

Final Presentation

ACTAsia Team 3

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The tragic fate of fur animals

Animals in Chinese farms



Mink skins produced in China dominate the market.

According to the International Fur Association, China produced 35 million mink skins in 2014.

These animals are kept in small and dirty cages, unobstructed by the sun and rain, the handling process is rough, and the death rate of cubs is extremely high.



China's fur animal breeding is hardly restricted by any regulations. Many mink exhibit abnormal animal behaviors, including extreme fear, unresponsiveness, and self-harm.



Leather is a luxury,
Not a necessity for human health and
happiness.



Leather making process

- Pull the flesh off the hide.
- Salt the skin.
- Soak the skin in water.
- Remove the hair from the skin.
- Give the skin a final lime bath.



- Decide on a tanning process.
- Load the leathers into a large drum.
- Add the tanning agent to the drum.
- Add any dyes to the container.
- Rinse the leather.
- Dry the leather.



- Because cleaning requires a lot of water and uses a lot of dyes. Leather processing plants also pollute the surrounding environment.

Killing and polluting the environment for unnecessary desires is not a glorious thing

The research of mink culture in China

In 1996, Shanhai, a small town in the northeast of China, half of the population were engaged in leather production and sales;

The mink production in one town accounted for 35% of the country's total production.

From ntra-Asian Trade and the World Market, 2006.



For the northeastern people, mink coat is a symbol of wealth. Their pursuit of mink coat is the same as that of normal people's addiction of luxury goods.



find your dream fur at MOXIEFURS.COM



These innocent creatures are being tortured for the showing off consumption

Z-Generation

Z generation: 1995-2005



Why Z generation is the most important group that we need to promote the concept of avoiding use fur product ?

1. Their consumption concept have not been fully built.
2. They are more likely to accept the new product and concept.
3. Future generation
4. Z generation are more willing to pay for clothing

LOVE IT, DON'T WEAR IT. Refused to wear fur”



Li Xiaoran (Chinese: 李小冉; born 8 May 1976)



Sun Li (Chinese: 孙俪, born 26 September 1982)



Annie Yi (Chinese: 伊能静); born March 4, 1968)

Monthly list of highest-rated stars by SINA Weibo

Hongkong & Taiwan 港澳台榜 11月9日

1. 王一博 (UNIQ) - 87.09 分
2. 王源 (TFBOYS) - 81.24 分

云龙榜 11月9日

1. 王一博 (UNIQ) - 19.00 分
2. 王源 (TFBOYS) - 15.10 分

AI MAN 中国娱乐指数 明星商业价值指数榜 2020年3月 明星商业价值榜

1. 王一博 商业价值指数: 96.99
2. 易烊千玺 商业价值指数: 96.38
3. 迪丽热巴 商业价值指数: 95.58
4. 邓伦 商业价值指数: 95.56
5. 宋茜 商业价值指数: 95.50
6. 王源 商业价值指数: 94.28
7. 杨紫 商业价值指数: 94.23
8. 李现 商业价值指数: 93.63
9. 张艺兴 商业价值指数: 93.59

新星榜 11月9日

1. 硬糖少女303成员 王一博 (UNIQ)
2. 硬糖少女303成员 易烊千玺
3. 硬糖少女303成员 迪丽热巴

亚太榜 11月9日

1. Sunnee
2. 硬糖少女303成员
3. lalalalaism

GENERATION Z'S CELEBRITIES

The image displays three Weibo profiles side-by-side, illustrating the social media presence of Generation Z celebrities.

- _4444x_**:
 - Profile picture: A yellow circular logo with blue text.
 - Followers: 80
 - Posts: 451 mil
 - Description: Jackson Yee 易烊千玺
weibo.com/u/3623353053
 - Followers: zhanghuijun_... (104856) following this account.
 - Buttons: Seguir (Follow), Enviar mensaje (Send message).
- nanaouyang**:
 - Profile picture: A cartoon character.
 - Followers: 1.680
 - Posts: 3,1 mill.
 - Description: NANA
20'
@msdinallage
sophluscious, jwnjiang and 82 personas más siguen esta cuenta.
 - Buttons: Siguendo (Following), Enviar mensaje (Send message).
- yibo.w_85**:
 - Profile picture: A man in a suit.
 - Followers: 34
 - Posts: 1,7 mill.
 - Description: singer / dancer
cycle rider
founder
inducción
jestad, wangchenxinnn and 12 personas más siguen esta cuenta.
 - Buttons: Seguir (Follow), Enviar mensaje (Send message).

