

Sustainable Fashion in China

2023

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Social listening on Green fashion

What industries are typically associated with sustainability

Based on social listening extractions, what industries are mentioned with the terms “可持续, 环保, 自然, 地球”



How is “sustainability” interpreted in China?

The term “sustainability” is a very broad concept in the Chinese language and can be interpreted into many different terms. From our **social listening**, here are some common definitions shared by Chinese netizens online.

General terms:

#可持续性 Sustainability

#环境保护/环保 Environmental protection

#ESG

Green consumption

Clean energy

Preservation/ natural spaces

Carbon footprint

Waste reduction

What the gov says

#足绿色消费,
做绿色选民
Promote green
consumption, be a
green voter

#珍惜自然资源
Cherish natural
resources

★ #绿化带
Green roads
★ #中央生态环保督查
Central ecological and
environmental
inspection

#低碳
Low Carbon
#碳中和
Carbon neutrality

★ #垃圾分类
Waste sorting
#光盘行动
Clean plate movement

What KOLs say

#88碳账户
88Carbon account

#可持续生活
Sustainable lifestyle

#零碳生活
My 0-carbon life
#低碳出行
Low-carbon Travel

#低物欲
Low materialistic desire
#极简主义
Minimalism

What brands say

#绿色消费
Green Consumption
#环保服装
Eco-friendly apparel

#新能源
New Energy
#节能
Energy Saving

★ #非遗传承
Intangible Cultural
Heritage
#有机农业
Organic Agriculture

#可持续性材料
Sustainable Materials

#零浪费
Zero Waste

What isn't emphasized

Activism
Slow Fashion
Supply Chain Transparency

Water Footprint

Carbon Label
World Environmental Day

Composting
Biodegradability

★ = Concept not as discussed in the west

What are Chinese netizens talking about when it comes to sustainable fashion?

% represents the percent of posts on this topic in the intersection of “sustainability” and “fashion” words

Materials 16%

	Leather	9%
	Linen	3%
	Cotton	2%
	Vegan leather	1%
	Silk	0.8%
	Bamboo	0.6%

Luxury 5%

	Louis Vuitton	0.6%
	Hermes	0.4%
	Chanel	0.4%
	Gucci	0.3%
	Dior	0.3%
	Burberry	0.1%

“Natural” 75%

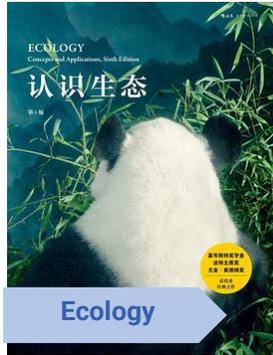
“Durable” 6%

“Reduce consumption” 3%



Foreign books dominate the sustainability topic in China

Academic



认识生态
Ecology Concepts and Applications

★★★★★ 9.7

Manuel C. Molles Jr. (U.S.)
Publishing Year: 2019

Case studies on ecology & textbook

Ecology



环境保护
Environmental Protection

★★★★★ 9.6

Pamela Hill (U.S.)
Publishing Year: 2022

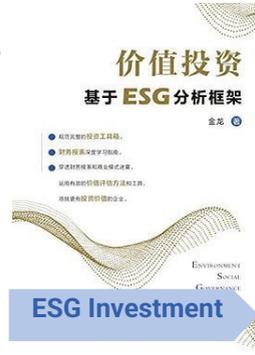
Info on environmental protection in Q&A format

Protection

In academics, foreign books on preservation and protection dominate.

Sources: Douban, Xiaohongshu

Economics



价值投资
基于ESG分析框架

ENVIROMENT
SOCIAL
GOVERNANCE

ESG Investment

价值投资: 基于ESG分析框架
Value Investment: Based on the ESG Analysis Framework

★★★★★ 8.9

Jin Long 金龙 (China)
Publishing Year: 2021

Calculating investment based on ESG models



CARBON
MANAGEMENT
碳管理
从零通往碳中和

Carbon

碳管理 从零通往碳中和
Carbon Management

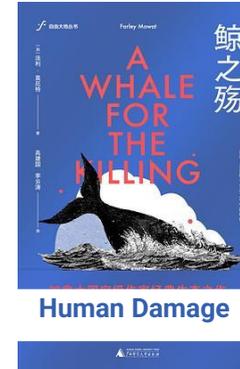
★★★★★ 9.1

Wang Jun 汪军 (China)
Publishing Year: 2022

China "double carbon" policy, carbon calculation, market, asset, and management

Chinese authors dominate the environmental economics topic.

Based on true events



鲸之殇
A WHALE FOR THE KILLING

Human Damage

鲸之殇
A Whale for the Killing

★★★★★ 9.0

Farley Mowat (Canada)
Publishing Year: 2021

True story of a whale mother under the threat of human activity



朱鹮的遗言
朱鹮の遺言

Extinction

朱鹮的遗言
The Last Words of the Crested Ibis

★★★★★ 8.6

Teruyuki Kobayashi (Japan)
Publishing Year: 2019

Distinct species of crested ibis in Japan. Difficulty in an attempt to stop extinction

Whaling is something that has recently come into the spotlight for Chinese



最后的熊猫
最后的熊

Preservation

最后的熊猫
The Last Panda

★★★★★ 8.8

George B. Schaller (U.S.)
Publishing Year: 2015

Experience of the author as an expert in Sichuan, China. Protection, politics, and future of pandas



大灭绝时代
The Sixth Extinction

Extinction

大灭绝时代 一部反常的自然史
An Unnatural History

★★★★★ 8.8

Elizabeth Kolbert (U.S.)
Publishing Year: 2015

13 true stories on animal extinction. Perspective of an environmental reporter

As the Giant Panda is significant to China and is also endangered, it brings attention to the topic of endangered species in general.

2 Drivers of environmentalism in China



What does sustainable consumption mean for Chinese consumers?

Drivers

Health

Chinese consumers, especially parents and caretakers, are very sensitive to pollutants in products. This is very evident in **F&B, beauty, and household cleaning** products.

Citizenship

The government is a major driver of sustainable consumption via propaganda and policy. We predict this will become the **largest driver in the future** as the government plans to be Carbon Neutral by 2060.

Societal expectations

As a collectivist society, Chinese people have high pressure to be seen as **“doing the right thing”** among peers.

Frugalism

Many families are already **mindful about wasting food and resources** due to financial reasons. It is common for parents to ask kids to eat their plates clean. Now, frugalism has been replaced with minimalism, not for the sake of saving money but for the pursuit of non-material happiness.

