

SOCIAL RESPONSIBILITIES

zing by zing exhibition presented by I.T

The exhibition and book launching party was fully supported by I.T, to demonstrate the masterpieces done by the make-up artist – Zing on various celebrities' faces. The exhibition was held on 15 September 2005, at Lee Garden Causeway Bay.

"Hong Kong Cancer Fund's goal is to improve the quality of life for all cancer patients. We aim to empower them with coping skills, to give them courage and hope in order to experience the cancer journey with a positive attitude. It is important people diagnosed with cancer enjoy the beauty of life – Zing's stunning images certainly convey beautiful inspiration."

I.T made a donation of HK\$200,000 directly to Hong Kong Cancer Fund for this project. Proceeds from the sale of the book will be donated to Hong Kong Cancer Fund to pay for their free cancer care services.

Fingercroxx 3rd Anniversary – DREAMS come true Exhibition

In celebrating the 3rd Anniversary of Fingercroxx (one of the in-house brands of I.T), Fingercroxx lined up with the American streetwear brand - X-Large and co-designed a series of "XL Finger" collection (including trucker cap, tee and military watch). These cross-over items were featured in the photo-shoot with 13 talents and artists, photographed by local renowned Wing Shya. These pictures were displayed in an exhibition named "DREAMS come true Exhibition" being held on 6 October 2005 at EXIT by double-park in Tsimshatsui. To commemorate this event, a mega calendar box-set of these pictures are produced for good cause, with 1/2 of the sales proceeds being donated to AIDS Concern to support their services for the needed.