

14. Ms Susan – Design – Executive and Designer

At first, I chose this industry by coincidence

Because I just graduated from university

Just wanted to find a job

I didn't want to rely on my parents during job seeking

Actually I only wanted to earn some pocket money at the beginning

Then I discovered this business was sustainable

People started to like the necklace I designed

They wanted me to do more designs

So I got into the industry by coincidence

This is an unusual example to the students

What you learn is not necessarily what you work for

The job content is very different from the nine to five office work

You have to go to different places and look for raw materials every day

Design, produce or even promote it by yourself

Since it is only an individual brand temporarily

I mostly work on my own

Sometimes there will be a part-time employee or collaboration with some factories

Otherwise, I will need to work on everything on my own

Since I did not graduate from a design school

Of course students can get to know this industry through different design schools

Or even courses

The entry requirement of this industry is not high

If you are interested, you can also explore it by yourself

But if you want me to tell you what kind of requirements are needed to enter this industry

Apart from being aesthetic

And know what beauty is

You also need time management

Communication skills

How to organise things smoothly

These are necessary

I think there are different challenges at different stages

At the beginning of establishing a new brand

The biggest challenge is to attain an income balance as soon as possible

Then you will think how to increase your income in the mid-term

In order to let more people recognise my brand

Even products of perfume accessory

Now I would think how to develop diversified products

So there are challenges every day

But we can describe it as a certain stage of the whole development

Yes there must be

The happiest moment would be the time when I sold my first necklace

I can still remember this happiness

I have already been in this industry for six to seven years

One more fulfilling event is

In the past two years, there are more international brands approaching me

Inviting me to different workshops

This makes me feel that

My products have another meaning of making people pretty

During the process of joining workshop

The workshop will provide the participants with some training

In the process, they need to remember this product as a perfume

I found that the staff would notice the problem easier

When they have the assistance of this product

The whole thing will become more satisfying and meaningful

I think there is room for development

Since every person, every woman likes to be pretty

Perhaps accessories or design is made for people

I think these are necessary

They are part of life and part of basic needs

If there are problems, I think we should tackle it optimistically

I only have one suggestion, that is you should have the courage to take the first step

You should have more courage to persevere

Because it is not easy to be a designer in Hong Kong

You will face a lot of difficulties

You might encounter different problems like costs, financial sources and balance of incomes

So it is very important to have the courage to take the first step

Without it, it will be so hard to continue