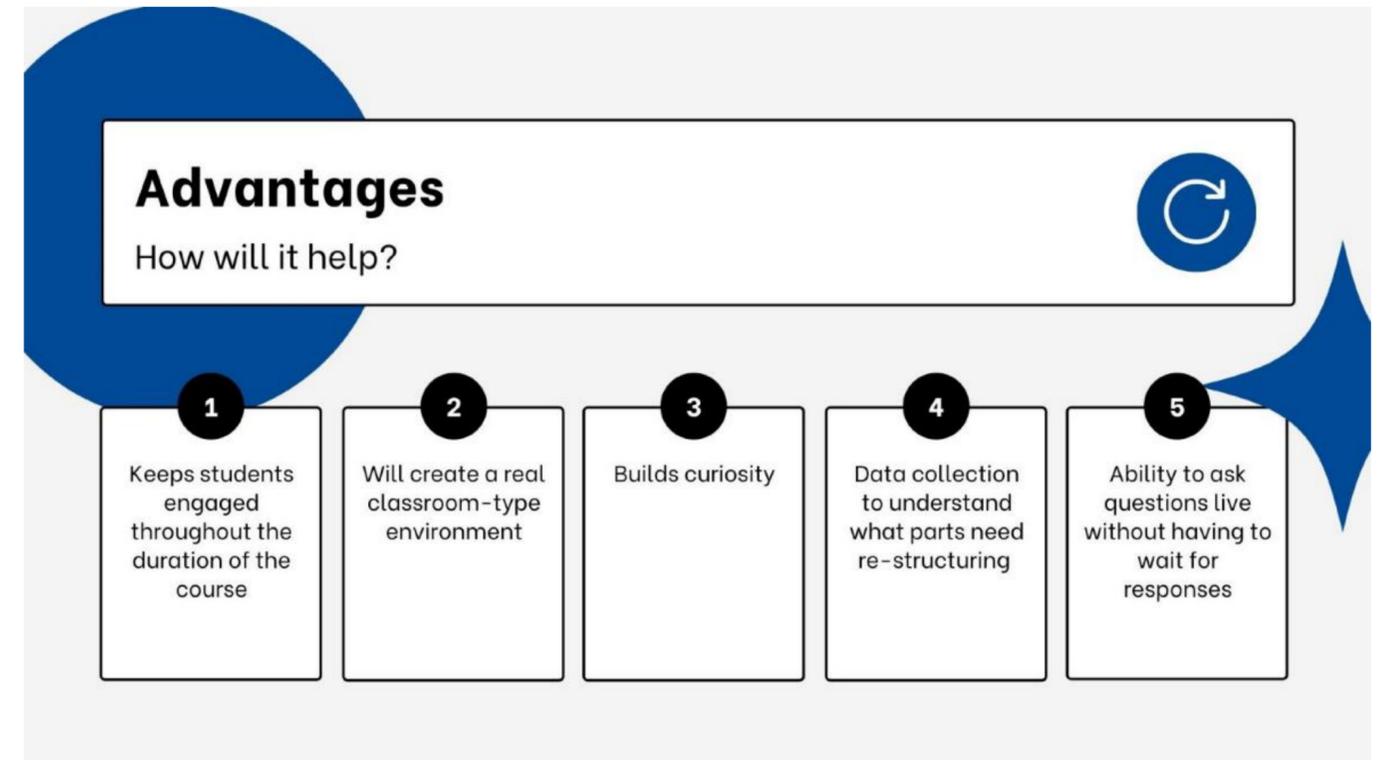
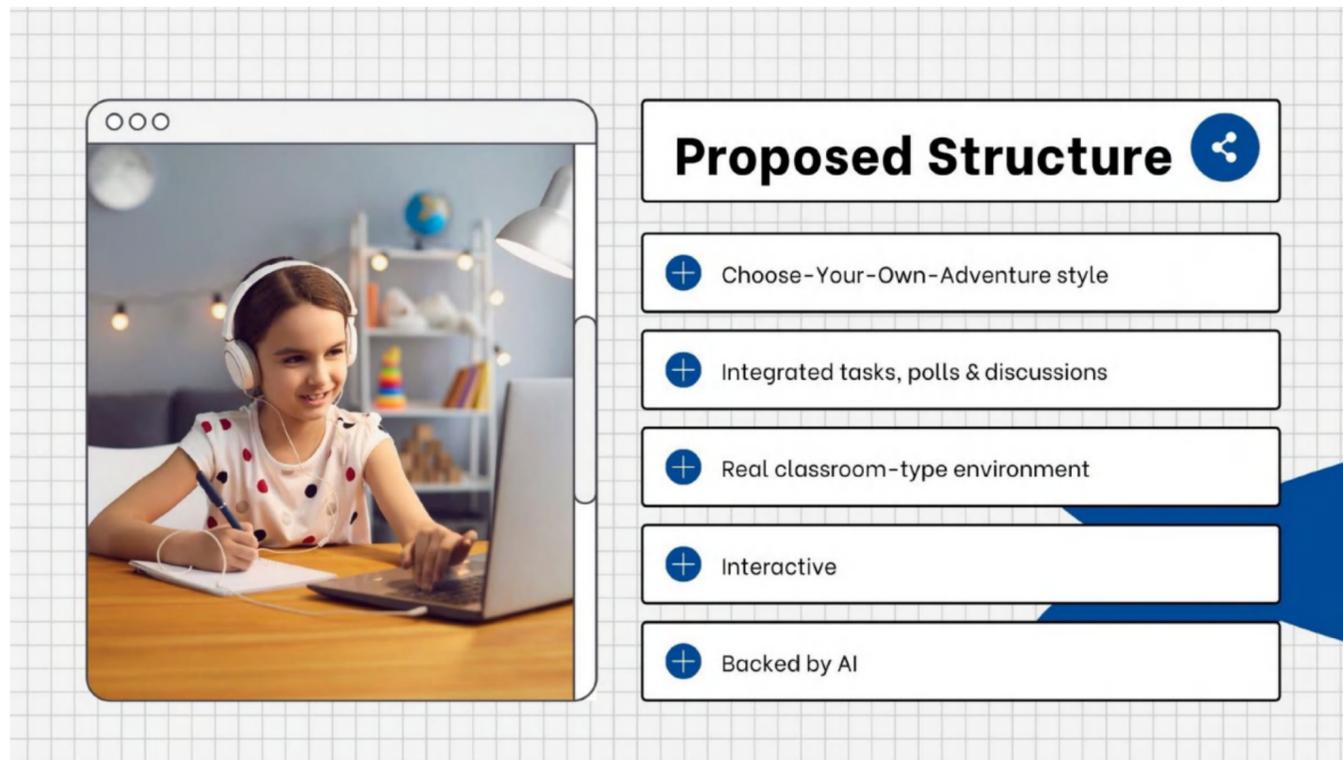
