

BEAUTYSTREAMS

PRESS RELEASE

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Asian American and Pacific Islander Heritage Month Portrait: Lan Vu, From War Refugee to Entrepreneur and CEO

Paris, May 25, 2023 - In celebration of **Asian American and Pacific Islander Heritage Month**, **BEAUTYSTREAMS**, the global beauty industry reference, is proud to present a rare, behind-the-scenes portrait of **Founder and CEO Lan Vu**. Before becoming the successful entrepreneur she is today, Lan's road to success was paved with challenges and uncertainty. Today, Lan proudly epitomizes the success of **Asian American, female entrepreneurs** that have built their lives, and their businesses, in spite of racial prejudice and discrimination.

From Vietnam to the United States: Rebuilding a Life From the Ground Up

Born in Saigon, Vietnam, Lan grew up amid the tensions and uncertainties of the Vietnam War, her family history replete with loss and relocation. Originally from Hanoi, Lan's ancestors were a well-established, wealthy family. Forced to flee South to Saigon, empty-handed, in the 1950's, Lan's family spent over 20 years **rebuilding a new life** and gaining new affluence in the South, only to flee, once again empty-handed, to the United States when the South fell. At the time, Lan was four years old. First living in several refugee camps, then in Florida and Virginia, Lan witnessed from a young age her family struggle working multiple jobs to make ends meet, instilling in her **a profound spirit for survival and optimism**.

Her father, once a doctor at Institut Pasteur in Saigon, modestly rebuilt his career. First learning English, then studying diligently for a decade to become a doctor once again in the United States, Lan's father never showed an ounce of defeat. Taking the medical board exam repeatedly until passing the exam, he rebuilt his career. The tenacity with which Lan's family fought for a better life is an example she witnessed in her early years and took with her on her journey to success. Nowadays, people often tell her "how brave of you to start your own company". Compared to what her family went through, it is a luxury.

What Once Felt Like Cultural Dissonance, Now is a Powerful Multicultural Identity

Global nomads. Multinationals. Expats. Inter-continentals. Multi-culturalists. Citizens of the world. They are called many names – people who have lived in multiple countries, have several passports, and **embrace multiple cultures**. Far from Hemingway's "Lost Generation" who were disoriented and directionless wanderers prone to debauchery, today's multinationals choose to live a modern, curated lifestyle, selecting the best aspects of different cultures.

Arriving in Florida in 1975, Lan first learned phrases in Spanish, believing it was English as Miami had simultaneously been flooded with Cuban refugees escaping the Castro regime. Her family had lived in Vietnam during French Colonialism and thus had brought much of that culture with them. In the midst of this cultural jumble, Lan tried to acculturate to American culture and navigate her new life in the United States. Despite her deep desire to fit in, Lan was made to feel like an outsider throughout her childhood, being called derogatory names at school like “Gook!”.

In her late teens and early adulthood, Lan decided to visit France and Vietnam to discover the cultures that were dear to her family. Once again facing cultural differences and **racial bias**, Lan endured **prejudice and discrimination** as she neither fit in with the French nor with the Vietnamese she encountered, as her intonations quickly revealed her family’s tumultuous past.

Noticing nuanced perspectives and acclimating to new environments early on, Lan began to understand that **her strength was her multicultural upbringing**. Now embracing the cultures that have shaped her identity, Lan embodies what a generation of the Asian American population has lived through. War refugees, immigrants, and descendants of such inter-continental movements can all relate to the challenges that growing up among multiple cultures can bring. Hoping to inspire today’s young Asian Americans struggling to connect with their singular identities, Lan shares her story and the lens through which she has built her business with an open heart.

A Borderless Life That Shaped a Borderless Company

With a deep understanding of Europe, North America, and Asia, it was a natural extension for Lan to create **a business that studies global and local consumer insights**. Her company, BEAUTYSTREAMS, founded in 2010, has helped many of the industry’s biggest beauty brands to adapt their products and communications to consumers in new markets. Lan’s singular set of cultures has deeply shaped her values and has allowed her to break stereotypes to create a business, and a life, without borders.

Mirroring the life that Lan has lived, BEAUTYSTREAMS is a **unique, multicultural network of beauty industry experts**. Located on six continents, Lan’s team has been built with the idea that **cultural diversity is its strongest suit**. Collaborating as a global clan across the world, the BEAUTYSTREAMS team brings local beauty and consumer knowledge to new heights, aiding beauty companies in their strategic developments.

In addition to her flourishing business, Lan’s philanthropist nature encouraged her to launch **The Openstreams Foundation**, a non-profit organization whose mission is to foster global collaboration and further awareness of key issues related to the beauty sector, and support education.

Today, Lan Vu proudly leads BEAUTYSTREAMS as Founder and CEO and symbolizes the success that dedication and perseverance can bring forth despite the cultural challenges and prejudices Asian Americans still face today.

About BEAUTYSTREAMS

BEAUTYSTREAMS is the global beauty industry reference. It is an indispensable source of information for leading companies worldwide, providing future insights, product forecasts, consumer analyses, and market intelligence.

About The Openstreams Foundation

The Openstreams Foundation is a non-profit organization whose mission is to foster global collaboration, further awareness of key issues related to the beauty sector, and support education. By working together, the beauty industry can promote positive awareness on a global and local scale regarding issues such as women's empowerment, gender equality, health education, and self-esteem.

About Lan Vu

Lan Vu is the Founder & CEO of BEAUTYSTREAMS. Lan is a renowned trend forecast visionary with over 30 years of experience in the fashion and beauty industries.

For any further information or press inquiries, please contact us at:

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