

# LOOK LIKE A BARBIE LEAD LIKE A BOSS



## **Jessica Minh Anh explores Asia's high society before returning to the West.**

International supermodel as well as producer, Jessica Minh Anh, made an impressive return to the high-society fashion scenes in impeccable haute couture. Instead of her usual backdrops of Paris and New York, where she hosted iconic catwalks atop the Eiffel Tower and One World Trade Center, or her most recent "Runway on the Runway" at JFK airport, Jessica is joining the elite in Ho Chi Minh city.

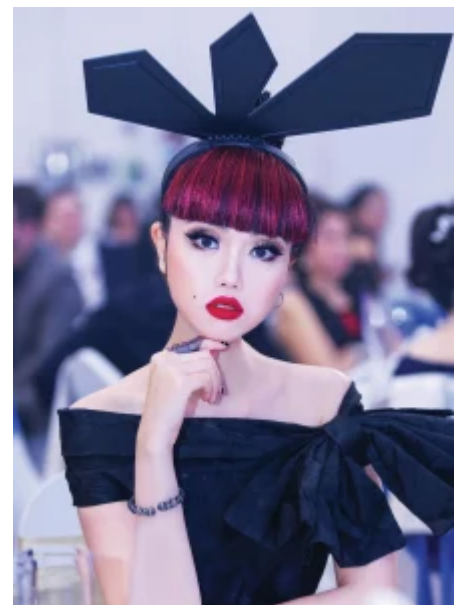
The exotic beauty appeared on the red carpet at Harper's Bazaar's "The Stars' Night" celebrity party as a modern goddess in a structured silver dress, an

oversized sparkling bow, and matching highlighted hair. Jessica Minh Anh switched from Barbie glamor to boardroom chic the next day at Top 100 International Business Style Awards.

As she was named “The Pioneer” in the field of fashion and beauty, the innovative entrepreneur graced the stage in a long black couture dress teamed with a dramatic designer head piece to receive the prestigious award.

There was no departure from haute couture between events as Jessica was dressed exclusively by New York fashion house, Marchesa. To ensure a record-breaking delivery of fewer than three days across the continent, DHL Express US’ General Manager was personally on call until 4am for the special shipment. The strong relationship between Jessica Minh Anh and the sustainability-driven logistics company was established after her “Runway on the Runway” at JFK airport right before the pandemic, which successfully promoted the globally sustainable supply chain.

An advocate for sustainability, Jessica has continuously made history by transforming renewable energy sites, such as Hoover Dam and Gemasolar power plant, into the world’s most innovative runways. She also highlighted bioGreen technology, upcycling, and build awareness for a multitude of green logistic solutions atop a solar-wind-hydro powered vessel and luxury resorts across the five continents.



As a result of her work, she was chosen to appear alongside an esteemed list of international public figures in the French Ministry of Europe and Foreign Affairs’ campaign to celebrate the five-year anniversary of Paris Agreement on Climate Change in December 2020, this included Mayor of Paris, Anne Hidalgo; Canadian Minister, Catherine McKenna; Japanese astronaut, Naoko Yamazaki; and Korean actor, RYU Junyeol.

Despite the recent challenges faced by live events globally, this is shaping up to be an exciting year for Jessica Minh Anh as she diversifies her portfolio into movie

and television.

Besides her acting debut in a film to be released later this year, the savvy businesswoman is producing a travel-based Reality TV Show titled “Jessica Minh Anh – Coming Home”. The series, which is set to be broadcasted in 14 countries, follows Jessica’s epic adventure across Vietnam with multiple twists and turns to keep viewers on the edge of their seat. “I want to inspire a new generation to embrace domestic travel, encourage sustainable living with the show and present my positive outlook on the future,” said Jessica Minh Anh.

Jessica Minh Anh’s upcoming international projects are being kept under wraps, but she is also preparing for a huge 2021, while responsibly navigating the changing and necessary new approaches to her industries.

Like all her history-making productions, this unprecedented venture will include a mind-blowing catwalk to announce the return to normalcy, and a US network mini-series that leads viewers to explore an exciting new world. In the meantime, one can follow Jessica’s journey for a glimpse into the luxurious world of the innovative and environmental-conscious young generation in Asia.

#### *CREATIVE TEAM*

*Model: Jessica Minh Anh*

*Designer: Marchesa, VUNGOC&SON, Nguyen Minh Tuan, Hoang Hai Accessory: Tran Quoc Dung, Cristina Sabatini*

*Shoes: Nguyen Doan Yen Xuan, Gucci Makeup: Linh Jace, Jay Ng*

*Hair Style: Concept Coiffure*

*Hair Color: KMS Vietnam*

*Nail: MERCI*

*Video: A Flying Andrew*

*Photo: Sam Nguyen, Kiengcan Logistics: DHL Express US*

*Venue: Harper’s Bazaar’s head office, Cochin Zen Hotel, Adora Center*









