SAMPLE PORTFOLIO

COMPASSION IN FASHION: TEAM TWO
DESIGN PORTFOLIO
Tiziano Guardini partnered with ISKO—the world’s largest denim company—to develop an animal-free alternative to fur to make animal pelts obsolete in the fashion industry. “Denim fur” is made with both organic and pre-consumer recycled cotton that can be used in place of fur to create full coats and embellish collars on jackets.
Created exclusively by ECOPEL, KOBA® Faux fur integrates DuPont™ Sorona fibres to offer a soft, versatile, and long-lasting fur alternative for the global fashion industry. KOBA® faux fur is made with up to 100% Sorona® fibres, creating the first commercially available faux furs using bio-based ingredients (ECOPEL, n.d.)

KOBA FAUX FUR

KOBA® faux fur is 37% Plant-based which means

- ✓ 30% energy reduction
- ✓ 63% Greenhouse gas emission reduction
- And still animal-friendly
Innovatively knitted from Merino wool yarn, wool faux fur fabrics are cropped and brushed to replicate a traditional fur or shearling look and feel. Jersey knitting is used to create a loop structure on one side of the fabric, which is then cut to result in a yarn that is raised and brushed to open up the yarn and create the faux-fur effect. Wool fibre, being similar to real fur fibres, is an ideal substitute and an extra degree of luxury can be introduced by using mercerised Merino wool yarns.
Angel Chen

2019 International Woolmark Prize Finalist, Angel Chen created a Jacquard fur coat, though not with animal hide, but with 100% wool yarn dyed in six tones with reactive AN0FIX dyes, developed and engineered especially for wool to create vibrant colours - showing how well wool can take colour - and as a method that’s more environmentally friendly to chrome-based dyes.
KANECARON® is an acrylic fibre made from copolymerization of acrylonitrile and vinyl chloride.

KANECARON®'s 50-year-plus development history involved research on animal furs to develop fibers that match the different traits of various animals. For ensuring the quality of the eco fur, importance is laid on the combined properties of the fibers' cross-sectional shape, glossiness, fineness and length as well as the type of fiber.

KANECARON® includes vinyl chloride that has exceptional fireproofing ability, allowing the material itself to be fireproof. This also prevents the fireproofing ability from degrading with washing.
Representative KANECARON® Materials

- Fox/raccoon-type material
- Sable-type material
- Mink-type material
- Chinchilla rabbit-type material
- Mongolian sheep-type material
- Rabbit-type material
The Future is Plants. Not Plastic.®

MIRUM® is a high-performance plant-based material with 100% natural inputs and zero use of plastic, the possibilities are limitless.

Made with Nature’s Palette

Our supple, durable material is created in a circular system that is free of petroleum-based plastics. Our hybrid composite material leverages the strength and diversity of virgin and recycled plant matter.

Our raw inputs are all natural. Our finished materials are never coated in polyurethane or PVC.

Made with MIRUM®

TEXTURE & COLOR

<table>
<thead>
<tr>
<th>Texture</th>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORN</td>
<td></td>
<td>Fine, Silty Surface with Almond Hue</td>
</tr>
<tr>
<td>RICE</td>
<td></td>
<td>Bread Crust Textur with Hazel Hue</td>
</tr>
<tr>
<td>COCONUT</td>
<td></td>
<td>Slight Contour Texture with Peanut Hue</td>
</tr>
<tr>
<td>CORK</td>
<td></td>
<td>Nubuck Traits with a Pecan Hue</td>
</tr>
</tbody>
</table>

AVAILABLE COLORS

BLACK  TAN  WHITE

TEXTURES

SILVA  EPSOM  BOLLARD  KING
Circular by design, patented MIRUM by NFW is a leather-like material that leverages the strength and diversity of virgin and recycled plant matter. MIRUM is bio-neutral and made with zero animal products, petrochemicals, acrylic coatings, PU binders, or synthetic ingredients!

