

MOV
STER

SOO JOO PARK

BIOGRAPHY

Soo Joo Park can't help but break the mold.

She redefines every notion of the typical, modern-day supermodel in her refusal to be typecast. She's used her photogenic personality, social media following, sartorial street style, and demographic-straddling appeal, to become nothing short of a budding icon in very short time.

Born March 26, 1986 in Seoul, South Korea, her family relocated to Southern California at the age of 10. She's a self-proclaimed 'archi-nerd,' having studied architecture at the University of California at Berkeley, where she was scouted at a Bay Area thrift store. In high demand, Soo Joo is now based in New York and represented by Wilhelmina Models.

Standing at 5'10", Soo Joo was embraced by the fashion crowd, not only for her uniquely commanding presence, but also for very unique features. Through the suggestion of her agent in New York, she went with a career-catapulting platinum blonde, setting the bar high with Soo Joo never looking back.

It didn't take long for the world to recognize Soo Joo. Beginning with one of her biggest supporters to date: fashion editor, Carine Roitfeld, saw her potential while shooting for her namesake publication, CR Fashion Book. The fashion doyenne introduced Soo Joo to designers Karl Lagerfeld and Tom Ford. Forming relationships with both; she's since found herself walking in their shows (Chanel and Tom Ford) and starring in their subsequent campaigns. Additionally, she is an international fashion week staple having already walked for Fendi, Zac Posen, Max Mara, Vivienne Westwood, Jeremy Scott, and Moschino.

Gracing the covers of Vogue Korea, Wonderland, Vs., Lurve Magazine, Numero, and countless others, Soo Joo has shot with renowned photographers and top-tier stylists in Harper's Bazaar, V, Interview, Vogue Japan, to name a few. As a proven muse to the masses, her influence goes as far as inspiring Just Cavalli to design a collection entitled, 'Asian Fusion' with her in mind. A trendsetter to girls all over the world, her hair has motivated many to go platinum, with her hairstyle aptly titled, 'the Soo Joo'.

Boasting an Instagram following of more than 125,000, and a versatile portfolio of fashion show openings and closings from New York (Hood By Air) to Milan (Just Cavalli), Soo Joo's star is undeniably bright. Charming equal parts downtown and uptown sensibilities, Soo Joo is officially fashion's new darling.

MOVA STER

ADVERTISING



MOISTURISING GEL BALM

NO STICKINESS

NON-STOP SEXY LIPS,
EVEN IN THE WILDEST SITUATIONS.

A TON OF MOISTURE FOR UP TO 12 HRS,
WITH A KICK OF COLOUR

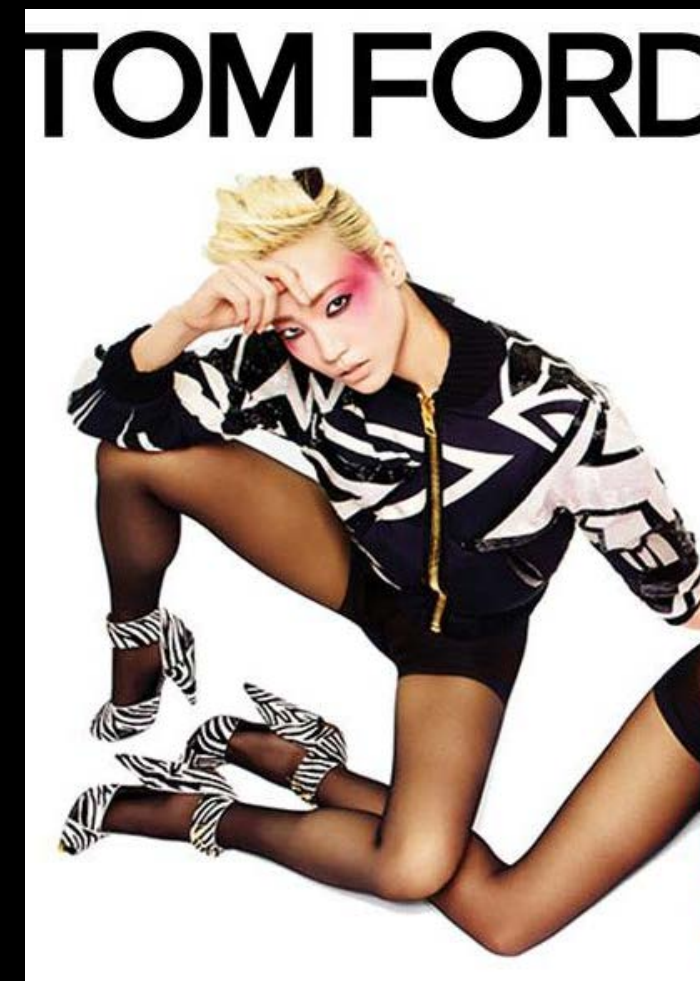
BECAUSE YOU'RE WORTH IT.

NEW BLM WITH LIP DEFINER TIP

L'ORÉAL
MAKEUP DESIGNER/PARI

TRY SEXY BALM BEFORE YOU BUY WITH
THE MAKEUP GENIUS APP:

