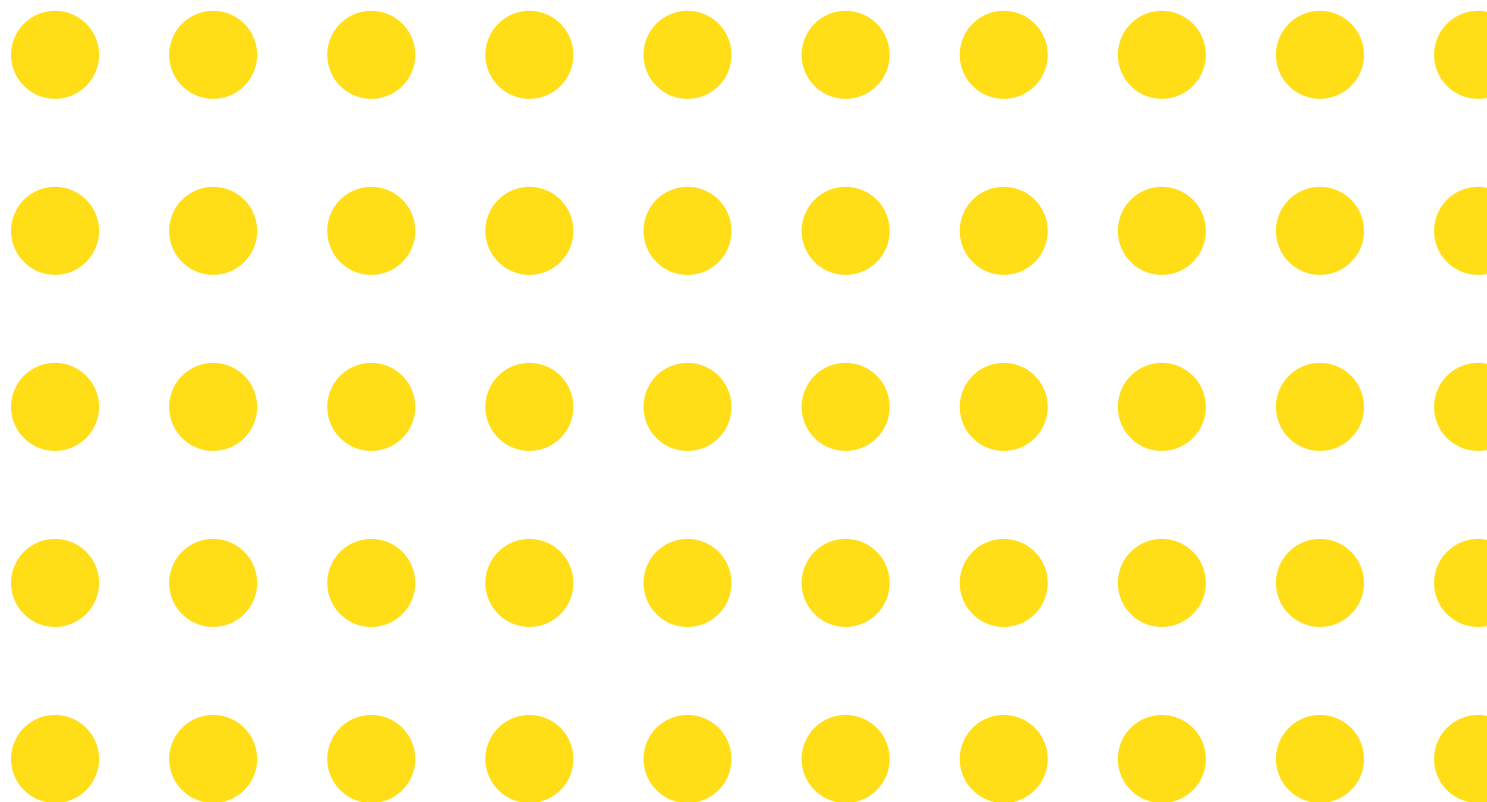


WINTER 2017

THE SUSTAINABILITY ISSUE

# FABRICA. WEAVE



fabrica  
南豐作坊



Welcome to our newsletter! In each edition we bring you interviews, insights, and practical information about the startup world of fashion, textile, and technology.

感謝您閱讀南豐作坊的通訊！我們將送上不同的訪問與觀點，以及實用的業界資訊，助年輕創業家投入時裝、紡織與科技的世界。

WINTER 2017

THE SUSTAINABILITY ISSUE

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此乃中文譯本，如英文版本與此中文譯本有抵觸，以英文版本為準。

EDITOR'S NOTE — ENTREPRENEURIAL IMPACT

編者的話 — 創業家的肩膀

The Mills Fabrica is not just a business incubator offering a springboard for innovative techstyle entrepreneurs; we want to support businesses that make a positive impact on society. Our recent Pitch Day judging criteria stipulated that the winner should not only improve user experience and demonstrate potential for growth, but also be a sustainable business that improves consumers' wellbeing. Winners of this year's Pitch Day competition, ORii and MedEXO, leverage cutting-edge technologies to develop products that improve the lives of people with special needs.

Sustainability is the theme for this issue of Fabrica. Weave, and non-profit Redress is our cover story. Redress founder Christina Dean has witnessed the impact of our consumer-driven societies' wastefulness as a journalist on the frontlines of China's massive landfills. Businesses and corporations often view environmental protection as a cost that negatively impacts their profitability, but Christina believes that only environmentally responsible businesses will be able to survive going forward. So in this issue, we also feature brands and businesses that have incorporated sustainable practices into their supply chain and manufacturing processes in order to highlight their innovative transformations to become environmentally sustainable.

Yet, profitability is still a critical part of running a business. So our column explains how online marketing can increase brand awareness, with legal experts offering advice on protecting intellectual property generated by startups.

An entrepreneur's impact can be far-reaching, whether its growing a business, improving society, the environment, public health, or even people's lives. Entrepreneurs not only have to worry about achieving profitability, but also hold the future of our environment in their hands. No pressure!

南豐作坊不單止以成為新經緯創業家的商業培育中心和創業跳板為唯一願景，一如幾個月前舉辦的《Pitch Day 創業比賽》的評審準則，勝出者除了要改善用家體驗、擁有發展潛力，還要成為一門改善人類生活素質的永續 (sustainable) 事業。今年得獎者 ORii 和 MedEXO，便利用尖端科技，研發出改善特殊需要人士生活的產品。

這一期《Fabica.Weave》以「Sustainability 永續」為題，封面故事的主角是非牟利機構 Redress。機構創辦人 Christina Dean 曾經以記者身分，站在中國內地的堆填區，見證人類浪費為環境帶來的巨大影響。在商業世界，環保就像維持成本效益的魔咒，但 Christina 說，企業對環境負責，才是在商場生存下來的不二法門。所以，我們找來把永續概念應用在生產線上的大品牌 and 初創企業，看這些案例如何將永續轉化為充滿創意的營商手法。

商業上永續同樣重要，這一期專欄作家會介紹利用網上營銷增加品牌知名度的方法；還有法律專家建議大家如何保護產品的知識產權，使初創企業能夠健康成長。

創業家的身分任重道遠，從商業的角度出發，改善社會、環境、公共衛生、生活方式；他們背負著不光是盈利與虧損的壓力，還有我們下一代未來的生活環境。

THE MILLS FABRICA PITCH DAY 2016: CALLING TOMORROW'S TECHSTYLE HEROES

WINNERS ANNOUNCEMENT

MAKE A CHANGE PITCH DAY 2016

From left to right: Vanessa Cheung, Founder of The Mills; Marcus Leung-Shea and Kevin Wong from ORii, Grand Prize and Style Award winners; Denis Huen from MedEXO, Tech Award winner; Cherry Chan, PIC of The Mills

由左至右：南豐紗廠創辦人張添琳小姐；新經緯王者暨型格控觀眾獎得主、ORii 創辦人 Marcus Leung-Shea 及 Kevin Wong；科技狂觀眾獎得主、MedEXO 創辦人禰彥勳；南豐紗廠負責人陳卓卓小姐

《THE MILLS FABRICA PITCH DAY 2016 召集未來新經緯王者》

創業比賽結果

After the final round of polished pitches by eight techstyle entrepreneurs to a panel of eight judges from fashion, technology and investment and an audience of over a hundred people, the winners of The Mills Fabrica Pitch Day 2016 were announced on October 26th. Communication smart ring developer ORii took the grand prize along with the audience-voted Style Award, while

南豐作坊舉辦的《The Mills Fabrica Pitch Day 2016 召集未來新經緯王者》創業比賽，已經在 10 月 26 日完滿結束。當天 8 位進入決賽的新經緯創業家，向 8 位來自時裝、科技及投資界的評審，以及台下過百名觀眾進行演示。最後由研發智能指環的 ORii 勝出，成為新一屆新經緯王者，並同時奪得「型格控觀眾獎」；而可穿戴醫療科技公司 MedEXO Robotics，則憑著「穩定震顫機械手套」獲得「科技狂觀眾獎」。

wearable medical technology company MedEXO Robotics won the audience-voted Tech Award. What made these two businesses stand out was not just their technological innovation, but the potential of their products to improve lives.