**DESIGN WITH PURPOSE**

- **KEY FEATURES**
  - **ZERO PLASTICS**
  - **EYE-CATCHING AESTHETICS**
  - **ANIMAL FREE**
  - **PATENTED TECHNOLOGY**
  - **LEATHER COMPLIMENT**

- *ZERO PLASTICS, NO ACRYLIC COATING, NO PU BINDERS, ZERO!*
- *DURABILITY, STRENGTH, AND EYE-CATCHING AESTHETICS WITHOUT RESORTING TO PETROLEUM OR SYNTHETIC INGREDIENTS.*
- *NO ANIMAL MATERIALS USED.*
- *OUR PATENTED TECHNOLOGY REFLECTS OUR SHARED VALUES: LOW-IMPACT, RECYCLABLE, AND THE USE OF ONLY BIO-NEUTRAL INGREDIENTS.*
- *COMPLEMENT TO LEATHER AND ALTERNATIVE TO PU-BASED OFFERINGS.*
Target Audience

men and women throughout the ages of 18–40 years old, in which the most responsive age group for sustainability (sustainable fashion) are young adults/Millennials
colorful Millennials
COMMUNICATION STRATEGY
1. **inspiring**: 专门为可替代材料开设一个社交媒体账号，例如ins, 微博, TikTok, 小红书，每天在上面发布不同的可替代材料的面料特性与相关产品，让大众了解并学习。

**inspiring**: Set up a social media account specifically for alternative materials, such as ins, Weibo, TikTok, Xiaohongshu, and publish the fabric characteristics and related products of different alternative materials on it every day, so that the public can understand and learn.

2. **cases**: 多在网络等社交媒体上发布一些成功品牌的可替代材料的成功利用，并写下灵感设计师们是如何想到用这个材料的，让大众产生情感共鸣。

**cases**: Publish the successful use of alternative materials for successful brands on the Internet and other social media, and write down how inspired designers thought of using this material to create emotional resonance among the public.

3. **Engage**: 鼓励每个人利用可替代材料设计或制作出自己喜欢的产品，然后发布在社交网络上，这样人们可以与不同人交流自己的想法或创意，这样也可以对可替代材料有更丰富的见解。

**Engage**: Encourage everyone to use alternative materials to design or produce their favorite products, and then publish them on social networks, so that people can communicate their ideas or ideas with different people, so that they can also have more insights into alternative materials.

4. **sustainability**: 发布YouTube, Vimeo等视频网站上使用皮草对我们生存环境和那些动物带来危害的视频给大众，这些视频作为谨示和提醒作用，从而让大家了解可替代材料的重要性，我们这样做的目的的重要性。

**Sustainability**: Publish videos on YouTube, Vimeo and other video sites that use fur to harm our living environment and those animals to the public. These videos serve as reminders and reminders to let everyone understand the importance of alternative materials. We do this The importance of the purpose.
Communication Channels

- Videoconferencing
- Audio conferencing
- Emails
- Written letters
- Chats and messaging
- Blogs
- multiple social media. For example, Weibo, Xiaohongshu, Tiktok
• 第一步进行市场分析。首先调研行业的基本情况，根据行业的生命周期，推测出该行业目前处于什么发展阶段。比如新兴行业，成长行业，成熟行业，衰退行业。对于不同的行业阶段有不同的销售方式。其次进行竞争者分析，对行业内存在的同行进行一个横向对比，经过比较得出相对竞争者我们的优势和劣势。

The first step is to conduct market analysis. First, investigate the basic situation of the industry, and according to the life cycle of the industry, infer what stage of development the industry is currently in. Such as emerging industries, growing industries, mature industries, and declining industries. There are different sales methods for different industry stages. Secondly, we conduct a competitor analysis and make a horizontal comparison with the peers in the industry. After comparison, we can get our advantages and disadvantages relative to our competitors.

• 第二步决定营销计划。首先定价，产品的价格会受到什么因素的影响。比如相对原材料可替代皮草低廉的成本，和可回收的产品特质。其次选择分销渠道，把产品提供给批发商和零售商，通过电话，邮件，和网络的形式进行销售。再通过人员推销，电视广告，和促销活动的方式向更多的人展示商品。最后提供一套完整的售后服务。

The second step determines the marketing plan. First of all pricing, what factors will affect the price of the product. For example, compared with the original material, it can replace fur at a low cost, and the product is recyclable. Secondly, select distribution channels, provide products to wholesalers and retailers, and sell them through telephone, mail, and the Internet. Then through personnel sales, TV commercials, and promotional activities to show products to more people. Finally, a complete set of after-sales service is provided.