The central profile, nanaouyang, shows a grid of 15 recent posts featuring various photos of the user and some branded content.

Publicity Channels

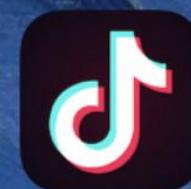
Douyin, BiliBili, SINA Weibo



哔哩哔哩 HD



微博



抖音



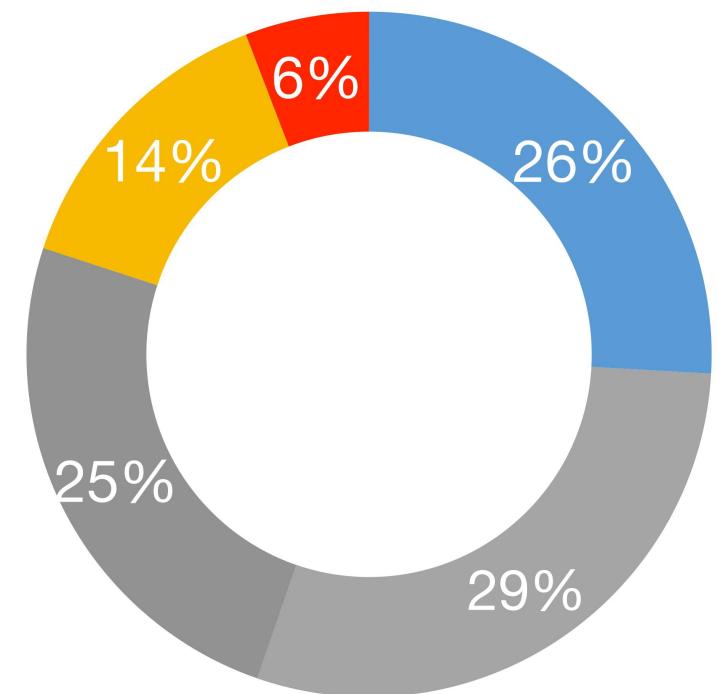
TikTok

We choose Bilibili, SINA Weibo, Douyin as our future publicity channels.



Weibo is a social media platform based on user relationships. Users can access through various mobile terminals such as PCs and mobile phones, and realize instant sharing and dissemination of information in multimedia forms such as text, pictures, and videos.

- 24years old and below
- 25-30years old
- 31-35years old
- 36-40years old
- 41years old and above



Age Proportion of Users

2020

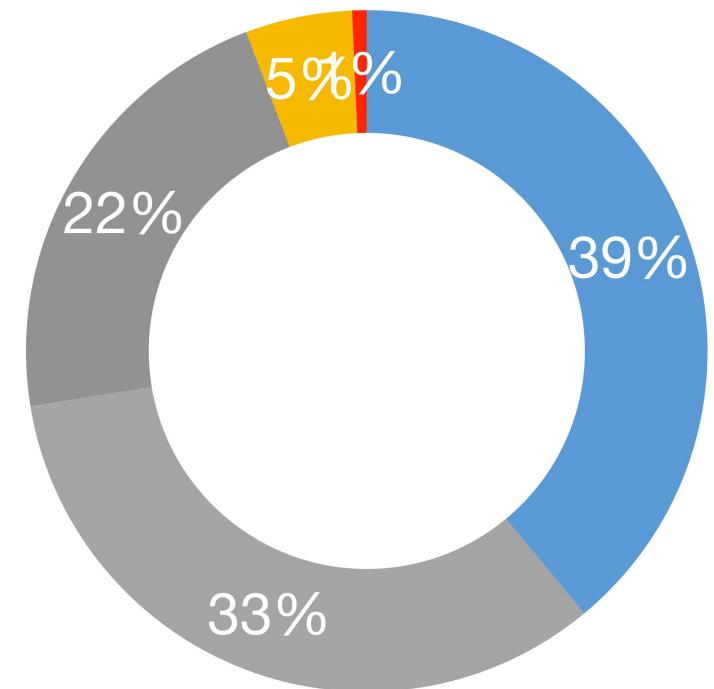


Bilibili is now a cultural community and video platform with a high concentration of young generations in China. The website was established on June 26, 2009 and is affectionately called "Station B" by fans.