能夠贏得獎項，不光是因為它們善用科技，符合商業考量、用家需求；更重大的意義，是他們透過自己的事業，改變生活習慣、提升人類的生活素質。





## GRAND PRIZE AND STYLE AWARD WINNER

### 新經緯王者暨 型格控觀眾獎



**A smart ring that lets you listen to a phone call and talk to your voice assistant (such as Siri) just by placing your finger on your ear.**

orii

**把手指放在耳邊便可接聽電話或向語音助理 (如 Siri) 下達命令的智能指環**

## “OUR MISSION AND VALUES ARE TO CREATE A PRODUCT THAT CHANGES PEOPLE’S LIFESTYLE AND IS IMPACTFUL.”

**「我們的理念和價值，是創造有影響力和  
改變人類生活方式的產品。」**

### A SMART RING THAT PUTS ITS FAITH IN VOICE

Founders Kevin Wong and Marcus Leung-Shea used to work in the United States; Kevin in international relations and Marcus in public health. They had both returned to Hong Kong because of their family businesses, and subsequently met each other while studying at the Hong Kong University of Science and Technology. They found that they shared similar ideas, so together they founded a startup called Origami Labs. Kevin and Marcus both stress that they didn’t become entrepreneurs to make big money: “Our mission and values are to create a product that changes people’s lifestyle and is impactful.”

Kevin is the Chief Executive Officer and Marcus is the Chief Operating Officer (COO). There’s also a part-time Technical Director. The company’s main product, ORii Ring, uses bone conduction and voice technologies to interface with smartphones. The user puts on the ring, and then places the ring near the ear in order to answer the phone or activate the virtual assistant.

There are a number of lifestyle-enhancing phone accessories on the

market. But ORii Ring has strong backing - their visually impaired technical adviser Peter Wong was one of the founding members of Microsoft’s Accessibility team and holds nine voice-related technology patents. Peter also happens to be Kevin’s father.

“A startup is sort of an accumulation of your life experience,” said Kevin, who admits that the people and things he encountered as a child shape the direction of his work now. ORii Ring was inspired by his father, who played an important role in the ring’s development. In addition to his father, they also work closely with the Hong Kong Blind Union. According to Marcus, “If the disabled can use it, everybody can use it.”

They hope to make ORii Ring reach a wider group of users by working with different fashion brands. But first, they are working to refine the product’s appearance, shell and size. They’re also strengthening the software’s voice function to check text messages, send and receive e-mails etc. They hope to launch a commercial prototype by March 2017.



### 智能指環 傳導語音外的信念

來自美國的 Kevin Wong 和 Marcus Leung-Shea，本身在美國從事國際關係和公共醫療的工作，後來因為家族生意回流香港。他們在香港科技大學進修時認識對方，發現彼此擁有相近的理念，於是一起合作發展初創公司 Origami Labs。他們強調創業並不是為了要賺大錢：「我們的理念和價值，是創造有影響力和改變人類生活方式的產品。」

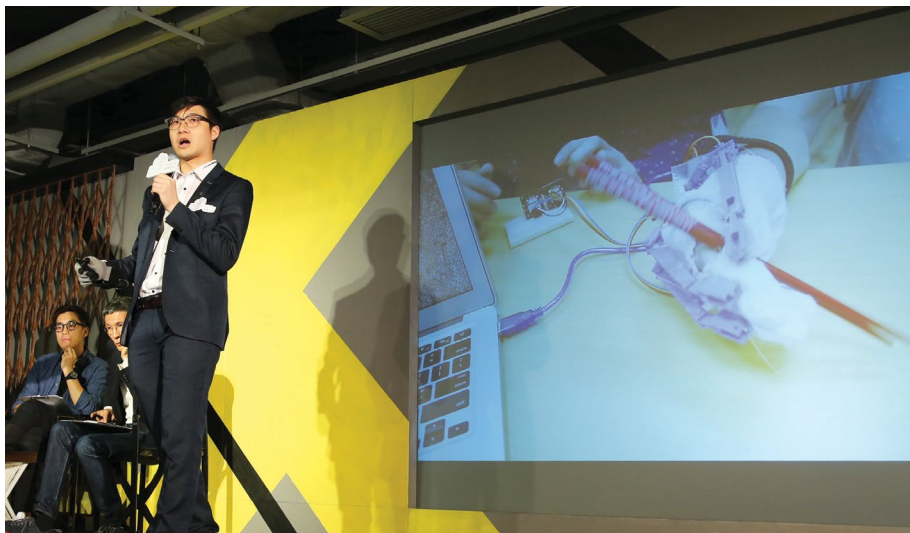
Kevin 和 Marcus 分別擔當行政總裁和營運總監，另外還有一名兼職的技術總監，主力研發產品 ORii Ring，透過骨傳導技術和語音功能，控制智能電話。用家戴上指環，然後把手指放在耳邊，便可以接聽電話或向語音助理下達指令。

現在不少改善生活方式的電話周邊商品應運而生，而 ORii Ring 的出現，除了希望幫助大家遠離電話屏幕，背後還有一個原因：他們的視障技術顧問 Peter Wong，擁有 9 種語音相關的專利，也是微軟無障礙環境 (accessibility) 其中一位始創成員，來頭不少。而他，正是 Kevin 的父親。

「初創企業是創業家生活經歷的累積。」Kevin 不諱言從小遇到的人和事，影響著今天的工作方向。ORii Ring 這個計劃便是啟發於父親，而研發過程，父親也擔當了重要的角色。除了父親，他們也跟香港

失明人協會緊密合作。Marcus 說：「如果有障礙的人用得到，一般人也懂得用。」

為了使 ORii Ring 覆蓋更廣的使用群，他們希望未來的日子能與不同時裝品牌合作。但在此之前，他們現正為產品的外觀、外殼和尺寸作最後的調整；而在軟件上，正在強化利用語音查收短信、收發電郵等功能，希望在明年三月推出商業模型 (commercial prototype)。



### TECH AWARD WINNER

#### 科技狂觀眾獎



**An affordable and multipurpose exoskeleton device which acts as better alternative to help Parkinson’s patients.**

**價格相宜方便及  
多功能的外骨骼裝置，  
改善帕金森症病人的  
日常生活**



### BRINGING A HAND-STABILIZING EXOSKELETON TO LIFE

MedEXO’s founder Denis Huen started out studying physics and researching how the universe was formed. Later, he decided it would be impactful to invent a product that can help people rather than devoting his efforts to pure research. So he went to study Medical Robotics and Image Guided Intervention (MRes) at London’s Imperial College, hoping to broaden his knowledge so he could apply technologies to create products that would have a positive impact on the world.

MedEXO’s team consists of Denis and four other partners. Their first project is a wearable robotic glove that stabilizes hands suffering from tremors. The glove grew out of Denis’ research and has already won numerous awards in many countries including Britain, the United States, and France. They hope that their invention can help ease the tremors for patients suffering from Parkinson’s disease so that they can take care of themselves.

### 實踐理論 手震患者的機械新衣

MedEXO 的創辦人 鄧彥勳 (Denis) 一開始主修物理，研究世界的形成。後來他發現與其只是研究，倒不如發明能幫助人的產品。後來他到英國倫敦帝國學院，就讀「醫學機器和圖像引導介入」(Medical Robotic and Image Guided Intervention) 課程，希望開拓自己的知識層面，創造更多具影響力、改變世界的應用科技與產品。

MedEXO 的團隊由 Denis 和其餘四位夥伴組成，首個項目「穩定震顫機械手套」便是 Denis 研究題目，並已經到過英、美、法等多國參賽，奪得不少獎項。他們希望透過這個發明，幫助有手震症狀的帕金森症病人照顧自己。

Most medical equipment uses metal, but MedEXO wanted to get rid of this cold feeling. So they have developed a functional textile that also gives users a more comfortable feeling. They are currently going into the prototype stage in preparation for future production. Denis said the product’s market can be expanded beyond Parkinson’s patients: “Turns out not every Parkinson’s patient develops tremors, so we want to apply this technology to other areas.” The glove not only helps patients with Parkinson’s, it can also help stroke patients when they are recovering at home.

