

Li designer with a cause

■ Kate Wright

For Li Ling Ng charity really does begin at home.

The Kilbirnie resident, pictured, has just launched The Hinitiative, a range of designer tees, which support local charities.

Despite having no formal fashion design training Li Ling says its something she's always been passionate about.

She says she wanted to find some way to combine her passion for fashion design with a desire to support good causes and local initiatives.

"I thought there must be some way of combining everything, that's when I came up with this idea."

The first 200 Hinitiative t-shirts were recently released to coincide with Blind Week.

They have "I love New Zealand" written in Braille, and are available in either light or dark grey.

They cost \$60 each, with 10 per cent from each sale going to the Royal New Zealand Foundation for the blind.

They were printed on American Apparel,

which is sweatshop free. However one of Li Ling's many long-term goals is to see the t-shirts made here in New Zealand.

The next Hinitiative t-shirt range is a joint initiative with Mission for Youth in Newtown.

"I gave the kids at the school a design brief and now they are coming up with t-shirt designs," she says.

She hopes the new range of tees will be available sometime in November.

Twenty per cent of the funds raised for the Mission for Youth tees will go to the City Mission.

The Hinitiative t-shirts are only available from Li Ling's website but she is looking for stockists.

"I am being quite picky about who gets hold of them because I don't want them to be in every shop," she says.

Having cut back her fulltime job at the BNZ bank to just two days a week Li Ling says she is thinking big.

"World domination would be great."

■ www.thehinitiative.co.nz

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