

We are a lifestyle marketing agency for the global Asian diaspora community.

We drive results and grow your brand among Asian diaspora consumers,  
and build pipelines for successful entry into the Asian market.

Our team has extensive knowledge and decades of experience  
in luxury, travel, fashion and fitness industries, with a focus on  
the United States, Canada, Greater China, and Singapore.

**BEYOO**

# BEYOO STRENGTHS

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## *360 Degree Consultancy*

We are an integrated agency offering effective OMNI channel strategy that helps successfully position your brand in the target market.

## *North American Focused*

We understand the needs of our North American based clients, and we focus on building client relationships through transparency, trust and integrity.

## *Luxury, Lifestyle & Fashion*

We specialize in lifestyle, luxury, fashion and fitness with our unique approach to creative story telling and brand building.

## *Top KOL & Celebrity*

Our founding team has decades of luxury brand in-house and agency experiences, with access to top KOLs, celebrities and press.

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# MEET OUR KEY MEMBERS

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*Founder & CEO*  
**Jingjing Zheng**

A bi-cultural marketing leader, with two decades of experience leading marketing, branding and public relations projects in the US, Canada, and China.



*Co-Founder & COO*  
**Lunar Cheng**

Former VP, Marketing Communications, Asia Pacific of Versace and Marketing & Communications Director of Valentino, 20 years of experience leading luxury brand PR and marketing in Asia.



*China Advisor*  
**Janine Cheng**

15 years of experience in advertising and content creation with top agencies in Shanghai; brands served include: Mercedes Benz, Audi, Coca Cola, Adidas, Lancôme, Biotherm, Boucheron, vivo, etc.



*Marketing Manager*  
**Jingyi Chai**

Previously at Warner Music China, grew Warner's Douyin account from 0 to 2 million followers, propelled Western artists like Ed Sheeran, Alec Benjamin, and Duo Lipa to fame among Chinese fans.

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# PRESS LIST

Relationship with major fashion media titles

- VOGUE China
- Elle China
- Harper Bazaar China
- L'Officiel China
- T Magazine
- InStyle China
- GQ China
- Esquire China



