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Photograph: Van Chan

Shanghai Tang launches a new campaign to help homeless cats find a home

A portion of the sales from the collection will be donated towards Lifelong Animal Protection Charity

By [Tatum Ancheta](#) Posted: Wednesday 6 May 2020, 1:48 pm

ADVERTISING

Shanghai Tang, in collaboration with Hong Kong-based non-profit organisation Lifelong Animal Protection Charity (LAP), launches a campaign to raise awareness about the plight of homeless cats and encourage people to adopt the rescue cats. The campaign launches the retail shop's new footwear collection, Catch Me If You Can, featuring loafers, mules, and slip-ons with an asymmetric embroidery of a 'cat-and-mouse' split over the two shoes. The campaign photographs showcase the shoes together with seven cats from LAP who are currently awaiting adoption. These photographs will be printed for distribution and shared on various channels to highlight the lovable cats and hopefully help in finding them permanent shelters.



Photograph: Courtesy Shanghai Tang

A portion of the sales of the Catch Me If You Can collection from May to June will be donated to LAP. The full collection is currently available on Shanghai Tang's [website](#).



Photograph: Courtesy Shanghai Tang

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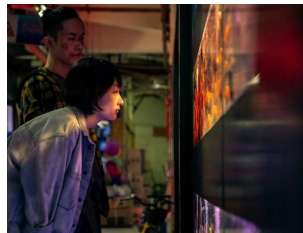
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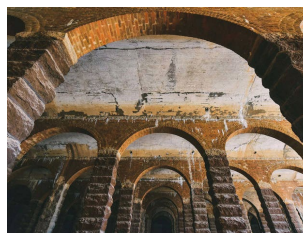
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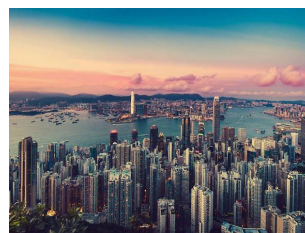
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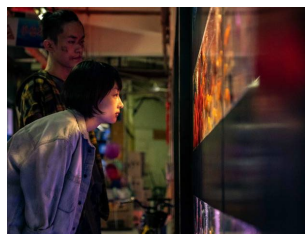
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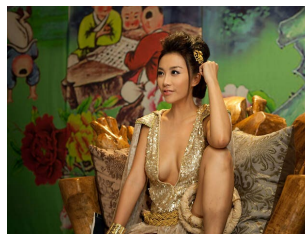
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