

Lu Yan

Supermodel to Designer

In the fashion world of fast and short attention, it is never easy to catch people's eyes for long, and maybe it was even harder for an Asian model keeping the ride steady in the industry. With her signature and unique beauty features, Lu Yan is a living inspiration and legendary icon representing the name of "First Major Chinese Supermodel".

No one included Lu herself expected the first walk in Paris at just 19 of age, had even broken the new ground in the fashion industry to reset everyone's rule. With her contribution over 10 years of making a smoother path for Chinese models in the modeling game, still Lu never stops endeavoring to enchant everyone by launching her own fashion label COMME MOI, continue to deliver her unique style language in the fashion industry. Today, Lu Yan is more than a professional model – Style Icon, Fashion Designer, Founder of her brand, and also the wife and mother.





Club Wheellock members met with the brand Founder Lu Yan in an intimate setting at Platinum Suite, Lane Crawford Canton Road. Lu gave personal styling advices and let our members to discover pieces from the COMME MOI Spring Summer 2016 collection that reflect the “true you”.

The Legend of First Chinese Supermodel

Grew up in a small town of Jiang Xi, Lu was discovered by Dongtian Li, a China's Top Stylist today, and left for pursuing her modeling career. At the age of only 19, Lu decided to carry her dream to France without speaking simple English, starting her extraordinary ride of being the next supermodel. When winning the runner-up at an international modeling competition in 2000, Lu stunned the world by her unexpected talents and it had totally paid off her determination and courage. Her remarkable and distinct features of a Chinese face, took her to being on the covers of international fashion magazines including Elle, Marie Claire, Cosmopolitan and i-D, also stepped out for the world's luxury fashion runways like Alexander McQueen and Lanvin.

Taking her own life story and experience as inspiration, Lu chose to fearlessly challenge herself to another level and found her own clothing brand, translate her “Like Me” modern female philosophy - being the real self in fabric and stitches.

“Like Me” Modern Female

Naming her own fashion brand as “COMME MOI”, means “Like Me” in French, Lu has her persuasive reasons reminding the modern female to always stay true and appreciated the beauty of self. “I hope that COMME MOI reflects the true you.”, which the main message Lu has delivered in interviews when launching her brand in 2013, she stated her clear vision of hoping every female can release their own true self within Lu’s style translation on every designs — simplicity, elegance and sophistication, without any complicity and over-doing.

Reviewing every piece in the brand, from crop top, military jackets, versatile jumpsuits, to the bestselling mermaid dresses, COMME MOI embraces concise, casual and elegance in modern ladies. The brand has already been supported by many celebrities, including Gong Li wearing the brand to Cannes Film Festival, also Zhang Ziyi, Li Bingbing, Zhang Jingchu, Gao Yuanyuan and Li Yuchun etc.

From what everyone can tell by the distinct style and inspirational philosophy behind COMME MOI, the brand is believed to achieve Lu’s aspiration soon with her enchanting style language - to represent Chinese designer brands on an international level, and let the brand make its own statement to stun the world.