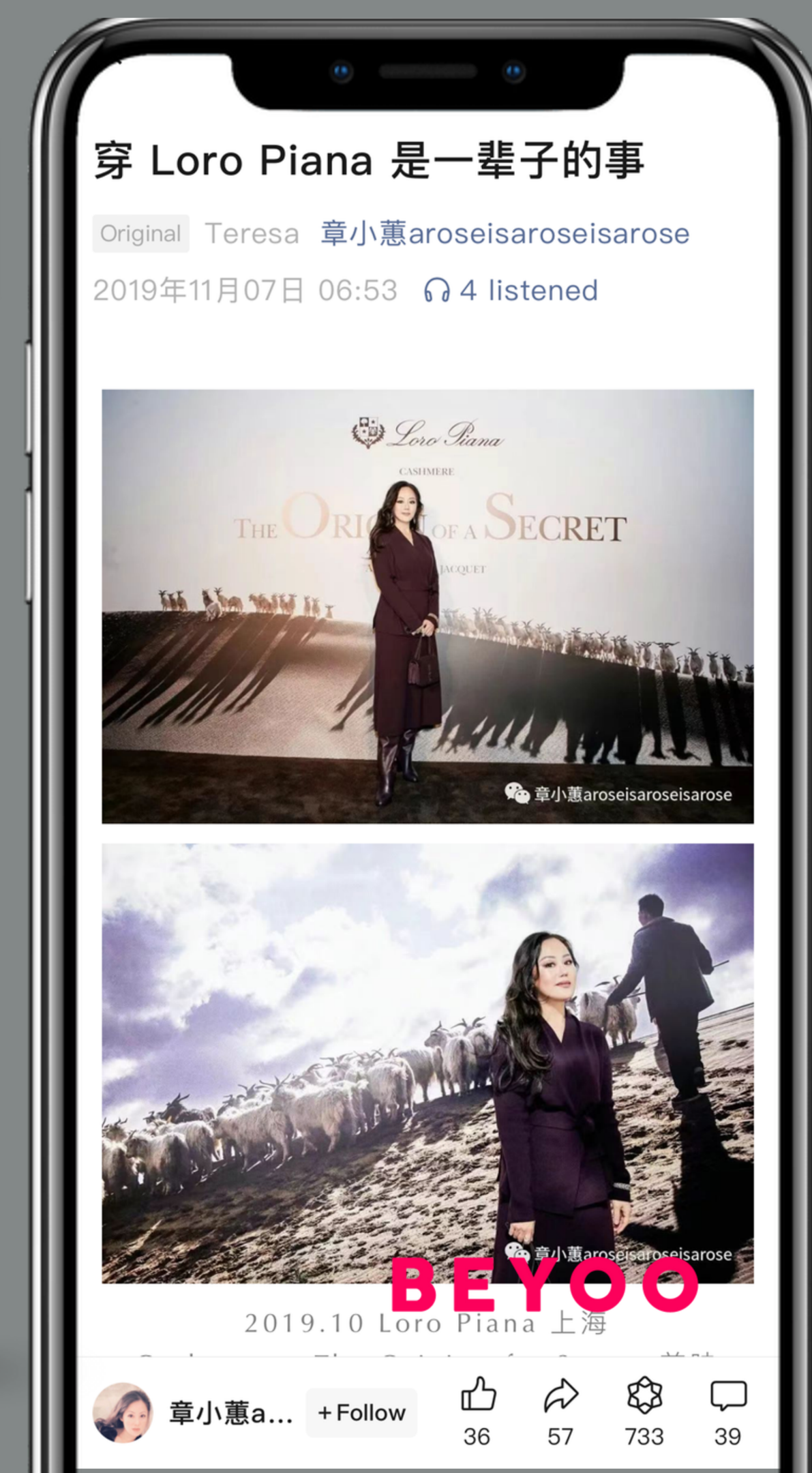
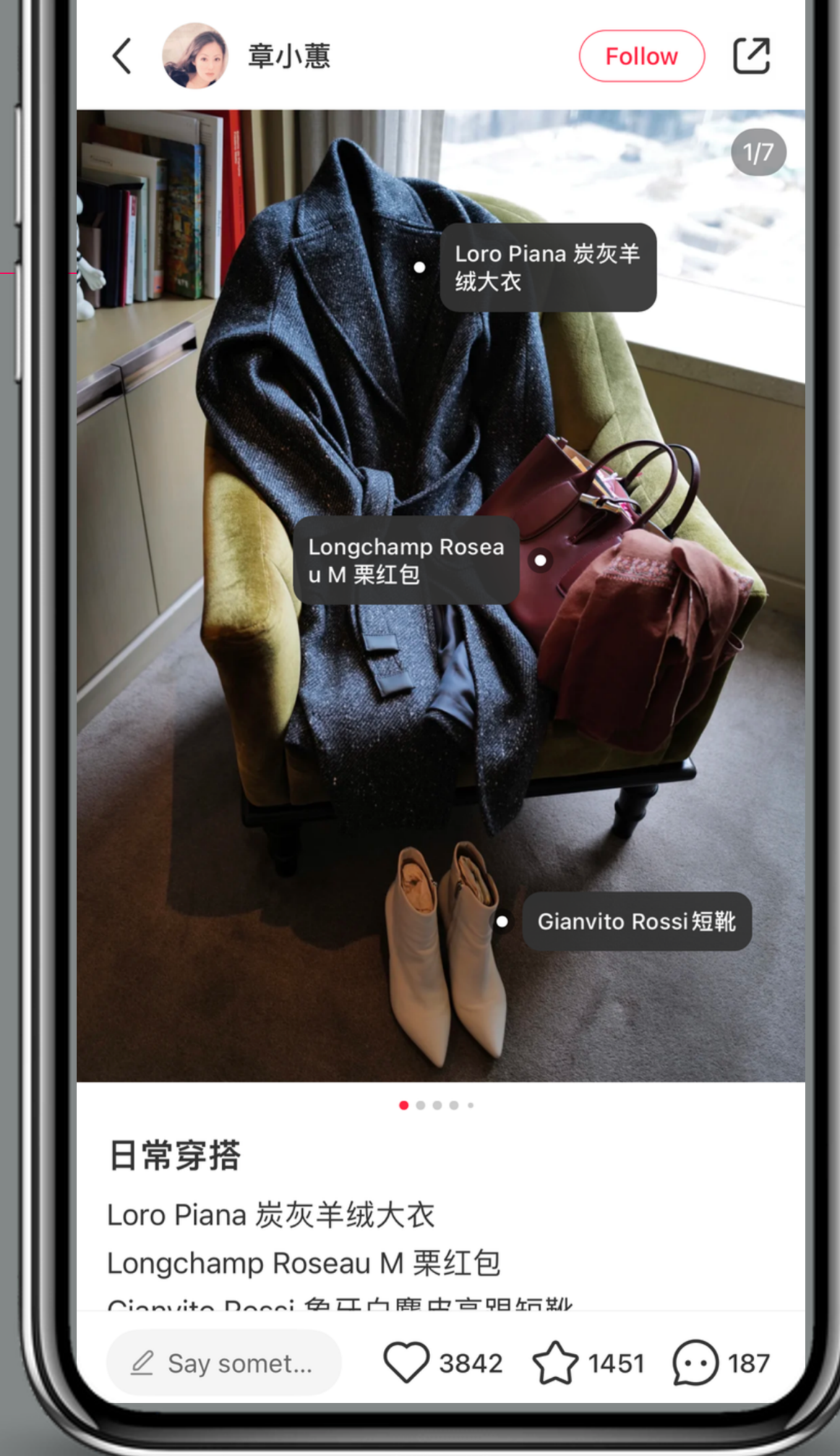
# CELEBRITY

Teresa Cheung Siu-wai  
Reach: 2 million+

Hong Kong actress and style icon.

Cheung's unique, discerning insights into luxury fashion – like her analysis on Prada's style history and Loro Piana's quality and craftsmanship – have earned her a substantial following of millions of female consumers interested in luxury. She now hosts e-commerce live-streams regularly that generate millions USD in sales per event.

[Read more about Teresa Cheung.](#)



# FASHION STYLISTS AND CRITICS

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## Thomas Ye/Gogoboi

Household name for fashion and luxury lovers, and the best known fashion critic in China.

Reach: 10 Million+



## Mr Jiliang

Celebrity stylist for China's A-list celebrities including Li Xian, Sun Li, Zhang Xiaofei, and etc.

Reach: 500K+



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# FASHION BLOGGERS AND MODELS

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## Anny Fan

Model and columnist with notable brand partnerships including Louis Vuitton, Cartier, Fendi and etc.

Reach: 300K+



## Weiran Ji

Fashion blogger, reporter and model for many major luxury brands.

Reach: 300K+



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# PREVIOUS LUXURY BRAND ACTIVATIONS





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