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Linh, Ao Dai and Forbidden dreams

Starting from scratch, this young woman took a year off to better position herself to chase her dreams. She proved to everyone that her success would emerge from what many considered outdated.

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Linh, Ao Dai and Forbidden dreams





By [Le Tan Phat](#)

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SCIENCE AND TECHNOLOGY

MEDIA RELEASE

06 November 2023

We meet with Ngoc Linh, a current student in Fashion Enterprise at RMIT University, one of the rare few people to receive a full scholarship to major in fashion enterprise. Her road to fashion journey has been extremely fraught with challenges and harsh difficulties. But, looking back, she is incredibly appreciated and grateful. Without those experiences, she wouldn't be where she is today.

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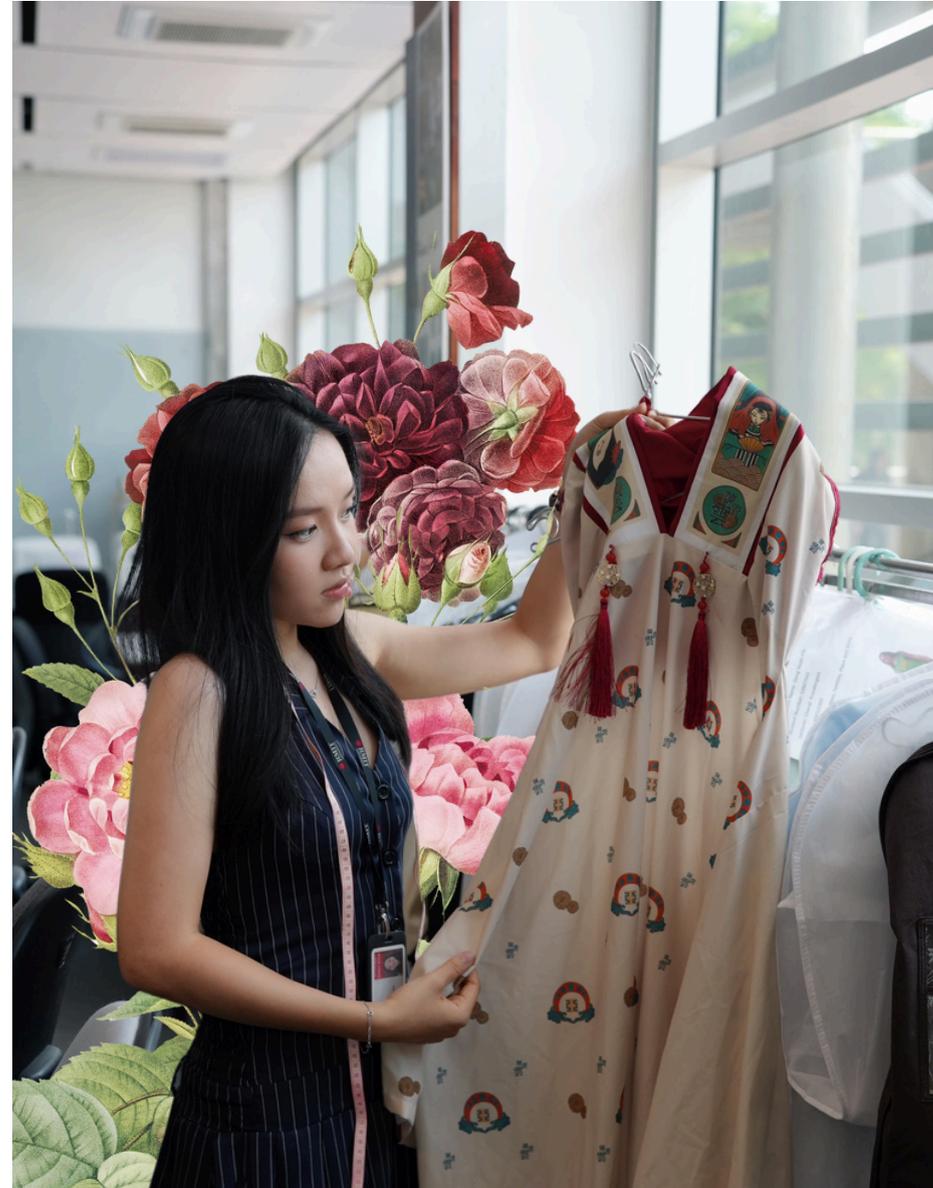
“To fashion lovers, the path to conquering beauty and aesthetics is always fraught with challenges and obstacles. I completely perceived that, without overcoming those hurdles, the garments I create wouldn't stand through the flow of time” - Ngoc Linh, third-year student at RMIT University.