How China differs from the west

Less emphasis on individual ethics

Contrary to western ethics, Chinese ethics is a code on one behaves in a social-role, not necessarily as an individual. Whereas European climate activism is driven by individual ethics, in China this is not a strong driver.

Top-down

Understanding of sustainability is largely driven by the government, rather than consumers putting pressure on the government and brands.

Low awareness

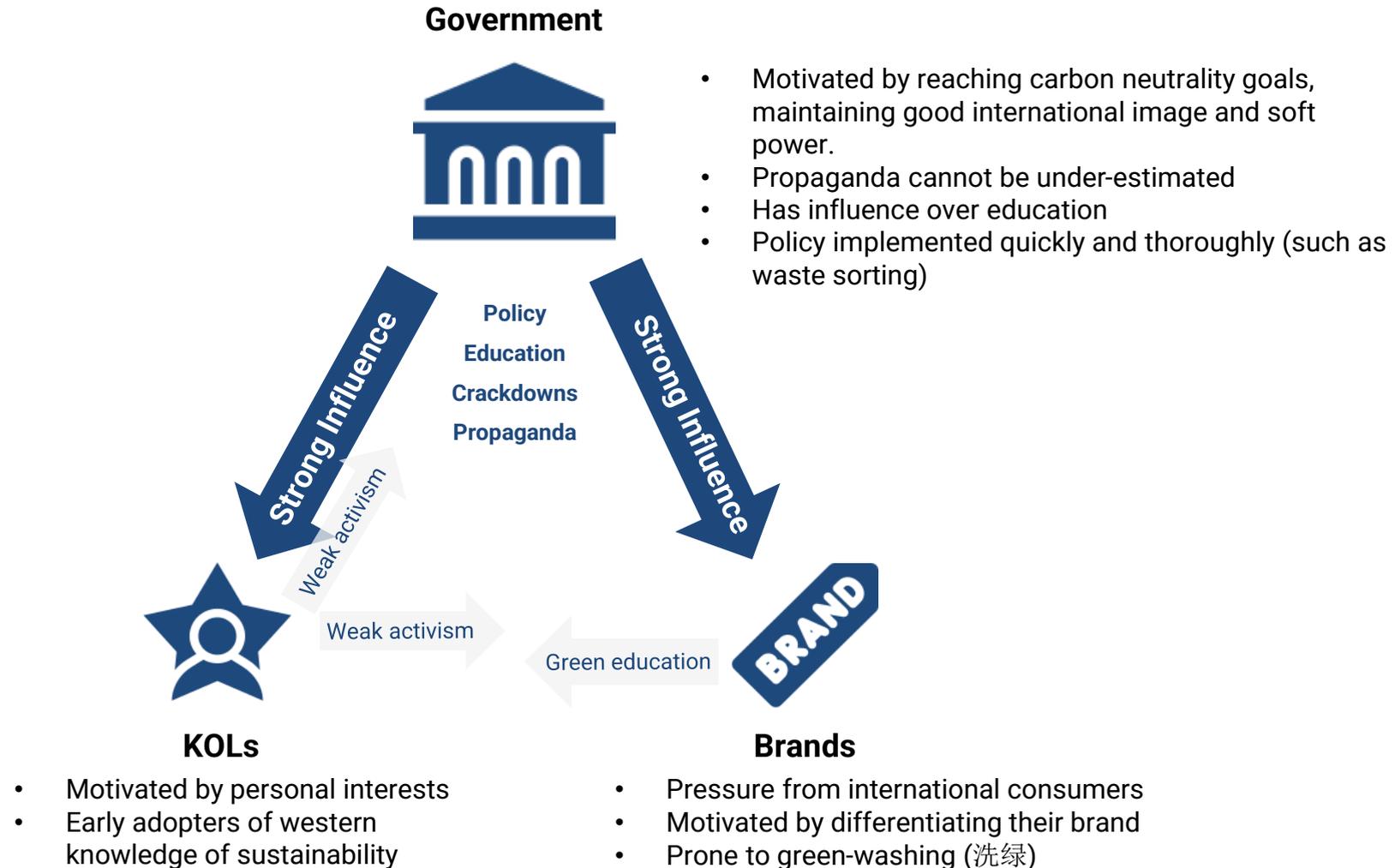
Sustainability awareness in China is not high, and it is not top-of-mind when making purchasing decisions.

Not polarized

We analyzed the top 100 posts about environmental sustainability in China in 2022. Only **21% could be considered ‘activist’ posts**, while only **5% were climate non-believers**, which shows that the majority of people fall in the accepting but lukewarm middle grounds.

China's top-down sustainability influence

Unlike Europe and the US where activism plays a large role in sustainability, in China, government is the largest influence.



Chinese celebrities sustainability endorsements reducing plastic use

Hu Ge

Hu Ge is a Chinese actor and singer known for his roles in a series of historical dramas. Hu Ge is also an environmental activist. He's a longtime volunteer of "Green River", an NGO that focuses on protecting the environment of Yangtze River. Since 2013, he visited the Sanjiangyuan area multiple times doing such as trash pickup and habitat conservation.



Li Bingbing

Li Bingbing is a Chinese movie actress and singer. She is also an advocate for sustainable development. She has been the WWF and UNEP Goodwill ambassador advocating for environmental and animal conservation. In 2009, she founded the brand L.O.V.E, promoting low-carbon lifestyle. L.O.V.E partnered with many brands and companies making positive environmental impact in China.



Wu Lei

Wu Lei is a Chinese actor and started his acting career at the age of 3. He is also an advocate for sustainable lifestyle. He often chooses to bike to work over other methods of transportation. Wu Lei also participated in charity marathon promoting sustainability, and is the ambassador of different NGOs that help raise awareness for sustainability.



Dilraba

Dilraba is a Chinese actress, singer and model. Dilraba also do many charity work alongside her acting career. She has volunteered with NGOs and visited the Tibetan area to help with habitat and environmental conservation back in 2019. She also encourages to reduce the use of plastic bags and encourages people to learn more about environmental protection on her Weibo account.



Luxury brands focus on local species conservation & recycling

Gucci

Gucci's China official website and Weibo account shares about the brand's sustainable initiatives. Gucci is **completely fur free**, following parent organization Kering.