Some members of the MexEXO team are still in school, so Denis takes care of raising funds, giving speeches and other work. Since they have yet to hire staff and rent an office, the main expenses are patent application, R&D, and supporting team members’ living expenses. “Life is also part of R&D,” said Denis.

一般醫療器材以金屬為支架，他們希望撇除這種冷冰冰的感覺，於是應用力學原理，研發出混合不同物料的紡織物，希望病人能體驗舒適的質感。他們正預備製造試驗產品，為日後生產做好準備。被問到外界反應，他說產品正開拓帕金森症以外的市場：「原來不是每個帕金森症病人都有顫抖的症狀，所以我們希望建基於這個技術，應用到其他層面。」手套不但可以幫助帕金森症病人，同樣能協助中風病人進行物理治療回家後，仍然能自行練習。

MexEXO 部分成員仍在就學階段，籌募資金和對外演說等工作，就落在 Denis 身上。由於他們現在還沒有聘請員工和租用辦公室，因此成本主要落在申請專利、產品研發 (R&D)，以及成員們的生活上：「生活也是 R&D 的一部分啊。」

## 5 TIPS ON APPLYING FOR A PATENT

### 5 個申請專利必須知道的小提示

The best way to protect the innovations you work so hard to bring to life is to apply for a patent. If you’re planning to apply for a patent, these tips from MedEXO’s Denis will come in handy:

申請專利是保護自己心血結晶的最佳方法。如果你正打算為自己的產品申請專利，MedEXO 的 Denis 有一些建議：

#### Should the product apply for patent protection?

Generally speaking, new technologies and inventions should apply for a patent. On the other hand, mobile phone apps should apply for copyright protection.

#### 產品適合申請嗎？

一般來說，專利適合新發明的產品和科技申請，而手機程式則不在此列，比較適合申請版權保護。

#### What’s the best way to protect hardware and software?

Denis suggests including the software into the hardware’s flow chart in the application so that both are protected by the patent.

#### 那如何同時保障硬件和軟件？

Denis 建議，申請時把軟件 (Software) 包含在硬件 (Hardware) 的流程圖 (Flow Chart) 內，便能同時保障軟件的專利。

#### Is it expensive to apply for a patent?

That depends on the countries and categories covered. For example, Denis’ application for a “technological invention” patent for the United States costs approximately US\$100,000.

#### 成本貴嗎？

視乎您申請甚麼地區和類別的專利權。以 Denis 的情況為例，在美國申請「技術發明」的專利的成本大約為 10 萬美元。

#### Can I apply for a patent myself?

Applying for a patent is a legal process using specialized terms. Therefore, consulting and engaging a patent lawyer is recommended. Otherwise, even if the patent application is successful, omissions and mistakes in the filing can lead to future headaches.

#### 能親自申請嗎？

申請專利有特定的法律語言，建議您交由律師處理，否則申請成功，錯漏百出的專利只會使你面臨損失。

#### Does one patent apply around the world?

Patents are only valid for a particular region/country. This is also true of the European Union (EU). Even if a patent has been applied for the EU, not all EU countries are necessarily covered. Therefore, while it’s more work, it’s safer to apply for the patent country by country.

#### 一個專利，全球通行？

專利只在申請的地區／國家有效，特別是在歐洲，即使申請了歐盟專利，也不一定在每個歐盟國家得到保護，需要在個別國家再次申請，比較繁複。



# WEAVING TOGETHER SUSTAINABILITY & TECHNOLOGY

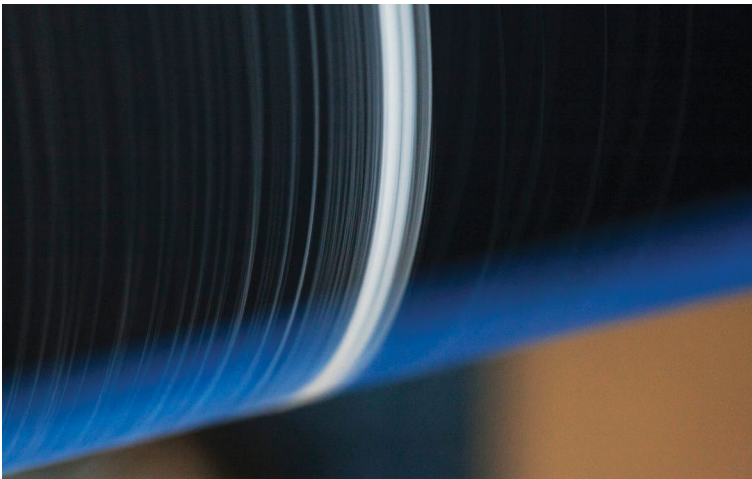
The textiles industry has evolved beyond traditional cotton and silk industries. Many innovative companies and startups have invested a lot of R&D into organic and sustainable raw materials and textiles for the fashion industry, pioneering new production processes and technologies. Not only have these companies’ materials gained acceptance among fashion brands, they also reduce pollution and waste in the whole manufacturing process.

Hopefully, these successful examples will inspire others to follow in their sustainable footsteps.

## 科技自然共同體 永續物料新潮流

在一般人的心目中，衣服原料仍然是傳統的棉花、絲綢。現在不少專注研發物料的初創公司，利用意想不到的原料和科技，生產有機的永續紡織物料。他們不但在商業上取得一定成績，更減少生產時帶來的污染和浪費，為改善地球環境出一份力。

這些創新的概念，或許能為你的永續事業帶來不少啟發。



### BOLT THREADS

boltthreads.com

MATERIAL 物料	Engineered Silk™ fibers 蜘蛛絲網纖維
TECHNOLOGY 技術	No spiders were harmed or involved in the process of making Bolt Threads’ fabrics. The company studied spider DNA to understand how spiders make silk and its characteristic strengths. The liquid silk protein is made from sugar, water, salt, and yeast.  他們並沒有真的使用和傷害過任何蜘蛛，只是透過學習蜘蛛的 DNA 排序，以及它們編織蜘蛛網的過程，研發出生產纖維的技術。實際的原料，主要是糖、水、鹽和酵母。
ADVANTAGES 優點	Breathable, warm, ideal fabric for all-weather clothing. 透氣、保暖，能製作四季合適的衣服。
HEADQUARTERS 所在地	California, U.S.A. 美國加州

Photo courtesy: Wired

### ANANAS ANAM

ananas-anam.com

MATERIAL 物料	PIÑATEX™ 菠蘿皮革
TECHNOLOGY 技術	Made from pineapple leaf fibers, Piñatex is a natural and sustainable material that relieves local farmers of their unwanted by-product of their harvest, and allows them to earn additional income by transforming their single crop farms into a vibrant new industry.  在沒有浪費任何菠蘿的前提下，利用菲律賓出產的菠蘿葉，製造出 100% 天然的植物皮革。這項企劃幫助當地的農民，利用本身沒有價值的副產品，賺取額外的收入，使本身單一的種植業，成為充滿活力的新產業。
ADVANTAGES 優點	Durable, breathable, soft, and malleable. 堅固、透氣、柔軟，卻能輕易改變形態。
HEADQUARTERS 所在地	London, United Kingdom 英國倫敦

Photo courtesy: Ananas Anam



### GRADO ZERO

gradozero.eu

MATERIAL 物料	Muskin 蘑菇皮革
TECHNOLOGY 技術	The skin is first extracted from mushroom hats. Then they are put through a treatment process that is similar to animal hide tanning, except no toxic chemicals are used in the all-natural process. The end product is not hospitable to bacteria growth and has water repellent qualities. Muskin is very similar to and is even more soft than suede. Its an ideal alternative to leather.  萃取蘑菇頂部的纖維後，以類似鞣製動物皮革的紡織加工，製成不利細菌繁殖的防水物料。整個過程全天然，並無使用任何有毒的化學品。Muskin 最大的特性，是跟麂皮非常相似，甚至比麂皮更柔軟，是動物皮革的替代品。
ADVANTAGES 優點	Water repellent and breathable. Because the production process is all-natural, the fabric is especially suited for those with sensitive skin and skin allergies.  不但防水、透氣，還因為原料和製作過程天然，所以適合皮膚過敏的人使用。
HEADQUARTERS 所在地	Florence, Italy 意大利佛羅倫斯