RMIT Fashion enterprise student - **Luu Ngoc Linh** with the **"12 Ladies in Áo Dài"** collection while still a third-year student, has made a significant impact on the local fashion community. Her creations have garnered admiration from renowned domestic brands, with numerous collaboration offers.

An arrow can only be shot by pulling it backwards.

From my earliest memories, I've had a profound passion for **fabrics** and **garments**. Yet, my aspirations extended far beyond spending hours drawing and **sketching clothing designs**. My true ambition has always been to own a fashion company. And **RMIT** was the sole institution offering a major in fashion enterprise.

However, my road to reach the peak of my passion, presented a significant hurdle: my parents. Despite all my hard efforts to pursue them, they vehemently opposed my aspirations at every turn. Saying about their reasons? Well, it was baffling, to tell the least. Their friends, who have children who attended **RMIT** were struggled with course failure, who were directly the main reasons to drag my passion down.



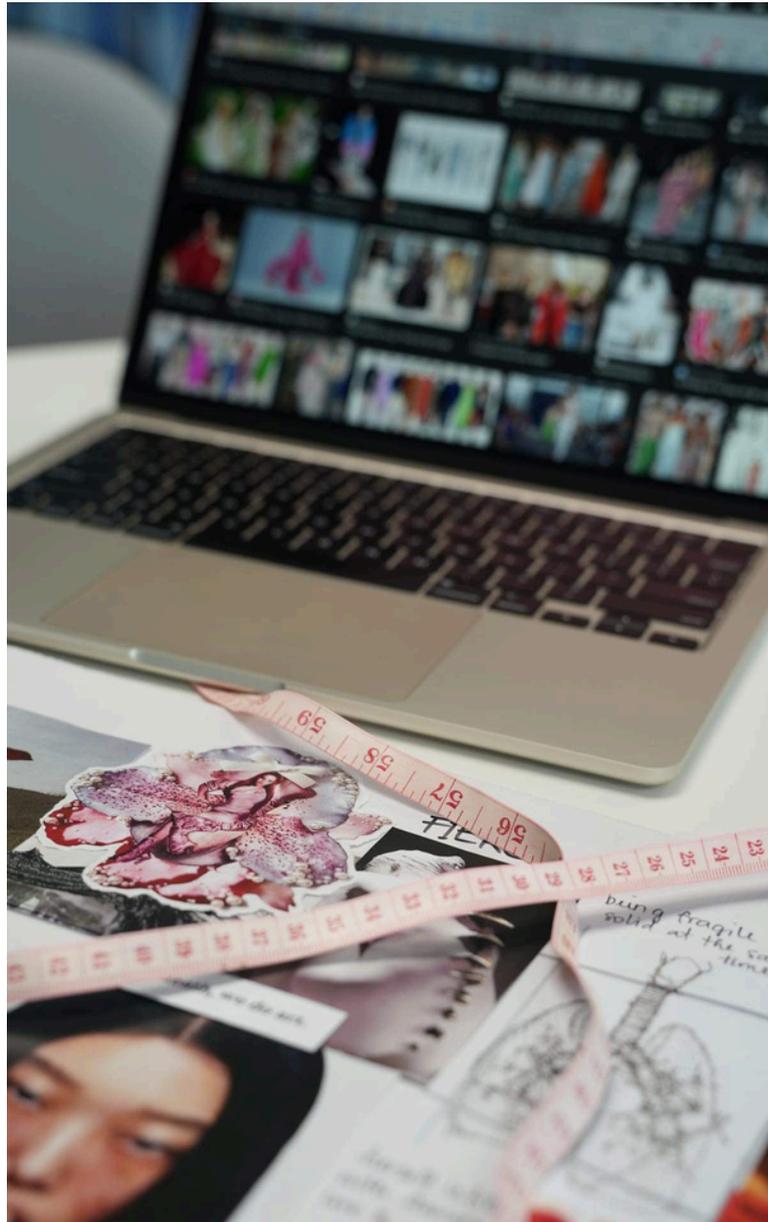
My parents' decisions were completely influenced by them, from thence, of course, they were all doubt about my abilities and passions. They were all conformed the standards set by others to me. I wished I could stand up for myself and defend my dreams.



