

What do we hear?

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Pulpboard is environmentally friendly and sustainable compared to wood and has been used to a certain extent in Singapore. However, there is a lack of hardness in the pulp board processed by domestic technology, and it is expensive to import
- 5

the worker said there was a detailed coding system and electronic filing and that anything you needed could be found after searching in the files
- 6

All scrap materials will have a fixed cooperative third-party for recycling.
- 7

HPP's design plan is mainly developed by the foreign brand headquarters, then issued guide book, the Chinese team according to the actual situation in China to modify the details, repeatedly finalize the plan before the implementation of the landing.
- 8

When talking about sustainability-related measures, the factory cited the use of sustainable materials in Southeast Asia and the United States, and the use of photovoltaic power generation in China, but the factory doesn't track the waste in its own factory

What do we think?

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If the end-of-life rate is inevitable (as it is necessary for luxury brands to consume a certain amount of resources to renew their counter image to match the effect of the campaign), is it possible to improve the craftsmanship in the use of raw materials.
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What exactly is the recycling process like? If it is sold, how much is the cost feedback? What happens to the recycled material, is it actually recycled or is it simply landfilled as waste?
- !

Is acrylic an environmentally friendly material? How reusable is it? What are its material properties? What can be used as a substitute? What are the reasons for its high frequency use? More in-depth research is needed...

What do we see?

- 1

the counters are exquisitely crafted and expensive, but have a lifespan of only 2-3 weeks and a high end-of-life rate (a few counters or items will be reused within the brand)
- 2

The factory has a wide range of acrylics, extra thick, mirrored and so on. This material seems to be very popular with the beauty industry.
- 3

the warehouse looks so messy.

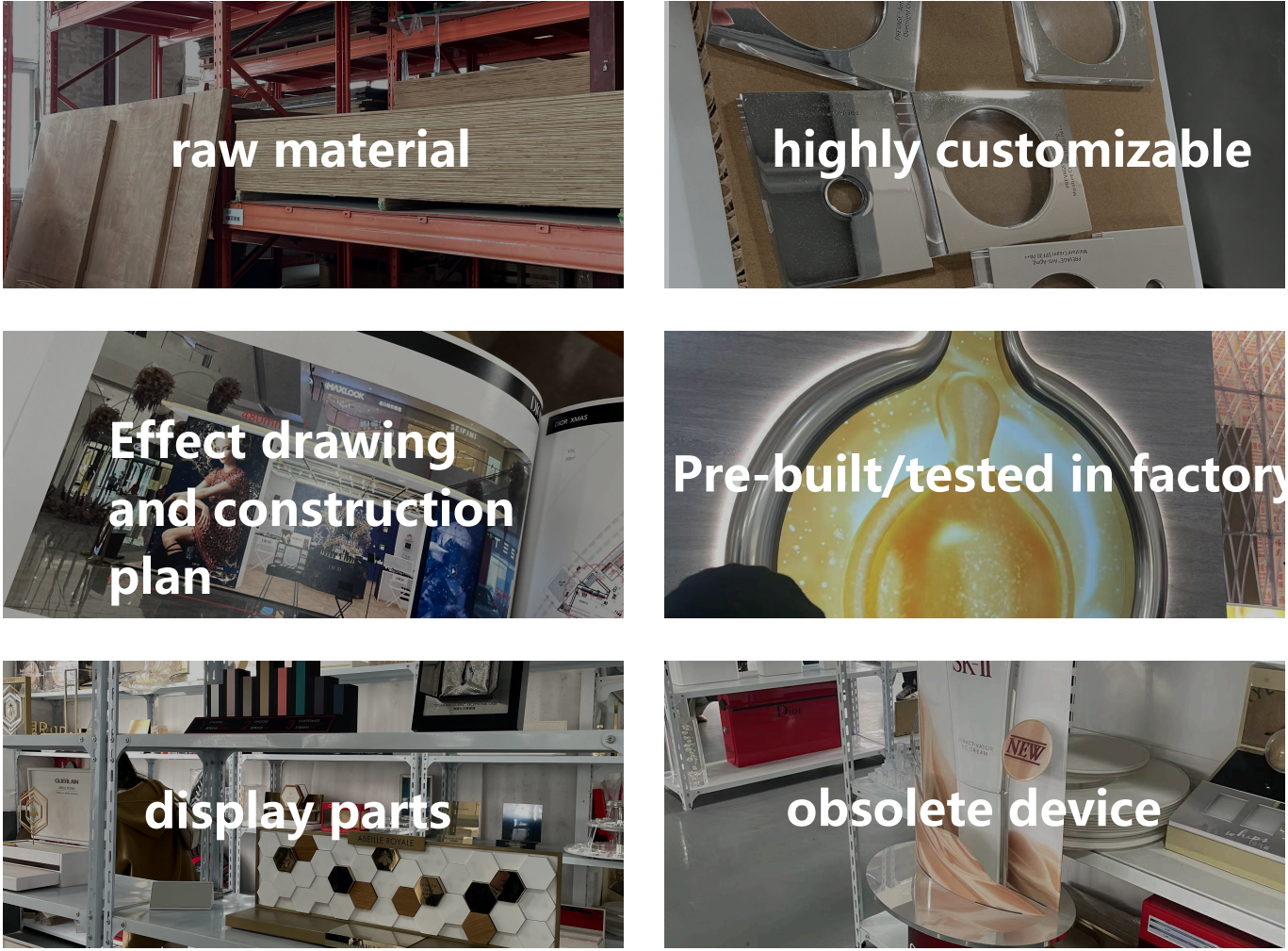
What do we wanna know?

