

FOR IMMEDIATE RELEASE

SCAD Hong Kong Students Create Streetwear Collection in Celebration of Mickey Mouse's 90th Anniversary



Caption: Mickey inspired designs created by SCAD Hong Kong fashion students, as part of the SCADpro project sponsored by The Walt Disney Company in Hong Kong to celebrate Mickey Mouse's 90th anniversary – Image courtesy of Savannah College of Art and Design Hong Kong

HONG KONG – 16 November 2018, The Walt Disney Company (“Disney”) in Hong Kong partnered with the Savannah College of Art and Design (SCAD) Hong Kong on a sponsored design project to commemorate the 90th anniversary celebration of Mickey Mouse. The project was aimed at fostering emerging design talent and encouraging creative careers through SCAD’s unique SCADpro program.

SCADpro, the university’s innovation studio, is a design shop that combines the brainpower of talented students, alumni and professors to produce creative concepts for the world’s most influential brands— in this case how to celebrate Mickey’s 90th anniversary. A total of 27 SCAD students from a range of disciplines were selected to participate in a ten-week custom SCADpro course.

SCAD students were tasked with researching, designing, creating and presenting an athleisure and streetwear fashion collection inspired by Disney’s most iconic character and global ambassador, Mickey Mouse. The resulting sixteen looks were produced from a design concept focused on Mickey’s journey through time (“Past, Present and Future”) while reflecting the global significance of streetwear, currently the fastest growing category in the fashion industry.

Receiving one-on-one mentorship from Disney's creative team and the support of SCAD faculty, students created a final design concept paying tribute to Mickey through the ages, from his first appearance in *Steamboat Willie* on November 18, 1928 to his present-day persona. The outstanding Mickey collection created for millennials, by millennials also drew inspiration from the streets of Hong Kong.

Sustainability played a pivotal role in the collection. Recyclable fibers donated by HKRITA (The Hong Kong Research Institute of Textiles and Apparel) and upcycled Levi's® jeans was central to several looks in the collection. Students presented the final pieces in an interactive showcase to key Disney executives and guests.

"Disney strives to nurture young design talent by providing immersive and uniquely inspiring opportunities to help them realize their potential and reach their goals," said Mr. Allen Au-Yeung, Vice President, Creative and Product Development, The Walt Disney Company, APAC. "Over the last ten weeks, we have been incredibly impressed by SCAD Hong Kong's exceptionally talented students, who have created designs that are fashionable and fun while capturing Mickey's inspirational spirit, his rich heritage spanning the last 90 years and his pop culture influence."

"We were privileged to collaborate with The Walt Disney Company for Mickey Mouse's 90th celebration. Through the SCADpro course work and high-level mentorship, SCAD Hong Kong students have gained real-world experience and can be extremely proud of the outstanding level of work produced," said Mr. Jaime Tapias, director of SCADpro, SCAD Hong Kong.

"By envisioning the spirit of Mickey Mouse taking to the dynamic streets of Hong Kong, I was able to create a unique embodiment of his character through playing with silhouettes, layers and fabrics. It has been a very exciting journey and an honor to work together with my peers, The Walt Disney Company's Creative team and the SCAD faculty to create a tribute collection fitting to the legend which is Mickey Mouse," said SCAD Hong Kong fashion student, Sharon Law.

Images:



Caption: Design created by SCAD Hong Kong fashion students, as part of the SCADpro project sponsored by The Walt Disney Company – Image courtesy of Savannah College of Art and Design Hong Kong



Caption: Twenty-seven SCAD Hong Kong students receive mentorship from The Walt Disney Company Creative team and design sixteen looks as part of the SCADpro project – Image courtesy of Savannah College of Art and Design Hong Kong



Caption: Design created by SCAD Hong Kong fashion students, as part of the SCADpro project sponsored by The Walt Disney Company – Image courtesy of Savannah College of Art and Design Hong Kong



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Password: talkofthetown
All images Courtesy of SCAD Hong Kong

About The Walt Disney Company, Hong Kong

The Walt Disney Company, together with its subsidiaries, is a diversified worldwide entertainment company with operations in four business segments: Media Networks, Studio Entertainment, Direct-to-Consumer and International; and Parks, Experiences and Consumer Products. In September 2005, Disney and the Hong Kong SAR Government, our joint venture partner, opened Hong Kong Disneyland Resort (HKDL), the company's first theme park and resort in China. In 2017, HKDL opened its first-ever Marvel-themed ride at a Disney park, Iron Man Experience, and began its multi-year expansion which will create new attractions and entertainment for guests based on Frozen and Marvel along with a transformed castle from 2018 through 2023. For more information, please visit <http://www.thewaltdisneycompany.com>.

About Disney Corporate Citizenship

Disney believes that there are no limits to where creativity and imagination can take us. In our stories, we find examples of those inspired to envision a brighter tomorrow and the aspiration to make that dream come true. Our unique approach to citizenship is rooted in the entertainment that we create and the special relationship we have with kids and families around the world. Our assets and our reach provide us with an opportunity to inspire audiences everywhere to join us in taking action and caring for the world we share. This opportunity to inspire guides our work across citizenship. It is at the core of our citizenship mission to conduct our business and create products in an ethical manner and promote the happiness and well-being of kids and families everywhere. For more information, please visit <https://thewaltdisneycompany.com/citizenship>.

SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelor's and master's degrees at distinctive locations and online to prepare talented students for professional careers. SCAD offers degrees in more than 40 majors, as well as minors in more than 75 disciplines across its locations in Savannah and Atlanta, Georgia; in Hong Kong; in Lacoste, France; and online through SCAD eLearning. With more than 37,000 alumni worldwide, SCAD demonstrates an exceptional education and unparalleled career preparation. The diverse student body, consisting of nearly 14,000, comes from across the U.S. and more than 100 countries worldwide. Each student is nurtured and motivated by a faculty of nearly 700 professors with extraordinary academic credentials and valuable professional experience.

In 2017, the prestigious Red Dot Design Rankings placed SCAD as the top university in the United States and in the top two universities in the Americas and Europe. Career preparation is woven into every fiber of the university, resulting in a superior alumni placement rate. In a study of Spring 2017 SCAD graduates, 99 percent were employed, pursuing further education, or both within 10 months of graduation. For more information, visit the official SCAD blog.

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