- **100% Recyclable packaging**
- Gucci off the grid, gucci circular line use of **Econyl**
- All directly operated Gucci stores have **100% green electricity**, opt for **LED lighting**

Chanel

Chanel 1.5° mission

Chanel red camellia collection: **97% natural ingredients**, packaging from **recycled material**, reduced carbon footprint

Switching from air shipping freight to sea freight in Asia Pacific area to reduce carbon footprint

La Mer

With ocean being where the brand source most of their ingredients, La Mer focuses **on ocean conservation**.

La Mer Blue Heart

- **East China sea conservation**
- Partnership with **luxury hotels in China**
- World ocean day **Weibo campaign**



Prada

- **Re-nylon**, regenerated nylon from recycled plastic and waste
- Eternal gold collection, **100% certified recycled gold**
- Chinese tiger year, **tiger preservation**
- Shanghai Prada Rongzhai market, promoting sustainable lifestyle

Three of the top eco-friendly Chinese fashion brands

	Position	Price	Materials	Process	Unique points	Pain points
	<ul style="list-style-type: none"> • Slow lifestyle • Minimalist • Natural • Related to Chinese minority cultures 	~¥200 to ¥7,000	<ul style="list-style-type: none"> • Organic Cotton • Organic Wool • Linen 	Natural plant dyes	<ul style="list-style-type: none"> • Preserving ethnic minorities • Enhancing women's working process 	Perceived as product line of parent company rather than brand
	<ul style="list-style-type: none"> • Minimal • Natural • Quality • Related to French culture 	~¥200 to ¥40,000	<ul style="list-style-type: none"> • Organic linen • Silk • Organic cotton • Cashmere • Wool 	<ul style="list-style-type: none"> • Plant dye • Vegetable tanned leather • Rain treated Linen • Traditional Chinese painting 	<ul style="list-style-type: none"> • Highly durable • Merge of western & eastern philosophy 	Over priced for target market
	<ul style="list-style-type: none"> • Zero-waste • Simple • Chinese but expanded international 	~¥50 to ¥5,000	<ul style="list-style-type: none"> • Silk • Mulberry tree • Biodegradable fibers 	Garments produced per order, no waste	<ul style="list-style-type: none"> • Recycling program • Highly biodegradable 	Hard to take care of, easily creases

Can sustainability be the new Guochao?

Currently, Chinese consumers are highly conscious of sustainable consumption. Apart from increasing awareness of sustainability concerns, the rise of adventurism has changed customers' outlook on environmental sustainability. Solif, a foreign brand, has capitalized on both these trends by releasing bags made from discarded fishing nets and plastic bottles, which have gained popularity among young Chinese consumers and celebrities.



Solif has been committed to incorporating **environmental protection concepts** into its **product manufacturing and operations**, providing consumers with **environmentally friendly, fun, and personalized fashion items**, and partnering with like-minded consumers to minimize the negative impact on the environment.

Solif not only considers sustainability in product design but also emphasizes environmental friendliness in **packaging, transportation, production**, and various other aspects.

The brand is not only embraced by the general public but also by micro-influencers and celebrities.



把海洋装进行囊 和月亮潮汐一起收藏



"I've always been impressed with Solif as a **sustainable brand**. Whether it's their mountain or beach clean-up initiatives, I can feel their **commitment** to protecting the environment. "

"I'm excited to thank myself for stopping two plastic bottles from flowing into the ocean."

3

The state of green consumption in China

Chinese show high willingness to buy green, but in practice, it is not top-of-mind

Sustainability is not top-of-mind for Chinese consumers. Here's what is:

Health & Safety



It is important for brands to be free of toxins, especially cosmetics, food and cleaning products. The downside of safety being a motivator is that it also motivates the demand for animal testing in China.

New experiences



As many adventurous activities like camping are trending in China, people are getting closer to nature, and brands can be the bridge. Along with being closer to nature comes the appreciation of nature, leading to environmental care.

Style



Sustainable products also have to be stylish and photo-worthy. This is one of the biggest concern of consumers when it comes to sustainable fashion, consumers don't want to sacrifice fashion for sustainability.

Minimalism



Many consumers are motivated by minimalism to buy less and buy simpler products, which is inherently sustainable. Concepts like "Less is more" and "Low-material desire" are trending on Chinese social media. Minimalism is also a driver of the second-hand market, as consumers sell of their goods when transitioning to a minimalist lifestyle.

Social life



Many Chinese people prioritize the approval of peers and family more than individual expression. This is why we see less extreme views towards sustainability. However this is also a motivator for people to do sustainable actions, as it's something peers approve of and know is the 'right thing to do'.

How might the government nudge green consumption?

Discussing government plans seems lofty when thinking about consumer behaviour. But in China, the authorities play a much more active role in nudging consumers in the right direction.



Method: Use of incentives
Example: Vaccine incentives

Under the pressure of realizing herd immunity during the pandemic, some local governments of villages and towns used grocery (rice, flour, oil) and cash rewards of 200 to 300 yuan as incentives to be vaccinated.

An incentive system can be activated to encourage consumers to buy green products. On a similar note, the government can also subsidize clean energy and green manufacturing.



Method: Incorporating into social credit
Example: Jay walking

In 2019 the social credit system started to take into account jay walking by using facial recognition.

The Social Credit System is continuously developing. As of now, it includes but is not limited to: Financial trustworthiness, commercial trustworthiness, and most important for consumers, societal trustworthiness. A low credit score can impact ability to book trains, send children to universities, and open businesses.



Method: Top-down implementation
Example: Waste sorting

In 2019, starting in Shanghai, the government released a waste-sorting plan which was implemented rapidly and strictly with the help of many volunteers.

This campaign has led our 1,000 survey respondents to believe waste sorting is the single most important sustainable action they can take, proving the governments influence.

Most Chinese people support sustainable fashion, while some have doubts

Numerous international brands have taken sustainable actions by introducing collections made of eco-friendly materials and innovative green fashion technologies. We analyzed 144 of the top Zhihu comments (excluding comments with unclear meanings) to gain insight into the Chinese perception of sustainable fashion.

18% of the comments suggest that **buying less** is **more environmentally friendly** than buying fashion made of sustainable materials.

 思逸diesel  :不买最环保hhh    1

"Not buying is the most environmentally friendly."

14% of the comments expressed concern about the high cost of sustainable fashion.