Photo courtesy: Ecouterre



### OKINAWA

okinawa.it

MATERIAL 物料	Vegetable-origin leather 植物皮革
TECHNOLOGY 技術	Okinawa specializes in the natural production of vegetable-origin and natural leathers. The company offers five different all-natural leathers and leather alternatives including a vegetable-origin leather. Each leather has its own characteristics and durability, allowing for a wide range of applications. They supply to a number of the world's leather and jeans brands, helping to substantially reduce the consumption of animal leather.  不少成衣上都有皮革標籤，而專門生產標籤的 okinawa，就研發了 5 種全天然的植物皮革製造標籤。每種皮革各有不同的特性和韌度，品牌可視乎產品需要應用不同的皮革。他們為全球多個皮革和牛仔褲品牌供應標籤，大量減少消耗動物皮革。
ADVANTAGES 優點	Washable up to 60°C, and dry clean resistant. Durable.  能加熱、乾洗或用水清洗，非常耐用。
HEADQUARTERS 所在地	Padua, Italy 意大利帕多瓦

Photo courtesy: okinawa



### RE.VERSO™

re-verso.com

MATERIAL 物料	RE.VERSO™
TECHNOLOGY 技術	RE.VERSO is not just the name of a material, but also an evolved supply chain made up of five wool producers, which recycle knitwear that are discarded at the time of production. After a careful process of screening and modification, usable wool, cashmere, and camel yarn are produced. RE.VERSO’s entire production process takes place in Italy.  RE.VERSO™ 不單是一種物料的名稱，也是一個發展中的商標聯盟。他們由 5 家羊毛製造商組成，回收生產過程中被廢棄的羊毛、羊絨和駝毛，經過篩選、改良後重新製造成可用的原料。RE.VERSO™ 的整個生產過程，都在意大利本地進行。
ADVANTAGES 優點	Re-engineered wool, cashmere, and camel yarns, fabrics and knitwear that can be used in home furnishings as well as clothing.  不但可以製造成衣，還可以應用在家具設計和裝潢上。
HEADQUARTERS 所在地	Pistoia, Italy 意大利皮斯托亞



# SMALL STARTUPS DREAMING BIG: CREATING SOCIALLY RESPONSIBLE TEXTILES

Big is not always better; and small can be bold. Startups The Fabrick Lab and Little Yellow Bird both have the grand vision of leveraging local traditional skills to help villagers prosper.

Photo courtesy: The Fabrick Lab

小規模 宏願大  
初創企業交織社會責任



誰說初創企業規模小，能力不大？以下兩家初創公司，有別於一般的經營模式，在別人眼中的「落後地區」紮根；他們不只為了建立自己的事業，更希望利用當地的傳統優勢，改善當地人民的生活水平。他們的理想實踐起來，絕對不比大企業的宏願遜色。



\*The Fabrick Lab is one of The Mills Fabrica's pre-pilot incubatees.

\*The Fabrick Lab 現為南豐作坊其中一家培育先導計劃的作坊公司。

THEFABRICKLAB.  
COM



“BY SAVING ONE VILLAGE,  
WE SAVE ONE CRAFT SKILL  
AND ITS HERITAGE.”

「我們不但保存了一條村落，還保存了當地的工藝與歷史。」



## BRIDGING SKILLS & CULTURE GAPS

The Fabrick Lab's founder Elaine Ng used to be a materials designer. Three years ago, she started a project called UN/FOLD in a small village in Guizhou. She combined her know-how in textile design with the traditional craft skills of the local Shui ethnic minority villagers to produce high quality products. Elaine believes this initiative helps to preserve local heritage. “By saving one village, we save one craft skill and its heritage.”

In 2015, a private local foundation supported six Shui families that Elaine had been working with in Guizhou to build production facilities such as dyeing vats and stoves as well as a training room with chairs so that the villagers wouldn't have to sit on the ground to work. Elaine applied her knowledge of Batik textile techniques to birch wood to produce three products: scarfs, wooden chairs, and wooden shingles.

The villagers may have been skillful, but they lived a subsistence farming lifestyle, so it took some time to adapt to their working style. The team trained a local villager to become a Batik expert, who then trains other villagers. But there's

still a cultural gap between the city-dwellers and village farmers. “There are villagers who come back to me and say they haven't worked for anyone before. When I gave her the payment, she didn't even know how to sign her name. So I had to teach them how to write their names.”

The products are already being sold in Hong Kong and Shanghai. Some of the villagers have personally thanked Elaine after they got paid. Villagers may see people from the cities who work with them as their saviors, but Elaine brings a deep sense of humility to her relationships with the villagers. First of all, she says, “We might be wrong.” Moreover, the spirit of the project is to respect local cultures. “We need to understand how to strike a balance between new tech and traditional craftsmanship, and help them to regain their pride.”

## 連接大都市的民族工藝

The Fabrick Lab 的創辦人吳燕玲 (Elaine)，本身是一個物料科學設計師，三年前於貴州的少數民族村莊裏，展開了一個名為「UN/FOLD」的計劃，將自己研發物料的技術，結合當地村民的傳統工藝，製造出具相當品質的產品。Elaine 還認為這個計劃傳承了文化：「我們不但保存了一條村落，還保存了當地的工藝與歷史。」

計劃在 2015 年得到本地一個私人基金贊助，支持 Elaine 在貴州水族一條村莊裏的 6 個家庭，架設染缸、火爐等生產設施，還建造了有椅子的訓練間，讓村民不用坐在地上工作。本身擅於物料研究的 Elaine，把本身用於布料的蠟染 (Batik) 技術應用在白樺木上，用來生產這個計劃的三種主要產品：圍巾、木椅和木瓦。

即使村民擁有巧手，但由於他們適應了自給自足的務農的生活，要花不少時間適應這種工作模式。所以團隊裏面有一名村民，經過她們訓練後成為「蠟染專家」，負責訓練村裏面其他工匠。不過，城市人與遠在鄉郊的農民相處，肯定有不少文化差異：「曾經有村民跟我說，從來沒有幫別人打過工。當她要簽收薪金的時候，甚至不知道該如何簽名，我要教她怎樣寫自己的名字。」

產品已經在香港和上海兩地出售，有村民因為拿到薪金，特地跟 Elaine 道謝。城市人在這權力關係上，看來是高高在上的救世主，但 Elaine 卻不是這麼想，一來覺得「我們不一定是對的」，二來認為這個計劃的精髓，在於尊重對方的文化：「我們需要拿捏如何在新科技與傳統工藝之間取得平衡，繼而重建他們的自豪感。」

ELAINE NG  
吳燕玲

Founder of  
The Fabrick Lab

The Fabrick Lab  
創辦人

## STOCKISTS

### HONG KONG 香港

Canaan Boutique  
100 Third Street, Sai Ying Pun  
西營盤第三街 100 號

### SHANGHAI 上海

DongLiang 棟樑  
184 Fumin Road, Jingan Qu  
靜安區富民路 184 號

### ONLINE STORE 網上商店

Wright and Smith  
wrightandsmith.com







**“THE CORE OF OUR BUSINESS REVOLVES AROUND ENSURING WORKERS ARE ALL PAID AND TREATED FAIRLY.”**

「我們業務的核心，是確保工人得到公平的工資和待遇。」



# LITTLE YELLOW



SAMANTHA JONES AND HANNAH DUDER

Founders of Little Yellow Bird

Little Yellow Bird 創辦人

Photo courtesy: Little Yellow Bird

**WWW.LITTLEYELLOWBIRD.CO.NZ**



## CLOTHES MADE RIGHT

New Zealander Samantha Jones used to be a logistics specialist in the New Zealand Air Force before she founded Little Yellow Bird. Realizing how hard it was to find uniforms that met ethical standards, she was inspired to co-found a uniform supplier Little Yellow Bird with Hannah Duder. The cotton they use to make uniforms is sourced from India, with the key difference being that they insist on sourcing cotton that is organically and ethically farmed.

And what is ethical? It may sound serious, but these are standards that most people already assume are being adhered to such as never using pesticides or chemicals, relying only on rain and traditional farming techniques, work being carried out adhering to strict safety codes, environmental guidelines, and only working with factories that respect workers' rights.

“The core of our business revolves around ensuring workers are all paid and treated fairly,” Samantha added.

Little Yellow Bird offers scholarships and microfinance in the hope that the people they work with can lift themselves out of poverty through education and entrepreneurship.

