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**Walk Together  
to the Same Beat**

18

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**Sustainable Fashion**



**Education for a more compassionate world**

# ACTAsia

We believe that respect for animals, people and the environment is the most valuable human quality that will lead to a compassionate world. As a result, our three programme areas are focused on Consumer Education, Student Education and Professional Education. The projects are run by staff, volunteers and advisers with years of experience in the field and who are stationed internationally in China, Australia, Europe and the USA. To date ACTAsia's work has been rewarded publicly through the following awards:

- 2015 Chinese Gov. on Urbanization – Top 10 most influential organisations in China
- 2016 CEVA – Charity Team of the Year
- 2016 Dalang Community of Shenzhen – Social Construction and Innovation in the community project
- 2017 Shenzhen Youth Development Foundation Awards – Best Charity Partner (for the CFL ed. project)
- 2017 CEVA – individual Award to Pei Su (Founder and Executive Director of ACTAsia) for her contribution to promoting human-animal relationship and her dedication to the education of children
- 2017 10<sup>th</sup> Asia for Animals Conference – the Next Generation Award (for the CFL ed. project)



# ACTAsia's solution to the root of all problems – Education

## Our program areas



### Consumer Education

We introduce the Free Retailer program in China and promote a fur free lifestyle to consumers.



### Student Education

We inspire compassion, kindness and respect for humans, animals as well as the environment, and teach that all sentient beings are connected.



### Professional Education

Training in animal welfare, companion animals population management and the significance of rabies vaccinations.

 China  UK  Netherlands  US  Australia

**Professional Education** | 1,186 Chinese vet trainers

**Consumer Education** | participation of 26 Chinese brands in the fur Free Retailer (FFR) program

**Student Education** | 65000 students, 1697 lecturers, 130 schools, 69 communities, 17 provinces, 20 cities, and 7 counties in China



# Our honours

Recent win of the “Next Generation Award”  
at the 10<sup>th</sup> Asia for Animals Conference!

Attendees are full of praise for our successful  
CFL (Caring for Life) project in China!

Singaporean MP Louise Ng from Asia for Animals  
Conference Committee :

“It is extremely crucial to teach the next  
generation about compassion and  
responsibility, so to improve the relationship  
between human, animals and environment.”

Apart from our new partner in the USA, now  
Pakistan, Nepal & Singapore are also keen to  
introduce our CFL program to schools in their  
countries.



# Introduction

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Sustainable Fashion

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# Background

Armani, Hugo Boss, Gucci, VF Corporation, Michael Kors and many other renowned brands have recently joined the Fur Free Retailer (FFR) program, declaring that their products, including gloves, hats, keyrings and other accessories will no longer contain fur. With established brands positioning themselves as fur free, fur free is becoming a part of sustainable fashion trends within the industry – the use of alternative or recycled materials in production in order to reduce environmental pollution, avoid animal exploitation and any potential harm to workers.

However, as the world's largest fur farming, processing and consumption country, China is deeply involved in an unsustainable industry taking into account the following three aspects :

- Environment : soil and water pollution in farming and processing area
- Animals : kept in small cages, fed on high-fat food, injected with growth hormones. All leading to severe stereotypic behaviour and physiological problems. In addition, many times, cruel killing methods are also applied.
- Humans: the dyeing process causes harm to the health of workers, and the hazardous levels of toxic chemicals found in end products can be dangerous to the health of consumers.



# Objectives

In May 2018, ACTAsia will host **sustainable fashion events** with support from the **London College of Fashion** and will unite other stakeholders from the fashion industry and media, to promote fur free life together. ACTAsia is also looking to celebrate a **Chinese counterpart to established international brands** to join the global **fur free fashion trend**.

- To present the global sustainable fashion and fur free trend as well as to highlight the originality of Chinese fur-free products through a display of fashion samples and innovative materials.
- To provide an exchange platform for fashion designers, manufacturers and consumer responsibility units for holding practical discussions about sustainable and innovative solutions.
- To promote the Fur Free Retailer (FFR) program in China and encourage local Chinese fashion brands to become sustainable fashion pioneers and show corporate social responsibility.
- To present cruelty-free options to the public and show them the feasibility of leading a compassionate lifestyle by adopting ethical consumption practices.
- To encourage celebrities, media outlets and social networks to join the campaign – not only promote sustainable fashion but also raise public awareness of issues relating to the exploitation of animals and threat to human health.



