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# STEPHEN SUN

- Founder and CEO of Shanghai Woo

LONDON  
SPEAKER  
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Stephen Sun founded “Woo” in Shanghai in 2002. It is the first real luxury fashion brand that captures the Chinese traditional culture selling luxury scarves and shawls priced between 2,000 to 5,000 yuan. They have 37 stores across mainland China and will be opening outlets in Paris, London, Milan and New York over the next three years.

As a lover of Chinese traditional art, Sun, the eminent art design veteran, combined traditional Chinese paintings and Western oil paints, transforms the space and enlivens the beauty onto the scarves on the neck of women.

## Topics

- Asia
- Entrepreneurship
- Lifestyle
- Society