

New 'charitees' in stores now

By ROB OLSEN

WELLINGTON FASHION designer Li Ling Ng has released her new line of stylised tee shirts in the name of charity.

Ms Ng, 24, works as a part-time financial analyst for the BNZ, though her passion is for fashion design. She describes herself as a "self-taught designer who has done a few courses here and there". Her company, The Hinitiative has been behind several similar projects.

Her point of difference is she designs stylised tee shirts with a portion of the proceeds going to charities such as the Royal New Zealand Foundation of the Blind. She produced about 200 tee shirts last year for the foundation that featured an "I love NZ" in Braille with a heart logo. They cost \$60 with a portion of the proceeds going to the foundation.

Her latest range, again designed by youth at risk from the Mission for Youth in Newtown, depict the outline

of three people with the words within the outline.

"They are words that really count," says Ms Ng:

"Now is the time to write your story, your future is in your hands [repeated]."

The design came from a competition involving 15 kids aged 13 to 18 years. "Some were used, some weren't."

The winning tees cost \$63 and another design – with the word "hopeful" on the front of the shirt and "hopeless" on the back, costs \$60. About 25 per cent will go to the Wellington City Mission.

The tees are also available at Rex Royale in Cuba Mall or on Ms Ng's website: www.thehinitiative.co.nz and are on display in the atrium at the Wellington City Council offices in Wakefield Street.

Ms Ng wants to expand the business and hopefully get other designers on board.



SUBMITTED

CHARITEES - City Missioner Father Des Britten models the winning tee shirt while two Mission for Youth members model the "hopeful" design.