



Can you tell us about your background?

I was born in San Francisco to Chinese immigrant parents. Our family moved back to Hong Kong when I was young, which sparked my love of travel and appreciation for other cultures. Later, I studied fashion at the Parsons School of Design in New York, and worked for brands like Abercrombie & Fitch and American Eagle Outfitters for 12 years.

What led you to start Love Is Project?

Back in 2008, I took a three-month sabbatical to volunteer in Rwanda, connecting my creative network with causes to help fundraise for non-profit groups dedicated to orphans, genocide survivors and gender issues. That's how the worlds of fashion and philanthropy started merging together for me. After leaving corporate fashion in 2012, I started an organisation named The Supply Change to create more partnerships between global brands and artisan groups. The original Love Bracelet was born out of these collaborations.

During one trip, I was chatting with two women on a flight to Moscow about the topic of love. This conversation led to a personal project in 2014, where I'd take photos of people who'd share with me what love means to them while wearing the bracelet, which then became a social media campaign. I later pitched the idea to American Eagle Outfitters, and it led to a US\$250,000 order for the bracelet and created 400 jobs for Maasai craftspeople.

Why bracelets?

When trying to evolve a traditional craft into something new, it's easier to iterate the concept into small items. A bracelet also occupies prime real estate on a person. It's highly visible and can lead to interesting conversations about its backstory. Moreover, it is light and the sizing is adjustable, so it's giftable and easy to ship. From a business perspective, it makes sense for me to focus on the idea of creating iterations of the Love Bracelet inspired by different cultures and traditions.

What qualities do the women you work with share? How do you meet them?

Many of these women are very resilient and they want a better future for themselves and their children. They all have pride in their culture and dedication to their families and communities. The initial contact usually happens quite organically. They're either

people from places where I've lived in before, like Kenya and Indonesia, or affiliated with non-profit groups that I've researched for past projects.

You're releasing a photo book called The Greatest Love Story Ever Told on Valentine's Day 2020. Tell us more about it.

The book was conceived as my journey around the world with the Love Bracelet, but has since become a compilation of photos that define love from the perspective of 19 photographers from many different places. We need more positivity in the world, and I hope this project shines a light on the power of love, and how this bracelet serves as a vehicle for a bigger conversation. We're now working with 750 women across Kenya to produce the bracelet. The initial success there has helped fund the launch in Indonesia, which then took us to Ecuador. These countries became the starting points of the Love Is Project not only because of my connection with them, but also because they're all located on the equator, symbolising the connection of love around the globe.

可否簡介一下你的背景?

我在三藩市出生,父母是華裔移民。小時 候,我們舉家回流香港,由此激發我對旅 行的興趣·亦令我懂得欣賞不同文化的特 色。後來·我在紐約的帕森設計學院攻讀 時裝設計,畢業後12年間,我曾為服裝品 牌Abercrombie & Fitch及American Eagle Outfitters等效力。

WE NEED MORE POSITIVITY IN THE WORLD. I HOPE THIS PROJECT SHINES A LIGHT ON THE POWER OF LOVE

現時世界需要更多正能量, 我希望這項目能夠弘揚愛的力量



什麼原因驅使你創辦Love Is Project?

2008年·我選擇休假三個月到盧旺達當義 工,藉著我在時裝界的人脈展開合作,協 助不同的非牟利機構籌款,它們主要為孤 兒和大屠殺倖存者提供援助·並處理當地 因性別不平等衍生的問題。自此·我開始 兼顧時裝事業和慈善工作。我在2012年離 開時裝行業後,成立了名為「The Supply Change」的組織,主要與全球各大品牌 及手工藝人組織建立更緊密的合作關係 首條紅色Love手鏈亦由此應運而生。

我曾在飛往莫斯科的途中跟兩位女乘 客討論何謂愛的問題, 啟發我於2014年展 開個人的攝影計劃,為跟我分享愛為何物 的人士拍攝他們戴上Love手鏈的照片,這 活動後來更在社交媒體上發揚光大。數月 之後·我向American Eagle Outfitters推薦 整項計劃,並獲品牌訂購了總值250,000 美元的手鏈,為肯亞馬賽的手藝人創造 400個職位。

為何選用手鏈作為媒介?

要令一門傳統手工藝與時並進、推陳出 新,手鏈等細小物品往往較容易收到預期 的效果。一來手鏈是許多人愛佩戴的飾 物,容易吸引人注意和打開話題,更可藉 此帶出背後發人深省的理念。此外,手鏈 既輕盈小巧也可以隨意調校尺寸,送貨時 十分方便,是理想的送禮佳品。在商業角 度而言,我便不斷向各種文化及傳統風格 擷取靈感,使Love手鏈設計富有新鮮感。

跟你攜手製作這些手鏈的女性有何共同特 質?你跟她們如何認識?

這些女性大部分均堅毅不屈,希望自己與 子女日後享有更美好的生活。她們對自己 的本土文化深感自豪·對家庭和社區懷有 奉獻精神。我們最初相遇都是緣分使然, 有些是我旅居肯亞及印尼等地時遇上的 人,有些則是我在非牟利機構進行研究時 認識的人。

你將會在2020年的情人節推出攝影集 《The Greatest Love Story Ever Told》, 可否跟我們透露詳情?

我本來希望藉此畫冊細訴自己攜同Love手 鏈環遊世界的歷程·後來卻變成相片集 當中匯集來自蒙古、肯亞、厄瓜多爾及菲 律賓等地的19位攝影師,透過他們的作 品詮釋愛的真義。現時世界需要更多正能 量,我希望這個項目能夠弘揚愛的力量, 同時突顯Love手鏈如何啟發更深刻的思考 和交流。我們現時跟750名肯亞女性合作 製作手鏈・計劃初期由於成效理想・我們 已籌得足夠資金進軍印尼·並順勢拓展至 厄瓜多爾。這三個國家之所以成為Love Is Project的起步點·除了因為我從中建立的 人脈・亦源於它們位處地球中央的赤道・ 象徵愛能傳遍地球。■