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How much freedom does the Chinese team have in terms of design? How much design adjustment is acceptable to the head office?
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Which type of components can be reused?

SEE

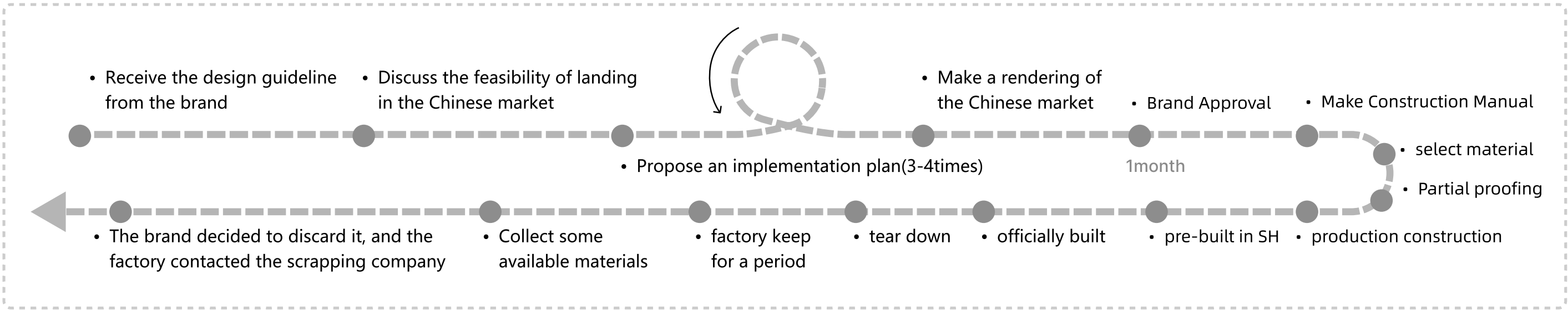


FACT

<b>Material Selection</b> <ul style="list-style-type: none"><li>Use more environmentally friendly/reusable pulp boards instead of wood boards</li><li>The production of domestic pulp plates is small and the price is high, mainly relying on imports</li></ul> <div><div>Use water-based paint instead of oil-based paint</div></div>	<b>Reuse</b> <ul style="list-style-type: none"><li>Reusable components: lamps, chairs, warehouse structures</li><li>The structure of the display frame has changed a lot, and the reuse rate is low</li></ul> <div><div>Due to the change of brand image, there will be major changes in the exhibition</div></div>
<b>Design</b> <ul style="list-style-type: none"><li>Use modular design to facilitate material reuse</li><li>eg: Mirrors, chairs, lamps in the try-on area</li></ul> <div><div>Using light box + tin foil and aluminum foil can reduce the number of lamp tubes</div></div>	<b>Waste disposal</b> <ul style="list-style-type: none"><li>The main categories of waste processed by third-party scrap companies: acrylic, wood structure, glass, metal</li><li>Due to color difference and quality cannot be guaranteed, scrap material will not be recycled</li></ul> <div><div>Update frequency: 1-2 weeks for flash devices, 1-2 years for permanent devices</div></div>

PROCESS

The whole process from showcase design to landing



REFLECTION

1. Brand positioning of luxury goods (high quality texture & visual effect) VS low quality of recycled materials

<ul style="list-style-type: none"><li>In order to satisfy the public's awareness of brand positioning, luxury brands create a sense of luxury through visual effects</li><li>It is difficult to guarantee the quality and effect of material recycling</li><li>Booth materials of different brands are highly customized and difficult to use universally</li></ul>	<ul style="list-style-type: none"><li>Public awareness of luxury brands? Does the advanced visual effect of the booth affect the consumption behavior of the public?</li><li>How do scrap companies deal with waste materials now?</li><li>Apart from dismantling and reusing materials, what other ways can be used for abandoned booths?</li><li>eg: Does the existing beauty store (Xi Ran, Colorist) have any demand for out-of-season booths?</li></ul>
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2. Implementation cost vs profit of sustainable concept

<ul style="list-style-type: none"><li>The cost of material recycling and reuse is high, so brands and factories lack strong execution motivation</li><li>The plan and cost are mainly controlled by the brand side, and the third-party factory is the plan executor, lacking the right to speak</li><li>The implantation of sustainable concepts will break the existing stable production process</li></ul>	<ul style="list-style-type: none"><li>What sustainable options are there besides material recycling?</li><li>For sustainable implementation, it needs to be initiated by the brand side, and the factory should cooperate</li><li>Can the later material processing scheme be added to the earlier scheme design?</li></ul>
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3. Material thinking already have

<p>There have been cases of using pulp board instead of wood structure, but limited to manufacturing costs</p> <p>Water-based paint can also replace part of the paint, but the effect is slightly poor and cannot be completely replaced</p> <p>Product theme of the brand (makeup/skin care - the theme of different feelings affects the material</p>	<ul style="list-style-type: none"><li>The physical props designed for shooting include: background, decoration, exhibition plate, lamps (model, color temperature and brightness are different, but can be reused)、Frame</li></ul>
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