 南橘北橙橙  :感觉现在环保材质的设计都卖得很贵 对于普通人来说还是门槛太高    1

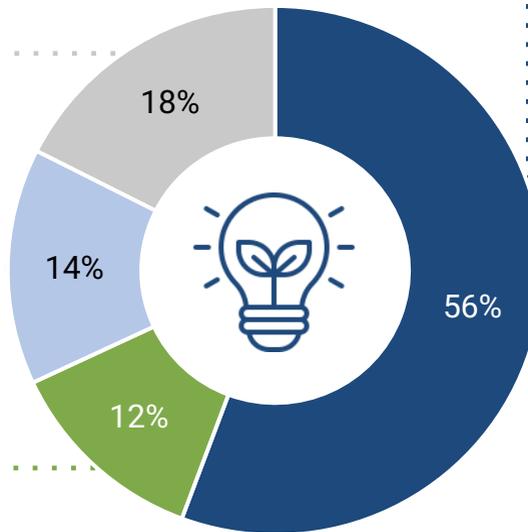
"I feel that designs using eco-friendly materials are being sold at **high prices** nowadays. It's still too **expensive** for ordinary people to afford."

12% of the comments expressed scepticism about the sustainability of the fashion industry.

 月亮上的翘耳兔521  :时尚真的可以环保吗    57

"Can fashion really be environmentally friendly?"

Social listening on Chinese people's attitudes towards sustainable fashion innovations



56% of the comments showed a **positive** attitude towards the introduction of fashion items made from **eco-friendly materials** and **green fashion technologies**.

 很行的阿奎  :环保, 可持续一直都是我们所追求的, 时尚圈也不例外啊    16

"Environmental protection and sustainability have **always been what we pursue**, and the fashion industry is no exception."

 cherry小东西  :超喜欢的, 环保真的很重要, 要从每一个细节做起    2

"I really love it. Environmental protection is really important, and we should **start from every detail**."

 爱你没商量3698  :感觉要是把环保做成潮流就好了。    1

"I feel like it would be great if environmental protection could **become a trend**."

Fair trade in China: Potential for development, according to pioneers

Fair trade is not widely recognized in China. On Zhihu, there are only about 20 related questions, and many of them receive very few comments. On Weibo, posts about fair trade can hardly be found. However, due to the rising purchasing power of Chinese consumers and the respect for farmers emphasized in traditional Chinese thinking, fair trade is seen as having potential in the Chinese market.



- Matches designers with producers from **disadvantaged groups** on production platforms.
- Processing fees are **not less than 10%** of the retail price of the product.
- Processing fees are **not linked** to the cost price.
- Producers **directly receive** the processing fees.



"These past ten years cannot be considered a failure, nor can they be considered a success. They are not a failure because some of our projects have **made some people aware of fair trade** and have **helped some disadvantaged groups**. However, they are not successful because, at a larger level, fair trade is still relatively **unknown** in China."



-- Chen Lecong

Founder of iFAIR China Fair Trade Center



Source: Yashijie Financial, Interview: Shanghai iFAIR Founder



Fairtrade has prospects in China. We often say that **every grain of agricultural products represents hard work**. Currently, these hard-working individuals have **not received a corresponding return**. Giving a truly good price for good products is an **acknowledgment** of the producers' hard work and a **sign of respect** for them. **Chinese consumers are rising, and their consumption values are changing**. As Fairtrade slowly becomes more familiar to everyone, I believe that more people will join in.

-- Deng Jiachang

Chairman of Simao Changsheng Coffee Planting Professional Cooperative

*Yunnan Simao Beigui Coffee Limited Company certified a fair trade coffee planting cooperative in 2015

Source: China Science Communication (2019)



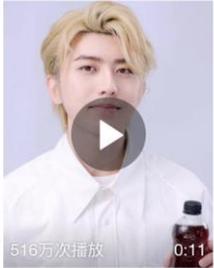
Carbon reduction: The emphasis of the Chinese government today

During the 75th United Nations General Assembly in 2020, President Xi Jinping announced China's commitment to reaching carbon peak before 2030 and carbon neutrality by 2060 (the "30-60" dual-carbon goal). This announcement received an active response from the entire nation, with local governments hosting events to encourage citizens to adopt a low-carbon lifestyle, and many companies adopting new technologies and packaging in an effort to comply with the policy.



为环保撕开标签，无瓶标助力可持续🌱，与@蔡徐坤一起，践行减碳生活，还自然原本的样子。

百事中国的微博视频



In April 2022, Pepsi China launched its "No Bottle Label" packaging, endorsed by Cai Xukun, which received 33,000 shares, 2,210 comments, and 18,000 likes on Weibo.

"Join forces with spokesperson Cai Xukun to practice a low-carbon lifestyle."

Cai Xukun's fan base is posting formulated comments to show their support for him, which many of them received about a thousand of likes. This proves the effectiveness of promoting sustainability through celebrity endorsements in China.



"鸢飞戾天者，望峰息心；经纶世务者，窥谷忘反。"对自然之趣、生态之美的欣赏和体会，早已融入中国人的心性。国家提出的"双碳"目标，不但获得了国际上的认可，也得到我国社会各界的响应。
#我国减碳已经到了什么地步# 在潘刚的推动下，伊利探索创新管理、应用创新技术、培育创新人才，以一阙激越的创新协奏曲，奏响了全面助力"双碳"目标实现的乐章。#企业为了实现双碳目标有多拼# 风吟天下的微博视频



Chinese netizens place high value on innovation that can enhance environmental protection

"Innovation is what drives development, and this will never change."

"Green, low-carbon, and environmentally friendly practices make the ecosystem more beautiful."

- Yili is a top milk manufacturer in China
- They are transitioning the straw attached to their packaging from plastic to corn starch degradable ones.
- They are also upgrading their factory equipment to achieve zero-carbon emissions.



Minimalism: Chinese are bringing Daoism into modern consumption #低欲望

What Chinese are saying about consumption downgrading

低配生活，高配灵魂

Low profile life, high quality soul

Used in the context of developing self over buying things

减衣增福，减食增寿

Reduce clothing increase happiness

Reduce food increase lifespan

From the Daodejing, resurfaced on Xiaohongshu

消费降级

Consumption downgrade

Often used in the context of buying fewer but more durable goods.