Station B was a video site for ACG (animation, comics, games) content creation and sharing in the early days. After more than ten years of development, Station B has become a multicultural community covering more than 7000 circles of interest, and it was awarded the QuestMobile Research Institute The selected "Gen Z prefers APP" and "Gen Z prefers pan-entertainment APP" ranked first in the two lists[8] and was selected as one of the top 100 most valuable Chinese brands in the "BrandZ" report 2019.

As of the second quarter of 2020, the average monthly active users of station B reached 172 million, and the monthly active users of mobile terminal reached 153 million.

- 24years old and below
- 25-30years old
- 31-35years old
- 36-40years old
- 41years old and above



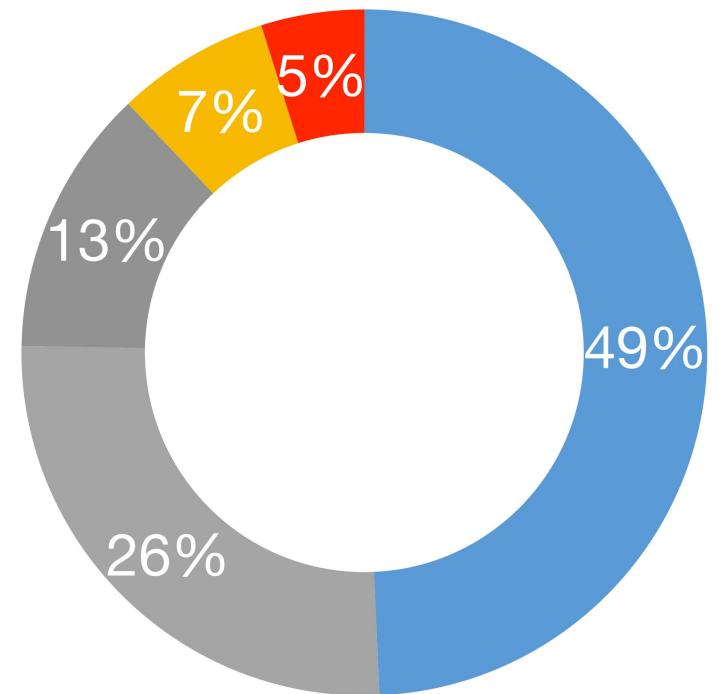
Age Proportion of Users

2020



Douyin Short Video is a music creative short video social software incubated by Toutiao. The software was launched on September 20, 2016. It is a music short video community platform for all ages. Users can select songs through this software, shoot short music videos, form their own works, and update their favorite videos according to their preferences. So far, there are many types of short videos, and short videos without music mode are also very popular on Douyin.

- 24years old and below
- 25-30years old
- 31-35years old
- 36-40years old
- 41years old and above



Age Proportion of Users

2020



In January 2020, Douyin's daily active users reached 400 million. According to data released by Weibo, as of the end of March this year, the number of daily active users of Weibo reached 241 million. In the first quarter of 2020, the average daily active users of station B increased by 69% year-on-year to 51 million.

In conclusion, Choosing appropriate publicity channels according to the age range of the audience can expand Actasia's influence, especially the impact on Generation Z.

Story Telling



Once upon a time, there was a child who grew up in a natural environment.

She had a mink as his childhood friend who grow up with her. There was a deep relationship between them. One day she found out that his parents they sold the little animal to a local wealthy family as raw material to make it into a coat. When she wanted to save her friend, she realized that it was too late.

Through this delicate emotional story and unhappy ending we want to transmit the simplest friendship between humans and animals. We also hope that through researching the history of fur, our readers can understand that in the past, people used fur because of the lack of other warm materials or the poverty of the environment.

And through proposing new substitute of many others material, launching the question of why nowadays do we still need to sacrifice the relationship between humans and animals?

