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NUSY: Love and Peace T-shirt Project

Felissimo pursues a single goal: to create a better world for future generations through supporting programs that promote design and culture on local and international levels. Focus is placed on projects that consider social matters and the needs of the environment. After September 11th, and subsequent events in Afghanistan, Felissimo's mission has been to encourage others to join together to show their love and sympathy for the children affected by these tragedies.

A group of Felissimo employees in Japan asked themselves, "What can we do? How can we contribute?"

Their brainstorming created the "**NUSY: Love and Peace T-shirt Project**," with profits from the sale of T-shirts going to organizations that support children in New York and Afghanistan. After finding a designer, Felissimo contacted a clothing manufacturer to produce the T-shirts and received complimentary full-page advertising from two of Japan's largest newspapers, *Yomiuri Shinbun* and *Asahi Shinbun*. Via telephone, mail, fax and the Internet, Japanese consumers purchased over 50,000 T-shirts to support this cause. To date, \$140,000 has been raised, which was donated in September 2002.

"**NUSY**," a Japanese colloquial for "newsworthy," is indeed living up to its name.

"NUSY: Love and Peace" T-shirts will be available for purchase at Felissimo Design House, 10 West 56 Street, New York City, in the coming months.

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