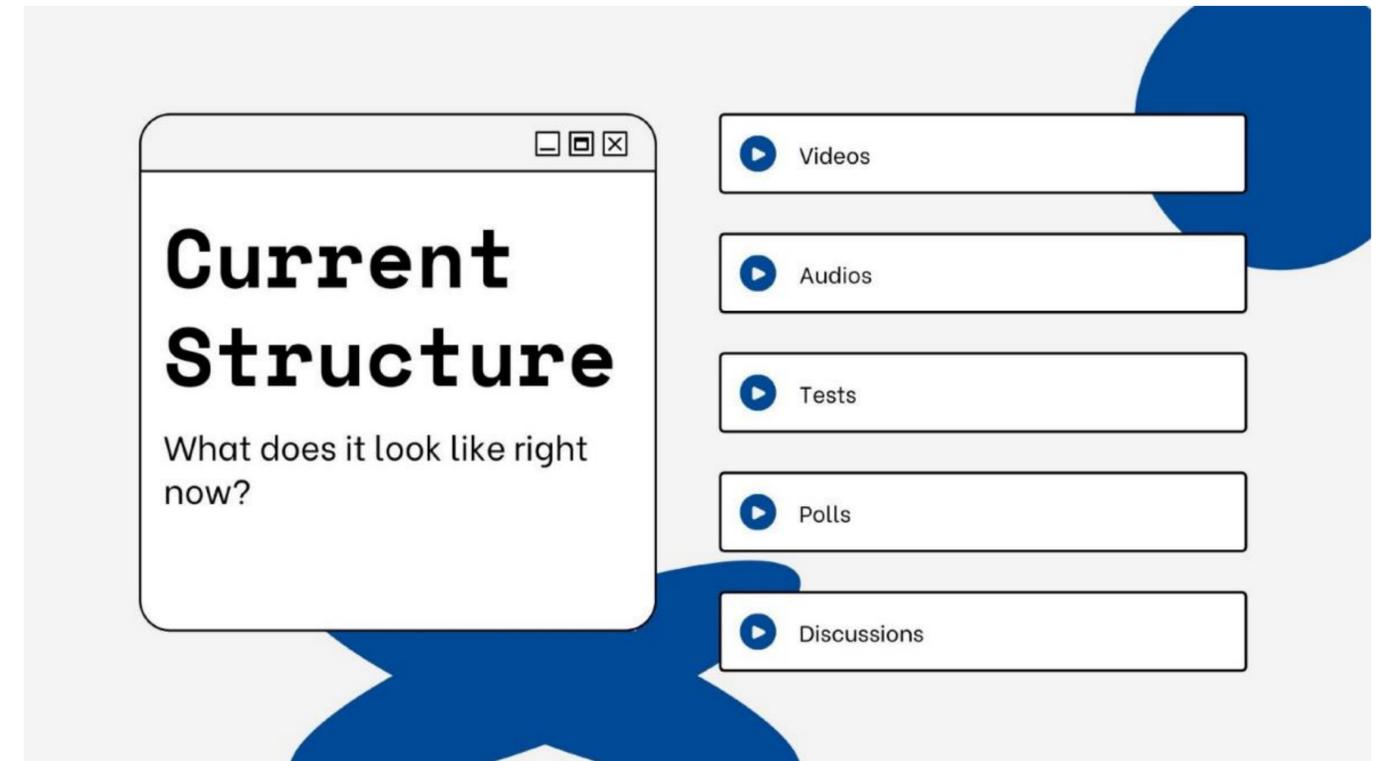
What can we do now

