|  |  |
| --- | --- |
|  | LINDENWOOD |

Howard J. Wall, Ph.D.

Director, Hammond Institute for Free Enterprise

Plaster School of Business and Entrepreneurship

**MEDIA ADVISORY: CONTACT:**

January 18, 2018 Carol M. Felzien

CFelzien@lindenwood.edu 636-627-2915 - *office* 636-578-6933 - *cell*

----------------------------------------------------------------------------------------------------------------------------------------

*Hammond Institute for Free Enterprise --* [*http://www.Hammond.Institute*](http://www.Hammond.Institute)

----------------------------------------------------------------------------------------------------------------------------------------

**Fashion Business & Design at Lindenwood Hosts Professor David Yeung from Beijing**

*Feb. 2 session to focus on “How to approach life and business with an entrepreneurial mindset and spirit.”*

**WHO:** Community members, faculty, staff, and students will have an opportunity to attend a unique discussion featuring Professor David Yeung from China Central Academy of Fine Arts in Beijing. The topic of Yeung’s presentation – *How to approach life and business with an entrepreneurial mindset and spirit –* will include a book signing at 1 p.m., presentation at 1:30 p.m., Q&A session at 2 p.m. Professor Yeung’s book signing will continue from 2:30-3 p.m.

**WHAT:** David Yeung was born in Hong Kong. After graduation from Northumbria University, UK majoring in fashion, he worked as a design practitioner. After 1997 he worked in design education and had become a program leader in fashion design in Hong Kong. In 2009, he achieved an MA in Design Management and worked in UK, Izmir in Turkey, and did online teaching at Academy of Art University, USA. From 2014 onward, he worked in China and was a course leader in an international art and design program at Beijing Institute of Fashion Technology. He was also appointed by Edexcel, UK as a part time international external examiner to maintain quality assurance of art and design program level 4 – 7. In Sept 2010, he launched his first fashion reference book ‘*Fashion is Cool*’ 《时装有品》 in Hong Kong and in May 2013, the book was revised by Tsinghua University Press and launched in China. His second reference book ‘*Fashion is Luxe*’ 《时尚有价》was launched in May 2016 and was published by Tsinghua too. David has participated in a lot of scholarly presentations in US, China, Hong Kong and South Korea. He is also interested in socially responsible design in fashion and wearable technology. Currently he is Head of Studio of an International Foundation Course at Central Academy of Fine Arts in Beijing.

**WHERE &** **Lindenwood University *–* Dunseth Auditorium in Harmon Hall** (209 South Kingshighway in St. Charles, MO) *--* [*http://www.lindenwood.edu/about/our-campus/campus-map/*](http://www.lindenwood.edu/about/our-campus/campus-map/) *(Bldg #8).*

**WHEN: Friday, February 2 –** Doors open at 1 p.m. with a book signing; Yeung will begin speaking at 1:30 p.m. with the subsequent Q&A discussion to begin at approximately 2 p.m.

**ALSO:** For questions or further details, please call Chajuana Trawick, Ph.D., Program Chair for Fashion Business & Design at Lindenwood University – 636-627-2585 or CTrawick@lindenwood.edu.

###

*The Hammond Institute is a research center at Lindenwood. Its mission is to foster free enterprise and civil and religious liberty through the examination of market-oriented approaches to economic and social issues. This mission is based on the view that limited*

*government, such as that laid out in the Constitutional foundation of the U.S., is a necessary component of a just and prosperous society.*