

WRITING SAMPLES

- **CLOTHING (Four brands under MaoFeMao): Brief core brand identity descriptions**

MaoFeMao

MaofeMao (est.2015) is a lifestyle brand that celebrates equality. Our unisex designs express hope in a world of diversity and tolerance. We break down barriers that divide, unite in the freedom of difference, and believe in the power of love.

FEARLESS

The FEARLESS collection salutes the humor and defiance of every fearless woman. Our bold and playful clothing empowers women who face the world with bravery, confidence, and style.

feMAO

feMAO designs follow the contours of today's active woman. Our wardrobe staples of must-have casual and intimate pieces are for the woman who is more than what she wears.

PoSI Purveyors of Social Intercourse

Purveyors of Social Intercourse delivers positive energy, interaction, and the perfect finish. PoSI means high-quality wearables and accessories that underscore the belief that anything is possible.

- **NGO Save The Children Hong Kong: Brochure for Water/Infectious Disease campaign**

Saving Children. Our Work. Our Mission. Our Passion.

For Tsering Tashi, safe drinking water is a luxury and basic healthcare is nonexistent. Like any other child, Tsering Tashi is eager to explore the world through touch, yet by simply rubbing his eyes or putting his fingers in his mouth, he is unknowingly endangering his own life. Washing his hands—it's a matter of life or death.

The Well of Life

Our well provides a crucial water supply. //

In many areas all over China, inadequate water supplies, lack of healthcare knowledge and few healthcare professionals have led to a high death rate for children. //

Clean water can change lives. Friends of Save the Children Hong Kong provide villages with wells, health centres, and health education. Plans are for teachers to act as community healthcare educators and for promising students to be sponsored to study medicine at university. This healthcare programme is a long-term development project and needs your donation. //

Children are our future. Save the Children Hong Kong believes that a healthy environment is a child's basic right. Please act now. //

Save the Children has been promoting the welfare of children in Hong Kong since 1959, and in China since 1996. Save the Children UK also subsidizes programmes in China focusing on child healthcare, AIDS prevention, and environmental health education in Anhui, Yunnan, and Tibet.

- **NETNOIR (the first Internet company dedicated to Afrocentric culture and commerce); blackshopping.com/Afropreneurs: vendor and product description**

AFROPRENEURS

Afropreneurs features men and women with an original idea—individuals with the courage to take a risk, and willing to do what it takes to see their vision come to fruition.

The inspiring people featured in Afropreneurs bring a new face to the new economy and have the creative energy to make it happen—for themselves and for us as a community. Independent, innovative, and cutting-edge, they bring us products to better our lives. Supporting them is supporting ourselves. The Afropreneurs pages promote merchants, designers, and stylists who know what we are looking for because they understand our lifestyle. Dynamic and dedicated, these Afrocentric retailers and creatives open our world and show us that in more ways than one, Black is Beautiful.//

Lisa Price of *Carol's Daughter*

Carol's Daughter-Beauty by Nature secrets were passed down from generation to generation. “My grandmother made hair pomade, and women who suffered from hair loss because of over-processing would come to her for a jar,” says Lisa Price. Lisa’s mother, Carol, continued the tradition of natural remedies, but it would Lisa’s entrepreneurial spirit that would bring the wisdom of this family to us. Lisa named her business *Carol's Daughter* to honor the women in her family. A former TV script supervisor with a passion for fragrance, Lisa’s hobby of making grooming products has now turned into a full-time business with a staff of eight. She boasts a roster of celebrity clients, but says her products will always have a personal touch. “I like mass-production numbers, but I’ll probably always make my products by hand and still mix up stuff in my kitchen,” says Lisa.//

Amaka: Ethiopian Peace Cross and Neck Cuff; Peace Cross Earrings

African women have never been shy about highlighting their beauty with wonderful ornaments and jewelry. The natural yet thoroughly modern aesthetic of Ethiopia is borrowed by Amaka for these fantastic pieces. Go for that sleek, minimalist look. Great against a bare neck, this sexy piece is original, daring, and will always be vogue.

Finely detailed, these beautiful earrings flatter any woman. Attached with a hinge to the post to allow wearing ease. The earrings that every woman deserves, a sign of peace, a symbol of your love.