

# Nature is Fashion

Luxury with a Conscience

***LV*** x ***PETA***



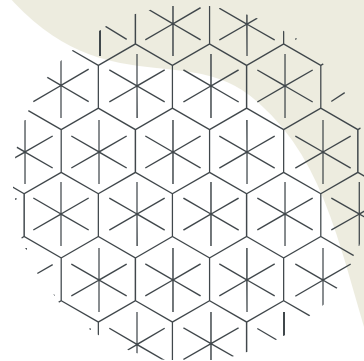
How does this make you feel?



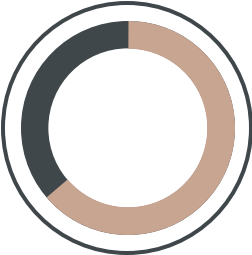
**THE SLAVE  
TRADE IS  
ALIVE AND KICKING**

ELEPHANTS IN CIRCUSES—YOU CHOOSE. THEY CAN'T.

**PETA** People for the Ethical Treatment of Animals  
501 Front St., Norfolk, VA 23510 • 757-622-PETA • Circuses.com



# The Facts



**80%**

of animals in PETA's care in 2017 were euthanized



**1,578**

animals were euthanized in PETA's Norfolk shelter in 2019

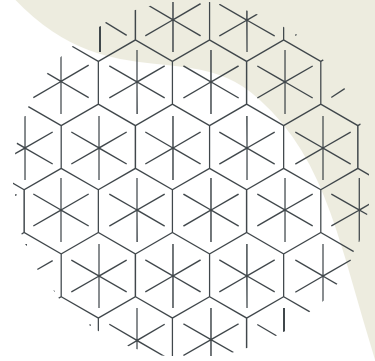


**31 felony charges**

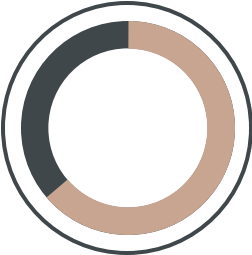
were given to 2 employees each at PETA in 2017 due to animal cruelty

## Do you know...

- What Louis Vuitton does with their unsold stock?
- How many and what animals Louis Vuitton slaughters every year?
- How much it costs to produce a Louis Vuitton bag?



# The Facts



**15%**

is what Louis Vuitton is ranked at for production transparency, score of “very poor”




**30,000**

crocodiles are slaughtered annually alongside snakes, geese, foxes, lambs, goats, cows, & minks



**\$45-\$180**

is how much it costs to actually create a Louis Vuitton bag



**“It is the long history of  
humankind (and animal kind,  
too) that those who learned to  
collaborate and improvise most  
effectively have prevailed”**

**-Charles Darwin**

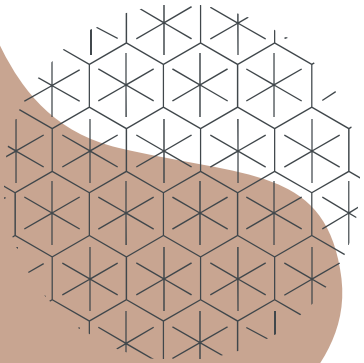
## The Issue...

Luxury brands are creating clothing and accessories that harm animals to make their products.



# Opportunity

To deliver ethical and sustainable options to luxury brands in order to impact consumer purchasing habits





# Target Audience

- Ages 25- 44
- Mostly Female
- Mostly Millennials
- Has the income to sustain their luxury purchases
- Consumerist



# Strategy Personas

## Meet Becky

I'm Becky, a 25 year old female. Although I like luxury brands, I've been becoming increasingly aware of the cruel animal manufacturing practices these brands use. I still want to purchase items from luxury brands without feeling guilty about it, but Peta has really aggressive and intense ads and tactics used to promote their message which turns me away from what they have to say.



## Get, To, By:

**GET** Becky **TO** feel good about her luxury purchases  
**BY** partnering with designer brands to offer more cruelty free luxury clothing and accessories.