低物欲生活

Low materialistic-desire life

Often used in the context of selling second-hand goods

Pursuing a "low-profile" life on XHS



There is an unmet demand for second-hand clothing in China

60% of consumers and 70% of Gen Z either have bought or are willing to buy second-hand clothing

What motivates second-hand buying

Save money/ show off resourcefulness



Consumption downgrade

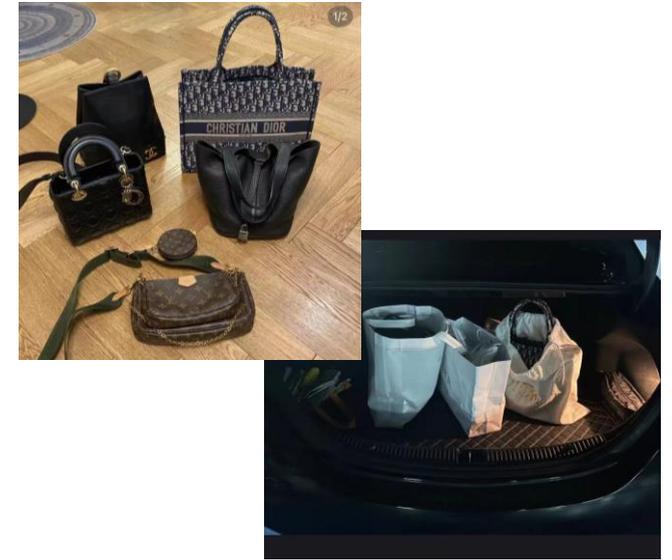


What motivates second-hand selling

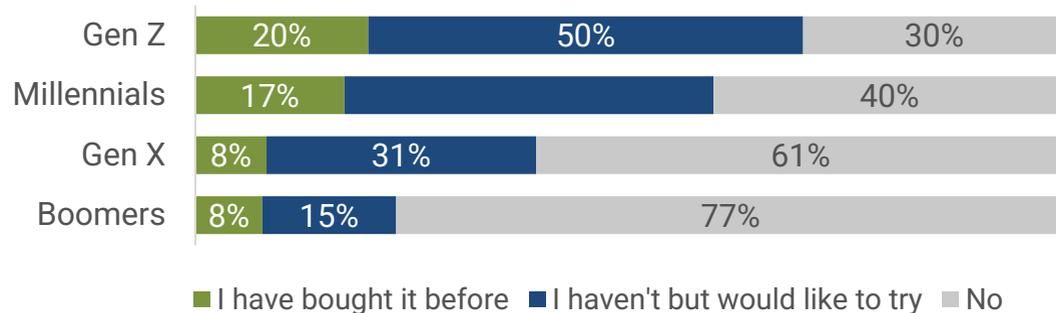
Make money/investment



Pursue a 低物欲 (low materialistic desire) life



Would you buy second hand clothes?
(1,000 survey responses by age group)



How easy is it for Chinese consumers to find green products?

Although there are “green” certified stamps, they are not widely used, as it is easy to find products marketed as ‘organic’ without the organic stamp. In an effort to reach the 2060 carbon neutrality goal, the government could place more weight on these stamps.

JD’s sustainable product section

JD is a pioneer for green shopping in Chinese e-commerce, being the first e-commerce platform to launch a green shopping section called 青绿计划 or “Green Plan”.



Low carbon packaging: sustainable packaging, recyclable packaging, FSC certified



Green food: organic and environmentally friendly food, organic food stamp, eco-origin stamp



Green furniture: low carbon, recyclable, green product stamp, environmentally friendly stamp

Chinese sustainable stamps

These stamps are used for food, electronic appliances, and product packaging but often aren't showed proudly by sellers.



Forest stewardship council



Green product



Environmental friendly stamp



Ecolabelling



Low carbon product



Organic food product



Energy conservation stamp



Environmental protection industry stamp



Water conservation stamp

4

The state of Animal welfare in China



Leather is seen as acceptable, but crocodile and fur could be controversial



Where a majority of Chinese netizens morals fall based on analysis of Zhihu discussions

A majority of netizens speak negatively

Shift in majority consumer perceptions

A majority of netizens accept

Killing animals with malicious intent

Pet abuse

Killing animals for non-essential consumer pleasure

Fur, crocodile skins, TCM

Killing animals for essential purposes

Food

Using animal products that are a by-product of essential killing

Leather (as a by-product of beef)

News on the authorities seizing smuggled crocodile claws



Netizen reactions

2% Accept/see as normal

21% Confused or question the act of smuggling but not crocodile consumption

77% Firmly against

Netizen discussions on Zhihu on the morality of using animal products

*"Human beings require meat for survival, and livestock have provided their bodies to sustain our species. We appreciate their contributions and it is important to **use all parts of the animal** out of respect."*

*"If one believes that eating meat is a necessity for humans, while wearing fur is simply a luxury, that is not accurate. **Vegetarians are able to live without meat.**"*

Chinese generally prefer real leather, oppose fur

On Zhihu, a debate titled "Why do more people boycott fur than leather?" gives us insights on Chinese consumer stances on animal products.

Leather is considered a by-product of the meat industry, utilizing the waste from animal processing for meat consumption

Chinese consumers generally agree with the saying, "Leather products get better with use."

Austin Lin
迷路的00后, 梦想很大, 手太短。 + 关注

25人赞同了该回答
今天突然想到这个问题, 因为我个人是抵制皮革的。但是我不排斥给自己女人买, 她喜欢的话我自然会满足她, 但是自己不喜欢。不过我喜欢牛皮制品。

其实很多人抵制皮革, 不抵制皮革(主要指牛皮)的原因不单单是价格问题, 便宜的皮革制品很多时候还没有中高端牛皮制品贵。

很多动物保护主义者认为猫狗和其他动物都是动物, 为什么要呵护猫狗而吃掉其他的动物呢? 对啊, 为什么啊? 因为人喜欢啊! 人喜欢猫狗, 不妨碍人喜欢吃肉啊! 喜欢吃肉基本是人的天性了。

而且对于大部分人来说, 纯吃素不仅口味不太好, 还容易造成营养不良。所以既然吃肉是不可避免的, 那么猪肉, 牛皮这些没被吃掉的东西, 还能拿来干嘛呢? 不拿去做皮革制品就浪费了。

但是到目前为止还是没回答到题主的问题, 因为有些皮革也是从肉兔剥下来的食用动物身上剥下来的, 那不用皮革不是也浪费了嘛?