Download on the
App Store

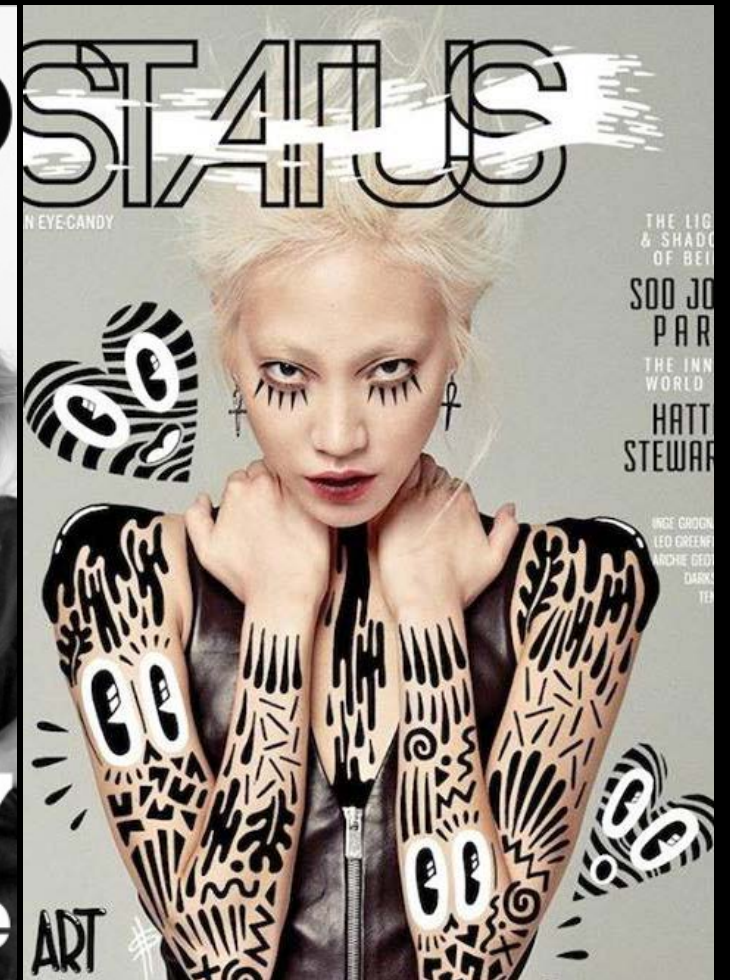


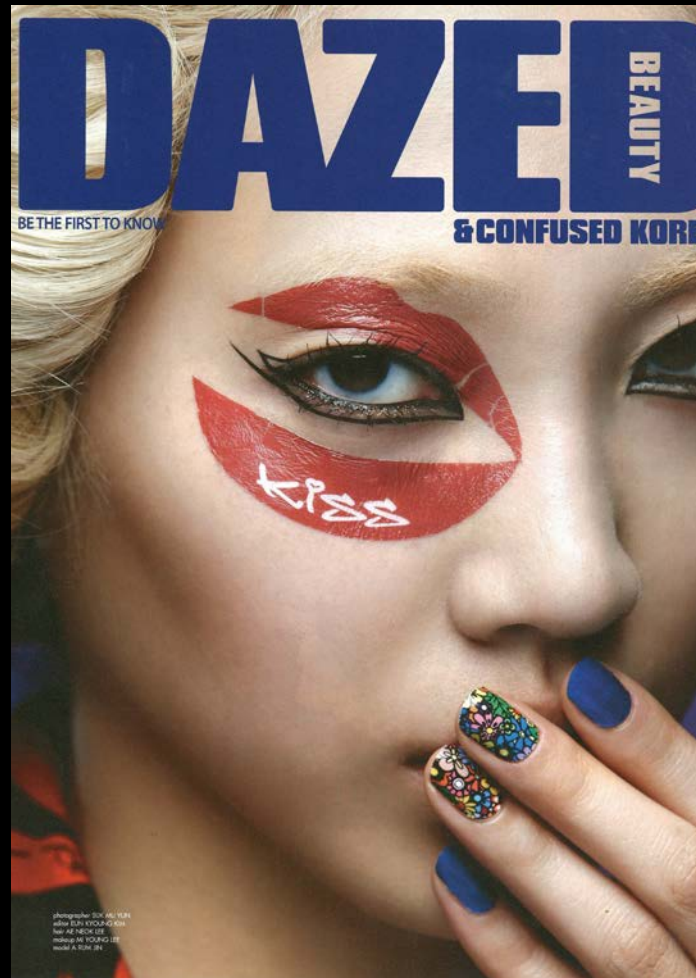
MOV STIER

COVERS











MEDIA PRESS & SOCIAL MEDIA STER

Modern Muses: Three Models Reflect on Asian Representation in Beauty for Our First-Ever Hair Guide

BY COTTON CODINHA PHOTOS BY SØLVE SUNDSEØ



Soo Joo Park's look can be re-created with the following: True Match Glotion in Fair, Infallible Liner in Black, Voluminous X Fiber Mascara, and Infallible Liquid Lipstick in Sweet Tooth by L'Oréal Paris. JW Anderson dress.

Soojoo Park

At 26, the age that some models might have started side-eyeing their savings accounts, Park's career took a turn for the stratospheric. Having graduated with a degree in architecture from UC Berkeley, Park had taken a job in graphic design for a Web company when she was scouted in San Francisco. Park arrived in New York City to face a demoralizingly slow burn of casting calls. As in any good movie montage, the catalyst took the form of reinvention — with a sacrifice of the silky, straight, virgin black hair she inherited from her mother.

"Going platinum took, like, eight hours and cost maybe two grand. But I really liked the look. It suited my face quite well." A meeting with Carine Roitfeld followed, and after her subsequent introduction to Tom Ford and Karl Lagerfeld, Park found herself working at a clip. "I started booking a lot of jobs and built my career on being bleach blonde."

“We’re the fastest-growing minority in the country, but you hardly ever see one of us on the cover of a major American publication.”

Park immigrated to Anaheim, California, from Seoul when she was 10, with two parents who didn't necessarily subscribe to their new home's cultural outlook as readily as she did. Now the Chanel darling finds herself with an unexpected podium she can use to speak to young women, and she knows what she wants to say. "Asian and Asian-American heritage is really heavily underrepresented in the industry, and I want to push for inclusion. We're the fastest-growing minority in the country, but you hardly ever see one of us on the cover of a major American publication. I just want to think about who I am and what I represent and how I can help other people who are like me."

Park knows how lucky she is to enjoy her level of success at the age of 32. "The progress that we've made in the last few years is really amazing. Now there are girls in their **natural Afros** or **hijabs**, lots of drastic hair colors, really representing the different kinds of beauty out there. With my bleached eyebrows and hair, I've had a beauty contract with L'Oréal Paris since 2015, and I'm really grateful that they are embracing a woman of color who isn't a stereotypical idea of an Asian beauty." But even now, the rumble to reinvent still reverberates. "I'll color my hair during the holidays because it's when I can have fun and experiment. I've done it blue, green... I really liked pink. I've always wanted to try really bright fire red, but that's really difficult to go back to blonde after." That doesn't sound like it will stop her.

Model Soo Joo Park Is Engaged After a Whirlwind Trip to Los Cabos

JANUARY 2, 2018 11:57 PM



Soo Joo Park and Jack Waterlot.
Photo: Getty Images



Congratulations are in order for Soo Joo Park, the top model who has graced runways from Chanel to Balmain and, in 2015, became the first Asian-American spokesperson for L'Oréal. On Instagram today, she announced her engagement to photographer Jack Waterlot.