1. Case Study
2. Research on substitutes
3. Fashion Industry reflection

Week 3

Work on it Case Study

1. Design: design a portfolio showcasing alternative materials
2. Communications: create a communication strategy to promote alternative materials
3. Business: create a business plan to sell alternative materials



浏览 > 商务 > 商业战略

提供方

Sustainable Fashion



★★★★★ 4.8 553 个评分 | 👍 98%



Kirsti Reitan Andersen 另外 [+2 位授课教师](#)

免费注册

于 Dec 7 开始

有助学金

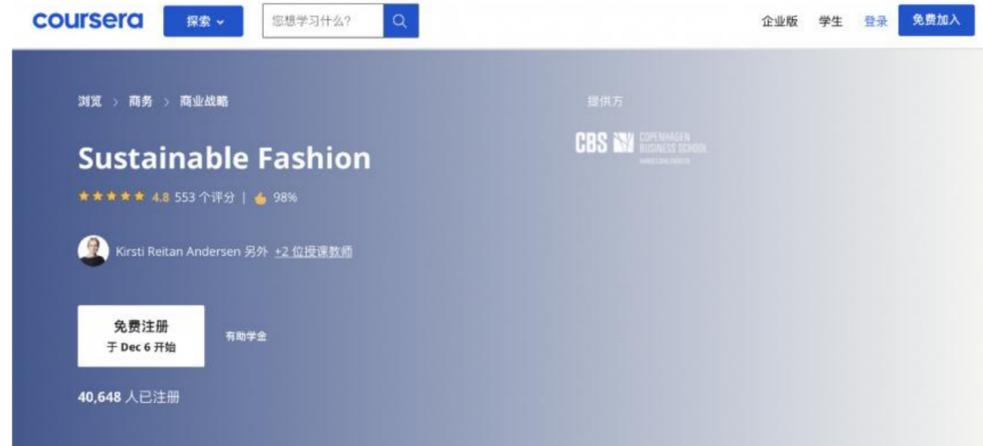
40,648 人已注册

Coursera is a digital platform that provides technical and professional courses online. Coursera has heavily screened and vetted course creators because every course was developed by university professors.

