



## Mood necklace helps Hutt students to Youth Enterprise award

BY PRIYANKA BHONSULE - Hutt News    Last updated 14:29 02/11/2010

Trying to capture the moods of young people has won a group of Sacred Heart College pupils the Wellington Regional Young Enterprise Scheme (YES) award.

The team of six year 12 students called their company emblazoNZ and came up with a "mood necklace" called Manawa Ora Maori for hope.

The team felt there was a need to support youth and increase public knowledge of youth issues. The mood necklace idea came from marketing director Camille Parreno following a brainstorming session.

"We decided on it after the suicide of a student recently and realised there are youth issues that need to be acknowledged," she said.

The teardrop-shaped necklace contains oil that is said to change colour to reflect the wearer's emotions, but more likely their body heat. The changing of the colours is supposed to reflect how one might look on the outside isn't necessarily how they truly feel, the girls told Hutt News.

Once the idea was voted on, there were obstacles to overcome, said managing director Alicia Brosnan.

"Mood oil isn't available in New Zealand so we had to get it from overseas, which was difficult because they [the oil company] didn't know who we were."

Once they were over the challenge of convincing an overseas supplier that six teenage girls were indeed serious about their product, the team had to worry about completing production in time.

Finance director Caitlin MacLeod said there was a language barrier because the necklaces were made in Taiwan.

Luckily, communications director Wendy Zhu speaks some Chinese, so the girls got their message across and the necklaces arrived in New Zealand a day before the product launch.

Camille said they received positive feedback about the necklaces from friends and family. They sold 96 at the launch party.

The product was sold out before the regionals.

Earlier in the year, the team won \$5000 free advertising from the Edge radio station, after they submitted a script for a 30-second radio advertisement of their product, and also took out the Go Figure Financial Management Award.

Production director Claire Young said they didn't expect to win at the regionals because there was tough competition from other finalists. EmblazoNZ, with team member Kate Enoka, will now compete at the Lion Foundation YES National competition at the Duxton Hotel tomorrow.

Alicia and Wendy have to give a five-minute presentation about the product and their business plan, and with NCEA exams coming up, it'll be a challenge.

"We believe in our product [so we] have a good chance of winning an award," Alicia said.

EmblazoNZ will donate a proportion of their profit to Youth Line, to give back to an organisation that supports the same cause.