

JACKY LUI

Model Portfolio

www.jackylui.com
T: +491 77 891 6067
E: hello@jackylui.com

Updated: 16.09.2025

For Zalando



Part of the Zalando “Boss Up Your Style” campaign in September, 2025.

The campaign focused on work style of “real life bosses”, assembling a group of entrepreneurs and professionals to run through their back-to-work style, advice, tips, essentials and wishlists as they get on their post-vacay grindset.

Photographer:
Jules Moskovtchenko | @jules.jpeg



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For Erniold

Part of the Erniold SS24 campaign in May, 2024.

The campaign was focused on capturing the love for running, featuring several runners in Berlin against various backdrops, including pre-running, while-running and post-running activities.

Photographer:
Laura Schaeffer | @lauraschaeffer



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