STORYTELLING

E-Handbook

Electronic Handbook Introduction



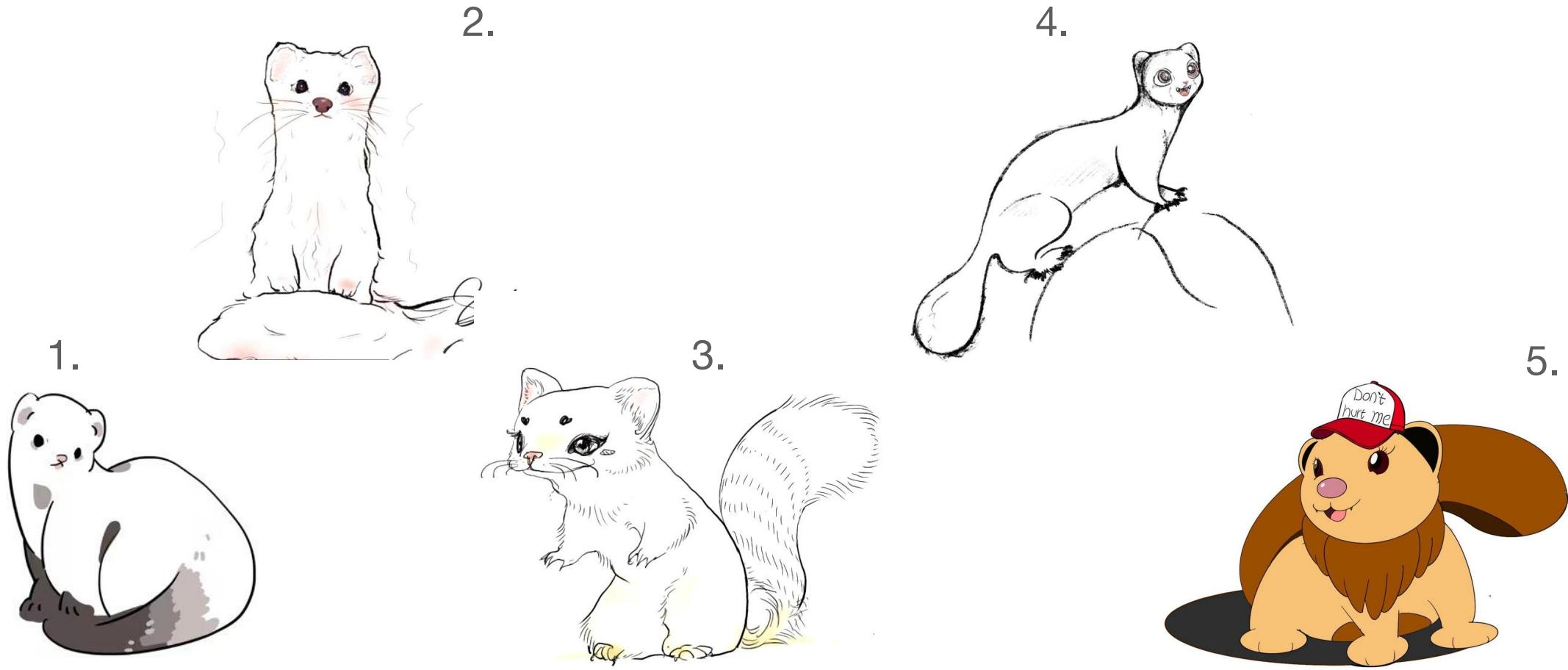
brochure example

Our team choose a foldable electronic handbook as the main promotional material.

E-brochures are more convenient to spread among Z generation, and it reduces the use of paper and is more environmentally friendly. It is also convenient for publishing on online platforms or publicity in public places (such as rolling screens next to bus stops).

In addition to the front cover and back cover, the contents we will show in the E-handbook are: 1. A short story created with the Key Visual as the protagonist (in comic format); 2. Environmental protection materials and new materials to replace fur(the value of materials); 3. Related content from artists and designers who support anti-fur.

