

## YOLO - You Only Live Once

In a recent survey of 1257 Australians only half believed they were in the right line of work and were happy. Of the other not so happy half, 5% said that they had entered into their jobs because of their parents, another 5% said that they said that they had chosen that career because of the money and a whopping 41% said that had merely fallen into their jobs.

I fall within the last category above. In my case I worked for 10 long years in a job that I fell into because it was the first job where I passed the grueling interview process. Was I happy? Sometimes. Was I living my passion? Never.

If only half of people are happy in their jobs, that is a lot of unhappy people out there. In a world where we need to put food on the table and where the temptation to chase material wealth is strong, it is often hard to not be practical and chase the dollar.

I have already seen a shift in this thinking. I foresee a change in the generations to come where everyone will not first be motivated by money but follow their passion to start off with and the money will follow. Already I have heard of stories of my friends and peers in similar situations who have quit their jobs for no other reason than to take time off to think about what they want to be. To discover their passions, and to live it!

Imagine a world where ever single person is living their passion? How much happier would everyone be. Wouldn't the world be a better place? What you hold in your hand is a product of just such a journey of discovery.

As soon as I could afford clothes I was buying tshirts. I have hundreds of them. Tshirts to me are what shoes are to others. I love the way tshirts have a way of communicating to you and to those around you. I have also always loved the clever graphic print.

More recently I've noticed how social media is able to connect us all. It's more than just sharing what we've eaten or where we are going on holidays. It's about sharing our passion and connecting people with similar likes. From the young teen bodybuilder to the super mum deciding what to cook for her kids. Facebook pages and blogs are aplenty, all attempting to connect people and sharing their thoughts on similar interest.

I then recalled the many instances where I had my "Hey nice tshirt" moments. From the "Where did you get that tshirt?" when I was wearing my psychedelic ACID JAZZ tshirt, to the "Hey did you know that it was Bruce Lee's birthday yesterday?" from the random guy on the street while I was wearing my (yes, you guessed it) Bruce Lee tee. These instances made me wonder if there's a way to link these two ideas - to produce tshirts that are part fashion, part conversation starter and part social connector. The result of this thought process is what you're now holding.

Its the first in what I hope will be many issues of "Collective Tee". If someone likes this tee you will now be able to tell them about the story printed within. You'll be able to start and conversation, and hopefully you'll connect.

I'd like to thank you for being part of the journey and being part of the Tee Collective.

Last but not least - live your passion because YOLO - You Only Live Once.

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Design ideas:

This will be our logo tshirt with a difference so words collective tee have to be incorporated into the design but also has to be subtle.

- 1) Has to have text in it so it can have Collective Tee in it
- 2) Could it be one of those games where you circle words and words that are circled is Collective Tee and there are other words in the game such as Passion, Joy, Happiness, Love, Success - also other words that describe Collective Tee customers such as Hipster, Cool, Fashion Forward, smart.
- 3) Could it be a drawing of a person looking at the job adverts and seeing passion, joy, and the title is The Collective Tee Times.
- 4) (2) and (3) above are just for ideas - as long as the design has Collective Tee in it - should be ok.