Sustainable Fashion is a course developed by Copenhagen Business School on Coursera, which is rated 4.8. More than 40,000 students have taken this course.

| **Suggestions for Future** Good example

FutureLearn VS Coursera Comparison



Feature	Future Learn	Coursera
Information Technology Courses	✔ YES!	✔ YES!
Programming & Coding Courses	✔ YES!	✔ YES!
Creativity & Design Courses	✔ YES!	✔ YES!
Business Courses	✔ YES!	✔ YES!
Marketing Courses	✔ YES!	✔ YES!
Media Courses	✔ YES!	✔ YES!
Music & Audio Courses	✔ YES!	✔ YES!
Data Science Courses	✔ YES!	✔ YES!
Personal Development Courses	✔ YES!	✔ YES!
Visit the Website	Visit FutureLearn	Visit Coursera

Feature	Future Learn	Coursera
Course Quality Review	9.0	✔ 9.9
Course Selection Review	8.0	✔ 8.5
MOOC Platform Review	✔ 9.0	✔ 9.0
MOOC User Experience Review	✔ 9.0	✔ 9.0
Value Proposition Review	7.0	✔ 9.0
Overall Review	8.2	✔ 9.0
Visit the Website	Visit FutureLearn	Visit Coursera

Feature	Future Learn	Coursera
Number of Courses	700+	✔ 3,900+
Available Ways to Purchase	Per Course, Subscription	Per Course
Ability to Purchase Courses Individually	✔ YES!	✔ YES!
Lowest Priced Courses	✔ \$0.00	✔ \$0.00
Ability to Purchase a Subscription to Multiple Courses as an Individual	✔ YES!	No
Subscription Details	\$249.99 per year (600+ courses included)	Business Only * (3300+ courses included)
Business Plans that can be Purchased Online (Without Contacting a Sales Rep)	No	✔ YES!
Starting Prices for Business Plans	*Must discuss w/ sales rep	\$400 per user per year
Free Trial Offer	Most courses are FREE, pay for the certificate	✔ 7 day free trial
Moneyback Guarantee	None	✔ 14 days
Only Allows Accredited Teachers to Create Courses	No	✔ YES!
Learning Using Videos	✔ YES!	✔ YES!
Interactive Tasks	✔ YES!	✔ YES!
Testing & Exams	✔ YES!	✔ YES!
Earn Certificates	✔ YES!	✔ YES!
Earn Accredited Degrees	✔ YES!	✔ YES!
Visit the Website	Visit FutureLearn	Visit Coursera

How do the Features of FutureLearn Compare Against Coursera?

Documentary

1. **China's Obsession with Mink Coats(2018):** <https://www.youtube.com/watch?v=PjD-jxnyb38>
2. **Earthlings(2003):** <https://www.youtube.com/watch?v=8gqwpfEcBjl>

Suppliers & Materials

1. **Faux / Vegan Fur:** <https://wwd.com/fashion-news/fashion-trends/faux-fur-vegan-fur-synthetic-bio-based-impact-sustainability-1234583113/>
2. **DISCOVER LUXURIOUS, BIO-BASED FAUX FUR MADE WITH SORONA® POLYMER FIBER** <https://sorona.com/apparel/sorona-fiber-for-bio-based-faux-fur>
3. **sustainable 100% recycled faux furs:** <https://www.fakefurshop.com/our-faux-furs/our-sustainable-100-recycled-faux-furs/>
4. **tissavel-fur:** <https://tissavel-fur.com/technology/>
5. **Artificial Leather/Fur Exhibition & Suppliers in China:**
 1. <https://www.aclechina.com/zh-cn/展品类别/合成革-人造革>
 2. <https://www.aclechina.com/zh-cn/展会/可持续发展>

