

Astre Rouge white and yellow gold earring with diamonds and ruby, and Astre Rouge white and yellow gold ring with diamonds and ruby, both Louis Vuitton



A PERFECTLY PURPOSEFUL LIFE

A former director of a listed company and now homemaker, theatre fundraiser and champion of women's rights, JIN LU, shares with Mavis Teo her passion for philanthropy and her penchant for brands that seek perfection.

FASHION DIRECTION **JOHNNY KHOO** | ART DIRECTION **AUDREY CHAN** | PHOTOGRAPHY **CHER HIM** | FASHION STYLING **JACQUEE ANG** | HAIR **SEAN ANG**, USING KEVIN.MURPHY | MAKE-UP **KEITH BRYANT LEE**, USING CLARINS | PHOTOGRAPHY ASSISTANCE **FERRIN TAN** | ALL OUTFITS **LOUIS VUITTON** | LOCATION **CAPELLA SINGAPORE**

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t the end of a three-hour chat in Jin Lu's well-appointed dining room, Roosevelt's oft-quoted words, "speaks softly and carries a big stick" come to mind. Although the context is different – the 32nd US president was referring to using diplomacy first and force later when required, the meaning in Lu's context is more literal. Disarmingly charming with a soothing and melodious voice, her mellow demeanour belies a strong and dynamic character. Her past achievements and her body of community work are testimony to these qualities.

Lu has worn many hats in her life, and she has worn them all well. Born in Beijing during the Cultural Revolution to an actor-turned-theatre-manager father and a soprano mother, she put her Spanish degree from the Beijing International Studies University to use in her first job as a translator, and then as a domestic tour guide for foreigners travelling with China's only state-owned travel agency at that time. The job took the intrepid traveller to exotic locations like the Silk Road and sparked off her wanderlust and curiosity about the world which led her to Hong Kong where she took up a public relations role at a TV station.

While in Hong Kong, Lu met a senior from university who later became her husband. Together they started Golden Meditech, an integrated healthcare enterprise which was listed on the Hong Kong Stock Exchange in 2001 (delisted in 2020). Although she casually

attributes their success to being lucky and willing to learn, one can only imagine the grit she must possess to have overcome the challenges she encountered along the way.

To better herself in managing a company and also to be on a par with the experts and executives that Lu had to work with within and outside the company, she enrolled in the EMBA programme at Guanghai School of Management at Peking University in 2003 and graduated in 2005. Business expansion brought her to Singapore in 2007. In 2012, she resigned from her position as executive director at Golden Meditech to become a non-executive director at Cordlife, a leading provider of cord blood banking.

GIVING BACK WHOLEHEARTEDLY

Despite her successes, the naturalised Singaporean decided to give up her career in 2014 to focus on raising her children. And motherhood is a role she is fully immersed in. She cooks for her family and manages her 9,000 sq ft penthouse home in District 9 without a live-in maid. She does it so well that her children only knew her in her role as mother and homemaker, and nothing much about her high-flying past. So while wanting to give back had always been on her mind, Lu says that the push to actively get involved in community work came from wanting to inspire her children. "After all, the best way to teach children is by example."