The decidedly low-key video shows Park in a wetsuit, swimming in the aqua blue water off Los Cabos. She flashes her sparkler to the camera before kissing her fiancé. (If either of them were stressed about the giant diamond slipping off her finger and *sinking to the deep, deep bottom of the Sea of Cortes*, they weren't showing it.)



The engagement post was just the latest of Park's many Instagrams from the Baja Peninsula. She's spent the past few days whale watching, ATVing, and avoiding some pesky sea-urchins.

Park wasn't the only chic star in Cabo over the holiday—Selena Gomez, too, rang in the New Year there with friends, confirming once and for all that it's a destination not just for spring breakers anymore.

'IT'S TIME WE GET THE RESPECT THAT WE DESERVE'

Soo Joo Park is the Asian-American supermodel who's not afraid to speak up on diversity, #MeToo and how the fashion industry needs to change. Divya Bala meets her



Style Profile



THIS PAGE T-SHIRT, £80, PETIT BATEAU. LEATHER BOMBER JACKET, £5,210, SIDE-STRIPE TROUSERS, £1,735, AND SHOES, £545, RALPH LAUREN COLLECTION. OPPOSITE INTARSIA SILK SWEATER, £865, AND PLEATED SKIRT, £1,525, RALPH LAUREN COLLECTION. SNEAKERS, £60, CONVERSE. SOCKS, £9, GALERIES LAFAYETTE. ANTIFER BRACELETS, FROM £4,200, REPOSSI



Q&A

Sitting opposite Soo Joo Park in the old-world interiors of Ralph's, the cafe tucked away in the courtyard of the Ralph Lauren boutique in Saint-Germain, Paris, it's easy to see why the 31-year-old model is one of the few to sustain almost a decade in fashion. Despite starting at the "mature" age of 23, Park was the first Asian-American to be appointed brand ambassador by L'Oréal, and has walked every Chanel show since her first five years ago (except for AW18, when she sat front row). She has graced covers and campaigns worldwide since she was scouted in a vintage store in San Francisco. Then there's the acting: a role as Sutra, a telepathic "sensate" in the Netflix series Sense8. She is exquisite to look at; a striking combination of pearl-hued skin against a shock of platinum hair and bleached eyebrows.

A pro on set, Park chats warmly with the crew, plucking chips from their stray plates between shots and not flinching as her bare skin puckers in the -3C Parisian downpour in which she is shooting. She is edgy, elegant and entirely down to earth (which is perhaps why more than half a million people follow her on Instagram). But it's what the South Korea-born, California-raised, New York resident represents that sets her apart from her peers: a generation of globe-trotting millennials with more spending power than their predecessors, and an expectation of seeing themselves represented in the brands they invest in. Here, Park discusses diversity, #MeToo in the fashion industry and her special superpower.

You've been walking in shows for six years now — do you still enjoy it?

I do love walking in runway shows, provided they have shoes my size! I have, like, UK 5-sized feet and most samples run two whole sizes larger. The shoes were two or three sizes larger at Balmain, and I couldn't keep up with the finale walk. I really took it to heart! I need to loosen up.

This was the first season that the model protection policies were implemented backstage, with separate private changing areas for models at NYFW, off the back of the #MeToo movement. What has your experience been with that?

It's funny because I'm not a masochist, but this job can be very trying and I think this [conversation] is necessary because we don't often have proper privacy. There are often times when the show finishes and we're still changing and there's a swarm of people who come backstage to congratulate the designer, but we're all still out in the open. And it's time we get the respect that we deserve because we're human beings too. We're not just mannequins — I know that's the French word for "model" — but I think the sense of respect, that's the most important thing that we fight for. The respect that we deserve.

Is there more that the industry could be doing now?

I think the rule that some of the publishing houses are

using about not shooting anyone younger than 18 is interesting. I don't know if it's 100% effective. Fashion is a form of expression and creation, and when you start putting too many censors on it, it can make it too stifled, but I don't think we're trying to do that, we're just trying to make it so that we're respected. I also think the rule that we have here in Paris, that in order to work in France now you need to get a note from the doctor every six months, is the biggest bullshit. Because you go in, they ask you how much you weigh, how old you are and check your heart rate and blood pressure, and, honestly, those things are not always a clear indication of a model's health. I appreciate the effort, I do. But I know for a fact that there are girls with mental health issues and issues with their eating habits, and I know they're not getting help through these doctor's notes. You see these girls on the runway and see them talking about how they're not eating dinner every night in order to lose weight, and it just makes me crazy, very upset.

You recently championed a message about diversity without tokenism. Is the catwalk more diverse now than it ever has been?

I was super happy to see so many ethnicities and colours on the runway. I went to a show that for years mostly had white girls with maybe one black girl, maybe one Asian girl, and this season they opened and closed with two different black girls. I'm so happy, I have goose bumps now. I hope it's not just a season of this. I hope it's not a trend and I hope it continues.

You went blonde back in 2010 — now it seems platinum hair is a big trend. Why did you do it?

It really wasn't thought out or a strategy. Hair is one of those tools you can use to really change your look, and when your look changes you can be whoever you want to be. And it wasn't because I don't like my heritage or my ethnicity, it's because I wanted to try something different. Years ago, it wasn't common for a girl with dark hair from a minority background to bleach her hair and eyebrows platinum, so I just thought it was cool to try. Plus, it's hair. It's nothing permanent. It's not like I'm having plastic surgery!

How would you describe your personal style?

I don't have a specific style, it could be something extreme and crazy or something more classic, it just depends on my mood. I loved the blue jumper from today's shoot. I always thought Ralph Lauren was rather classic and all-American, but it's really fun. The Ralph Lauren men's Purple Label is amazing. I have a cashmere sweater from it that I cherish.

What are you most excited about for the year ahead?

I filmed Sense8, a TV show on Netflix by Lana Wachowski, which was cancelled, but the fans petitioned so much for closure that they decided to do a two- or three-hour special to kind of wrap things up. So I'm in the season finale of the second season, but have a returning guest role that I worked on last

Style Profile

year in Berlin and Naples. It's nerve-racking, but I really like it, it's all super cool! I love films as well, so that would be something that I would like to pursue.

If you could work with any director, who would it be?

David Lynch. And when I was painted blue for a Moschino show recently, I was like, "I want James Cameron to put me in Avatar!" My dream would be to be a superhero in a movie.

What would be your superpower?