Little Yellow Bird's manufacturing bases are in New Delhi, Kolkata, and Bangalore. The founders visit India at least once a year in the hopes that they can help develop a sustainable supply chain. But Samantha is aware of the dangers of applying views from the developed world to still developing regions. “It is really easy for us to unintentionally make decisions that can damage the local economy so we work closely with India-based organizations that have a high level of understanding of the local market and conditions so that we can make a positive impact on these communities.”

## 穿上道德制服

Little Yellow Bird 的創辦人 Samantha Jones 來自紐西蘭，曾經在當地空軍擔任物流專員。經常需要穿制服的她，發現市面上很難找到「符合道德標準」的工作服。這啟發她在 2014 年，連同另一位創辦人 Hannah Duder 成立工作服生產商 Little Yellow Bird。用來製造的工作服的棉花，都是在棉花大國印度生產，但有別於傳統的成衣工業，他們堅持棉花在符合有機和道德標準的情況下生產。

何謂「符合道德」？這聽起來很嚴肅，但未必是枷鎖，只是一些你我不難認同的標準：絕不使用殺蟲劑或化學品，全靠天然雨水和傳統的農業技術栽種棉花；只與擁有完善安全守則、環境指引，以及支持尊重工人權益的工廠合作。Samantha 還說：「我們業務的核心，是確保工人得到公平的工資和待遇。」Little Yellow Bird 會為員工提供獎學金和微型貸款，希望他們能夠透過學習和創業，自力更生，脫離貧窮的行列。

Little Yellow Bird 的生產基地位於印度新德里、加爾各答和邦加羅爾，他們每年至少會去一次當地考察，期望將當地發展成永續的供應鏈。可是，如果以城市人的角度出發，有可能會幫倒忙：「我們很容易因為一個無心的決定，而破壞了當地的經濟。所以我們跟很多以印度為基地的機構合作，讓我們可以深入了解當地市場的狀況，以便為當地社群帶來正面的效應。」



FABRICA.WEAVE

“WE NEED TO UNDERSTAND  
HOW TO STRIKE A  
BALANCE BETWEEN NEW  
TECH AND TRADITIONAL  
CRAFTSMANSHIP, AND  
HELP THEM TO REGAIN  
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「我們需要拿捏如何在新科技與傳統工  
藝之間取得平衡，繼而重建他們的  
自豪感。」

## THE FABRICK LAB







## REDRESS

Redress is an environmental NGO working to reduce waste in the fashion industry. They work to do this in three ways:

Redress 是一個環保非牟利團體，致力減少時尚浪費。他們的工作涵蓋三大範疇：

Educating and nurturing emerging fashion designers  
教育新晉時裝設計師

Inspiring and informing fashion consumers  
啟發時裝消費者

Catalyzing and changing the fashion industry  
以催化者身分改變時裝業



REDRESS

Photo courtesy: Redress

## FAST FOOD GENERATION

"I didn't grow up with fast fashion," said Christina, who was born in 1970s. Aside from the advent of fast fashion, Millennials also have at their disposal myriad channels through which to consume. Even without physical stores, there are many other convenient online shopping sites. Changing the mindsets of those who grew up and live in a highly consumerist society is not easy. Christina, who only wears secondhand clothes, finds that regenerating old clothes is more meaningful than wearing mass-produced fast fashion. "People who are looking for more individuality, character, and style, curate a closet that is just for you."

## 生於速食年代

「我並不是在速食時裝的年代長大。」生於 70 年代的 Christina 說。

千禧年代之後出生的年輕人，除了面對速食時裝品牌湧現，還有層出不窮消費方式。即使你不到實體店消費，只要透過網店也可以輕鬆購物。要說服在高度消費社會下成長的人，捨棄便宜、款式多樣的速食時裝的確不容易。只穿二手衣服的 Christina，卻認為再生的衣服，比起不斷被複製的速食時裝更有意義：「想造型更加有個性、風格、態度的人，應該挑揀專屬自己的衣服。」

# RENEWING SOCIETY ONE SECONDHAND ITEM AT A TIME

時裝再造、環境再育、  
經濟再生



Whether it is fast fashion or Taobao, Hong Kong people love to shop. Unfortunately, we often end up buying things that don't last and we don't need. In the end, these off-hand purchases become fast discards, generating ever more waste. It may be easy to blame producers, but ultimately, the onus to consume responsibly rests with the consumer.

In 2007, Christina Dean founded Redress, an NGO dedicated to reducing fashion wastage and encouraging consumers and producers to recycle discarded garments. Companies may think that this will increase costs, but Christina has set out to show the fashion industry that sustainable practices make sense.

不論速食時裝還是淘寶網購，消費對香港人來說一點都不陌生。可是貪便宜買回來的商品，既不是必需品，品質也沒有保證，結果用不到兩次便被丟棄。消費越多、浪費越多，責任不只在企業身上，消費者也是元凶。

Christina Dean 在 2007 年成立非牟利組織 Redress，主張減少時尚浪費 (fashion wastage)，鼓勵消費者和企業循環再用廢棄衣服。

可能有企業認為此舉會增加不少成本，可是她對時裝工業永續發展的想法，或許能扭轉你的固有概念。



Redress organized a zero-waste workshop for the finalists of The EcoChic Design Award

Redress 為入圍衣酷適再生時尚設計比賽決賽的設計師舉辦零廢棄工作坊



Entry collection of The EcoChic Design Award 2016 designed by Sara Kiani

Sara Kiani 的衣酷適再生時尚設計比賽參賽作品



## DO YOU BUY TOO MUCH?

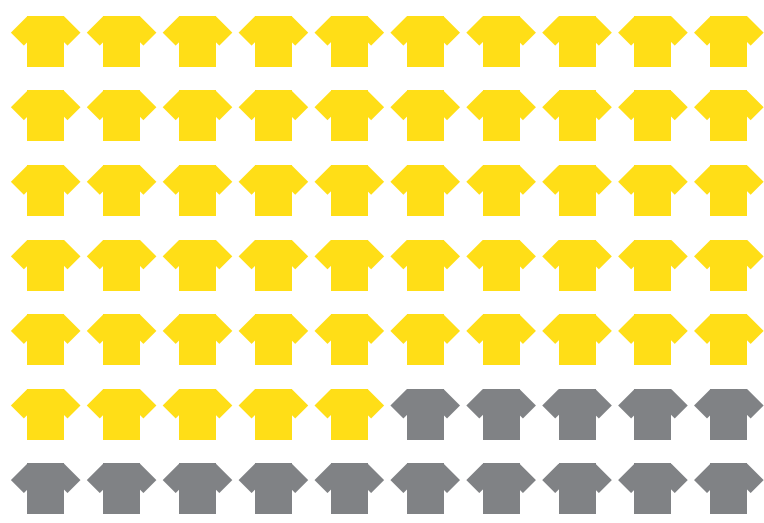
你買太多了嗎？



The average Hong Kong person has a wardrobe containing 70 to 100 articles of clothing. Of those, 15 articles have been worn three times or less.<sup>1</sup>

香港人的衣櫥平均有 70 至 100 件衣服，當中有 15 件只被穿過 3 次或以下。<sup>1</sup>

15  
70



<sup>1</sup>Source: Greenpeace, 2016

<sup>1</sup>綠色和平 · 2016 年

1 minute =  
1,000 pcs

On average, 1,000 T-shirts are thrown out every minute in Hong Kong.<sup>2</sup>

在香港，平均每一分鐘就會有 1,000 件 T 恤被丟棄。<sup>2</sup>



<sup>2</sup>Source: Greenpeace, 2015

<sup>2</sup>綠色和平 · 2015 年

81%



Africa is the destination for the world's secondhand clothes. For example, 81% of the clothes sold in Uganda are secondhand.<sup>3</sup>

非洲是全球二手衣物轉口地，以烏干達為例，當地 81% 出售的衣服為二手產品。<sup>3</sup>

<sup>3</sup>msn.com, 2016

<sup>3</sup>msn.com · 2016 年

14 million  
tons

38 ×  
Empire State  
Building

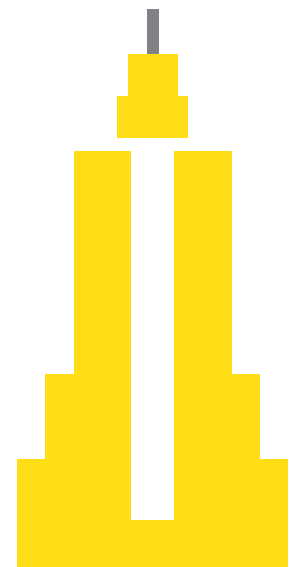
The average American discards 80 pounds of clothing a year, which adds up to a total of 14 million tons of clothing waste for the whole country.<sup>4</sup>

美國每年人均拋棄 80 磅衣服，全國合共 1,400 萬噸廢棄衣物。<sup>4</sup>

<sup>4</sup>msn.com, 2016

<sup>4</sup>msn.com · 2016 年

Weight of Empire State Building  
365,000 tons



“WE NEED  
FOOD MORE  
THAN FASHION.”