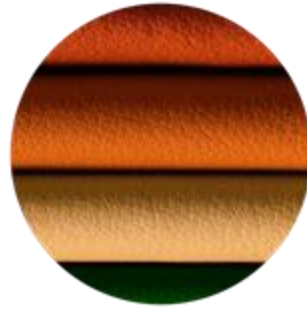
# Alternative Leathers



**Piñatex**- synthetic leather made from pineapple waste (\$10-25 per yard & 30% cheaper than real leather)



**Leaf Leather**- layered material made from sustainably harvested Teak leaves (\$10-20 per yard & 30% cheaper than real leather)



**Apple**- bio-based material made using the leftover pomace and peel from the fruit juice (20% more expensive than other material, but is longer lasting)



**Coconut**- A product made from coconut leather (\$90 per yd)



**Muskin**- made from natural raw materials, including the cap of a special mushroom (\$40 per square foot & costs will be reduced when mass production is available)

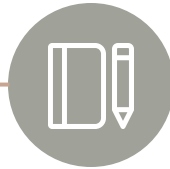
# Goals



Change consumers' buying habits to buy more sustainable and cruelty free items



Embrace PETA rather than reject it



Consumers who are vegan and support sustainability practices will feel good about their purchases from Louis Vuitton



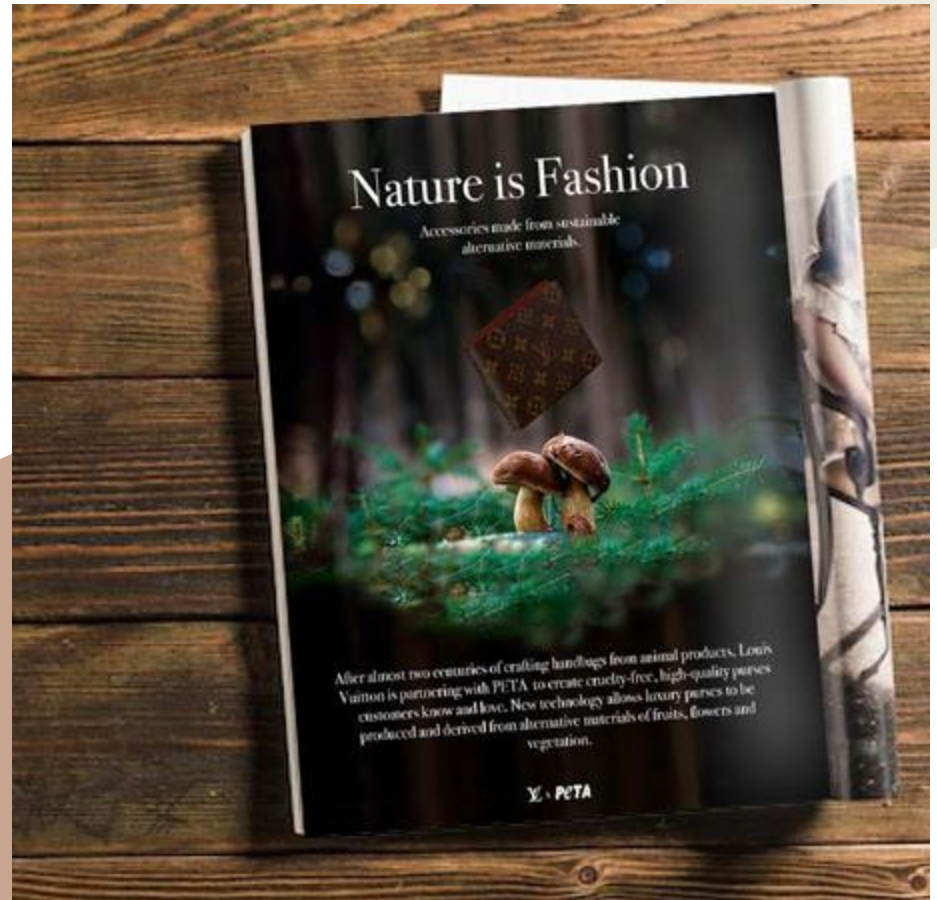
# **Creative Idea**

**Nature is Fashion**

# Magazine



# Magazine





# Magazine

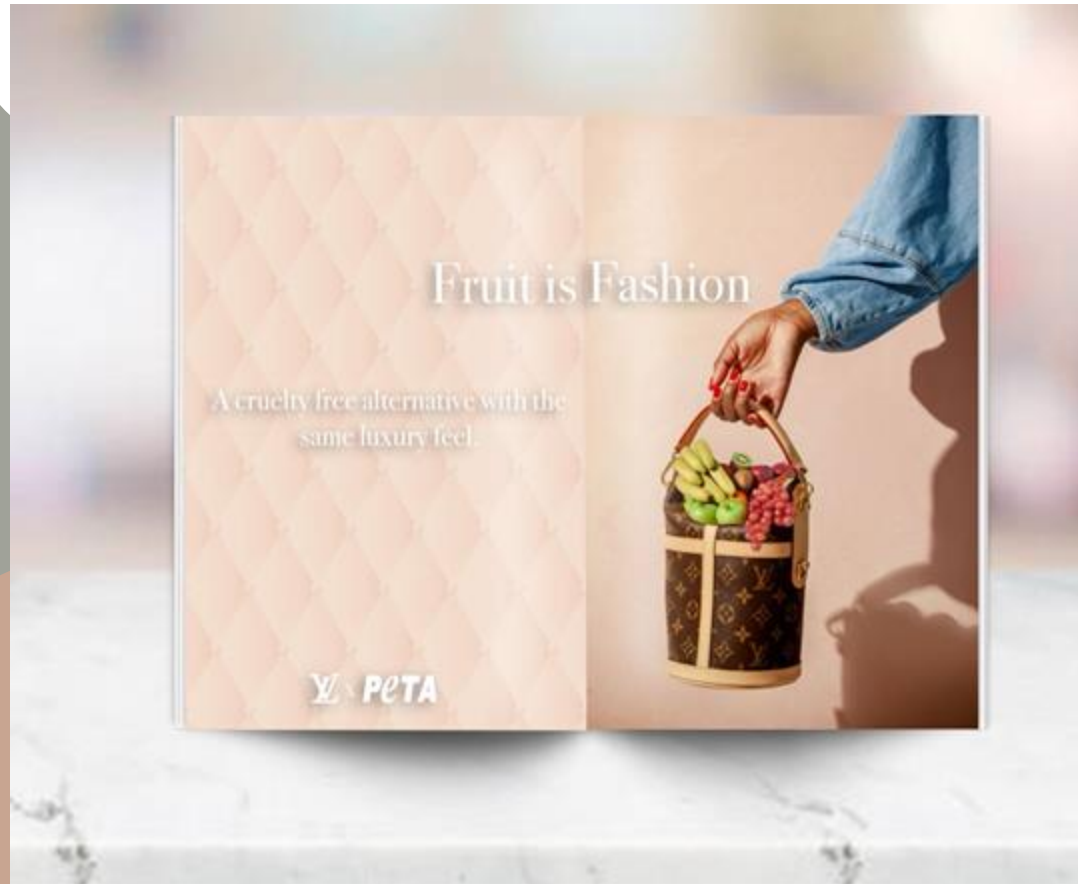
## Fruit is Fashion

A cruelty free alternative with the  
same luxury feel.

**LV** x **PETA**



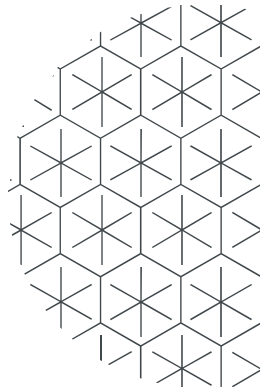
# Magazine



# Bus Stop



# Instagram



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# Thanks

Do you have any questions?