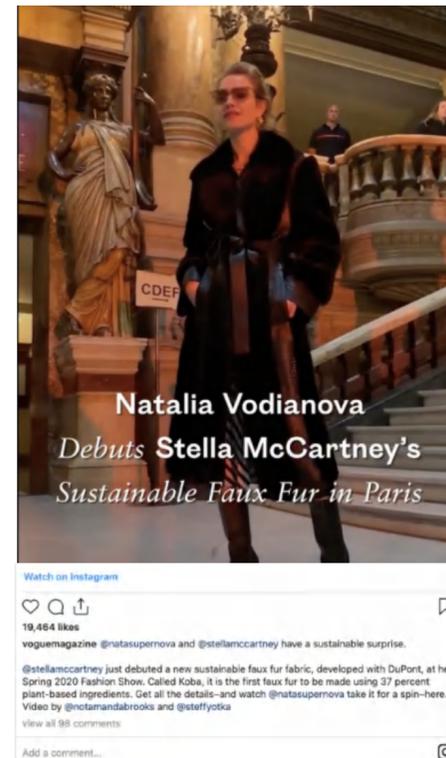
Articles

1. **Do Chinese Consumers Care about Sustainable Fashion?(2019):** <https://jingdaily.com/do-chinese-consumers-care-about-sustainable-fashion/>
2. **Sustainable Fashion in China: What Are the Challenges and Opportunities for Brands?(2021):** <https://fashionchinaagency.com/sustainable-fashion-in-china-what-are-the-challenges-and-opportunities-for-brands/>
3. **15 Sustainable and Ethical Fashion Brands in Hong Kong(2021):** https://earth.org/15-ethical-and-sustainable-fashion-brands-hong-kong/?gclid=CjwKCAiA7dKMBhBCEiwAO_crFE7rhYzE-Y88aEVHJ1EamNS-y0cL8lIBqG_qWbch1vH4DMUJEFbmxoCKkcQAvD_BwE
4. **Do Chinese Consumers Care about Sustainable Fashion?(2019):** <https://jingdaily.com/do-chinese-consumers-care-about-sustainable-fashion/>
5. **China's progressive fashion future thanks to innovation and sustainability efforts(2020):** <https://www.heuritech.com/blog/articles/china-fashion-innovation-sustainability/>
6. **China's upcycling trend and the emerging sustainable consumer(2021):** <https://www.voguebusiness.com/consumers/chinas-upcycling-trend-and-the-emerging-sustainable-consumer>
7. **SUSTAINABILITY : REDUCTION IS KEY:** <https://www.ecopel.com/koba---bio-based-faux-fur.html>
8. **Is Faux Fur Sustainable, Eco Friendly, & Cruelty Free?:**https://bettermeetsreality.com/is-faux-fur-more-ethical-eco-friendly-animal-friendly-vegan/DuPont_Sorona_faux_fur_gets_best_Accelerated_Eco_product_award: <https://www.innovationintextiles.com/duPont-sorona-faux-fur-gets-best-accelerated-eco-product-award/>
9. **Storied French Faux Fur Maker Debuts Most Sustainable Product Yet:** <https://www.yahoo.com/lifestyle/storied-french-faux-fur-maker-161804604.html>

| Alternatives of fur materials

1. Bio-based fur

1.1 KOBA



- KOBA fur is a bio-based fur made not from petroleum oil, but oil from vegetable crops. Some furs are made from a coconut oil base.
- Being 37% plant-based, the material impact has 30% less energy use and 63% less greenhouse gas emissions associated with production compared to conventional faux fur.

1.2 Sorona®



Industry Talk DuPont Sorona faux fur gets best Accelerated Eco product award

Soronafaux fur is made with 70-100% bio-based Soronapolymer fibers, creating one of the first commercially available faux furs using plant-based ingredients



The award winning Soronafaux fur is a key element in the recyclable spandex free stretch jacket being displayed at Outdoor Retailer and ISPO Munich 2020.
© DuPont Sorona.

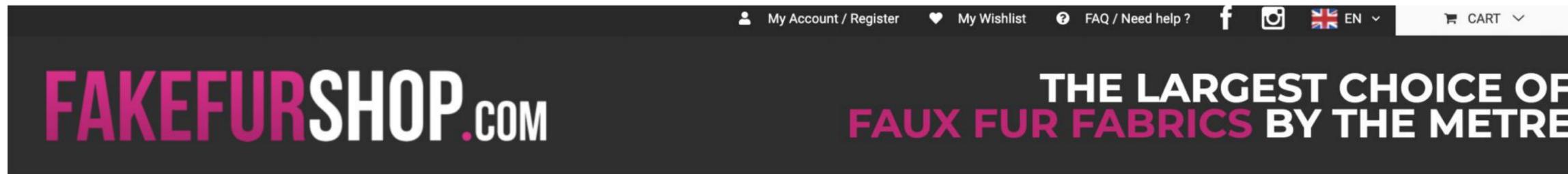
DuPont Sorona faux fur has been awarded the ISPO Textrend 'Best Product' in the Accelerated Eco category for the Fall/Winter 2021/22 season.