Those days, felt like an uphill battle against my parents' unwavering opposition. But, how can a high-school student's mind possibly stand out over those of the gen Y? Eventually, I had to set out my future in a different university. Remembered, it was such a tough pill to swallow, but it actually gave me the importance of believing myself, even through the harsh circumstances.

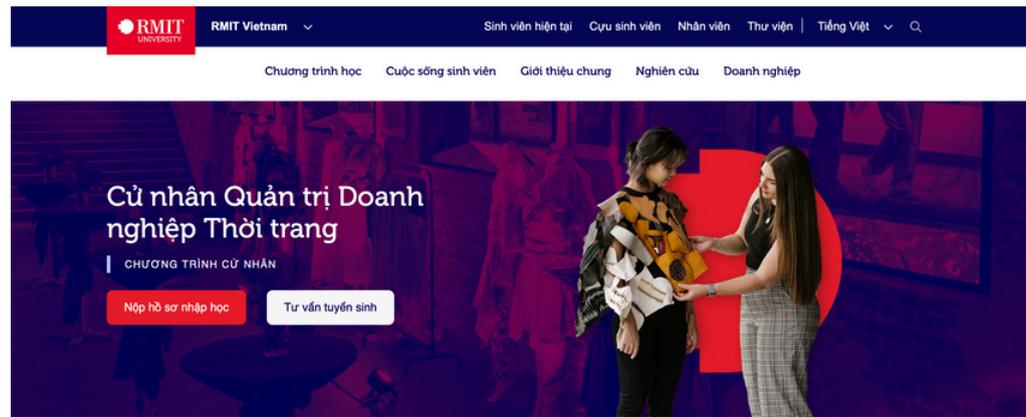
Through my university days, I found myself in a bit of a rut. The materials, the lessons, were all actually not resonated with me. Days by days, lacking any real significance for me to continue. But then, an accidental scenario changed everything to me. An opportunity to visit a **real-life fashion** show actively turned out to be a crucial and unforgettable moment. Every single design, complex details, overarching themes - spreading through each neuron line in me. So much so, I researched and observed this event afterward. Surprisingly, I discovered that the founder behind it all was an **RMIT Alumni**. All her **artworks** and creations emphasized every true thing I would draw my future me in **fashion**. That moment, I wondered: could I become a her one day?

Find out more about RMIT Fashion (enterprise): <https://www.rmit.edu.vn/study-at-rmit/undergraduate-programs/bachelor-fashion-enterprise>



At that moment, I realized I needed to take control of my future. Determined not to settle for a degree I wasn't passionate about, I decided to convince my parents at any cost. I retook the IELTS, delved into **RMIT**'s admission process, and showcased my fashion projects to secure a scholarship. After carefully preparing, I spent two hours persuading my parents to support my dreams. The next morning, I found their signed approval on my enrollment application. Reflecting back, those two hours were the most courageous and transformative of my life.