# Event contents

## Walk Together to the Same Beat | 2018

### Sustainable Fashion

#### Preliminary Events

##### Aesthetics Fashion Exhibition – Fur Free Lifestyle

Date: 7-13 May 2018

Duration: One week

Venue: Bund 22

Audience size: unlimited

Target audience: general public

##### Forum – 'Sustainable Fashion begins with Fur Free'

Date: 9 May 2018

Time: 14:30-17:30

Venue: Bund 22

Audience size: 60 persons

Target audience: fashion industry

#### Fur Free Fashion Events

##### Fashion Show & Gala Dinner

Date: 11 May 2018

Time: 18:00-22:00

Venue: Bund 22

Audience size: 300 persons

Ticket: 1500 RMB per person

Dress code: Black tie & evening gown

\* Date, time and venue TBC

## Highlights

# A cross-border platform for fashion academics & industrial cooperation on sustainable fashion and fur free

## London College of Fashion

The Centre of Sustainable Fashion in LCF create a curriculum in cooperation with established brands like Kering. The aim is to drive change from the source of the industry – school education, to recruit more newcomers in sustainable fashion, and to establish brand positioning. All of this will respond to the demands of society for sustainability.

## Fur Free Retailer and sustainable fashion designers

Fur Free Retailers as well as sustainable fashion designers mostly use non-animal origin or recycled and alternative materials in their creations. In the times where sustainable development is highly valued throughout all sectors, it is crucial for the fashion industry to keep dating to new ways of thinking and secure their brand image and position.



## Media

Media with a broad vision can observe trends and examine whether society is heading in a direction for the common good. With the support from international and top 10 Chinese media as well as fashion bloggers, we will convey a strong message to the public: “sustainable fashion begins with fur free” is for the consumers’ benefit and can be practiced in daily life.



# Event Concept

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Walk Together  
to the Same Beat

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Sustainable Fashion

# Event Concept

If you want to walk fast

walk alone

If you want to walk far

walk together

Extend the power of nature

walk together

at the same pace

to the same beat

Walk together

reach further



Event Concept

**Walk Together**  
to the Same Beat



# Event Concept

## KV

### Main Visual Image

An integration of charity, art and fashion. The smooth lines, rich colours and fashionable elements inspire people to freely interpret the theme 'Walk Together to the Same Beat' through their own imagination.



## Highlights

### Charity /

We promote consumer education by changing people's mindsets and in turn, **changing consumer behaviour and attitudes** toward life as well as involving everyone in a fur free lifestyle and sustainable fashion.

## Walk Together to the Same Beat Sustainable Fashion | 2018

### Art /

Art is the most direct way of changing people's minds and feelings. With an original approach, charity events seem stress-free and more approachable for the public.

### Fashion /

Sustainable fashion interprets the purposes and importance of the fur free program in a way which is closer to the public, which challenges the stereotypes of charities. In fact, **everyone, from industry to consumers, can get involved.**

# Preliminary Events

## Aesthetics Fashion Exhibition – Fur Free Lifestyle

Because we care about life, we “walk together to the same beat” to apply sustainable fashion in practice.

We will mainly exhibit clothes and innovative materials from London College of Fashion and other international stakeholders, as well as Chinese Fur Free Retailers. Artists are also invited to create artwork focused on the theme of sustainable fashion and fur free lifestyle, to interpret fully the combination of charity, art and fashion.



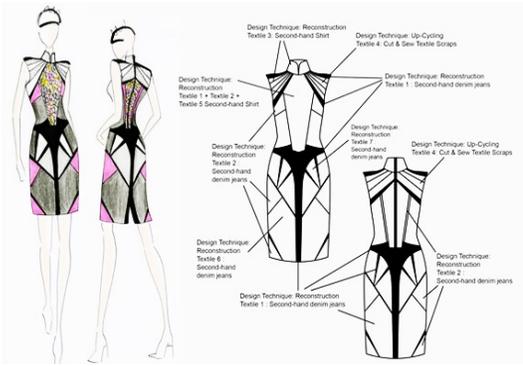
# Preliminary Events

## Forum – Sustainable Fashion begins with Fur Free

## Revolutionizing the understanding of compassion at the source of the fashion industry

With their expertise in sustainable fashion, London College of Fashion will lead the discussion on topics of sustainable fashion and fur free among key stakeholders of the fashion industry, media, academics and government officials.

This pragmatic forum will be broadcast live online and set a precedent for consumers to follow in the future.