I don't know. I would just kick ass! ■

Soo Joo Park wears Ralph Lauren's spring capsule collection, in Ralph Lauren stores from April 1



THIS PAGE COTTON SWEATER, £655, CASHMERE JACKET, £2,830, AND LEATHER MINISKIRT, £3,090, RALPH LAUREN COLLECTION. NECKLACE, £835, AURELIE BIDERMANN OPPOSITE SILK TOP, £1,175, RALPH LAUREN COLLECTION. EARRINGS, £320, AURELIE BIDERMANN

Soo Joo

EL CANON FUTURISTA

La modelo **Soo Joo Park** está tan de moda como su país de origen, Corea del Sur. Le sobran fans: su séquito de incondicionales la rastrea en Internet y copia su *look* estrambótico. Musa de Lagerfeld y Carine Roitfeld, esta chica de 29 años representa el nuevo rumbo de la moda. Una industria sedienta de novedad, que rompe las convenciones para adelantarse al futuro. Su última apuesta: caras poco convencionales y diseños que acercan el *prêt-à-porter* a una alta costura casi de ciencia ficción.

TEXTO — MARÍA OVELAR FOTOS — TONY KIM ESTILISMO — FRANCESCA RINCIARI



Vestido con manga metálica de Saint Laurent by Hedi Slimane (7.490 €), medias de rejilla de Calzedonia (9,95 €); plataformas (c. p. v.) y calcetines (c. p. v.) de Alexander Wang; en la mano derecha, anillos de Proenza

T

al vez sea más sencillo. Contar con un rasgo reconocible, una insignia estética, podría allanar el terreno. El de Soo Joo Park fue el pelo hiperoxidado, y, aunque se lo haya vuelto a colorear (de azul verdoso), sigue siendo *trending topic*. La modelo surcoreana acumula más de 300.000 seguidores en Instagram, aunque cuando usted haya terminado de leer este artículo seguramente habrá sumado varias decenas más. La asiática es la alegoría moderna del fenómeno de masas. «Lo que más me gusta de las redes sociales es ojear las ilustraciones de mis fans. Ser fuente de inspiración y de creatividad me encanta. Hace poco, un seguidor colgó un dibujo del desfile de la colección cruceiro de Chanel en el que salgo con Karl Lagerfeld y Hudson Kroenig [modelo e hijo del maniquí Brad Kroenig]; era magnífico», revela.

Internet ha hablado y ha encumbrado su estética ecléctica y sus facciones asiáticas. Pero también las firmas. Tom Ford, Just Cavalli, Moschino, Jeremy Scott... Los desfiles se le *amontonan* desde hace un par de años. También las campañas. De hecho, es imagen de L'Oréal Paris desde marzo. «He crecido rodeada de sus cosméticos. De niña, me lavaba con el champú infantil con sabor a fresa. Ahora estoy enganchada a los polvos bronceadores, a los labiales rojos y a la línea Extreme de Redken para melenas estropeadas. Con tanto tinte, necesito fortalecer el cabello». Es la primera estadounidense de origen asiático en asumir el cargo de embajadora de la marca francesa. «El boom económico en Asia ha permitido que Occidente se interese por nuestro talento. Además, cuanto más protagonismo asumen los asiáticos, más atención recibe nuestra cultura. Vivo en Nueva York, pero cada vez que viajo a Seúl me siento orgullosa de la moda, la gastronomía y la tecnología surcoreanas», confiesa.

ICONO ATÍPICO. Es la protegida de la todopoderosa Carine Roitfeld. «Hace tres años recibí una llamada de mi agente. Carine quería conocerme. Fui corriendo a su oficina, en el Soho, y hablé con ella. Me pidió participar en un editorial para *CR Fashion Book*, su revista. Desde entonces, no ha dejado de apoyarme: me ha involucrado en proyectos interesantes y me ha presentado a gente influyente». Aunque sea mayor que la media —tiene 29 años—, las marcas se la rifan. «Al principio, me sentía presionada y algo vieja... Incluso dudábamos si revelar mi edad o no [según Internet, era tres años más joven], pero

cuando me decoloré el pelo, la gente entendió que soy mucho más que una cara bonita, que tengo personalidad». ¿Sus aficiones? «Me encanta el arte. De hecho, mi objetivo es ahorrar e invertir en obras. Y soy muy melómana, escucho música sin parar. Siento debilidad por los vinilos, pero como no dejo de viajar, opto por el *streaming*. También le gusta hacer «ohm»: «Practico yoga y siempre intento sacar tiempo para meditar. Ejercitar el alma es más importante que fortalecer el cuerpo». Pero su silueta no se debe solo a las asanas y los ejercicios de respiración: «Suelo hacer *cardio kickboxing* con vídeos en casa».

Rostro anguloso, frente ancha y pómulos marcados. Da igual qué patrones culturales la juzguen, Soo Joo es hermosa. Pero en términos estéticos hay algo más. La asiática mezcla lo estrambótico con lo elegante. Aquí van algunas de sus licencias: calcetines hasta las rodillas o bolsos anudados a la cintura con vestidos de seda y abrigos estilo dandi. Toda una hipérbole visual empaquetada en 1,79 metros de altura. «Siempre me ha costado describir mi estilo, porque me gusta cambiar y seguir mi instinto. Adoro el *vintage*; mis tiendas favoritas son Tokio7 e INA, en el West Soho (Nueva York). Eso sí, antes de comprar en un centro comercial, prefiero hacerlo *online*; los *malls* me agobian».

A sus padres no les hizo gracia su elección de carrera. «Para ellos, desfilas es malgastar el tiempo; sobre todo, después de conseguir el título universitario de arquitecta». ¿Planes de futuro? «Me gustaría ser madre, debe de ser una experiencia única. Aparte de eso, no tengo otros proyectos en mente. Para mí lo primero es ser feliz». Aunque sí tiene una espinita clavada. «Soy muy cinéfila: devorar películas es una de mis aficiones. Así que no descarto actuar. Si me proponen un proyecto interesante, aceptaría».

CONTRACORRIENTE. En los últimos meses se ha hablado mucho del nuevo canon: que si las modelos son más dispares —como Chantelle Winnie, la maniquí con vitiligo, o Candice Huffine, de talla grande— y, por lo tanto, más representativas; que si hay más asiáticas (Tao Okamoto) y africanas (Waris Dirie); que si el género ya no importa (Lea T) y la moda es menos eurocéntrica y encorsetada. Pero ¿no se tratará de un ciclo? ¿No será puro *marketing*? «La belleza debería representarnos a todos, simbolizar todas las edades, nacionalidades y tallas. Se trata de celebrar la diferencia. Somos hermosos cuando somos nosotros. Yo lucho por ser yo y por no cambiar mis gustos. Aunque soy afortunada: he crecido en California del Sur, una zona multicultural, y cuando empecé a posar, me olvidé de lo étnico».

