



Year 12C Rhoda Au

PLKCKY's first charity fashion show!

Po Leung Kuk Choi Kai Yau School held its first annual Attitude charity fashion show on 5th July 2013. Organized by a group of 20 students, the event was the result of 4 months of hard work. The event showcased CKY school's budding designers' creative designs. Models ranged from primary students to secondary students, and to teachers. Together, the modeling team showcased chic, gothic, and summer outfits with flair and style. This fashion show was dedicated to support Po Leung Kuk's Children Development Fund. This fund helps children with special needs, which aims to enhance their learning abilities and life skills so that they stand a better chance to a normal life. It raised over \$20,000, which helped support a good cause and gave the participants a sense of achievement.

Attitude was the brainchild of Rhoda Au and Karen Ngai. These two students started the initiative in the hope of helping children in need within the limits of their capacities. They recruited likeminded students from different year levels to participate in this meaningful project. It provided a great opportunity for students to explore the administrative process of organizing an official event while simultaneously providing meaningful service to society. Everything started off with nothing more than an idea, with no budget, no



experience, nor any support networks. To 'walk the talk', the students presented the idea to Principle Lau and obtained her approval.

Close collaboration between teachers and students has strengthened their bond and communication even more so, it helped make the show better with the input from different experts. Serah Cheung and Iscah Cheung worked very closely with Ms. Kelly Dunn, our Textiles teacher, on their 'Salty Hair, Misty Air' beach collection, from the design work to the actual making of the art pieces. Student designer Crystal Wu's 'Water and Fire' collection managed to give a strong definition and shape to the models through Crystal's collaboration with teachers. The event also exhibited Trashion Club's beautiful fashion made out of recycled materials. Not only did the occasion offer students the opportunity to demonstrate their talents, the young designers were also recognized by SCAD which awarded a free summer course to both Crystal Wu and Serah Cheung at the institute.

With students' initiative and determination, Attitude also gained support from multiple local companies. 'Salvator Hommes' sponsored Attitude with 5 suits for male teachers to catwalk down the runway; 'Dudes' sponsored gift bags for the audience, and parents sponsored smart casual outfits that brightened the runway. Furthermore, a German garment company sponsored one of their collections of prom dresses, which were then reconstructed by student designer Yuki Wong into an astonishing gothic collection.

The boy band, formed by students currently in year 8, passionately performed the acoustic I

Lay My Love on You by Westlife. Emily Lee did an excellent job in singing Adele's One and Only despite her throat discomfort. Karen Ngai gave a stunning rendition of Bruno Mars' Just the Way You Are, and the dance crew performed a beautiful contemporary dance to Britney Spears' Everytime.

Attitude took place at the campus amphitheater, with the theme of 'summer passion' showcasing the astonishing designs of the season. The colorful decorations and stunning lighting added to the atmosphere. "It took us more than two nights staying after school until 10pm to set up the venue," said the venue director. "The venue planning was very time consuming because of the tight budget, since we wanted to raise as much fund as possible". Attitude, therefore, is the joint result of the intensive time and effort of the team, and more importantly, the team's initiative to work voluntarily for a good cause.

Attitude raised over \$20,000 after a number of promotions and sales of raffle tickets. The fund, after all costs deductions, was donated to the Po Leung Kuk Children Development Fund. Attitude proved to be a great success: one of the special guests of the event complimented that Attitude, for a first trial, was completed to a fairly professional standard, and that he looked forward to attending the next show.

Attitude promises to make the next show better. It aims to raise its donation target by 50%, to be donated to another Po Leung Kuk based charitable fund. We aim to keep improving and adding new elements to the next show, such as snack sales or catering services.