

Élan

Dress in style in support of needy children with 7 For All Mankind



» CFCF Founding Director and renowned photographer Water Poon giving training to children in Chongqing.



» "Madly in Love" Denim charity waist bag (HK\$200)



» Two limited-edition jeans with floral embroidery (HK\$2,980) each

Fashion is not just clothes that make us look good, but also an extension of our heart and soul. Bearing needy students in mind, U.S. luxury denim and lifestyle brand 7 For All Mankind kicked off the "To Children, from ALL MANKIND" charity sale last week at its Ocean Terminal store in Harbour City.

The charity sale is a partnership between 7 For All Mankind and Caring for Children Foundation (CFCF) to raise funds for the 'left-behind children' in remote rural villages in China. They are separated from their parents who are obliged to earn a living elsewhere. The money raised will be used to support the 'Art for Children Programme - Photography' to provide opportunities for left-behind children to receive art education.

In support of art education
Returning recently from a visit to Dongqing Primary School in rural Chongqing, CFCF founding director and renowned photographer Water Poon shared his experience in teaching photography skills to the children, as well as presenting outstanding children's works in the event.

To inspire children's interest in photography, singer Yumiko Cheng, Emme Wong and actor Lokyi Lai presented a huge photo collage consisting of 100 photos taken by children under the programme, to Poon and encouraged him to take it with him on his next training trip.

"The photography learning process can train kids to

be more observant, and will benefit their development and growth in other aspects as well," said Yumiko, while Emme noted: "Apart from basic knowledge, art education is also crucial to children's development, as it can indirectly boost their creativity and power of expression."

Fashion for charity

7 For All Mankind has specially designed a denim waist bag embroidered with the word "madly in love", a bold statement that advocates the passion and affection in the heart of the wearer. From now until 15 December 2017, the charity waist bag is available at all its stores in Hong Kong and CFCF's website (www.cfcf.org.hk) at HK\$200. A win-win solution for the needy children and fashionistas, all proceeds from the waist bag will be donated to CFCF.

Two pairs of limited edition jeans with floral embroidery and special back pocket are also available for charity sale at 7 For All Mankind stores in HK, with 10% of proceeds going to CFCF.

» Yumiko Cheng and Emme Wong in fund-raising jeans.



» Celebrities received customized gifts for their children from Freda Lee from Fairton Group.



» Celebrities Scarlett Wong and Lokyi Lai supporting the sale of the charity waist bag.

Shop 3085c, Level 3, ifc mall Enquiries: 2722 9666



Lipstick for a change

Lipstick Queen has brought together three holiday sets with a stunning transformative power one could never miss.

Transformative trio

Lipstick Queen's top selling lip transformers Frog Prince, Hello Sailor and the newly launched Mornin' Sunshine lipsticks join together for a colour changing powerhouse to suit everyone. Each lipstick is packed full of Vitamin E, shea butter and sunflower oil to hydrate lips, keeping them soft and supple all day long.

Illuminating your lips

The Sugar, Spice and All Things Nice Trio collects Ice Queen, Queen Bee and Black Lace Rabbit lipsticks, which could be worn alone or over your favourite lipstick to transform them into a stunning, unique shade.

Perfect pink on lips and cheek

The Frog Prince Lipstick also joins with Cream Blush to help you create the perfect shade of pink. The semi-sheer, glossy formulation of the lipstick wears into a gentle, flattering and long-lasting pink tint, while the Cream Blush brings a natural, rosy flush to the cheeks. (3101 9909/3572 0102)



A gift with care



Christmas is around the corner and it is time to pamper your loved ones with Apivita holidays gifts. The Intensive Hydration Face Care Gift Set has Aqua Vita Advanced Moisture Revitalizing Serum and Moisturizing Face Mask with Sea Lavender, which moisturise your skin in winter season. The new Lip Care Gift Set has the scent of pomegranate, chestnut and honey, made by 100% natural ingredients. Thanks to the unique honey scent Royal Honey Body Care Gift Set, you will have a feeling of relaxation and rejuvenation.

The scent of a gentleman



Italian jewelry and luxury goods brand Bulgari has launched Le Gemme Men, a new collection of luxury fragrances (Ambero, Garanat, Gyan, Malakeos, Onekh and Tygar) developed by perfumer Jacques Cavallier.

Garanat is the symbol of passion and create the imagery of a supremely elegant and virile Rose. It is a perfume that is as rich and thick as velvet: curls of Roses and intoxicating incense chiaroscuro create a warm, surprising and fascinating fragrance with great masculine strength. Tygar is a fragrance with a very strong personality. Around an explosive grapefruit, an accord of deep woods and

ambrox captures the duality and the exceptional energies of the Tiger's Eye gemstone. (3101 7216)