Form	Topics	Potential Speakers
Presentation	The global perspective of sustainable fashion	London College of Fashion
Panel Discussion	Industry-academy cooperation in sustainable fashion	London College of Fashion, Shanghai Donghua University Fashion Institute of Design, Stella McCartney, Hong Huang
	Sustainable fashion in practice	
	Promotion of “sustainable fashion begins with fur free” in China	ELLE, BoF, Consumer Report, International Green Economy Association



# Fur Free Fashion Show & Gala Dinner

## Fashion Show

Consumer options and lifestyle in a new era begin with  
fur free **original** brands in China and from around the World

International and Chinese fur free retailers will exhibit their latest collections of fur free and alternative materials. The strong originality of the brand also reveals their commitment to fur free.

Consumers will gain increased understanding of how to be compassionate in their daily lives, change their mindset, and hopefully ultimately influence their peers.



# Fur Free Fashion Show & Gala Dinner

## Gala Dinner

The Gala dinner presents itself as a networking platform for our guests to seek cross-border cooperation opportunities in promoting a sustainable lifestyle. Donated items of art and fashion are also auctioned to guests of the show in order to raise funds in support of sustainable fur free fashion.

The concept of health and environmental protection is embodied in the exquisite but luxurious gastronomy, which, combining floristry and food, will offer guests more compassionate lifestyle options.



1,500RMB per person 12,000RMB per table

# Fur Free Fashion Show & Gala Dinner

## Artists' Opening

The opening dance shows the purpose and importance of the event , connecting the audience to the theme and owes its refreshing features to the artists' creativity and brilliant performance.



# Fur Free Fashion Show & Gala Dinner

## Award Ceremony

### Caring for Life Fashion Awards

An award co-created by ACTAsia and Shenzhen C.A.T. public Culture co. Ltd, aiming to recognize and celebrate individuals and companies for their creative and simultaneously compassionate lifestyle.

There are six awards:

- I. Fur Free Best Media
- II. Fur Free Best Enterprise
- III. Fur Free Best NGO
- IV. Fur Free Best Newcomer
- V. Fur Free Best Celebrity
- VI. Fur Free Special Achievement

The design of the trophy echoes the theme 'Walk Together to the Same Beat'. The spiral shape represents the endless circle of life, just as long and as stable as the road we walk together.



## Co-organisers



### LESMOR Creative Association

In 2007, LESMOR was founded in Shanghai, China. We hope to offer a platform that assembles creative talents, looking for innovative solutions for each client, providing brand new aspect following by brand character, and keeping a good relationship with our clients. “Less is more” is the design idea of our creativity, from the simplest design to dig the profound value.



### LusiArt | Cultural and Creative

Founded in 2012, LusiArt is a creative brand specializing in cross-border integration of ideas: a combination of culture, art, public welfare, aesthetics and business together upon clients' request. It offers professional services such as brand positioning, art licensing, development of derivative products, etc. As dealer and agent of the intellectual property rights of several third parties in China, USA, Japan, Korea, Hong Kong, Taiwan and Thailand, LusiArt strives to achieve a greater good for all brands through the IP collaboration.



# Supporting Parties

## 👉 Partners (TBC)

- Fur Free Retailers/Designers from China and internationally
- London College of Fashion
- ELLE China
- Condé Nast Center of Fashion and Design, Shanghai
- International Green Economy Association (IGEA)
- sh.QQ.com

## 👉 Supporting Organizations and Media (TBC)

- US Consulate General (Shanghai)
- British Consulate General (Shanghai)
- Australian Consulate General (Shanghai)
- Consulate General of the Republic of Poland (Shanghai)
- American Chamber of Commerce (Shanghai)
- British Chamber of Commerce (Shanghai)
- Australian Chamber of Commerce (Shanghai)
- Green Ranking
- Cassie Cosmetics
- Rotary Club Shanghai Puxi Branch
- 1881 Taiwanese Professional Women Association
- Business of Fashion (BoF)
- iQIYI.COM
- Consumer Report
- Pear Video
- Focus Media
- Easty
- MyLohas

# 2014-2016

## Previous Events



# Previous Partners



## 主办方 Organizers



## 协办方 Event Partners



上海阿波罗商务中心  
APOLLO BUSINESS CENTER



동물사랑실천협회



## 服装品牌 Designer Brands



CLAIRE

ANETA LARYSA ENAP  
FOLK DESIGN

SON AN

AWAKENING

COUTUME



i LIKE COP



WONGVAZO

王华忠

SMIK

CATRIEN VAN HECKE



UF.

