

The Designers:

Jinky Chan:

Jinky is lucky to have enjoyed a great head-start in business, as her father was a successful entrepreneur who trained and inspired her from childhood. Coupled with a BA in Marketing Communications, the stage was set for her success as an entrepreneur. However, she had many career incarnations before arriving at where she is today. Jinky began modeling when she was 16 and traveled extensively worldwide. She also trained as a make-up artist in her early years, and this has given her a wealth of expertise when it comes to “what a girl wants” in beauty and style.

Prior to forming Modish Inc. with Liz, she founded her own business in retail cosmetics, and enjoyed turning that vision into a reality. But her most outstanding personal achievement to date has been the creation of Modish, about which she says “I am able to make a difference by making designs that help women feel good. It doesn’t really feel like work, so I wouldn’t even call it that. I love it when people look and feel good, and I love it more if I helped them in any way, shape or form to achieve it!”

Jinky’s designs follow the line of understated glamour, elegance and incorporating fun into simplicity. She finds inspiration from the gypsy/hippie spirit of the late 60’s, early 70’s.

Liz Yeung

Liz always had a passion for design. She began creating jewelry as a young child, and dreamed of one day designing for others. This idea seemed entirely possible, as she grew up in a family of entrepreneurs. “I always felt I had the entrepreneurial spirit in me – now it’s time to release it!” she says.

Liz obtained a Bachelor of Commerce from UBC, and traveled throughout Europe, the US and Japan, where she encountered a myriad of culture and style. Her exposure to fashion and design was intensified when she started her own production company which focused on fashion shows. Liz enjoyed the stress and feeling of success this brought, and would love to one day organize a fashion show for Modish, in which every model and guest wears Modish jewelry.

Since the creation of their company, Modish has been her life and soul. “I enjoy designing and seeing people’s reaction to it”, says Liz. “I love taking up a project and seeing it evolve into a success and I enjoy creating new ideas for the company”. Liz likes playing with sexy and daring looks and finds inspiration from trends that are edgy with a unique flair. She contributes the bold and elegant designs that stand out and are guaranteed to get compliments.