「比起時裝，  
我們更需要食物。」

Winning design of The EcoChic Design Award  
2016 by Patrycja Guzik

Patrycja Guzik 設計的衣酷適再生時尚設計比賽得獎作品

REDRESS



CHRISTINA DEAN

Founder of Redress  
Redress 創辦人

### FASHION'S CRISIS

Commercial decisions often boil down to profit and loss, which leads to short-termism that sacrifices the welfare of the planet. Christina understands this, and believes that reducing waste from over production is a long-term endeavor. Before that can happen, manufacturing and procurement processes must be improved and workers need to be trained; all of which will not happen overnight: “It is not as easy as a magic solution; you have to put strategy behind that.” (Please refer to page 19 for examples of how international brands are reusing waste from the production process to create new products.)

Profitability aside, the fashion industry is already facing a shortage of raw materials. Scarcity of land is not just an issue plaguing Hong Kong people, it is also a concern for the fashion industry. With the fast fashion industry producing clothes for dozens of seasons, textile crops such as cotton must compete with food crops. Leaving aside the issue that over-cultivation can lead to environmental issues, Christina makes the case quite simply for why the fashion industry must develop new ways to make clothes out of recycled fibers. “We need food more than fashion.”

### 時裝業的威脅

營商的人在落實每一個決定之前，都以成本效益為主要考量，所以放棄看不到眼前利益的環保工序。Christina 明白這一點卻不以為然，認為推行源頭減廢是長線投資。可是，想達到回報先要改善製造系統、採購過程、訓練員工的方法，不可能一夜之間看見成效：「這不是像變魔術般容易，背後需要有策略。（請參考 19 頁，國際品牌如何利用製造時產生的廢料，再造成全新的商品。）

但是時裝品牌要面對的，不只是賺錢與否，而是原料短缺的威脅。「土地問題」除了是香港人憂慮，同樣是時裝工業的隱憂：速食時裝每年生產高達幾十季的產品，棉花需求龐大，需要與糧食爭奪種植的土地。撇除過度耕種會導致環境問題，Christina 簡單一句，已經說明整個時裝產業鏈，為何要研發可再生纖維製造成衣：「比起時裝，我們更需要食物。」

### A DESIGNER'S PERSPECTIVE

Redress is currently focused on educating consumers, fashion designers and the fashion industry as a whole. They started organizing The EcoChic Design Award in 2011; the fifth competition was held this year. The annual awards are a highlight of their programs, and sees designers from Europe and Asia competing. The 2015/16 winner was Polish designer Patrycja Guzik, who upcycled and reconstructed secondhand clothes sourced from fabric wholesalers and secondhand shops in her winning designs.

Organizing the competition is very stressful, but Christina is motivated to continue because sustainability issues are barely covered in university programs for designers. She points out that 80% of the waste produced during procurement, processing, cutting, and chemical use can be calculated and even avoided during the concept stage. So Christina hopes that the competition can encourage fashion designers to think about sustainability and materials regeneration in their designs, which will help reduce waste from the get go.

### 由設計師出發

Redress 現在的工作主要針對消費者、業界和時裝設計師三大界別。他們從 2011 年開始舉辦的「衣酷適再生時尚設計比賽」(The EcoChic Design Award)，更是每年的重頭戲。比賽在今年舉辦到第五屆，已經發展到接受全亞洲及歐洲設計師的報名。2015/16 年的勝出者 Patrycja Guzik 來自波蘭，利用從批發商收集回來的二手衣服，設計出她的得獎系列。

Christina 坦言舉辦比賽壓力不少，不過她看見大學裏對時裝設計師的訓練，欠缺永續發展的元素，成為她堅持舉辦比賽的原動力。她指出，時裝工業裏採購、加工、裁剪、使用化學品等環節中所產生的消耗，有 80% 能在設計概念的階段預視，甚至避免得到。所以希望透過比賽，教育時裝設計師將永續、再生的概念放進他們的系列裏面，真正實行源頭減廢。





PARTNERS IN SUSTAINABLE FASHION  
永續時裝夥伴

Aside from Redress, there are other NGOs and startups around the world that are focused on reducing waste and improving sustainability within the fashion industry.

除了 Redress，全球還有不少類似的機構和初創企業，以減少浪費為目標，推動行業的永續發展。

“SUSTAINABILITY IS NOT THAT EASY AS A MAGIC SOLUTION, YOU HAVE TO PUT STRATEGY BEHIND THAT.”

「永續發展不像變魔術般容易，背後需要有策略。」



THREDUP

www.thredup.com

Netflix CEO Reed Hastings and former eBay COO Brian Swette serve as advisors to thredUP, an American fashion resale website that allows consumers to buy and sell secondhand clothing online and expand the sharing economy.

由 Netflix 行政總裁 Reed Hastings 和前 eBay 首席執行官 Brian Swette 任顧問的 thredUP，是美國一個鼓勵共享經濟的轉售時裝網站，消費者可以透過這個在線平台，購買或轉售二手服裝。



www.c2ccertified.org

Cradle to Cradle is a San Francisco and Amsterdam-based not-for-profit organization that provides product certification in order to encourage manufacturers to produce products in a sustainable way. Cradle to Cradle Certified™ products meet standards in five categories: material health, material reutilization, renewable energy use, water stewardship, and social responsibility.

以三藩市和阿姆斯特丹為基地的 Cradle to Cradle，是一個提供產品認證的非牟利組織。申請 Cradle to Cradle Certified™ 的產品，需要符合原料使用、能源監控和社會公平等 5 大準則，鼓勵製造商以永續的方式生產商品。



www.luxarity.com

LUXARITY is new Hong Kong-based social venture working to create a sustainable fashion ecosystem. Through the collection and resale of secondhand luxury goods, LUXARITY not only encourages consumers to reduce waste, the sales proceeds go towards supporting sustainable development projects in fashion-related schools and institutions.

LUXARITY 是一家來自香港的新興機構，以創造永續的時尚生態環境為目標。他們透過收集、轉售二手奢侈品，鼓勵消費者減少浪費，並將出售得到的金額，支援與時裝設計相關的學院和機構，發展推動永續發展的項目。

GOOD GROWTH: HOW THE BIG BRANDS DO IT

A cool product is not enough to win over sophisticated consumers anymore. A truly visionary business does not just focus on dollars and cents, it also ensures its products and outcomes make sense for society, the environment and future generations.

Here are three examples of how multinational retailers have made the shift to more sustainable business practices in hopes of inspiring other entrepreneurs to strike a healthy balance between profitability and social responsibility.

向大師學習：  
國際時裝企業的永續企劃



真正有遠見的企業，不僅在商業上成功，對社會、環境、下一代等範疇，都擁有遠大的承擔和理想。

我們搜羅了三家國際品牌，研究他們如何突破傳統的時裝零售及成衣工業，以不同的方法體現永續發展的理念，讓企業能夠與社群共同成長。他們對永續發展的承擔，也提醒剛投身商業世界的創業家，關注盈利以外的社會責任。

NIKE

ABOUT.NIKE.COM/PAGES/SUSTAINABLE-INNOVATION



Photo Courtesy: Nike



WHAT IS GOOD FOR SOCIETY IS GOOD FOR THE BRAND

品牌社會共生



PRODUCT  
產品

Plenty of feet fill NIKE's shoes, but many of those consumers may not be aware of the fact that their shoes are products of a manufacturing process that has been transformed with sustainability in mind. For example, according to NIKE's 2015 annual report, their ColorDry technology has reduced the wastewater from dyeing textiles by 20 million liters. They have also reduced the environmental impact of pre-consumer waste and old shoes by recycling them into Grind, a material used in up to 71% of their footwear and apparel.