恩, 当然不是简单的浪费与否的问题, 其实, 讨厌的事情是:

皮革行业存在严重的虐杀动物的情况。我们人类为了生存, 不得不去吃肉, 肉畜贡献了他们的躯体, 为人类的延续做出了贡献, 我们感谢它们, 我们物尽其用也说的过去。道德从来不是绝对的, 但是皮革的主要来源: 貂, 狐狸, 獭兔等等, 很多都是被活剥的。为什么呢? 因为活剥的皮毛质量好。而它们的肉多数都不太好, 剥掉以后, 就丢在一起, 甚至能看到一些暂时没死的小动物眼含泪水看着自己身体, 上面鲜血淋漓, 皮肉分离。

而皮革不是我们的生活必需品, 可有可无的东西, 为什么要虐杀这些小动物呢? 当然, 杀猪杀牛也不可避免的存在虐杀情况, 但至少他们不是被活剥的, 而且它们的死亡, 换来的是人类基本生存材料的满足, 而不是享受型消费的满足。

理性的动物保护组织也从来不会阻止肉厂屠宰肉畜, 他们只是希望这些为人类造福的动物生活环境能好一些, 被杀之前能先麻醉一下。

语言组织的不太好, 其实我自己也还没太想明白, 写的混乱还请见谅。欢迎讨论, 谢绝乱喷。

nicole ily
金融乐 乐此不疲的当各种小白鼠 + 关注

11人赞同了该回答
皮革获取仅仅是为了要皮毛, 皮革获取(猪牛羊)还是在作为畜牧业的经济产品之一, 牛羊猪肉不是还可以吃吗? 每天那么多猪牛羊, 你如果不使用皮革, 白白丢掉还不如创造经济价值呢

发布于 2015-02-06 10:54

赞同 11 9条评论 分享 收藏 喜欢

"With so much pork, beef, and lamb consumed every day, it's better to create **economic value** from the by-product rather than waste it."

Victoria
吃的肉一刀封喉, 肉可以吃, 皮子可以做皮革。皮革为了保证皮子完整性, 活剥皮

发布于 2021-09-24 09:56

赞同 4条评论 分享 收藏 喜欢

"Fur requires the hide to be removed while the animal is **still alive** to ensure the quality of the fur, which is inhumane."

王小慢
不靠谱 + 关注

3人赞同了该回答
做皮具两年, 还在不断学习中。说说我的看法。我对这个命题比较赞同的。皮革制品经常拿在手上把玩, 适当地上油保养, 甚至晒太阳, 手感、亮度、光泽度都会发生变化。或者比如钱包放在口袋里, 不断地与布料摩擦, 也是抛光的过程。当然前提是, 质量较好的头层牛皮。至于

@左骏

的观点, 也没有错, 凡是都有个度, 永久了变形是一定的, 但是好的皮革制品用到变形怎么也得十几年朝上吧, 现代人的物件更替这么快, 一般情况下, po主这个命题还是正确的。并且并不是说越软的皮子越容易变形年限越短, 这个跟弹性有关的。弹性貌似又跟产地、油脂含量、鞣制过程有关...然后再深入我就不懂了。

发布于 2013-08-28 12:29

赞同 3 1条评论 分享 收藏 喜欢

niuun
学设计的 + 关注

2人赞同了该回答
皮革会随着使用时间的增加出现变色的现象, 工厂做的皮革不太清楚, 但手工植鞣牛皮制品这个是很普遍的现象, 就好像握在手里的时间长了, 人体本身分泌的油性会使皮革出现变色现象, 手感也会越来越好。

发布于 2013-05-02 15:02

赞同 2 添加评论 分享 收藏 喜欢

"Leather goods are often held in hand, oiled and cared for, and even exposed to sunlight, causing **changes in texture, brightness, and luster**. For example, a wallet in a pocket undergoes a **polishing** process through constant friction with fabric."

"The natural oil produced by our bodies can cause leather to change color, but it also **improves the texture** over time."

Netizen reactions to smuggled crocodile claws exposes views towards crocodile products

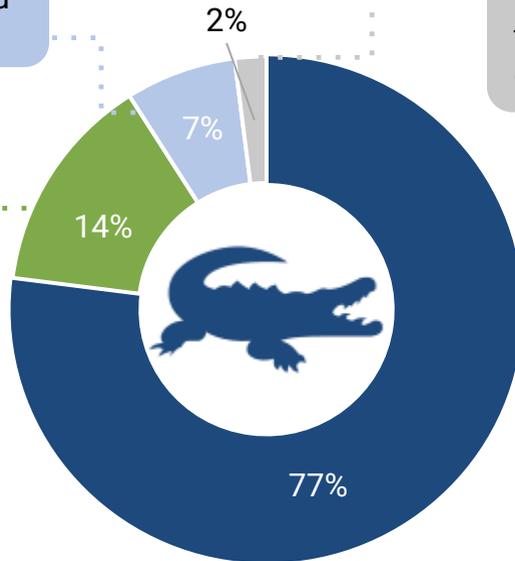
For a long time, the consumption of products made from exotic animals in China has been a topic of suspicion and criticism worldwide. On April 23rd, Guangxi seized 2,058 smuggled crocodile claws, sparking discussions on Weibo. By analyzing the top 100 comments (excluding those with unclear meaning) of the news, we can gain insight into Chinese opinions on the consumption of such products.

Social listening on Chinese people's attitudes towards non-livestock animal consumption

Most liked comments

7% of the comments expressed **confusion** over the motive behind smuggling crocodile claws.

14% of comments questioned the act of **smuggling**, but not the **consumption of crocodile product**.



2% of the comments expressed the view that the consumption of crocodile meat is **normal**.

77% of comments expressed **negative emotions** (eg. angry, scared, and disgusted) towards **consumption of crocodile products**.

Y52HzYu_ : 怨我孤陋寡闻，他们走私这个干啥用啊 🤔
23-4-11 20:39 来自北京 380

橙小橙的橙: 吃，高营养，和熊掌差不多。小鳄鱼爪当饰品，前爪招财、后爪守财 🤔
23-4-11 21:14 来自广西 85

"Forgive my ignorance, but what is the **purpose** of their **smuggling**?"

Most liked response: "Eating them for their **high nutritional value**, which is comparable to bear paws. Crocodile claws are also used as **jewelry**, with front claws believed to **attract wealth** and back claws thought to protect it."