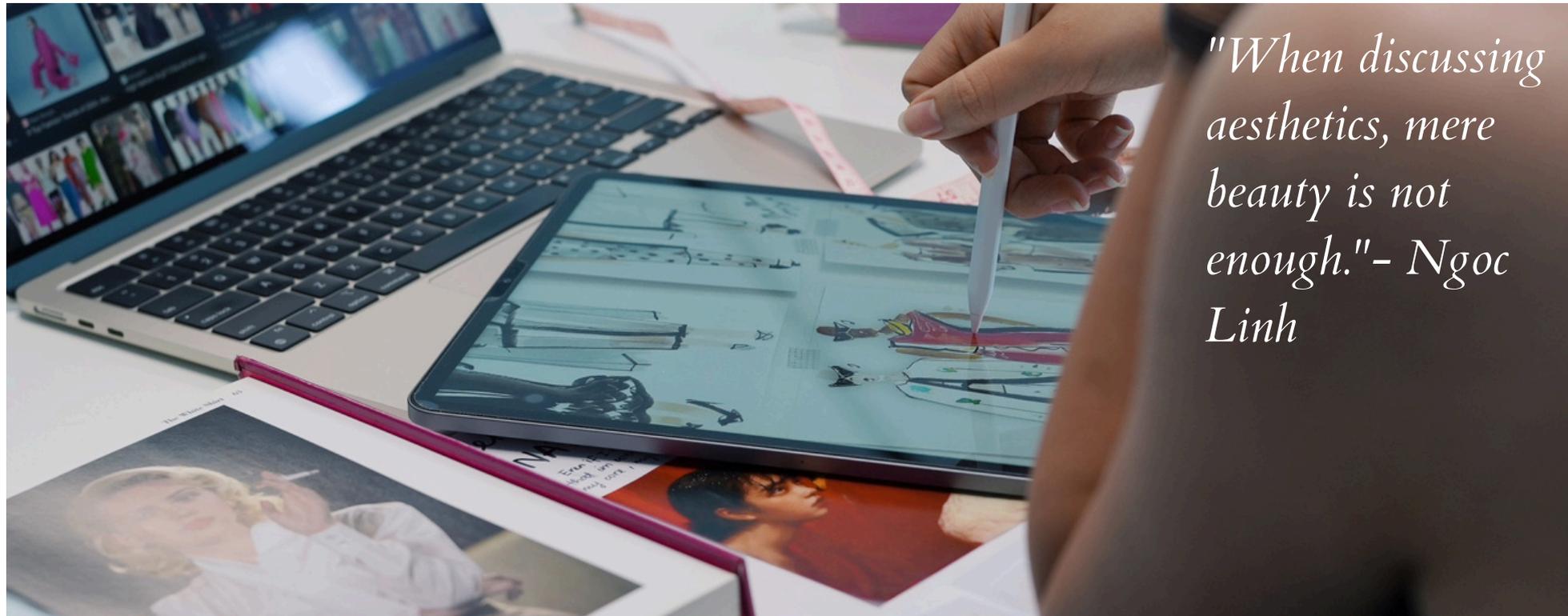
A ship in a harbor is safe, but that is not what ships are built for- Ngọc Linh



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Passport to fashion: “We need more than just an innate aesthetic mindset in order to achieve in the fashion industry”.

I began the journey. However, during my initial days at this school, I found that I wasn't as proficient as I had thought. Despite possessing a distinctive set of **creative skills**, I found it challenging to go through the complexities of the fashion industry and lacked the foundational knowledge necessary to manage a business. I still remembered a lecturer once told me: “We don't teach you **fashion** theoretically, we teach you to explore it in the right way”. These curriculums motivated us to delve into the historical context of **fashion** while staying anchored in the need of the **contemporary world**.