UNREAL FUR

## 支持单位 Supporting Organizations



上海金茂君悦大酒店  
GRAND HYATT  
SHANGHAI



最大天瑞文化传播机构



urbanfamily



PURE  
YOGA



SoMa Showroom



乐活  
LHASA



禾然有机  
HONA ORGANIC

OWNS



刚好公社  
GHAO

ANIMA



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你女子中国



素食星球  
- VEG PLANET -

MSPARIS  
Designer Dress Rentals



# Previous Celebrities and Guests



Hong Huang



Zhang Xinyu



Ning Kezhao KK



Erik (Li Zhi Qui)



Lv Songxian



Su Jianxin

# Previous Models



Xi Xi

Top 10 of The 5th China Super Model Contest



Jin Tianyi

Champion of the 12<sup>th</sup> China Professional Fashion Model Contest



Ma Yanwei

Top 10 of the 17<sup>th</sup> China Model Star Contest



Huang Sheng

3<sup>rd</sup> winner of the 17<sup>th</sup> China Model Star Contest

# Fashion show

Catwalk & Performance by celebrities



# Fur Free Life Award Ceremony Celebrity Charity Auction



# Gala Dinner



# Sponsorship & Support

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# Sponsorship Scheme

		Fashion Show Title Sponsorship	Sustainable Fashion Sponsorship	Green Sponsorship	Social Responsibility Sponsorship	Compassion Sponsorship	Project Cash Sponsorship	In-kind Sponsorship
Cost		¥ 500.000	¥ 300.000	¥ 100.000	¥ 50.000	¥ 20.000	Variable	Product/Equipment
Availability		1	2	3	4	10	Unlimited	Unlimited
Benefits/ 10 people per table		3 tables	2 tables	1 table	1 table	5 people	To be discussed	To be discussed
Brand Logo Exposure	Booklet	✓	✓	✓	✓	✓	✓	✓
	Sponsor Wall	✓	✓	✓	✓	✓	✓	✓
	Ticket	✓	✓	✓	✓			
	All Media Exposure	✓	✓				* Including forum, exhibition, food & beverage, printed products, catwalk stage & light & audio sound, costs invitation of celebrities, etc.	* Including cross-border sponsorship.
	Dessert Design	✓						
Content Implementation	Booklet	1 page intro cover back page ad	1 page intro inside page ad	1 page intro	½ page intro	1/4 page intro		
	Gift Bags	product	product	product	product	leaflet		* Other benefits possible depending on equivalent product/ equipment sponsorship.
	Screen Display	✓	✓	✓				
Media Exposure	VIP Red Carpet	✓	✓	✓	✓	✓		
	Red Carpet Interview	✓	✓	✓				
	Private Media Interview	✓	✓					
	Opening Speech	3 mins	3mins					
	Intro to Celebrities	✓					* Other benefits possible depending on sponsorship amount.	
	Special Media Coverage	✓						
Other	Public Thank You	✓	✓	✓	✓	✓		
	Use of Event IP	✓	✓	✓	✓	✓		
	Use of Cross Border IP	✓						

# Payment Scheme for FFR

		CH/INT Designers	CH Designers		INT Designers
<b>Availability</b>		Limited	7	2	5
<b>Cost</b>		CH/INT Transport fee + min. 1 donated look	CH Transport fee + min. 1 donated look + 20000RMB	CH Transport fee + min. 1 donated look + 30000RMB	INT Transport fee + min. 1 donated look
<b>Form of participation</b>	<b>Exhibition</b>	1.5x1.5m Stand *self set-up			
	<b>Catwalk</b>		5 sets	10 sets	5 sets
<b>Benefits</b>					
Brand Logo Exposure	Booklet	✓	✓	✓	✓
	Sponsor Wall	✓	✓	✓	✓
Content Implement	Lookbook	✓	✓	✓	✓
	Booklet		½ page of intro	1 page of intro	¼ page of intro
	Gift Bags	leaflet	product	product	product
Media Exposure	Warm-up WeChat Post	✓	✓	✓	✓
	Post Event Video Footage	✓	✓	✓	✓
	VIP Red Carpet Entrance	✓	✓	✓	✓
	Special Report on Designer			✓	
	Red Carpet Interview			✓	
Other	Use of Event IP	✓	✓	✓	✓

# Sponsorship Benefits



Logo and introduction in booklet



Logo on ticket



# Sponsorship Benefits



Logo on Sponsor Wall



Logo on Screen Display



# Sponsorship Benefits



Logo on Dessert Design



Individual Media Interview

**Join Us for the Future of  
“Sustainable Fashion begins with Fur Free”**

**Be a compassionate supporter !**



## **2018 Sustainable Fashion – Walk Together to the Same Beat**

### Contact Information

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Project cooperation : [lusiart@qq.com](mailto:lusiart@qq.com) / [jolor.ni@lesmor.com](mailto:jolor.ni@lesmor.com)

