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RABBIT RUNWAY REVIEW

Spring/Summer 2023 style file

BAY DAY, BAY DAY

Getting au fait with the GBA

CHIC EXECUTIVE

High-flying Jennifer Cheng Lo

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Video

LO LAND BEHOLD...

*The highlights of the life of Jennifer Cheng Lo
never do less than impress*

Earrings by YSL Vintage
Bracelets by Dilys Collection, Didis
Jewellery and Maria Gaspari
Watch by Corum
Rings by Dilys Collection, Didis Jewelry
Layered strapless crepe jumpsuit by
Safiyaa, courtesy of Net-A-Porter
Heels by Giuseppe Zanotti
Venue: Ladies Recreation Club

Jennifer Cheng Lo is the founder and chair of the NewChic Capital Family Office and JennClub.com DAO and a pivotal player in the emerging technology, beauty tech, fashion tech, Web 3 and social enterprise spaces.

What was it like growing up in the US?

Born and raised in the US, I grew up on the East Coast and spent most of my childhood in Brookline, Massachusetts. My parents realised that, while I was young, they could inculcate in me a lot of the early core educational elements. My subsequent love of learning and a yearning to play the piano while I was just two years old - a desire fostered by hearing *It's a Small World* during a trip to Disney World - led to me becoming something of a child prodigy. I was then accepted into one of the country's top music schools, the New England Conservatory, at the age of nine, before signing up for a Ph.D. at Boston University when I was just 12. Although I didn't make a career out of playing the piano, it is something that has given me many years of pleasure and that has also helped with my charity fund-raising activities.

Why did you move away from a career path dedicated to playing the piano?

I hurt my finger in a piano competition and, consequently, did not do as well as I expected. At around the same time, I failed to secure the role in the US movie adaptation of *Memoirs of a Geisha* that I had set my heart on. I realised then that I might have to rethink my career plans.

Whilst continuing to model and audition for acting roles in New York and Los Angeles,

I also took on a business development role for a hedge fund company with a particular focus on finance and new media. It proved quite the revelation and I soon realised that I was quite good at it. I went on to work in partnerships with different Google competitors and new media companies, enterprises which eventually became multi-million businesses. I did, however, feel like I was beginning to hit the glass ceiling in the US. This prompted me to enrol in an MBA scholarship program at the Hong Kong University of Science and Technology (HKUST), which inevitably led me to move to Hong Kong. My "ticket to Asia" I would like to call it. After honing my skills, my career really started to take off and I was soon working with start-ups, investing in companies, and immersing myself in cutting-edge technology.

Throughout your career and personal life, where would you say you have found inspiration?

While many people have influenced me along the way, my parents and wider family inspired me the most while growing up. My mum and dad were both from Hong Kong and had a robust entrepreneurial work ethic, something I was keen to emulate from an early age. Later, when I arrived in Hong Kong, I was forever in the company of strong, influential and ambitious



Earrings by Dilys Collection
Necklace by Mikimoto
Bracelet by TAYMA Fine Jewellery
Watch by Elini
Rings by Dilys Collection, Mikimoto and Didi's Jewellery
Scarlett strapless gown by Rebecca Vallance, courtesy of Net-A-Porter
Heels by Giuseppe Zanotti



Tiara by Virginia Lam for Glam-it!
 & JennClub DAO
 Earrings and necklace by Shan
 Stones
 Bracelets by Cartier
 Watch by Elini
 Rings by Dilys' Collection
 Top by C.For.Crayon featuring NFT
 "The SOM Legendary Collection
 #1 @JenniferChengLo by @
 WintonSoup for JennClub DAO"
 Jacket and shorts by Saint Genies
 Heels by Giuseppe Zanotti

“Something of a child prodigy, I signed up for a Ph.D. at Boston University when I was just 12”

people from a wide variety of tech, investment, and entrepreneurial backgrounds. I inevitably took inspiration from them and their many achievements. I derive a form of constant inspiration from them because they are always moving forward and able to make an impact in whatever they are doing.

Was it their successes that inspired you to launch NewChic Capital Family Office?

That launched just over 10 years ago, shortly after I had exited an e-commerce business that had evolved into a listed Web 3 company. My share of the profits from that venture left me with sufficient funds to set up my own

Family Office, one with a particular focus on investing in and inspiring the next generation of entrepreneurs. As I like to put it “we are building the world we wish our children to inherit.” Feeling newly empowered, I wanted to put capital, resources and advisory into businesses I believed could make a positive impact. To this end, we set out to identify the next generation of change-makers and influencers – the kind of people who were committed to making good on their ambitions in both the personal and corporate spheres.

With that in mind, what are you looking for when you are considering which businesses to back?



Earrings by Carrera
 Jeweler
 Bracelet by Bulgari
 & Didi's Jewelry
 Watch by Piaget
 Rings by Bulgari and
 Dilys Collection
 Qipao dress by Yi
 Ming
 Heels by Giuseppe
 Zanotti

“Aim for the stars but ensure you can still land safely on the moon is a mantra that has served me well”

I have a team of core partners - lawyers, research, and finance people - who routinely carry out due diligence on every proposal we consider as a way of evaluating its viability. For my part, I ask myself: “Do we resonate with this entrepreneur and their mission? Is this company set out to solve a universal challenge with an innovative impactful solution?”

While it would be easy just to look at their track record and evaluate their supposed successes along the way, I see it as just as important to determine whether our prospective partners are every bit as tenacious and hardworking as we are ourselves. In the case of one particular investment, while its most senior executive did not have much of a track record, he had run an ultra-marathon across three continents. For us, that showed strength of character. Another criterion we consider is whether the company in question actually ‘moves the needle’ or if the problem they are supposedly solving is not much of an issue. We are also keen to work with businesses taking a lead in innovative spaces, a preference that saw us involved with pioneering Health Tech, AI, NFT, Web 3 and Blockchain companies at a comparatively early stage.

What do you believe has led to your business being quite so successful for quite so long?

There are many factors at play when it comes to building companies. For us, investing in the right businesses, choosing our collaborators carefully and only backing well-thought-out projects have always been our core concerns.

What has always served me well is being able to have that level of tenacity and “grit”. In many ways, we have imported a belief that drove me while I was still a piano-playing child prodigy – “Aim for the stars but ensure you can still land safely on the moon.” As a mantra, it has served me well and explains why I always tend to overshoot in order to ensure my primary goals are always more than met. Another ethos I subscribe to is that I treat each business relationship like a personal one. Showing empathy and mutual respect for the people that you are closely tied with brings with it a better focus and a greater chance that the business opportunities will succeed.

Among your business interests, beauty and fashion seem particularly well-represented...

Those are two things I have always particularly valued and I just love it when there is a synergy between beauty and fashion in a business environment. Personally, I always like to present myself in the best possible light and there is no better way of doing that than by ensuring you look good and feel confident while wearing the kind of clothes and accessories that really suit you. By contrast, Web 3 technology, Blockchain and AI are all somewhat geeky, though you can make them sexier and glam them up a little. New tech, after all, can have a huge impact on people’s lives, while wearing your own minted NFT, in combination with your favourite designer jewellery, is also quite a statement.

Thank You. 🙏

Interview by: Peter Chan | Photographer: Jack Law | Art Direction and Styling: Jhoshwa Ledesma | Videographer: Jack Fontanilla | Hair & Make Up: Owen Ko

Earrings by Christian Dior Vintage
Necklace by Antique via Etsy
Bracelet by Cartier & Bulgari
Watch by Cartier
Rings by Dilys Collection, Didis Jewellery
Cecily gown by Rebecca Vallance, courtesy of Net-A-Porter
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