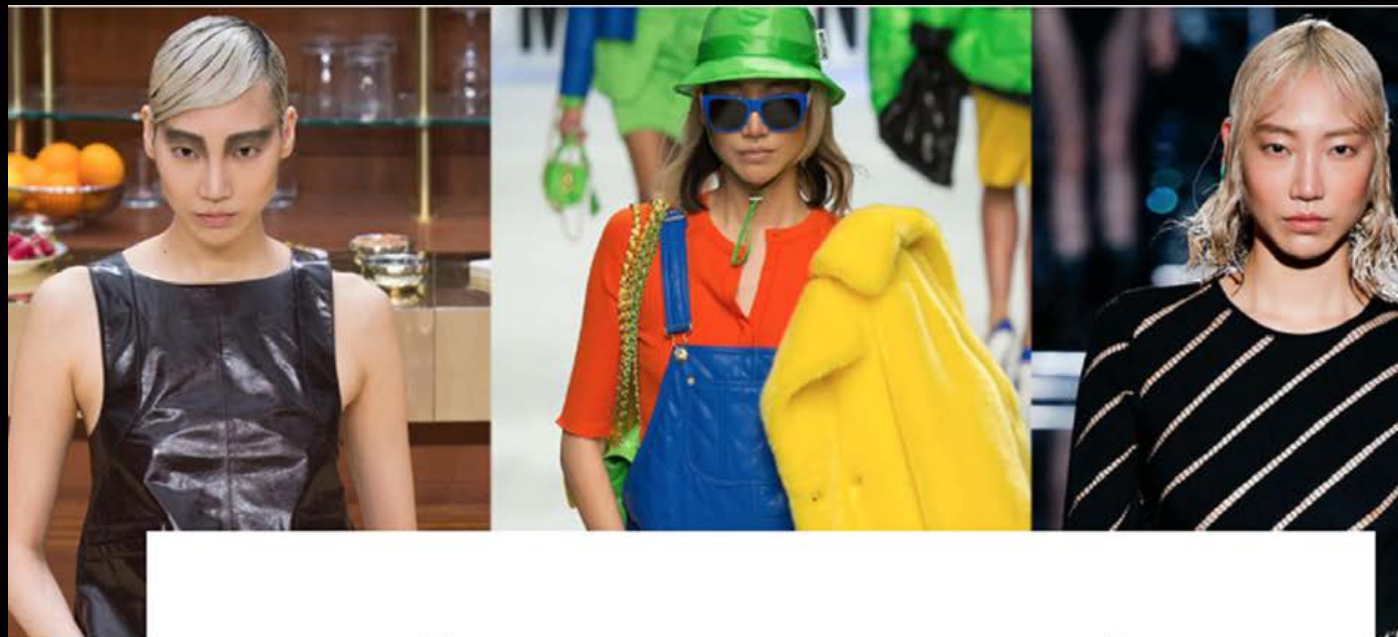
Vive en Nueva York y, en ese ambiente polivalente, de bicho raro tiene poco. «En la Gran Manzana hay de todo: parques enormes, edificios icónicos, personajes internacionales, comida increíble... Pero a veces el ruido no me deja dormir».

Sus inicios en EE UU no estuvieron exentos de baches. Cuando nos mudamos a California, yo tenía 10 años y no hablaba inglés. Fui una niña silenciosa, una *outsider* que solo observaba. «Pero al cabo de un año empecé a soltarme, a hacer amigos y a sentirme más cómoda. Me he pasado media vida amoldándome. Hasta que me di cuenta de que debía ser al revés: si eres tú misma, el mundo termina acostumbrándose a tu persona».



Vestido de Emporio Armani (1.720 €) y guantes de látex de Madrub (60 €).

Modelo: Soo Joo Park (View Management). Peluquería: Miki (Tim Howard Management). Maquillaje: Yacine Diallo (Defacto). Manicura: Mayumi Abuku (Rona Represents Agency). Técnico digital: Joseph Overbey. Asistentes de fotografía: Briscoe Savo y Patrick Xiong. Asistente de estilismo: Belén Prieto. Productor local: Angela de Bona. Asistente de producción: Charles O'Neil.



Exclusive: Soo Joo Park on Breaking Beauty Barriers and Learning to “Own” Her Look

by Katie Dickens People March 26, 2015 — 12:00PM

L'Oréal Paris' newest face speaks about being the first Asian-American model for the brand.

While inking a major beauty contract is a big deal for any model, Soo Joo Park has managed to snap up two in the past year—Redken and now L'Oréal Paris. In the words of the great fictitious fashion designer Mugatu, Park “is so hot right now.” Getting her start at 26, the platinum-haired Californian may have been late to the game (in an occupation where rookies tend to be teenagers), but in the few short years she’s been in the industry, her career path has been akin to a rocket ship taking off. But while Park may have reached the modeling stratosphere, she is still incredibly down to earth. Over a leisurely lunch, Park dished on how she felt about being L'Oréal Paris' first Asian-American spokesmodel, what she misses most about California, and how Britney Spears was her first beauty muse.



Photo: Tommy Ton

So first Redken, now L'Oréal Paris—what is it like to be the face of such venerable beauty brands?

I'm extremely honored and so happy because they're both global brands that are known for pushing innovation and beauty that not only comes from the outside, but also the inside. For Redken, we just renewed our contract for another year. It's just been so lovely. With L'Oréal, it has just happened and is launching soon. And they're announcing it on my birthday. [Editor's note: HBD, Soo Joo!] I really couldn't ask for a better present. I like that they really take pride in their spokespeople. They have a personal relationship with all the people that they choose to represent the brand. I mean, to be alongside Jennifer Lopez, Lara Stone, Doutzen [Kroes]—not too shabby.

