

These Asian-American Designers are Making the World a Better Place

May 28, 2021

With over 18 million Asian Americans currently living in the United States, it's not surprising that there have been many notable Asian American inventors and fashion designers. As part of AAPI Heritage Month, we would like to highlight a few NYC-based Asian American designers who have committed their notable brand names to make the world a better place.

Prabal Gurung



Prabal Gurung is a Nepalese-American designer who has used his talent and fame for the betterment of his community. In fact, 80% of his collection is made right here in New York City as part of Gurung's commitment to sustaining domestic employment and income. His outreach doesn't end there. Gurung also started a charity, the [Shikshya Foundation Nepal](#), which aims to help undereducated children in Nepal. Prabal Gurung owns U.S. Trademark Registration Nos. [4009030](#) and [4339292](#) for the mark PRABAL GURUNG.

Phillip Lim



Award-winning Chinese-American designer Phillip Lim has dedicated his modern luxury brand to sustainability and charity. Much of his materials, such as cotton, silk, and wool, are now certified sustainably produced. Additionally, Lim maintains an ongoing partnership with [Children in Conflict](#), a non-profit helping children in war-torn communities. Lim also released a digital edition of his cookbook, [*More Than Our Bellies*](#), with all proceeds going to [City Harvest](#) to aid NYC's food insecurity problem and, in the midst of the pandemic, Lim launched [#NYTOUGHERTHANEVER](#) in collaboration with Tiffany & Co.'s executive creative director, Ruba Abu-Nimah, with proceeds benefitting underserved communities. Philip Lim's current project backs the [#StopAsianHate movement on GoFundMe](#) and has raised nearly \$6 million to support the AAPI community in America. Phillip Lim owns U.S. Trademark Registration Nos. [3305859](#) and [4026344](#) for the mark PHILLIP LIM.

Ashlynn Park

Newer to the NYC fashion scene, Korean-American Ashlynn Park's luxury brand ASHLYN is committed to zero-waste luxury. Park's brand not only uses sustainable materials, but its made-to-order, online only business model is also aimed at reducing waste by avoiding over-production. Ashlynn Park owns U.S. Trademark Registration No. [6182627](#) for the mark ASHLYN.

Christina Tung

Chinese-American designer Christina Tung's brand Svrn focuses on sustainability, creating jewelry made from found, re-used, up-cycled and natural materials. Based in Bed-Stuy, NYC, Tung continues to support her community by sending proceeds from particular projects to Send Chinatown Love and Stop AAPI Hate. Additionally, Svrn's Building Black Bed-Stuy jewelry line sends 100% of net proceeds to [Building Black Bed-Stuy](#), whose mission is to protect and

preserve the Black community in Bed-Stuy and beyond by providing financial relief for Black-owned businesses and organizations. Christina Tung owns U.S. Trademark Registration No. [5885193](#) for the mark SVNR.

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