4.“Mysterious” video (idols and well-known brand designers loved by Z Generation)



Creating a story and designing a specific character for this story

OUR MINK

The final mink



Style: Y2K



Cover Design





The final cover



Preface

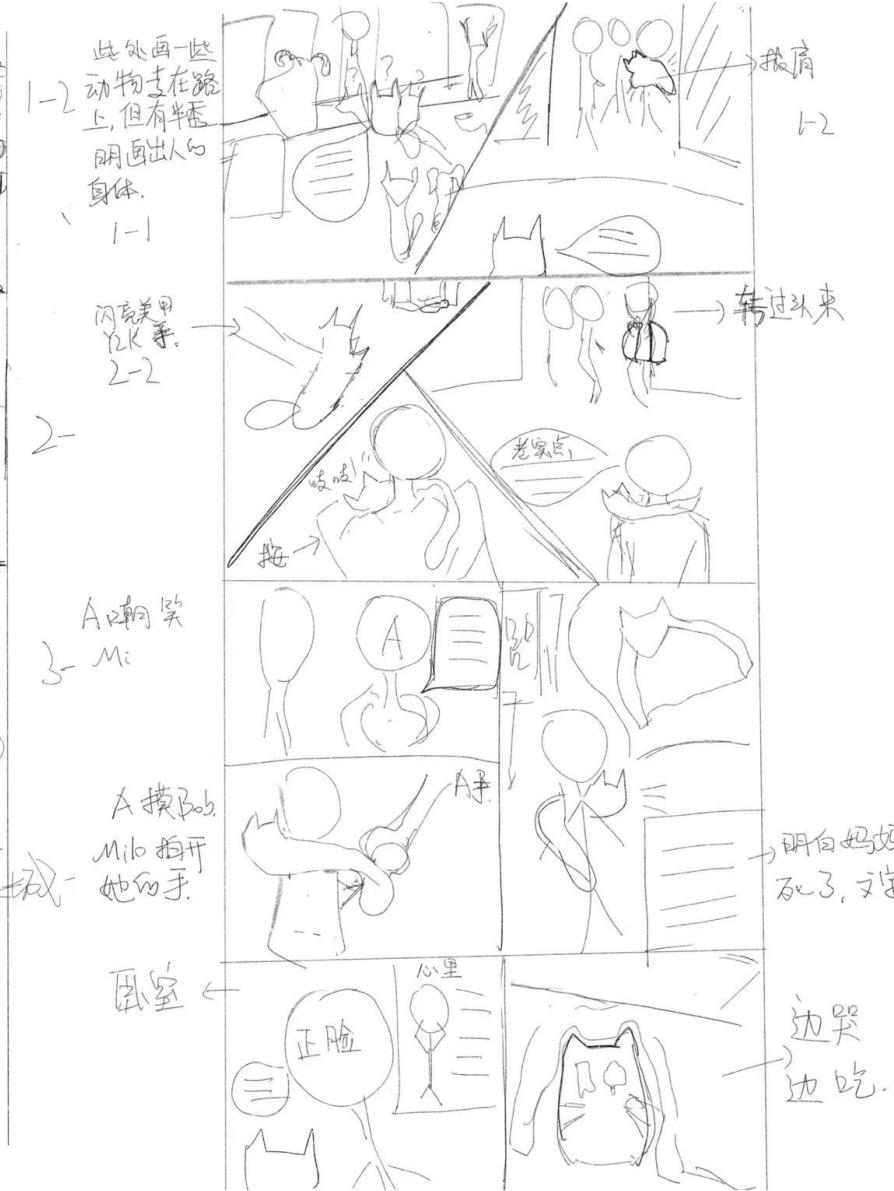
2100年，人类的科技高度发达，人类的平均寿命也增长到原来的三倍。在这样漫长且枯燥的生命中，人们的精神世界极度空虚，因此所有的人都开始沉浸在奢靡的物质享受中。他们依靠昂贵的配饰包装自己，这样才能填补内心的空虚。动物皮草，这个21世纪就使人心驰神往的昂贵材料，在22世纪更是成为人与人之间交往的敲门砖。如果身上没有皮草的话，没有人愿意理睬你。因为你看上去太穷酸，太不合群了。人们穿着皮草在灯红酒绿的街道上寒暄。却忽略了饱受摧残的动物们。