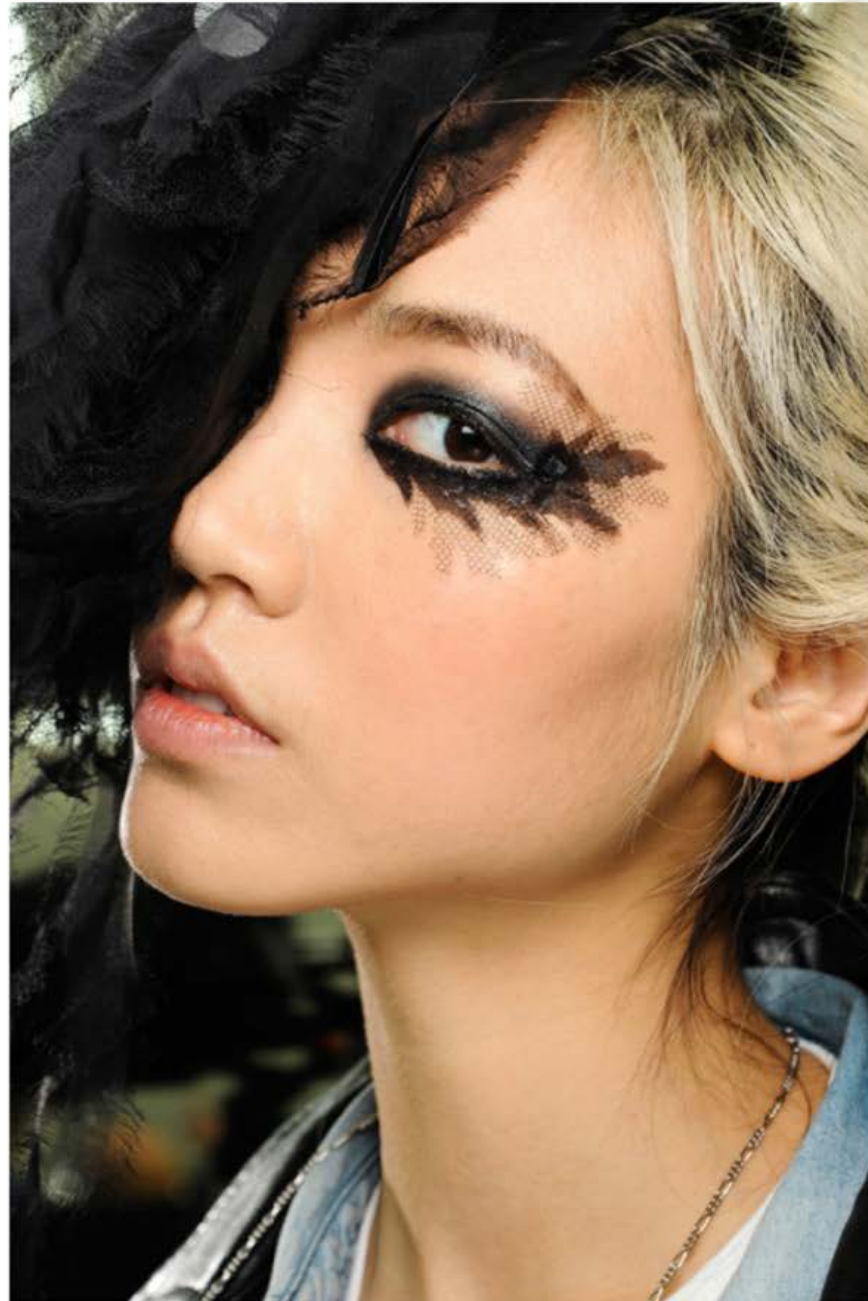
You seem to be minimal when it comes to makeup, so what are your daytime must-haves?

For daytime, I keep it really minimal. I use a nice moisturizer, and then just put on a little pen concealer. Right now I'm using the [Magic Lumi highlighting pen](#) and it's just really light coverage. I use it around my eyes and around my lips. And it just makes me look refreshed.

If you're going out, how do you step it up?

I'm more committed when I go out. At the same time, I never use more than five products. I have [liquid eyeliner](#)—I find it's compact and so much easier to

carry around. And then I use [Glam Bronze Powder Duo](#) [available in the U.K.], a bronzer-slash-sculpting contour palette. And I have the [Infallible Pro-Matte Powder](#). If I have a red-carpet event or photo opportunity, then I'm even more committed, and then I'll think about what I'm wearing. I'll do a pop of eye color or a nice red lip. I just used [Colour Riche lipstick in True Red](#) at this Fendi event in Paris. It's the perfect red.



Luca Cannonieri / InDigital | GoRunway

Did growing up in California influence your beauty routine at all?

I think with the surfer look it was all about healthy, glowing skin. Although to be honest, I've always had this love/hate relationship with SPF. I remember when I was a kid, I put on sunscreen because my mom said I had to wear it and

it got in my eyes and it burned. I was crying for, like, three hours. But nowadays, they have perfect ones for your skin, and even BB creams are really good. Also, I grew up in the 2000s, so if you remember, Britney Spears had those glossy, pearly lids. So it was all about those pastel colors. For teenagers, that was really big. I always had a palette of pastel blue and icy, frosty white. I didn't even know how to put on makeup. And I always liked turquoise, too. It was borderline Mimi from *The Drew Carey Show*. I never went that far, but I loved that blue color!

What was your first piece of makeup you ever owned?

My mom would always give me the free-gift-with-purchase things from Lancôme. So I remember using the mini Juicy Tubes that came with it. I got a three-pack and that was my favorite thing ever.

What have you learned from spending so much time backstage at fashion week?

I learned that every little thing *can* change your face. Like the way you groom your eyebrows. I started bleaching my eyebrows because that became a look for me. But also I learned all about contouring backstage. And highlighting. And just a little flick at the end of your eyes can make a huge difference, too.



Have any of the makeup artists been particularly inspiring?

I love Peter Philips. I admire him. I remember when I was in college and I starting learning about fashion, Raf Simons had that book [Taschen's *Raf Simons* by Terry Jones] in which Peter did that Mickey Mouse look. It's the most amazing image. I thought it was so cool. He has an art background, so he's all about treating the face like art. But I also love Charlotte Tilbury. She's all about making a girl sexy. And I did all the Tom Ford stuff and she always makes women look beautiful and gorgeous. I learned a lot about contouring from her.

Impressive, since contouring can be tricky. How are your DIY skills these days?

I'm all about contouring. I think one of those things you learn when you're working in fashion and beauty is that you can treat your face like a canvas and kind of shape it. But you have to remember to always test it out in different lights. What you see in the vanity light of your bathroom is different from sunlight.

What has been your favorite beauty look from fashion week since you've started working?