很多人喜歡穿 NIKE 的球鞋，但大家或許沒有留意，不少產品都是透過永續方式生產。為了保護地球水資源，他們研發了「Color Dry」技術；根據 2015 年的年報，他們透過這種技術，減少布料染色時產生的污水高達 2000 萬公升。他們更將生產時剩下的碎屑再造成「Grind」物料，現在店裡看到的鞋類和衣服產品，高達 71% 是 Grind 的再造品，是源頭減廢的好例子。



SOCIAL RESPONSIBILITY  
社會責任

NIKE tells us: If you have a body, you are an athlete. In recent years, Nike has helped turn everyone into a runner. Not only has NIKE inspired countless sedentary adults to start pounding the pavement, the company has also focused its efforts on encouraging children to be more active by organizing sports teams and activities as well as sponsoring community and school education programs in cities around the world.

NIKE 有一句很有名的標語：「If you have a body, you are an athlete」（只要你有身體，你就是運動員）。他們近年把跑步運動包裝成潮流，在名人效應的影響下，馬拉松演變成人人參與的活動。無論是商業還是體育範疇，都是非常成功的範例。他們不只鼓勵成人參與跑步運動，更把社區教育的重點放在兒童上，透過基金會贊助全球多個城市的學校，組織體育隊伍和活動。



WORKERS' RIGHTS  
工人權益

NIKE's factories span five continents. Their Manufacturing Map online shows the location, factories and number of employees for a particular production line. NIKE not only strives to ensure working conditions are up to international standards, in less developed areas, NIKE also offer special benefits to staff. Its factories in Indonesia, for example, provide mental health, family, and even financial counseling for workers, bringing the concept of work-life balance to the countryside.

NIKE 的工廠遍佈五大洲，他們在網上的「Manufacturing Map」，公開了生產線的所在地、工廠和員工的數目。他們不但為工人提供合理待遇，更在一些落後地區，為員工策劃特別的福利。好像位於印尼的工廠，他們為工人提供精神健康、家庭，甚至是財政輔導，將工作生活平衡的概念帶到農村。



“BEING ETHICAL IS ABOUT DOING THE RIGHT THING.”

「持守道德是一件正確的事情。」

## DOING THE RIGHT THING

喚起社會意識

Photo Courtesy: H&M



# H&M

SUSTAINABILITY.  
HM.COM



PRODUCT  
產品

Fast fashion has been criticized for creating large amounts of waste materials and pollutants, while its low pricing encourages overconsumption and more waste. In order to address some of these issues, H&M launched its Conscious line of recycled cotton clothing in 2011. H&M's stores also collect old clothes, which the company then recycles into new products at affordable prices, helping to raise consumers' concern for the environment.

很多人對速食時裝非常抗拒，認為頻繁的生產過程，會產生大量污染物及廢棄材料；而便宜的價格，也變相鼓勵消費者不珍惜衣服，形成浪費。H&M 為了扭轉風氣，2011 年開始在全球推出利用可再生棉花製造的 Conscious 系列。另外，他們在分店裡設置舊衣回收箱，並把回收得來的衣服製造成價格合理的全新商品，提醒消費者對環境的關注。



MATERIALS R&D  
物料研發

Pollution begins with the production of raw materials, so H&M Foundation has partnered with various research institutions to develop environmentally sustainable fabrics. In 2016, H&M announced a four-year partnership and a EUR5 million funding commitment with the Hong Kong Research Institute of Textiles and Apparel (HKRITA) to develop new products from old textiles.

原料往往是污染的源頭，於是 H&M Foundation 開始著力與不同研究機構合作，研發有利於環境永續的布料。他們在 2016 年開始撥款超過 500 萬歐元，與香港紡織及成衣研發中心（HKRITA）開展為期四年的合作計劃，致力研究把紡織物循環再造成全新的商品，延長每件衣服的壽命。



SOCIAL RESPONSIBILITY  
社會責任

Child models are often used in advertisements for children's products, and the images are becoming more and more sexualized. To address this, H&M has established specific guidelines for the advertising of its children's products. Not only is parental consent required for child models to work, children must also be willing to model. H&M also guarantees a safe environment for its photo shoots.

童裝副線經常需要動用兒童模特兒拍攝廣告大片，而時有品牌以成人形象和概念消費兒童，甚至在敏感的性議題上有越界之嫌。H&M 在處理童裝廣告有特別指引，強調所有童模不但得到家長的工作許可，更是在小童自願的狀態下拍攝；H&M 也承諾童模在安全的環境下拍攝，得到充分的保護。



WWW.G-STAR.COM/  
EN\_HK/CORPORATE/  
RESPONSIBILITY



## FOCUSING ON THE ENVIRONMENT

保護環境先驅

Photo Courtesy: National Geographic



ENVIRONMENT  
環境

According to G-STAR RAW's website, their products use organic or recycled cotton, hemp, nylon, and other sustainable fabrics. They also employ sustainable washing and manufacturing processes for their jeans. Under the companies guidance, 90% of G-STAR RAW's suppliers in Bangladesh have implemented cleaner production processes and technologies, leading to a reduction of more than 6 million cubic meters of waste water and around 110,000 tons of greenhouse gases.

根據官方網站，他們的產品都是利用有機、回收或循環再造的棉、麻和尼龍生產。另外，龐大的污水排放是製造牛仔褲的一大缺點；在他們的協助下，90% 位於孟加拉的供應商得以改善工廠的污水設施，並節省超過 600 萬立方米的乾淨水，以及減少排放約 11 萬噸的溫室氣體。



MATERIALS R&D  
物料研發

Raw for the Ocean was launched in 2014 with Indonesian partners to collect plastic bottles from the country's coastlines. More than 700,000 plastic bottles were collected, and were then recycled into raw materials for a special line of G-STAR RAW clothing. These products do not contain any cotton in them so they can be further recycled later on.

他們於 2014 年開始發起「Raw for the Ocean」企劃，與印尼的相關團體合作，在當地海岸收集寶特瓶。整個企劃總共回收了超過 70 萬個膠瓶，不但改善海洋生態，更將它們再造成衣服原料，製造成耐穿的特別系列。值得關注的是，他們不會將把這些產品跟棉產品混合，以便產品可以再次回收。



WORKERS' RIGHTS  
工人權益

G-STAR RAW employs nearly 40,000 workers in five countries in West Africa and Asia. While they employ fewer people than NIKE, the company is very open about its supply chain. Its website contains information about its factories around the world. The company has implemented policies for a minimum wage and maximum working hours. Workers must not work more than 48 hours and are paid a fair wage that allows them to support a family.

G-STAR RAW 在西非和亞洲 5 個國家，僱用了近 4 萬名工人。縱然它們的規模比 NIKE 小，但同樣對生產線的資訊非常公開，在官網上可以找到他們在全球各地的工廠資料。與此同時，G-STAR RAW 堅守最低工資與最低工時的準則，員工每個星期工作不多於 48 小時，並能賺取足夠養活家庭的合理報酬。



# HOW TO UTILIZE SOCIAL MEDIA AS A TOOL TO GROW YOUR BUSINESS?

It is difficult to underestimate the enormity of social media’s reach, but social media remains a tough challenge for brands to crack.

Top Youtuber Pewdiepie has cultivated an astonishing 49 million subscribers. By comparison, Coca-Cola has 1 million – ranking it below the Top 2000 Youtube channels. In fact, there is not a single multi-national consumer brand in the Top 100.

What are some lessons that can be gleaned from social media stars like Pewdiepie?

在 YouTuber Pewdiepie 苦心經營下，他的頻道訂閱者高達 4,900 百萬人。反觀可口可樂的頻道只有 100 萬訂閱者，人數根本不足以打進首 2,000 名的頻道；而事實上，根本沒有一個跨國品牌，能夠躋身一百名以內。

我們在 Pewdiepie 這些網紅身上學習到甚麼？



JONATHAN LEONG

Co-founder of MOP LAB, a new breed of storytellers for the social age.

MOP LAB 的聯合創始人，數碼年代所孕育的說故事者。

www.mop-lab.com

## 如何有效利用社交媒體為發展事業的工具？

社交媒體龐大的覆蓋率不容低估，但對於品牌來說，社交媒體卻是一個難以克服難題：

### Think long-term, sustained interest

Given the apparent successes of overnight social phenomena, it is tempting to hunt for “viral” strategies. However, these viral content are incredibly difficult and unpredictable to plan for. They also do not necessarily help build brands: do you remember what the Ice Bucket Challenge was for?

Social media entertainers like Kim Kardashian (80 million Instagram followers) cultivate their base with a slow-but-persistent drip approach. While Kardashian is fully capable of “blowing up” the internet, her Instagram ethic is distinctly workmanlike, maintaining a sustained conversation arc with her core fans.