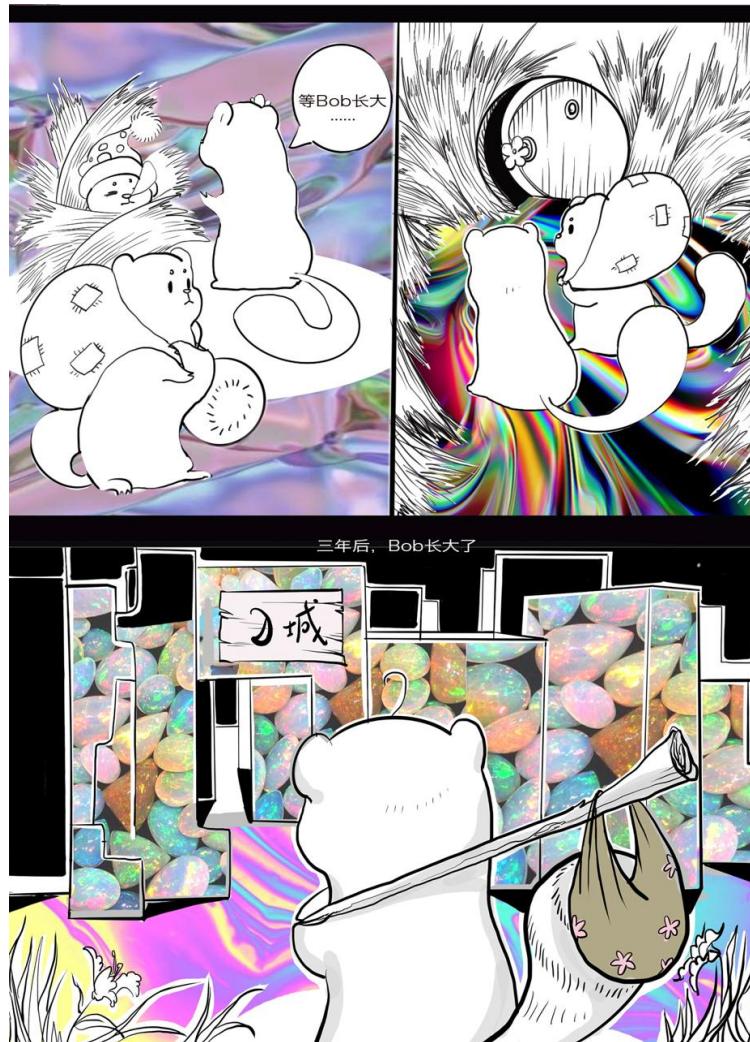
故事的主人公，是一只叫做Bob的貂。她的父母为了保护他而引开了猎人，自己被做成了皮草配饰。懵懂无知的Bob长大以后，决定去寻找自己失散多年的父母，他的命运又会如何呢？

In 2100, human technology is highly developed, and the average life span of human beings has tripled. In such a long and boring life, people's spiritual world is extremely empty, so all people begin to indulge in extravagant material enjoyment. They rely on expensive accessories to pack themselves so that they can fill the void in their hearts. Animal fur, an expensive material that fascinates people in the 21st century, has become a stepping stone for communication between people in the 22nd century. If there is no fur on your body, no one wants to pay attention to you. Because you look too poor and unsocial. People dressed in furs chatted on the feasting streets. But ignoring the devastated animals.