One of my favorite looks is from [Chanel Spring 2014](#). It was all about art, and Peter Philips did the strokes of color around the eyes. I love that one. And the [Moschino pixie haircut](#). It was Jeremy [Scott]'s first collection. That was more about the hair—the pixie cut was very '90s. The girls had strong brows, so I had brows drawn on, which was a different look for me. I hadn't had brows for three years. It was kind of nice.

What is the upkeep on your bleached hair?

Yeah, it's high maintenance. Maybe that's why I'm low-key with my makeup. Generally, I have to go to a colorist about every three to five weeks. And I go to a Redken colorist named Dhaniel Doud. We get along so well. We have the best chats ever, which is good because I'm there for at least three hours!

How do you keep it healthy despite all the processing?

For photo shoots, I have to gently remind the stylists that my hair is very fragile because sometimes they forget. So I ask them to use lower heat when they are flatironing or blow-drying it. Even if I have something to go to after the shoot, I don't brush out my hair. Brushing it when it's full of hair products can be

detrimental. I just go home and pour my conditioner in the sink and just dip my head in there. That's the best way to get it out. I usually just leave it in there long enough to loosen it up. Or if I'm at a hotel, I'll sit with my head soaking in the tub. With the Extreme line, there is a [leave-in treatment](#) and also a [post-shampoo serum](#) with biotin that you put in. It's all about using products that strengthen the hair.

Your skin is also incredible. Did your mother share any traditional Korean skincare secrets?

To be honest, my mom was the least informed person on skincare, beauty, and makeup ever. I had really bushy, ill-formed eyebrows that I really wanted to groom, and so freshman year in high school, I begged my mom to shape them. And then she did it, but they slanted downward. After that, I was like, "I can't trust you to give me any advice." She was just born with really beautiful skin and so she never really did much to it or wore makeup. I learned to be really laid-back about skincare from my mom. But Korea is all about the skincare regimen. I did buy this vibrating brush that foams up your cleanser and it's gentler on your skin.



Photo: Gianni Pucci / Indigitalimages.com

You did say she was constantly telling you to wear SPF, so is your sunscreen

I started getting little spots, and at first I loved them. I was like, “Oh, I have freckles, and I love freckles.” But my mom had been warning me because Koreans are all about flawless, bright, pale skin. So she was always like, “They’re not going to be pretty when you’re 40 or 50.” And now I can see them getting bigger, so I use sunscreen. And I started using [Triple Active Glow](#) [For a similar formula available in the U.S., try: [Ideal Moisture Even Skin Tone Day Lotion](#)]. It has SPF 15, so I use that. It’s hydrating and not very thick and powdery.



photo: Michele Morosi / InDigitalteam | GoRunway

What do you miss most about California?

I miss my parents and family. And, you know, palm trees and sun. Especially right now because it’s so cold. And I miss Mexican food. There were at least five great places around the corner from where I used to live. There is a place called Cantina that I like in downtown Silver Lake. I was in China, and from there I had a four-hour layover in L.A., so my friend picked me up so I could go

eat Mexican food. And then there are a couple of places by the airport that I always go to.

So do you plan on a long layover so you can get Mexican food?

Exactly. It’s either In-N-Out or Mexican. How cliché can you be? But really, I just miss it!



Photo: Yanni Vlamos / Indigitalimages.com

I read that your favorite activity is lounging. But when you’re not doing that, what is your favorite way to stay in shape?

I started doing at-home videos. That works out perfectly for me. I do the Barre Method and yoga. Recently, one of my good friends taught me about meditating, and I started doing that and it’s amazing. Sometimes I think working out your soul is more important than working out your body.

Especially in this kind of job when things are constantly shifting. I have a tape set, so I put on my headphones and breathe and do these exercises. You can do it anywhere.

As a model who started later than most, went to college, and had a career, do you feel like you're in a better headspace?

I did have a different trajectory than most models and I value it very much, but at the same time, some of the girls I've worked with who've never had an ordinary job are a lot more mature than I was when I was their age. But the thing is that with this industry, everything is constantly changing. Even with a



Photo: Kim WestonArnold / indigitalimages.com

job, you change your look with hair and makeup and clothing and you become a different person. For me, it was good to start later because I had a better idea of myself. With this industry, so much is dependent on trends, so your look can be in one season and then you're never seen again. So it's good to be confident

Do you ever give advice to the younger models?

I don't offer advice. I did share my car with a girl [[Willow Hand](#)] who was the Prada exclusive and opened the show this season. She was 16 and supersweet, but we were kind of chatting and I was like, "Get ready because it's going to be very stressful. You're not going to be home very much and everything changes constantly, so be strong."

Do you feel better able to handle success since you found it slightly later in life?

In a way, yes, because I know myself better. By understanding yourself and being older, you can market yourself more successfully. I'm hoping because of that I'll have better staying power, so I'll stay relevant and not be easily phased out.

As the first Asian-American model for L'Oréal Paris and one of the few Asian models to be the global face of a beauty brand, do you see this as progress in the industry?

The thing is that I'm Asian, but I'm also Asian-American. And I think growing up in America and having a multicultural background, you know where you stand but you also want to melt into the pot. It's such an honor, but I also think the world is getting smaller and the globalization of commerce is influencing industries like beauty and fashion. So to be the first to represent a global brand is a huge honor. But I don't want to be just that one thing; I want to be the global ambassador.

Do you think the fashion and beauty industries are making progress in promoting diversity?

I think so. I have so much respect for designers like [[Azzedine](#)] Alaïa, who has always loved the more multiethnic women. And designers like Karl [[Lagerfeld](#)]. In a way, I think the rising power of China urged the designers to be more global, and it's good that they were encouraged to be more inclusive. And people are starting to understand that the world is getting smaller and you see different faces everywhere.

While in the past it seemed like there would be a token Asian or black model on the runway, which maybe created a kind of competition, that thankfully doesn't seem to be the case anymore. Do you agree?

There's less of that now. It's less of "me or you." But then part of the reason I bleached my hair was to get away from that competition. In a way, I was successful. I guess I am successful because I got this gig! But in some ways, it limited me from a lot of jobs. I had one casting director who flat-out told me, "I wish you hadn't bleached your hair because I feel like you're too much of a departure from the typical Asian model." But I stuck with it because I liked it and it was a look that I wanted to own.



