



FELINE MARKETING

自食其力 | 散播愛護動物訊息 |

Meow Space's merchandising funded a pet shelter and created a retail hub for the city's cat lovers

貓空間以出售文創產品來籌組經費，捍衛動物權益，成為城中愛貓之人的聚腳地



Left: Meow Space promotes love and care for cats through an array of chic designs.

左：貓空間利用一系列可愛別緻的設計，宣揚愛護貓的信息。

對於喜愛小動物的澳門人來說，貓空間絕對不會陌生！這所成立於2007年的澳門特色商號，迅速成為愛貓人士必到之處，多年來為了幫助流浪貓或被棄養的小貓，努力不斷地從事產品創作，並以出售文創產品來籌組經費。現時已轉型為純社企，並由門市轉為寄賣形式，但貓空間仍把當中兩成的純利撥捐作護生用途，希望把這份對小動物的關愛繼續發放，讓更多人從產品中得到啟發。

印度聖雄甘地曾對動物權益有這樣的一種看法——「我贊同動物均有其權利，如同人類均有人權一樣，這才是擴充仁心之道；一個國家的文明程度，就看它怎對待動物。」而澳門近年亦十分關注動物權益的議題，不少保護動物的聲音越益澎湃，這不但讓更多人支持貓空間，亦讓貓空間所設計的產品在沒有專門店下，仍然有其生存空間：「我們所設計的產品中，除了宣愛護動物、動物平權之外，亦希望帶出領養代替購買的訊息。經過多年對市場的探索後，發現產品必須要以實用為原則，將來的發展路線也以一百圓以下最為客戶受落。因此我們現時的產品大多以T恤及手挽袋為主，有時候會推出一些由義工親手製作的手作產品，亦頗受大眾歡迎。」負責人陳沛而亦會把構思告訴設計師，再由設計師自行發揮，不會強加太多主見，好讓大家能擦出更多火花。

在成立自今，貓空間曾與不同的設計師合作，而現時產品上經常出現的兩位主角——四眼貓及黑貓，設計師用擬人法為四眼貓注入人類的行為舉止，讓遇上牠的人、或是身為「貓奴」的人，都會發出會心

Macao's animal lovers are no strangers to Meow Space. The shop was founded in 2007 to provide a shelter for homeless and abandoned cats while tirelessly making and selling creative products to raise funds for their care. Now a favourite hangout for the city's cat lovers, Meow Space has developed into a social enterprise that has evolved from retail to consignment, and now donates 20 per cent of its proceeds to animal welfare causes in the hope of promoting love and care for pets.

Pet care is increasingly popular, and numerous historical leaders have supported animal rights. American President Abraham Lincoln once said: "I am in favour of animal rights as well as human rights. That is the way of a whole human being." And Indian leader Mahatma Gandhi said: "The greatness of a nation and its moral progress can be judged by the way its animals are treated."

In recent years, Macao has seen an increasing awareness of animal-welfare issues. Such a development not only means more support for Meow Space, but it also creates a demand for the store's merchandise.

Meow Space offers more than animal protection and equal rights for animals

"The products we design [are intended to] encourage adoptions rather than buying from pet stores," according to Meow Space's owner, Almond Chan. "After years of market research, we found that [our] products must be practical and [cost] under 100 patacas to win our customers' hearts. Therefore, our current product line mainly consists of T-shirts and tote bags with an occasional offering of handicrafts made by volunteers, which are quite well received by the public."

Meow Space employs different designers to create these lines, and although Chan shares her ideas with them, she keeps her personal opinions

Right: Are cats human-like, or are humans cat-like? Who is the boss? The conundrum inspires the work, but whether it can be solved does not seem to matter any more.
Below: Reusable bags

右: 產品的設計概念源自「到底是貓像人、還是人像貓」這個問題。**下:** 兩款環保袋



微笑；後者則「貓性」強烈，以展現貓咪們日常生活形態為主：「最獨特的款式，是印有『為我好，請... 關我』及『為貓民服務』標語的兩款T恤；此外，四眼貓系列由推出至今，一直比較受歡迎，相信與牠可愛的造型以及能夠融入實用物品當中有著極大的關係！而且每次出產的產量不多，尤其手作產品，均具有較高的獨特性，減少了與別人『撞款』的機會。」細看貓空間以往的產品，原來除了大眾化的T恤外，更出產過不同適合不同手機使用的手機殼、環保袋、襟章、明信片、銀包、杯墊、手提電腦套、陶瓷擺設甚至乎唐裝服，當中不少是手工品，可見產品多元化之餘亦甚具實用性。

廣受認同 為貓民服務

貓空間多年來均以銷售產品作為支援幫助小貓們的經費，從來沒有公開募捐，為的是希望以「自給自足」的方式，不添加別人的經濟壓力為原則；亦因為他們的積極參與協助小動物以及透明度，所以廣受澳門及香港人士的認同：「在不斷的努力下，我們所賺得的經費，已成功協助1500隻流浪貓或被棄養的貓尋找新家園，而且領養者更是不須付出分毫，所有支出就是靠銷售所得的成果。」陳沛而更積極計劃推出更多不同種類的產品，並加強網上銷售的網絡，提升利潤以幫助更多小動物。M



private, to give the creative staff a free hand in their production. There are two recurring characters in Meow Space's offerings, however: The Four-eyed Cat and the Black Cat. The Four-eyed Cat was made to be a creature that displays human-like behaviour and would bring a knowing smile to "cat devotees". On the other hand, the Black Cat features an intensely strong "feline personality" that highlights how cats behave in everyday life.

"The most distinctive items are the two T-shirts inscribed: "Please have me neutered for my own good" and "Serve the Cats". The Four-eyed Cat collection has always been more popular, largely due to the character's cute appearance and the practicality of the products. The limited availability of Meow Space's lines also makes the products more unique, Chan says. Although the company's T-shirts are universally appealing, its other products are diverse and practical, and include mobile phone cases that fit different sizes and models, reusable bags, badges, postcards, wallets, coasters, laptop cases, ceramic knick knacks and even Chinese-style costumes.

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Serving cat lovers with pan-delta support

Running for years on the proceeds of merchandise sales, Meow Space has never publicly solicited donations, and has sought to be a self-sustainable business that refrains from imposing on others' finances. However, Meow Space is widely recognised in Macao and Hong Kong, thanks to its active participation in the rescue of pets and the continuing transparency in its business.

"With our continuous efforts and earnings, we have helped 1,500 homeless or abandoned cats find new homes, and adopters don't need to pay a penny in the process," Chan says. "All this was made possible by funding the expenses with the earnings." Meanwhile, Chan is also planning to improve Meow Space's profit margins, and ultimately help more animals, by introducing more products and strengthening the company's online sales network. M

Left: Cat motifs for a campaign to promote the awareness of adoption instead of buying a pet. **Below:** Almond Chan, one of the owners of Meow Space

左: 貓空間將待領養的貓咪模樣變成圖案，宣揚以領養替代購買的信息。**下:** 貓空間負責人之一陳沛而



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