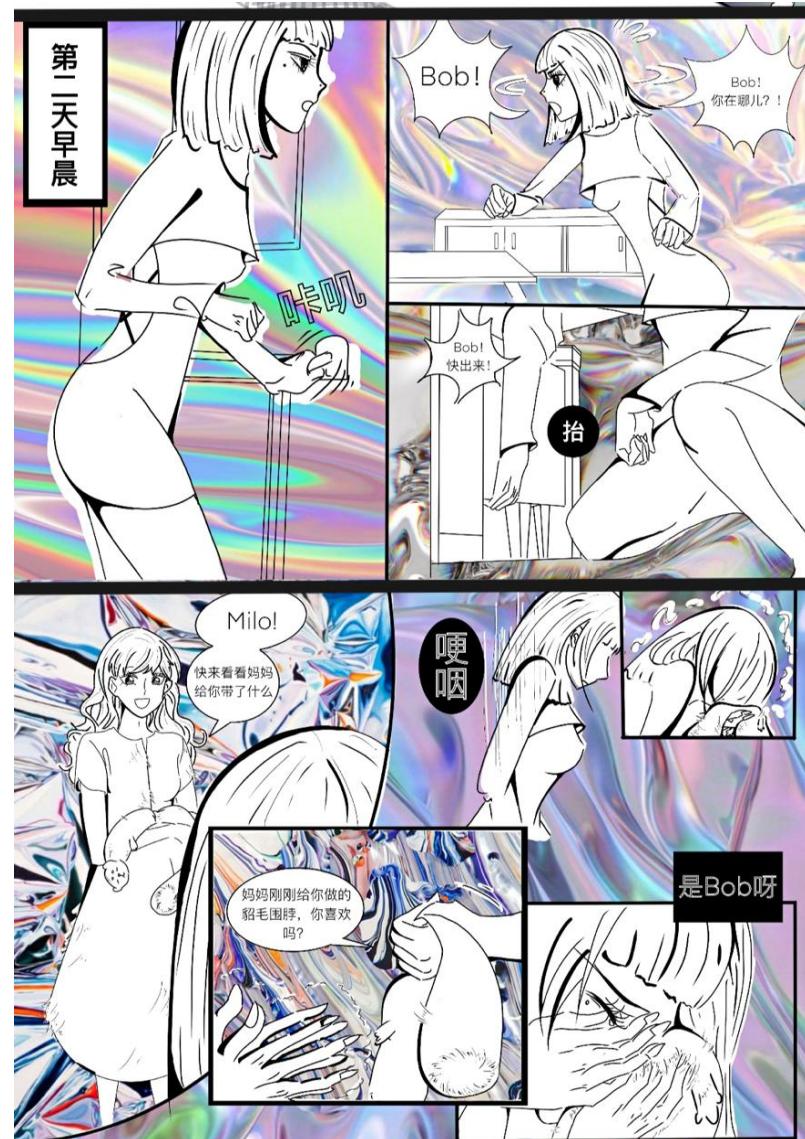
The hero of the story is a mink named Bob. His parents turned the hunter away to protect him, and they were made into fur accessories. But Bob didn't know. When Bob grows up, he decides to find his parents who have been missing for many years. What will happen to his fate?

Comic

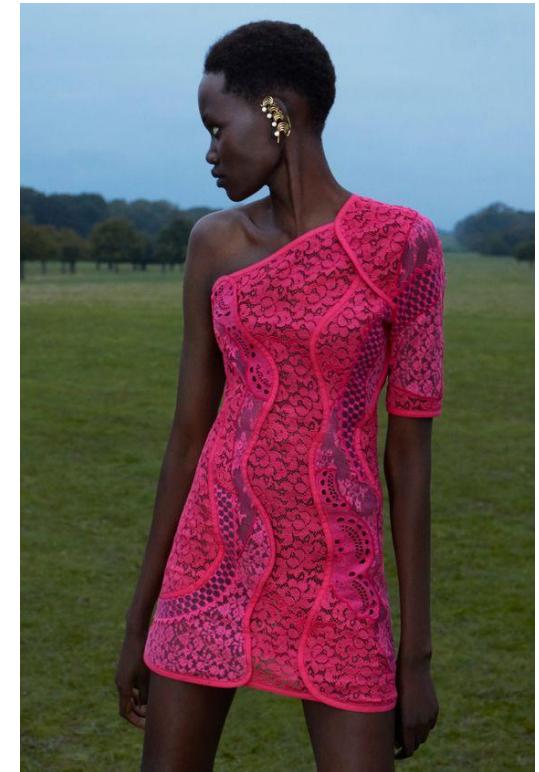








STELLA MCCARTNEY



As a “clear stream” in the fashion industry, Stella McCartney has been supporting and pursuing the concept of ecological and environmental protection for years.



2020S/S

Only use pure plant resources, no PVC, no leather, no fur, and even Angora rabbit hair or feathers are not used. The brand only uses sustainable fiber, like recycled cashmere, organic cotton, and recyclable nylon, as well as wood and cork from sustainable certified forests.



These clothes uphold the designer's commitment to sustainable development,
fit the designer's vegetarianism and the values of "zero killing".