- Sorona® for faux fur is made with 70% to 100% bio-based Sorona® polymer fibers and can be mechanically recycled.

| Alternatives of fur materials

2. Recycled faux fur

2.1 Fakefurshop.com



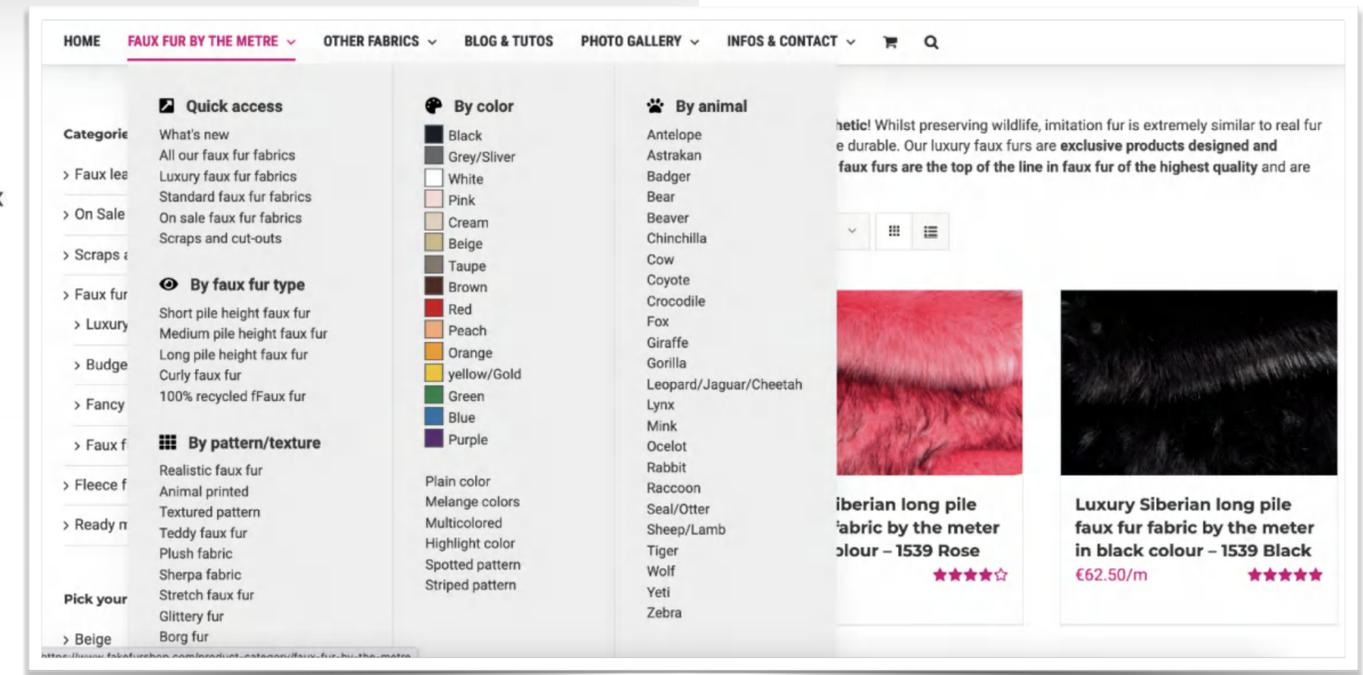
- HOME
- FAUX FUR BY THE METRE
- OTHER FABRICS
- BLOG & TUTOS
- PHOTO GALLERY
- INFOS & CONTACT

Home > Our faux furs > Our sustainable 100% recycled faux furs

Our sustainable 100% recycled faux furs

We are pleased to present a preview of our new winter collection with beautiful faux furs **made from 100% recycled materials**. As a faux fur fabric manufacturer, we are aware of the need for a transition to more environmentally friendly materials. This is why we have developed a range of faux fur fabrics **made from 100% recycled raw materials**.