Beauty / People: Soo Joo Park New Spokesmodel for L'Oreal Paris - Model Beauty Tips



«Benetton mi ha scelta e i miei si sono commossi: anni fa non ci potevamo permettere i loro abiti»

speciale, mi compravano un vestitino 0-12. Ma non accadeva spesso: non ce lo potevamo permettere».

Soo Joo, con la sua famiglia, ha lasciato Seoul che aveva 10 anni e c'è tornata solo dopo avere terminato il liceo, per trovarla completamente cambiata: «È una città fenomenale. Negli anni '50 era devastata dalla guerra contro la Corea del Nord. Ora è uno dei centri più avanzati al mondo». Ha faticato a riconoscere la sua città, ma ha afferrato qualcosa di più su se stessa: «Solo una volta lì ho capito quanto, nel tempo, mi fossi americanizzata. Non che in California mi sia mai sentita discriminata – gli Stati Uniti sono grandi in questo, nell'accogliere culture anche lontane –, ma ho sempre saputo di essere diversa. Forse perché i miei genitori sono rimasti profondamente orientali come spirito e abitudini: frequentano amici coreani, fanno la spesa nei supermercati coreani e mi han-

no cresciuta con i valori, austeri, di laggiù». Per esempio? «A scuola ero la prima della classe. Non ho mai marinato, ero un asso in matematica e una schiappa in ginnastica. Ho sempre affiancato gli studi tradizionali con lezioni di flauto e di piano. Ho dato il mio primo bacio all'università. Conoscete qualcuno più nerd di così?».

Fa sorridere immaginare Soo Joo come una secchiona, lei con quei lineamenti perfetti e quell'eleganza innata. «I miei tratti somatici così ben definiti non sono mica naturali», confessa. «Uso il "contour", un correttore che, passato sotto gli zigomi e vicino al naso, dà profondità al volto. È il prodotto di cui non possono fare a meno le orientali che, come me, hanno un viso dolce ma, qualche volta, vorrebbero un'aria più grintosa».

Anche nell'abbigliamento, Soo Joo non rinuncia mai a un tocco edgy, spigoloso: «Persino questo riflette l'americana che c'è in me: in Corea le ragazze vestono bon ton, io mi diverto a sdrammatizzare un abbinamento sobrio aggiun-

gendo una nota di eccentricità. Mi piacciono i capi con un taglio particolare o con un accostamento inaspettato di colori. Se non li trovo nei negozi, me li disegno». Magari un giorno farà di questo hobby la sua professione, metterà su famiglia e avrà un bambino: «Ho un forte desiderio di maternità. Sarà perché sto uscendo con un ragazzo, il primo, che mi piace da morire». Per ora, però, la parola chiave è "non ancora": «Continuerò a fare la modella fino a quando l'industria mi vorrà. Non potrò rimanere bionda a lungo: curo i capelli con impacchi nutrienti e pillole ricostituenti a base di cheratina, ma la decolorazione li rovina troppo. Con il mio agente sto già studiando la prossima trasformazione». Lenti colorate? Un trucco da eroina dei manga? Soo Joo non può darci anticipazioni: «Di una cosa sono certa: solo mantenendomi unica potrò garantirmi un futuro».



L UR VE

Issue 7
SOO JOO
THE OTHER

of each other the better you get at understanding each other.

Why did you decide to use your Korean name, Soo Joo, as opposed to your American name Cindy? Well I was born with Soo Joo; it's just that when I moved to America it was being butchered like your name, you know? I just couldn't handle it, because I was 10, I was growing into my pre-teens, I was very self-conscious and I just wanted to fit in: once I learned the language I really wanted not to stick out and my way to do that was to adapt an American name for myself. But even before I started modeling all my friends were calling me Soo Joo, just because it's a unique cute name. It's actually a really rare name for a Korean girl as well: there's a lot of Soo Jins, Soo Jee and Soo Jung, but not Soo Joo. When I started modeling it was obvious that I didn't want to use my American name: I wanted to use my actual name that represented me.

What does Soo Joo mean? Soo Joo in Chinese characters means a precious gem. Koreans have this thing they call conception dream, where a pregnant woman's dreams tell what kind of child she's going to have. It's just a superstitious thing, but my mom had a dream where she was swimming in an ocean and

Soo Joo

TEXT by GIOVANNA MASELLI

at the bottom she found a treasure chest surrounded by corals reefs, inside there were rubies and garnets, so she called me Soo Joo. I love that she had that dream and she was able to give me this really awesome name.

What does your career in fashion mean for you? Coming from a very protective family I was pretty sheltered, so modeling has been a way to grow up into being more independent. It's kind of a dreamy situation where you get to live a life that not a lot of people can, even though sometimes really shitty things happen in this industry and that's inexplicable as well.

What bothers you? Just the fact that sometimes you're almost objectified, you're not valued like a human being: you're just a look. They judge you from only outward and kind of fail to see what's inside. They just kind of treat you like shit sometimes.

How do you deal with that? As a model you're working with different artists to create a look and project a certain image and I love that, I think it's really fun. The fact that I like it that much has helped me overcome it. I just kind of take what I can and - this is always hard and impossible because I am really sincere or I take things really to heart - but I learned that it's

not anything against you personally, so you can't take it personally.

What's your favorite moment so far in your career? There's been a lot now, I've been very fortunate in the last year, but some of the highlights were meeting a person like Carine Roitfeld. She's everyone's icon, yet she's so sweet and considerate. I was really scared when I was meeting her for the very first time, because fashion people can be very over the top or they don't really show their emotions so much, but she was very kind. She's helped me so much by recommending me to other designers, helping me build my book and everything else.

How did you feel walking down the Chanel Couture catwalk? Amazing! It's a hundred year old brand, an embodiment of what a woman loves, and it has all the desirable elements for a luxury brand, for me anyway. It was a dreamy situation when I walked in there in January and it was completely unplanned. I had a last minute request to see them, so I went in and they gave me an exclusive tour of couture, which was amazing. I wrote a blog entry about it, because I was so buzzed and emotionally high afterwards, I had to write so I can remember how I felt in that once in a lifetime opportunity. ■



Double Life

L'ICONICA DOWN JACKET ULTRALEGGERA, CUORE DI QUESTA FILOSOFIA TRASVERSALE, RACCONTATA DAI FASHION INFLUENCER DEL MOMENTO, SECONDO IL LORO STILE UNICO E ORIGINALE.

MONSTER

info@monster-mgmt.com

+39 02 4343 7700