
From: jeffrey E. <jeevacation@gmail.com>
Sent: Wednesday, October 18, 2017 9:41 PM
To: [REDACTED]

[REDACTED]

A model with a sense of social responsibility.

[REDACTED], appearing on the [REDACTED] cover, is not only a top model. She unlike most millennials, began at a very young age to realize her responsibility to the world at large. Lana is a devoted social advocate and the founder of the nonprofit organization Education Advance renowned for its focus on promoting science education in the United States.

What are fashion and style for you? Do you consider yourself fashionable?

After living and working in the three major fashion capitals ie Paris, Milan, and London, I was surprised to find that ambitious New Yorkers are much more casual with their after work fashion choices. If not obliged to dress formally, modern New York women have become much less formal in their fashion choices. This passion for relaxed comfort in their downtime leads many to wear blue jeans or the recently stylish yoga pants. These outfits would certainly not be appropriate in many other cities. I have studied at the Moscow State University of International Relations, where one's dress was essential for making a good first impression, sparking new friendship and of course finding suitable dates. Therefore it was a refreshing surprise for me to have less fashion pressure in the place where purpose and accomplishment are the paramount drivers.

After more than five years of living in NYC New York City, my closet has dramatically transformed as if by magic. Sneakers and casual clothes have replaced many of the evening dresses and heels I was obliged to wear with such frequency in other cities. I believe that our generation of millennials prioritizes life in a different way: one's career, social impact, a purpose in life and the contribution to the society matter more than the brand of clothing you wear. Nowadays in New York's most successful circles, it is hard to impress anyone with a Chanel bag or a Gucci belt from the latest collection. People seem to pay more attention to the breadth of your travels, or the meaningful projects in which you are involved. I love the way one of my favorite American designers Ralph Lauren articulates that fashion is not about brands and labels, but about something on the inside each of us.

As my career has developed in the fashion industry, I have become familiar with ever-changing trends. That being said, I completely agree with the great designer Giorgio Armani that women should try to use fashion in their interests instead of turning themselves into fashion victims. When it comes to selecting outfits, I believe it is essential to know which colors and designs suit you personally. I rarely experiment with new designs and colors and prefer to wear clothes that are certain to always "work" for me.

Style for me is first and foremost elegance. To me, elegance consists not only in what you wear, but also in how you present yourself, how you take part in a conversation, and in what drives and inspires you as an individual in society. I personally believe that an elegant woman should not catch your attention right away when she walks into the room. She should make an impression gradually, step by step to control her presence. In an analogy, very few people want to know the end of the book if its first chapter is not interesting. ?

You are a successful model and have worked on many shows. Which one has made the biggest impression on you?

The Fendi show at The Cannes Palace of Festivals in front of thousands of spectators was probably the most interesting and inspiring in my career. The Palace made a magical impression on me. And the Diesel show in Milan turned out to be the most fun of them all. One of the brand executives, Andrea Rosso, was DJ-ing as we models were encouraged to move as we pleased on the runway, which included dancing.

How have you come up with an idea of starting our own nonprofit organization? Please tell us about the mission of your foundation?</=>

I started working in the not-for-profit sector several years ago, when I had just moved to New York. I helped organize and coordinate different volunteer programs, including recruitment, and fundraising for needy areas of food scarcity. I was not focused on any one particular foundation but preferred to explore different roles in the sector.

The turning point happened during one of my trips to West Africa where I found that for as little as 100 dollars a year it is possible to change a child's life. ie paying his college tuition. Thanks to my family, I have valued education since my early childhood (my Father has a Doctoral Degree and my Mother had to stop working on her Doctoral thesis only because of the obligations of motherhood; all of my grandparents were doctors, and one of my grandfathers was the Distinguished Surgeon of the Russian Federation). I was overwhelmed when I won the merit-based state tuition to study at Moscow State University of International Relations and even got the high monthly payments from the state for the excellent grades (in the Russian educational systems students studying on the state tuition can get additional monthly payments as long as they get high grades, the amounts may vary based on the grades). Yet only recently did I come to a realization how lucky I had been with my education and what a critical part it plays in my life.

Therefore, I decided to pursue my future career in the education space. In 2016, I founded Education Advance aimed at promoting STEM education and increasing diversity in the STEM field (STEM stands for Science, Technology, Engineering, and Mathematics). I believe that these industries are, and will continue to be the main source of innovations in the world.

What are your future plans and goals?

I would love to develop and scale my foundation model to make a difference in the United States as well as continue promoting education on the international level. My dream is to apply the priceless experience I have received in the United States to make a difference there as an example of my gratitude for the education it has provided me, and perhaps help those in developing nations maximize their talents and potential by receiving opportunities for Western education as well. In my view, the Internet has had an incredible impact on education, providing more and more students with access to the resources of Western universities. I have noticed that the amount of impact-driven people has been increasing dramatically which allows me to make positive forecasts. So many young people have been interested in learning more about my foundation and have been offering assistance. Many internationally exposed people are aware that the philanthropic sector is more advanced in the United States than in Europe and China, however that could change in the future, offering new markets and spaces to have positive impact on the world.

--

=C2 please note

The information contained in this communication is confidential, may be attorney-client privileged, may constitute inside information, and is intended only for the use of the addressee. It is the property of JEE. Unauthorized use, disclosure or copying of this communication or any part thereof is strictly prohibited and may be unlawful. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to jeevacation@gmail.com, and destroy this communication and all copies thereof, including all attachments. copyright -all rights reserved

--94eb2c0328a6595c8d055bd91911-- conversation-id 26888 date-last-viewed 0 date-received 1508362874 flags 8590195713 gmail-label-ids 7 remote-id [REDACTED]