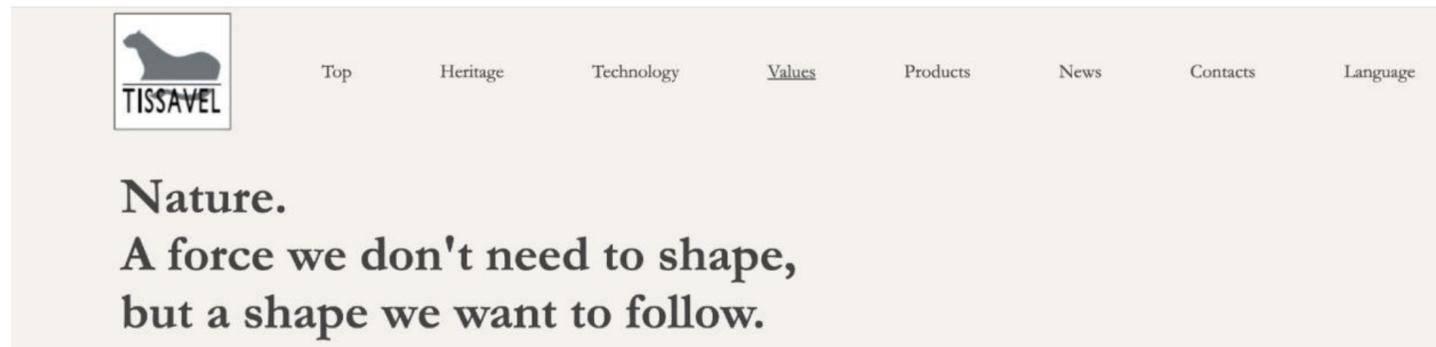
Available in a width of 150 cm, these furs will allow you to make all kinds of clothing creations, decorative, costumes, etc. To offer you a wider choice of colors, textures and hair lengths, you will discover on this page [our entire range of 100% recycled furs](#).



2. Recycled faux fur

2.2 Tissavel

Tissavel, a storied French manufacturer of faux fur, which has provided materials to Dior, Kenzo and Jean Paul Gaultier, among others, is coming to the rescue, debuting its most sustainable product yet, suitable to reproduce real-look, long-haired fake fur.



TISSAVEL

Top Heritage Technology Values Products News Contacts Language

Nature.
A force we don't need to shape,
but a shape we want to follow.

From the creative design to the final woven fabric, we are dedicated to reproduce as closely as possible the authentic beauty of the Nature by just following its evolution. As respectful observers, we capture its processes while keeping it untouched and translate them into an innovative approach that leads us to constantly develop a highly refine faux fur fabrics.

"state-of-the-art faux furs"

Animal name	Item code
<input checked="" type="checkbox"/> WOLF <input type="checkbox"/> MARMOT <input type="checkbox"/> KIDASSIA <input type="checkbox"/> LEOPARD	<input checked="" type="checkbox"/> COYOTE <input type="checkbox"/> MINK <input type="checkbox"/> SHETLAND-GOAT <input type="checkbox"/> CHEETAH
<input checked="" type="checkbox"/> FOX <input type="checkbox"/> SABLE <input type="checkbox"/> LAMB	<input type="checkbox"/> RACCOON <input type="checkbox"/> RABBIT <input type="checkbox"/> ASTRAKHAN



WOLF TL001/92



COYOTE TL090/10



FOX TL103/93



FOX TL104/16



TISSAVEL was published in 'ILSOLE24ORE' and 'WWD'

Oct 6th, 2021

The fabric — made in Japan and woven in China — is a blend of 50 percent patented Kanecaron modacrylic fibers and 50 percent recycled polyester fibers, a first for the industry as the latter material was only employed until now for short-haired faux fur. The company recently revealed a realistic, long-haired faux fur that is more sustainable than ever.



Astrakhan (TG450)
 Made from Bemberg™ - Realize the BIODEGRADABILITY

Bemberg™
 The Capro fiber from Cotton linter by AsahiKasei

Save the Astrakhan
 by Japanese traditional technology

“Debut our sustainable furs!”

Nov 15 th , 2021

| Alternatives of fur materials

3. Recycled denim fur



Made from frayed, repurposed denim, this fur may not have the exact likeness of animal fur, but it is chic and edgy.



