

Academy of Love 与 CREGU 联合召开“织爱三重奏”活动筹备会议



▲图为双方合照 (从左起分别为陆书宁、翁英航、Albin、宋元俊、左叶文、葛一菲)

Group photo of both teams (from left to right: Lu Shuning, Weng Yinghang,

Albin, Song Yuanjun,

Zuo Yewen, Ge Yifei)

2025年7月3日上午10时，时尚品牌Academy of Love与意大利联合国教科文组织青年教育研究中心(CREGU)在上海举行“织爱三重奏”活动专项筹备会议。双方就这场融合公益与时尚的沉浸式互动项目细节展开深入磋商，为后续活动落地奠定关键基础。

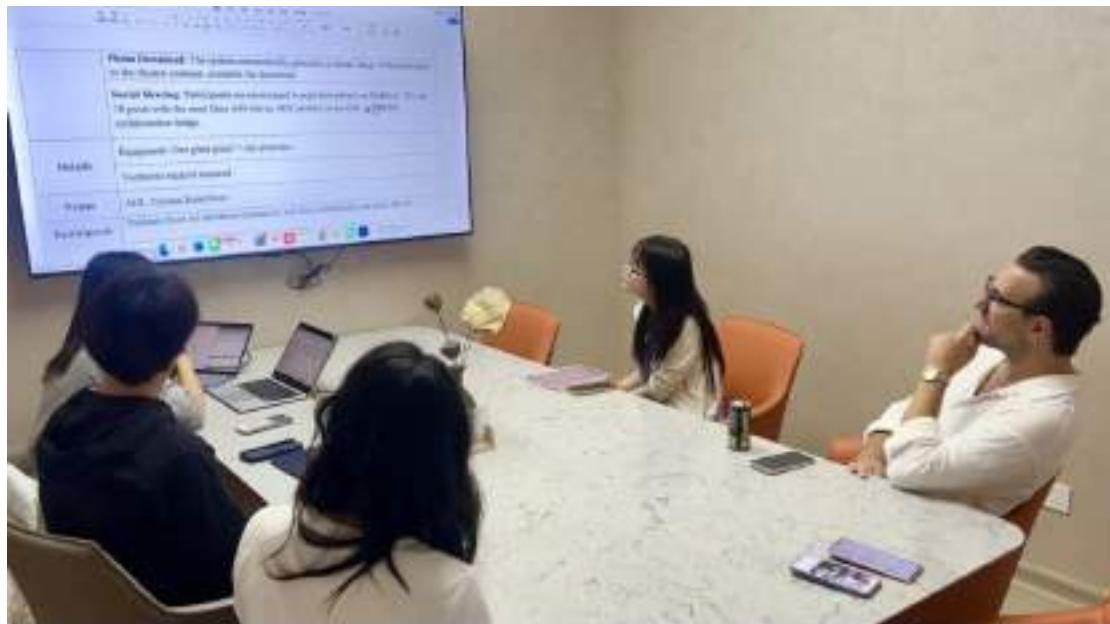
On the morning of July 3, 2025, Shanghai played host to a special preparatory meeting for the “Weaving Love: A Triple Sonata” event, co-organized by

renowned fashion brand Academy of Love and the Centro Di Ricerca Sull'Educazione Dei Giovani Per L' UNESCO (CREGU). The meeting saw both parties engage in in-depth discussions on the details of this immersive initiative, which seeks to blend public welfare with fashion, laying a solid foundation for the event's successful rollout.

会上，意大利联合国教科文组织青年教育研究中心驻华联络处总干事宋元俊向 AOL 主理人 Albin 系统介绍了活动的核心策划框架。他强调，“织爱三重奏”将以“文化之爱、生活之爱、众生之爱”为递进脉络，构建多维体验空间：通过越剧元素服装秀、AI 戏装体验等模块传承传统文化之美；借助旧衣再造、可持续衣橱挑战践行绿色生活理念；最终以公益义卖、爱心认购等形式凝聚众生共情，实现“从感知美到践行善”的完整闭环。CREGU 公益项目团队 (THE5) 工作人员同步补充了活动的共创机制与传播路径，翻译团队全程保障沟通顺畅。

During the meeting, Mr. Song Yuanjun, Director General of the CREGU China Liaison Office, presented a comprehensive overview of the event's core framework to Albin, founder of Academy of Love. Mr. Song highlighted that the "Weaving Love: A Triple Sonata" will unfold around three progressive themes—Love for Culture, Love for Life, and Love for All Beings—offering participants a rich, multi-dimensional experience. The program will feature a Yue Opera-inspired fashion show and AI-powered costume experiences to showcase the beauty of traditional culture, alongside upcycling workshops and a sustainable wardrobe challenge to promote eco-friendly living. The initiative will

culminate in charity sales and donation drives, fostering a spirit of empathy and completing the journey “from appreciating beauty to practicing kindness.” CREGU’s public welfare project team also elaborated on the event’s collaborative mechanisms and communication strategies. Throughout the meeting, our translator ensured seamless cross-cultural communication.



▲ 图为会议过程

The preparatory meeting in progress

该活动将整合跨领域资源，通过“小红书橱窗+现场快闪+公益义卖”全渠道模式，传达“消费即公益”的理念。活动还特别设置青少年参与激励机制，参与者不仅能获得CREGU认证的公益证书，优秀者更将获得升学推荐函。

The event will leverage cross-sector resources and adopt an omni-channel approach, combining RedBook storefronts, on-site pop-ups, and charity sales to promote the concept of “consumption as public welfare.” A special incentive

program for youth participation has also been introduced: all participants will receive a CREGU-certified public service certificate, while outstanding contributors will be awarded recommendation letters for academic advancement.

对此，Albin 表示，他一直尝试让服饰成为传递文化温度与公益力量的载体，期待与 CREGU 携手，让每一针线都织就可持续的未来，让每一次穿搭都成为温暖的行动。

Albin shared his hopes for the collaboration, saying, "I've always believed fashion can do more than just look good—it can bring people together and make a positive impact. I'm excited to join forces with CREGU to create something meaningful, and to inspire more people to get involved in giving back."



▲ 图为 Albin 倾听工作人员介绍

Albin listening as staff introduce the event

目前，活动已进入筹备阶段，预计于 2025 年 10 月在愚园路 AOL 店面及合作艺术机构正式启动。这场跨界实验既是 AOL 品牌“用时尚传递爱”理念的实践，也是 CREGU 推动青年可持续发展行动的创新尝试，将为公益与潮流的融合书写新范式。

The event has now entered the preparation phase and is scheduled to officially launch in October 2025 at the Academy of Love store on Yuyuan Road, as well as at partnering art institutions. This cross-disciplinary initiative not only puts AOL's vision of “spreading love through fashion” into practice, but also marks a new step in CREGU's efforts to promote youth-driven sustainable development. Together, the two organizations aim to set a new standard for integrating philanthropy and contemporary culture.