栗香派派 : 看得毛骨悚然，没有买卖就没有伤害
23-4-11 20:43 来自广东 259

"It's chilling to see. **If there's no demand for it, then there won't be harm done**"

Chinese attitudes towards the end of animal testing in imported cosmetics brings both satisfaction and quality concerns

As of May 1st, 2021, animal testing is no longer a requirement for imported ordinary cosmetics in China. While many supporters of animal protection on Weibo have expressed excitement, some netizens remain sceptical about the safety of imported products that have not undergone animal testing.

Satisfied

热门

你好不要养比格犬

大家好，好消息！从5月1日起，中国进口普通化妆品免除动物测试了，这意味着许多日化用品的实验动物规模会缩减，救助实验犬的负担也许会轻很多 🌱 #实验比格犬# @比格公社

BeagleCommune

5月1日起，中国将对“进口普通化妆品”免除动物测试

来源：早新闻 转发

华丽志 LUXE CO 全球美妆行业观察 中国中高端品牌成长

周知，期待已久的中国化妆品动物实验条例修订稿最终确定，根据《国家药品监督管理局（National Medical Products Administration）发布的新文件显示，从3月11日起，进口普通化妆品免除动物测试。这一转变将直接影响一大批美妆品牌进入中国。

“普通化妆品”是指洗发水、沐浴露、护肤、彩妆、香水等个人护理和美妆产品，与之相对应的

2021年03月06日 14:56 来自 微博网页版

收藏 转发 521 评论 76 4536

你好不要养比格犬

粉丝 18.3万 关注 160

获赞赏次 19 动物宠物领域 涨粉飙升 昨日阅读数 1万+, 互动数 368

The Weibo page "Beagle Victim Advocates" has 183k followers and is rapidly growing, which might suggest a **rising awareness** among the Chinese population regarding **animal rights**.

比格公社BeagleCommune :这是很好的国家信号! 虽然目前只停留在进口化妆品这块, 但至少说明这件事情已经走出了成功的第一步。随着未来越来越多人的认知提升, 是能够去改变很多的! 共勉!

21-3-6 18:04 22

"This is a very **positive** signal for the country! Although it currently only pertains to imported cosmetics, it at least shows that progress has been made in this regard. With the **increasing awareness** of more and more people in the future, we can change many things! Let's work together on this!"

是how0明:真好!! 上次买洁面看到有cruelty free的标志还开心了好一阵!!

21-3-6 16:30 14

"That's great!! Last time when I bought a facial cleanser and saw the **cruelty-free** label, I was **happy** for a long time!!"

Concerned

关小关 :啊.....国外疫情太乱套, 不放心。以后全都用国货 😊 进口的啥都不买了哈々

2021年03月11日 10:39 回复 15

"Ah... the situation with the pandemic abroad is too chaotic, and I **don't feel at ease**. From now on, I'll only buy domestic products, and won't buy anything imported."

清涵sun:必须的实验还是应该有的, 做好动物福利关怀

18-10-29 18:44 1

"Necessary experiments **should still be conducted**, with due care given to the **welfare of animals** involved."

千千雨影_AO3locked

2019年03月09日 23:41 来自 微博 weibo.com

我是真的不理解什么不用动物测试的东西能直接商业化.....化妆品圈有分歧的话, 学术圈总是一致的吧//@nagaoto:。。。。 //@花开富贵老娘发飙:回复@女士人一架:美国连动物测试都不支持, 咋会在人身上测试呢? 唉, 可见这个概念在中国太难以被理解了。//@女士人一架:所以美国的是直接拿人测试了? 😊

"I really don't understand how products that haven't been tested on animals can be commercialized directly."

An aerial photograph of a lush green landscape featuring terraced tea fields on a hillside. The terraces are arranged in a series of curved, concentric lines, creating a rhythmic pattern across the slope. The surrounding area is covered in dense green vegetation, and the background shows more rolling hills under a clear sky. In the bottom right corner, a traditional Chinese building with a dark tiled roof is partially visible.

5

Hypotheses on the future of green consumption in China

Hypotheses on the future of sustainable consumption in China

- 1 As long as sustainability is associated with health and safety, it will be prioritised by Chinese consumers
- 2 The government propaganda will be the strongest factors in influencing Chinese perceptions of sustainability
- 3 A potential growth for green consumerism exists in the mass market as it is not only driven by environmental activists and there are few climate change deniers in China.
- 4 People want to be “international” and sustainability will be able to talk about it. It will become a matter of fitting in socially.
- 5 Easy-green consumption will be become wide-spread through green “stamps” and certifications, likely lead by government requirements.

ABOUT



Our mission is to guide businesses to holistic growth in China

Through our market research and strategy consulting, we equip businesses with the knowledge and guidance to achieve growth in China and beyond

The values we embrace



Our clients' goals are our goals

We see ourselves as an extension of the client's business in China or their target country, hence, we advise them as if we were in their shoes and investing along with them.



Embrace change enthusiastically

Similar to how markets are constantly changing, our mindset is also always evolving. We value routine only when it helps us improve and we value change because it helps to keep pace with our time.



Intellectual humility gives clarity

Only through the lenses of humility can knowledge be seen clearly. At daxue consulting, we are humble toward science and the truth. We interpret data in a way that lets it speak for itself, even if contradicts our hypothesis.



Freedom enriches creativity & responsibility

Freedom to manage and envision her or his mission increases the sense of responsibility to that mission.