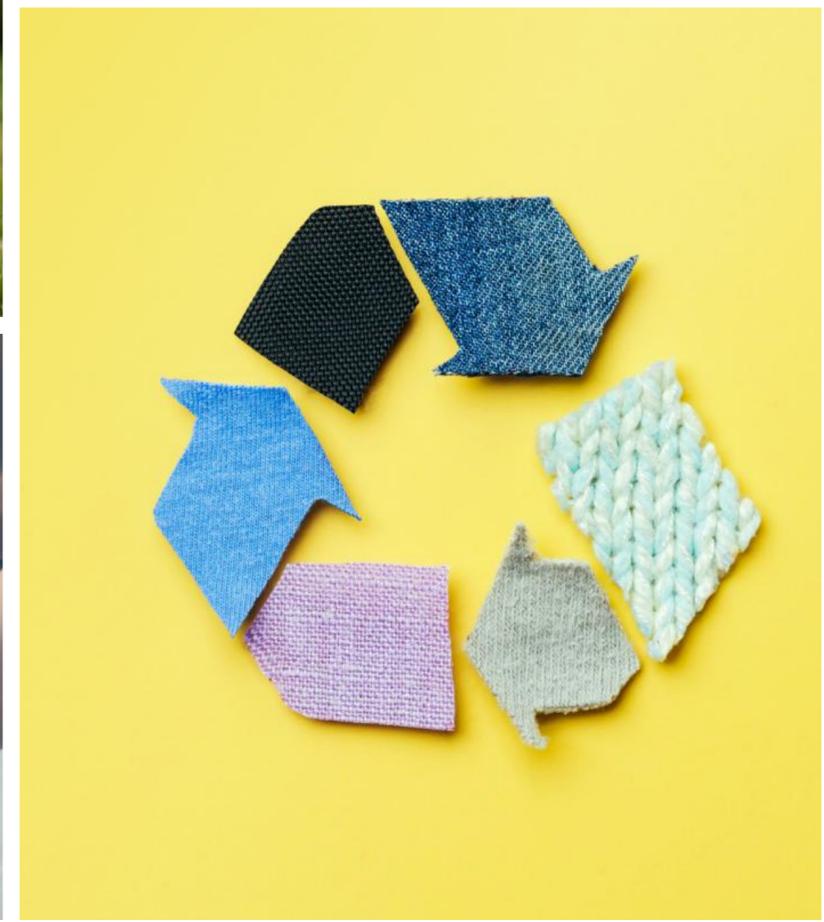
Although new technology is being developed in the form of bio based faux furs and other types of more sustainable faux furs, they are still not perfect. They may still be challenging to make in some aspects, have a lead time to get to market, and like faux leathers, they may use plastic based polymers in some instances for binding and added durability. The same might be said of recycled faux fur products (made of recycled plastics)



Originally created by Tiziano Guardini and Ksenia Shnaider, this creation went viral as a sustainable, waste-reducing alternative to animal fur.

As a member of the vast ecosystem that is Earth, I strive to put in efforts to reduce the waste I create. I strive to shop sustainably avoid contributing to fast fashion. I strive to be aware of where and how my clothes are sourced. I strive to educate those around me about the progressive damage caused by the fast-fashion industry and encourage them to be more conscious of what they buy. I strive to support transparent and ethical brands in their labor practices. I strive to donate the clothing I no longer wear or find alternative uses for them. I strive to be a better individual for the sake of my community's and the environment's long-term viability.

| Manifesto



<https://www.collectivefashionjustice.org/fur-alternatives>

<https://www.ecopel.com/koba---bio-based-faux-fur.html>

<https://bettermeetsreality.com/is-faux-fur-more-ethical-eco-friendly-animal-friendly-vegan/>

<https://bettermeetsreality.com/is-fur-ethical-and-or-eco-friendly/>

https://www.instagram.com/tv/B3FgSCOFKe/?utm_source=ig_embed

<https://sorona.com/apparel/sorona-fiber-for-bio-based-faux-fur>

<https://www.innovationintextiles.com/dupont-sorona-faux-fur-gets-best-accelerated-eco-product-award/>

<https://www.fakefurshop.com/our-faux-furs/our-sustainable-100-recycled-faux-furs/>

<https://www.yahoo.com/lifestyle/storied-french-faux-fur-maker-161804604.html>

<https://tissavel-fur.com/technology/>

| Reference

Thanks for Listening!