WE ARE GOING
**FUR
FREE**
STARTING FROM THE
SS 2018 COLLECTION

GUCCI



Emporio Armani, as classical brand fur design. In early 2016, Armani stopped using fur. The group announced its cooperation with the Anti-Fur Alliance. Armani has already switched to artificial fur.

replacing material

- mushroom leather and pineapple leather

New material that looks and feels like leather is made from pineapple leaves





- Animal leather alternatives like Polyurethane and PVC leather may have solved the fashion industry's animal cruelty problem, but they are not the most environmentally friendly solutions. Piñatex – a new leather-like material made from pineapple leaves – on the other hand, may just be the all-around eco-leather we've all been waiting for.



- This new vegan leather is made from bonded fibers that are extracted from pineapple leaves on plantations by farmers before they are cut up and layered. These fibers then go through an industrial process that yields the innovative Piñatex textile. The production creates a byproduct of biomass which can be returned to the farmers to be used as fertilizer on their plantations.

This is a product made with pineapple leather



Mushroom Leather





German company nat-2 are creating high-end, vegan shoes made from fungus. The concept and material was developed by Berlin-based designer Nina Fabert of vegan materials company Zvnder. The leather component of the shoe is made from Tinder Fungus, a mushroom that is mostly forgotten.



Mushroom textiles certainly have a future in many industries. It can already be found in clothing and bags, and even durable furniture and building bricks. Mycelium are carbon-negative and can be naturally dyed any colour.

Now, animal fur is not irreplaceable. Some artists create a lot of vegetable leather, their performance is not worse than animal fur, and they look more fashionable

3D Display





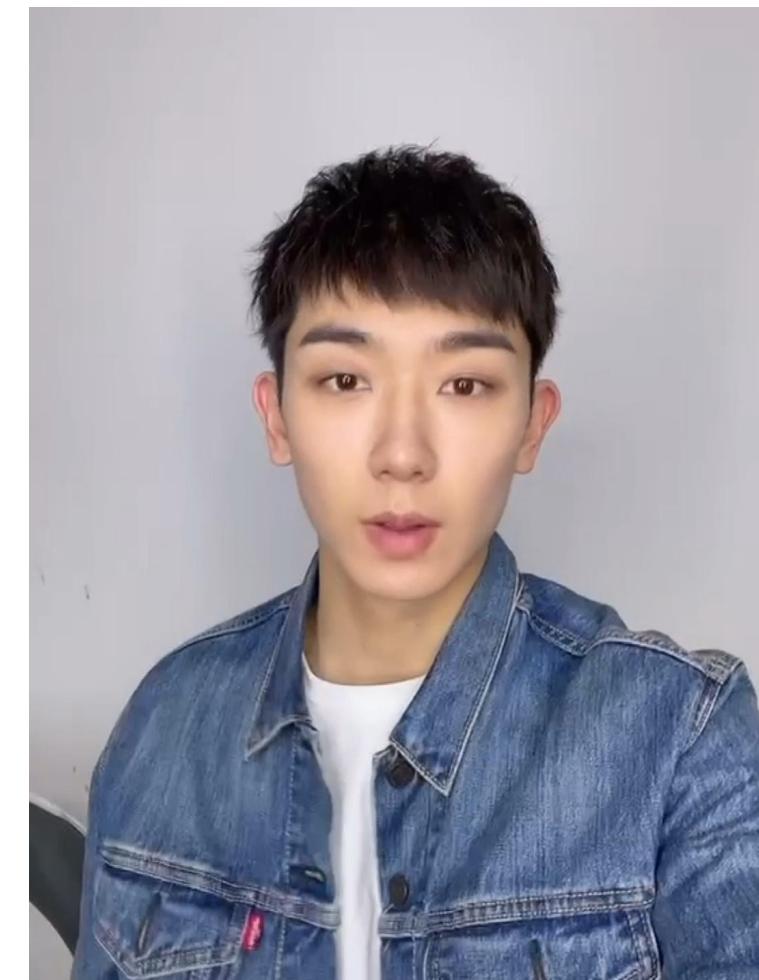
任运杰 Follower 2M | Follow 297

娱乐明星领域 互动数飙升 群友 458

演员，代表作：《幸福一家人》，《锦绣南歌》等

精选 微博 视频 小视频 相册

Finally, we found a young Chinese actor Yunjie Ren, who recorded a video for our project to support the anti-fur operation. He has more than 2.86 million fans on Weibo App.



Thank You !

Supervisor: John Lau . Unit Leader: Tiff Radmore & Abigail Jones