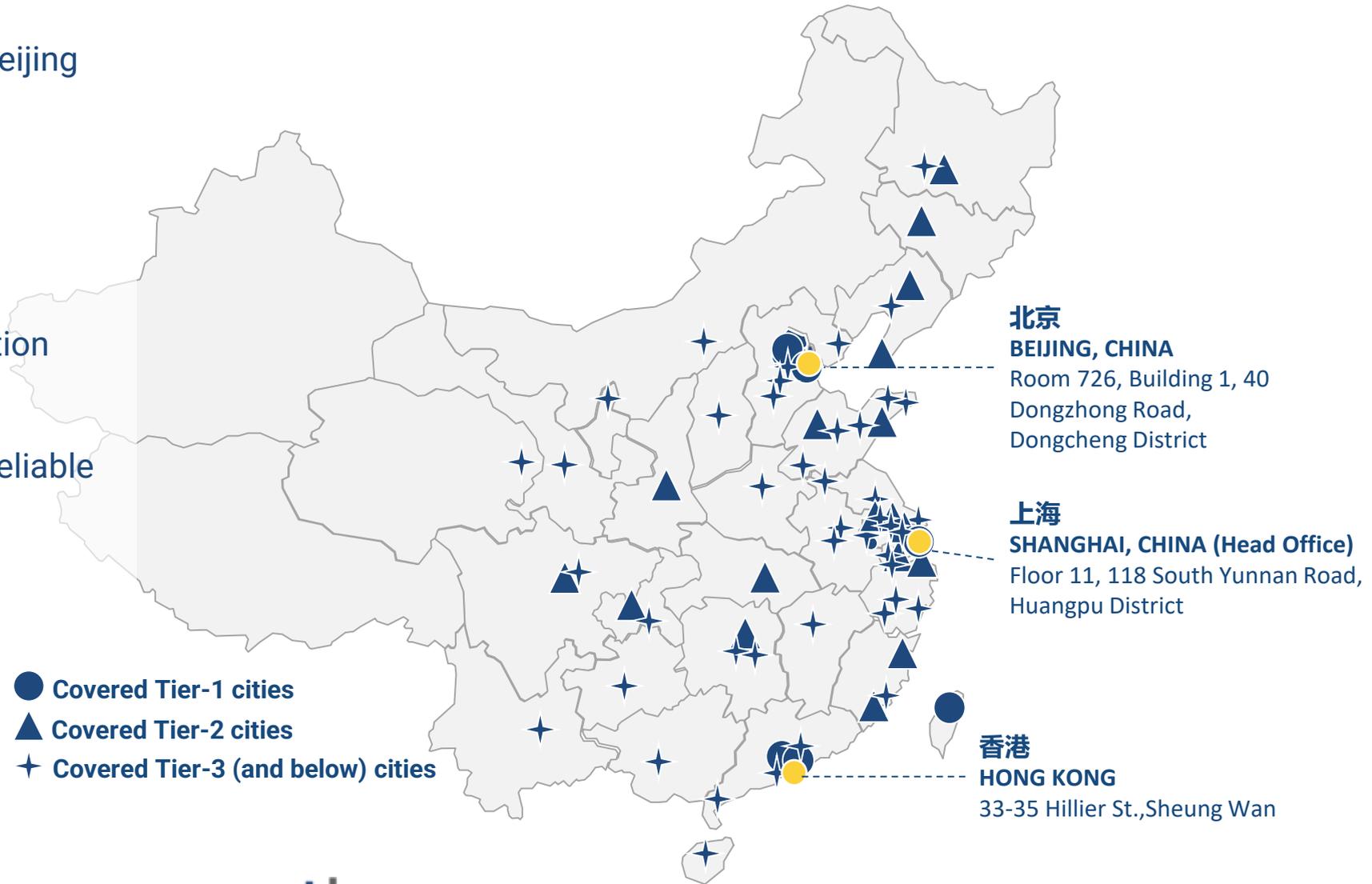


Knowledge is meant to be shared

While our projects team dives deep to provide catered research to clients, the media team shares insights publicly. At the same time, we foster a culture of sharing knowledge in our team, each individual works to increase their own knowledge and freely shares ideas each other.

Our network covers all of China, and beyond

- Three offices in China: in Shanghai, Beijing and Hong Kong
- Employing 40+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- Key accounts from around the world



Our approach to methodology-based consulting

An agile and data-driven approach towards solving complex research questions

RESEARCH ————— as the base for —————> **CONSULTING**



IN-HOUSE ORGANIZED

We do not outsource



TRADITIONAL METHODOLOGIES

Interviews, cold calls, focus groups, surveys, and more



SOFTWARE AND TOOLS

Third-party software and in-house built scrapping tools



ACCESS COUNTRY-WIDE

Able to run research across all layers of population



DATA INTEGRITY

Data-driven and cross-checking from many angles



RESEARCH-DRIVEN

Consulting backed up by massive research



AGILE

From market discovery to entry, we keep pace with market changes



COLLABORATIVE

We encourage frequent meetings and workshops with our clients



TRANSPARENT

Full insights into our work with frequent intermediate updates



INDUSTRY PARTNER NETWORK

Built-up over 350+ projects and 100+ podcasts guests



CROSS-CULTURAL UNDERSTANDING

Mix of foreign-educated Chinese and China-educated foreigners

Our past and current clients

400+ clients with 600+ projects over the past 9 years



Our testimonials

Comments from our clients



JAPAC Revenue Strategy
Manager @ **Twitter**

*"Thanks so much for your hard work over the last several months and the multitude of presentations that you have done to [our] stakeholders. **I highly appreciate the quality of work and also the patience with which you have answered the questions.***

Overall the work has been very well received and has been very educational for our teams in Singapore, New York and San Francisco. We will be using a lot of this information as we make critical investment decisions into China over the next several months.

*Please do pass on our thanks to the entire Daxue team - hope you do take a moment with the entire team to celebrate the success and outcome of this project! **Also, I would be happy for you to use my reference for any future clients.***



Managing Director @
Palmer Hargreaves

*"**The communication, structure, problem solving and support we received from the team throughout the project was fantastic, and it provided us with the ideal structure to keep the client engaged and confident of the deliverables.***

In terms of the outputs / deliverables, I was very pleased with the level of detail in the reporting, speed of response to questions and the flexibility to adjust and provide alternative output views.

*Should we be in the position of providing similar support to our clients in future, **I would have absolutely no hesitation in contacting daxue consulting again, working in partnership to deliver a high-quality solution.***



E-commerce Manager
@ **LIDL**

*"Thank you so much for your and your team's support regarding our China eCommerce project. **The feasibility study was very well delivered and useful to give us insights about China market.** As business evolves, we definitely need to keep abreast of the latest developments to cope with the rapid change of the market. In this sense, **we will continue to need your support to our business growth.**"*



Director Ecommerce
Marketing EMEA @ **Ubisoft**

*"Thank you for your answer. I've been through the presentation and **I'm very impressed by all the useful detailed information I've found. Thank you so much!**"*

A recognized expertise on the Chinese market

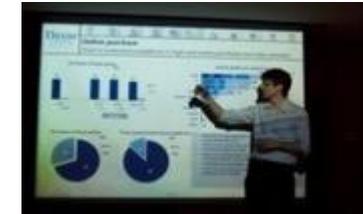
Regularly featured and quoted in global publications



Our latest quotations in recent publications

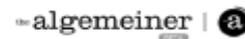


TV interviews on prime time television in Singapore



Workshop on the China's food imports

Lecturing at Peking University MBA.



Daxue on Thoughtful China

Frequent speakers on China-business topics



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