

LUC LAM

Nature's Palette, Woven from Culture

A sustainable fashion brand blending heritage and modernity

About the Brand

Name Meaning: "Luc" (green) & "Lam" (blue) = harmony between earth & sky

Founded in Hanoi - by designer Lam Bui, rooted in Vietnamese culture

Legal form: Limited Liability Company (Co., Ltd)

Mission - Vision - Purpose

Mission: Create sustainable fashion rooted in natural materials and cultural heritage

Vision: Design for tomorrow; inspire positive change through fashion

Purpose: Bridge traditional artisans and modern consumers

Market Insight

Vietnam fashion market: USD 7.5B by 2027

70% Millennials ready to pay more for eco-products

Rising demand for fashion with cultural meaning

Key Offerings

womenswear & accessories

Unique multi-functional items, natural dye and eco-friendly fabric

Cultural collections (e.g. Lunar New Year Ao Dai)

Products Lines

LIFE COLLECTION

Affordable, ready-to-wear

Organic cotton, linen (Korea)

Multi-functional designs

LIFE COLLECTION

Premium, made-to-order

Handwoven hemp, silk, natural dye (Vietnamese artisans)

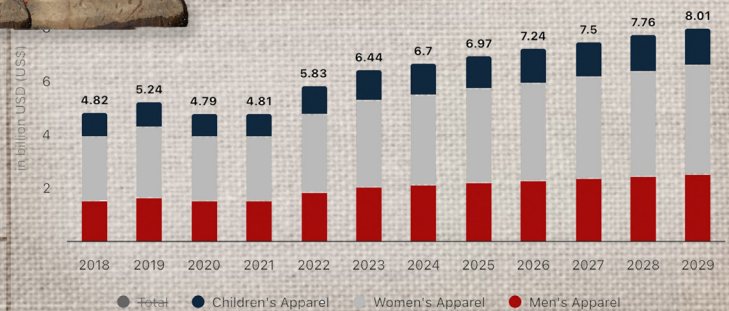
Personalisation & craftsmanship

Customer Experience

Touchpoints: Pop-up stores, Instagram/Facebook, workshops

Values: Community, storytelling, cultural education

Model: Pre-order & limited editions → reduce waste, increase value



Strategic Outlook

Year 1: Launch & brand building

Year 2-3: Pop-ups, expand production, increase loyalty

Year 4+: Flagship store, expand to SE Asia



FLOW

SPRING/SUMMER 2027

Flow is a journey of emotional liberation—shedding societal expectations to rediscover one’s true self. Inspired by the nature of water—soft yet powerful—the collection captures the moment a woman lets go, embracing her inner rhythm and raw beauty. Each design flows with freedom, grace, and quiet strength.
































A photograph of a black high-heeled boot on a patterned floor next to a wall with a window. The boot is the central focus, positioned on a floor with a complex geometric and floral pattern. The wall is a light, textured color, and a window with a yellow frame is visible in the upper right corner. The lighting is dramatic, casting shadows and highlighting the textures of the wall and floor.

The struggle between expectation and identity
reaches its turning point. No longer resisting,
she begins to flow—gently, instinctively—
guided by her inner rhythm.





















FLOW

by Luc Lam