

MODERN LUXURY

Angeleno



Band TOGETHER

THE HAIM SISTERS SOUND OFF

WOMEN OF
STYLE

L.A.'s Sartorial Stars



The City of Angels' Top
Shopping Streets

MODERN LUXURY



WANDA WEN

SOOLIP
CEO, CO-FOUNDER

Wanda Wen has been drawn to the impact of paper since she was in 2nd grade. As a little girl, she loved exchanging handmade Valentines with her classmates. She continued her craft by journaling, corresponding with friends via handwritten letters in the mail and wrapping gifts using alternative sourced natural elements. Today, her personal passion is now a thriving artisanal business.

Soolip offers fine stationery and luxury paper with modern-inspired designs that are tactile, intimate and experiential. Whether it's an elegant destination wedding invitation or a brand-to-influencer gift box program, Wen and her team eagerly take on every design challenge their trendsetting clientele requests. Notable publications including Vogue, The New York Times, Wall Street Journal, WWD and Town & Country have celebrated the visionary's vivacious personality and exceptional craftsmanship.

While we live in an increasingly digital world, this Dynamic Woman places great emphasis on showcasing the human hand in their custom letterpress and engraved papers, writing accoutrements, to bookbinding, calligraphy and couture gift-wrapping. She explains why she pays close attention to detail, "Magic lies in the details like the way a bow is tied, gift tissue is pleated or a note is hand-scribed."

Wen inspires others to add a dose of creativity into their own lives, as she feels this is vital to the health and well-being of one's soul. Her upcoming Creative Arts Workshops series this upcoming fall offers in-person experiences such as The Art of Calligraphy Lettering, The Alchemy of Wildflower Inks, Tea-Making and more. On YouTube, she runs The Soolip Fix channel, which covers DIY projects and beautifying life hacks.

In her personal life, she's a mother of three and a certified yoga instructor. Like Soolip, she's transformed a personal passion into an entrepreneurial endeavor having launched the experiential board game, YogaLand, in 2019, with a junior version for the younger generation set to debut in 2024.

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PHOTOGRAPHY BY PHILIP MACIAS

 A DYNAMIC WOMAN STEPS
INTO HER POWER, IS IN TOUCH
WITH HER PASSION AND CULTIVATES
THEM TO BE THE BEST SHE CAN BE.