

Lori Quon

Lori Quon is a native Angeleno and accomplished serial entrepreneur with extensive experience founding and leading companies in the consumer home goods and apparel sectors across both domestic and international markets.

She co-founded Brio International (1993–2006), an import-export company based in Hong Kong, where she developed private-label apparel collections from concept through production for clients in Latin America and the United States. Her work included collaborations with recognized brands such as Juicy Couture.

In 2006, Lori co-founded Rakku Inc. (2006–2025), a company specializing in the design, production, and distribution of innovative organizational products. Rakku's products were distributed widely across the United States through major retailers including Target, Wayfair, and Bed Bath & Beyond, as well as in markets throughout Asia and Europe. Under her leadership, Rakku received international recognition, including the prestigious Good Design Award from the Chicago Athenaeum: Museum of Architecture and Design for both the *Shoe Wheel* (2006) and the *Banca Shoe Bench* (2019).

Leveraging a strong marketing foundation developed at Ogilvy & Mather Hong Kong, Lori led highly successful integrated marketing campaigns that significantly elevated Rakku's brand visibility. The *Shoe Wheel* received extensive media coverage, with features in *The New York Times*, *The Washington Post*, *O*, *The Oprah Magazine*, and appearances on *The Today Show*, *Good Morning America*, and *The Rachael Ray Show*. The product garnered press coverage in more than 36 countries and achieved multiple sell-out performances on the Home Shopping Network (HSN).

Lori holds a Bachelor of Arts in Communication, *cum laude*, from the University of Pennsylvania and completed additional studies at Beijing Foreign Languages Normal College. She also earned a Master of Business Administration from the Marshall School of Business at the University of Southern California.

In addition to her professional accomplishments, Lori is deeply committed to community service. She is a Committee Member of the West Los Angeles Sawtelle Neighborhood Council Planning and Land Use Management (PLUM) Committee, where she reviews development projects and land use proposals impacting the local community. Her prior service includes board roles with the New West Charter School Governance Council (2015–2022), the UCLA Lab School Alumni Committee (2015–2016), and as President of the Sawtelle Judo Dojo Parent Board (2013–2015).