### Action speaks louder than words

Engaging with your social community is the best way to grow it. But engagement does not mean lip service replies (“We have forwarded your comment to the customer service department”). Demonstrate real engagement by adopting useful community feedback to your actual product or service.

### The 8-second rule

According to Facebook in 2015, the average user has access to 1,500 posts a day. We conservatively estimate that the average user spends no more than 8 seconds on any given post. You have to design your post with this user behavior in mind: snappy headlines and intriguing imagery tend to work best. Too many marketers try to cram a brochure’s worth of copy and art into a single post.

### Transparency is the only social currency

Much of social media’s promise over traditional media rests on the notion of disintermediation: there is no filter or middleman between social media personalities and their followers. Successful social media stars are experts at maintaining this perceived transparency: what you see on their Youtube channel or Instagram account is exactly who they are in real life. Similarly, brands should strive to be fully transparent about their product or service claims.

### Stand for something bigger than your product

The biggest social media stars all have one thing in common. They have a particular take on the world, on what would make it better, and they stay remarkably consistent with that worldview. If you are launching a new food delivery app in Hong Kong for instance, we urge you to construct an ideology-led narrative such as advocating for independent chef-owned restaurants.

### 長線投資，保持關注

網絡話題一夜成名的主因，是他們擊中「病毒式」（英文為 viral，又稱核爆式）的策略。這些內容像病毒一樣快速蔓延，是大家難以預料的。可是，他們對於建立品牌形像沒有明顯幫助：你還記得「冰桶挑戰」的原意是什麼嗎？

像 Instagram 上擁有 8,000 萬追隨者的社交名人 Kim Kardashian，以細水長流的方式經營社交媒體戶口。其實作為名人，她有的是在網絡上突然爆紅的能力。但她卻採取持之以恆的方式，默默與她的忠實支持者交流。

### 行動勝於文字

與網絡群眾緊密交流，是讓社交媒體增長的最好方法。你不但要回覆他們（像「我們已將您的評論轉發給客戶服務部門」這些電腦回覆），還要確實地執行客戶的回饋，用以改善產品和服務的質素。

### 8 秒準則

營銷人員們，千萬不要把宣傳小冊子複製成 Facebook 帖子的內容：根據 Facebook 在 2015 年進行的統計，用戶每天平均看到 1,500 個帖子。保守估計，他們花不超過 8 秒看一個帖子。所以在設計帖子時，必須把用家行為（user behavior）列入為其中一個考量：精短的標題、有趣的圖像，都是吸引讀者目光的好方法。

### 維持透明度

社交媒體比傳統媒體更可信，全憑「脫媒」（disintermediation）概念：成功的網絡人物，與追隨者之間不存在任何過濾器或中間人，他們都是維持透明度的專家；你在 Youtube 頻道或 Instagram 帳戶上看到的，就是現實生活中他。同樣地，品牌也應該努力維持產品或服務聲明的透明度。

### 產品不是一切

網紅們都有一個共通點：他們堅守自己的世界觀，構想著如何令社會變得更加美好。假如你在香港推出一個提供外賣服務的手機軟件，應該在背後建立一個意識主導的故事，像鼓勵廚師經營屬於自己的獨立餐館，是一個不錯的出發點。



# INTELLECTUAL PROPERTY PROTECTION IS IMPORTANT TO THE SUCCESS OF BUSINESS

Intellectual property (IP) is a blanket term for a range of intangible property rights. Intellectual property rights (IPRs) that are relevant to a business in Hong Kong include registered trademarks, registered patents, registered designs, copyrights and trade secrets.

E: Entrepreneur  
JTC: JTC Solicitors

E：創業家  
JTC：莊鄭律師事務所

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## 保護知識產權是建立成功事業的重要一環

知識產權是一系列無形財產權的總稱。與香港業務相關的知識產權包括註冊商標、註冊專利、註冊外觀設計、版權和商業秘密等。

E：新經緯公司可透過知識產權獲得甚麼保障呢？

JTC：新經緯公司可透過知識產權保障的資產包括：印刷在商品和營銷素材上的具特色的字詞、宣傳口號、標誌、符號及形狀；獨特創新的複合布料；設計軟件、電腦程式及網絡內容的原始碼；具美學的服裝印花、相片、平面設計及繪畫；以及立體商品的創新構造、視覺外觀和形狀等。

E：為何保護知識產權對企業如此重要？

JTC：獲完善保護的知識產權是企業的寶貴資產，相反未有妥善保護知識產權或會引致將來不必要的花費，甚至導致企業倒閉：

- 1) 企業可以透過將知識產權出售、特許經營和/或收取版稅而產生收入；
- 2) 知識產權對建立企業品牌及提升品牌聲譽至關重要，並可使企業有別於假冒者和競爭對手；
- 3) 獲完善保護的知識產權是取得債務融資和/或股權融資的要素；及
- 4) 知識產權賦予企業法律權利，以向未經授權使用該企業的發明或創作的行為採取法律行動。

E：我應怎樣做以保障我的知識產權？

JTC：先確定所有與您的業務相關的知識產權，再按以下策略保障您的知識產權：

E: What are examples of assets protectable by IPRs in techstyle companies?

JTC: The list of assets protectable by IPRs in techstyle companies goes on: e.g. distinctive words, slogans, logos, symbols and shapes printed on merchandises and marketing materials; innovative composition of unique fabrics; source code of design software, computer program, web content; aesthetic clothing print, photograph, graphic design, painting; creative configuration, visual appearance and shape of three-dimensional merchandises etc.

E: Why is safeguarding IPRs important to a business?

JTC: Well secured IPRs are valuable assets to a business, whereas failure to protect IPRs may result in unnecessary future expenses or even failure of a business:

- 1) IPRs can be sold, franchised and/or licensed for royalties to generate revenues;
- 2) IPRs are essential for effective brand building as well as growing reputation and to set the business apart from counterfeiters and competitors;
- 3) Well safeguarded IPRs are key elements of securing external debt and/or equity funding; and
- 4) IPRs give businesses the legal right to take actions against unauthorized use of their invention/creative works.

E: What should I do now to protect my IPRs?

JTC: First, identify all IPs associated with your business. Then, consider the following strategies to protect your IPRs:

- 1) Registration: While copyright is automatic, patent, trademark and design rights must be registered with the relevant authorities (e.g. Intellectual Property Department in Hong Kong). Registration is a straightforward and cost efficient method to protect such IPRs.
- 2) Confidentiality agreements: Before successful registration of IPRs, you should request your potential manufacturer/investors to enter into confidentiality agreements before disclosing details of your invention. This is important because the registration of some IPRs require the subject matter to be ‘new and first to market’.
- 3) Ensuring ownership of IPRs: Generally speaking, IP works created by employees during their employments belong to the employer. However, to prevent confusion relating to outside-office-hour or by-product work products, it is preferable to state so in the employment contracts. You should also ensure that freelancing contracts expressly assign all IPRs to the business entity.
- 4) Safeguarding trade secrets: Take measures to secure details of invention/creative works by using passwords, firewalls etc. to prevent unauthorized access of such information.
- 5) Domain names: It is advisable to arrange for early registration of domain names to prevent third parties from maliciously pre-registering the same.
- 6) Keeping records of date of invention: You may post details of your invention with registered post to yourself and leave the envelope sealed as evidence of proof of date of invention/creation in case of future disputes.
- 7) Educating staff: Educate your employees regarding the importance of IPRs, and their respective obligations and responsibilities in protecting the IPRs.







## ABOUT THE MILLS

The Mills is a landmark revitalization project from Nan Fung Group scheduled for completion in 2018, a celebration of shared industrial legacy with Hong Kong, and a step towards a future of applied creativity and innovation.

The Mills is composed of 3 main pillars: Fabrica, Shopfloor and MILL6 Foundation. Building on a foundation of legacy and heritage, visitors can explore the continuity of an authentic Hong Kong story, where themes of textile and industry are woven into experiences of innovation, culture, and learning.

## 關於南豐紗廠

南豐紗廠預計於 2018 年落成，是南豐集團策劃的地標式保育項目，見證香港紡織工業的承傳，並帶領本地應用創意及創新產業邁進新里程。

南豐紗廠由南豐作坊、南豐店堂及六廠基金會三大支柱組成。建基於集團的承傳與歷史，並以紡織和工業為根基，交織出創新、文化及學習體驗，讓訪客從中探索不斷延續而真實的香港故事。



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