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## Clothing designed with a positive message

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Clothing designer Carrie Wittenstein believes t-shirts can convey more than just empty slogans.

The Weston resident operates Wouldn't it B Nice, a clothing brand that carries a positive philosophical message and aims to inspire a "pay it forward" attitude for clients.

"We're marketing a philosophy and doing that through apparel that inspires people to think, do and be what makes life nice," Wittenstein said.

The shirts feature the company's symbol, which is the letter "b" in a circle, and various phrases, such as "b what makes a difference." Planned shirts include: "b yourself" and "b what makes life nice." Wittenstein also plans to market water bottles and stationary.

"If you're wearing a shirt that says, 'b what makes a difference' and you happen to walk by a mirror, you'll see it and say, 'Gee, what did I do to make a difference today?'" she said.

Wittenstein, who also owns the marketing firm Caramel Voice, said she was inspired to start the clothing company after having a particularly bad day in which she experienced road rage from a 70-year-old woman and her son was harassed.

"I just said, 'We need to be nicer to each other,'" she said.

The marketing executive wanted her clothing to help people to think differently in order to treat one another kinder.

"I really have always felt the need to do something more-- to leave my mark in a way that impacted people beyond just a brochure I design or write," she said. "I wanted to do something that was really inspiring."

Wouldn't it B Nice accessories include detachable objects that can be given away as gifts. For instance, Wouldn't it B Nice clothing tags contain stickers and the accessory line also includes reusable "thank you" notes.

"It's all about spreading this idea that you can think nice thoughts, do nice things and actually be what makes a difference," she said.

Wittenstein volunteered in Katrina-ravaged parts of New Orleans in February with the Unitarian Church of Westport. She handed out Wouldn't it B Nice shirts to her fellow church members and New Orleans residents under one condition: those who inherit the shirt must do something kind for someone other than themselves.

Currently, Wittenstein is also searching for area boutiques to carry her



[Weston resident Carrie Wittenstein, owner of Wouldn't it B Nice clothing company/hour photo matthew vinci](#)

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clothing and looking for corporate sponsors.

When the company becomes profitable, Wittenstein plans to donate some of her proceeds to the Colleen Gibiln Foundation, an organization which helps children with neurological disorders.

For further information about Wouldn't it B Nice accessories, visit their Web site at [www.wouldntitbnice.com](http://www.wouldntitbnice.com).

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