
CNNS LEADING WOMEN: CHINESE AD MOGUL SHENAN CHUANG AND ESTEE LAUDER HEIRESS AERIN LAUDER

Thursday, August 21, 2014

This month CNN's 'Leading Women' profiles Chinese advertising mogul, Shenan Chuang, and Este Lauder cosmetics heiress, Aerin Lauder.

CNN's Kristie Lu Stout meets Taiwanese-born Shenan Chuang, the CEO of Ogilvy and Mather Greater China. Chuang began her advertising career in the 1980s when Chinese ads were often dismissed as mere propaganda. She helped revolutionize the country's ad industry, and today China's advertising market is the world's second largest, tipped to exceed \$50 billion in revenue by 2015. Chuang talks to CNN about how her biggest failure led to her proudest achievement and why she believes there is 'no such thing as work-life balance'.

Also on 'Leading Women' this month, Kristie Lu Stout meets Aerin Lauder, the granddaughter of make-up mogul Este Lauder. Having worked her way up the ranks of the billion dollar family business over 25 years, the 44-year-old has branched out, launching her own luxury lifestyle brand, AERIN. Lauder reveals the lessons she has learned in business, the importance of saying 'no' and why she's putting her own stamp on the luxury brand industry. She also explains how beauty transcends borders and race and why she's so passionate about casting ethnically diverse models.

'Leading Women' connects CNN viewers to extraordinary women of our time. Each month CNN meets two women at the top of their field, exploring their careers, lives and ideas.

- Ends -

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Wednesday August 27 at 1730

Saturday August 30 at 1330

Sunday August 31 at 2030

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