"When discussing aesthetics, mere beauty is not enough."- Ngoc Linh



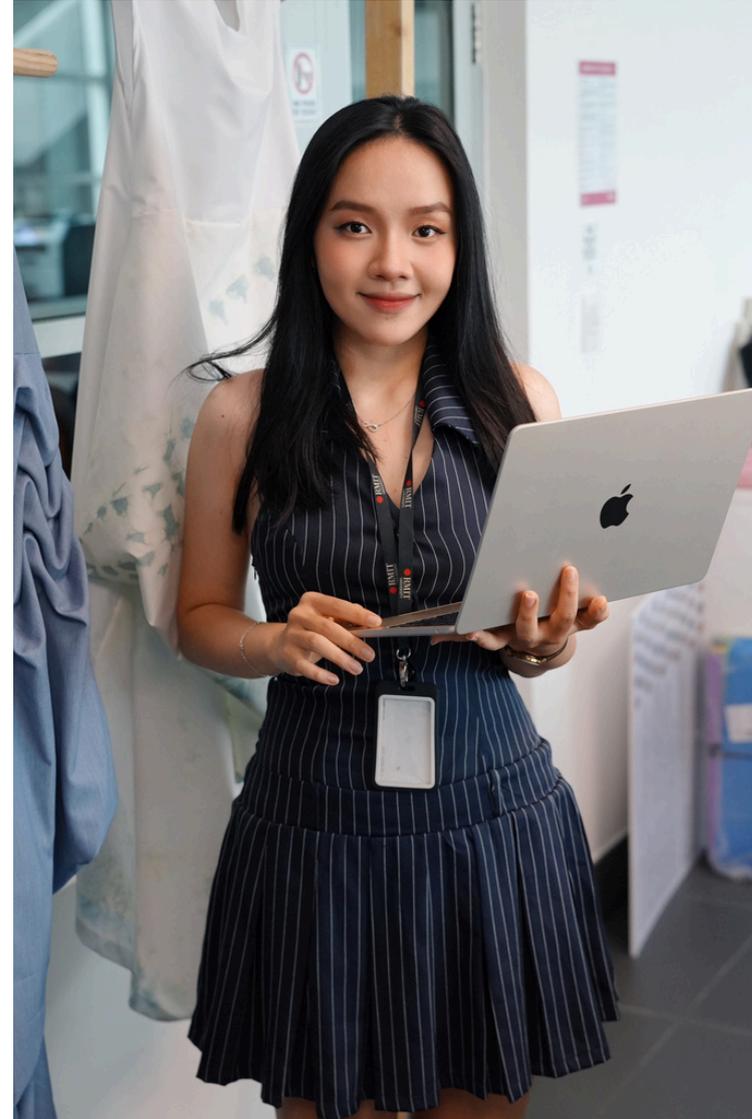
From the foundation of **French Haute Couture** to the meticulousness of **Japanese streetstyle**, we barely missed nothing. It is crucial in **RMIT** to understand not just the aesthetics but the philosophy behind different **fashion movements**. This wide perspective was vital as it enabled me to appreciate **fashion** through the form of expression that across borders.

Failure from looking “ Áo Dài” through the lens of “haute couture”.

Two years spent in **RMIT** have expanded my perspective on the **high-end fashion industry**. The cultural approach to fashion in **RMIT** was beyond what I had known before, where **fashion** served as an expression of **community identity** and shared customs. In contrast, **RMIT fashion** is a narrative of **personal revolution**, where a single piece of cloth can profoundly express someone’s **personal identity**.

At **RMIT**, I was first introduced to the intricate and luxurious world of "**Haute Couture**," which was far more detailed and sophisticated than I had ever imagined. Captivated by this concept, I aspired to blend it with the traditional **Áo Dài**. However, I soon realized that **Áo Dài** didn't need to be framed by **international fashion** terms to stand out. This nearly four-century-old masterpiece transcends the label of "**traditional Vietnamese costume**" and should be recognized as a trend-setting **garment** for the future.

Once a **designer** grasps the ebb and flow of the **fashion** world, they realize that being **outdated** or **fashionable** is merely a transient phase. Moreover, my two years at **RMIT** emerged in me that while creating a beautiful garment might be straightforward, ensuring it remains beautiful as it ages is a far more complex challenge. Embracing this truth, I shifted my focus from creating the most visually stunning pieces to **crafting garments** that transcend time and enable wearers to express their individual **values** and **identity**.



If plan A doesn't work, there are still 25 letters left in the alphabet – Ngoc Linh

Blending the knowledge acquired in **RMIT** with **traditional** materials, I crafted a series of “**12 Ladies in Áo Dài**”, each symbolizing a month of the year. This collection has earned accolades from three esteemed **local fashion brands**. At this moment, I remember the scene which I’ve looked to that **RMIT Alumni** on three years ago. Then, I realized that my efforts and creation had been so far than I’ve thought about.

Message from Linh:

*Dear **fashion lovers**, I know the struggle you face in chasing your dreams right now. It’s one thing to strive tirelessly, but quite another to embrace the setbacks along the way. I once attempted to blend the **Áo Dài** into an unfamiliar world and to measure it by standards it wasn’t meant to meet. It was through this misstep that I learned a vital lesson: recognizing your talent in fashion is one thing, but choosing an environment where your fashion sense can develop and flourish is even more crucial.*

Story: Ngoc Linh

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·**URL:** <https://www.rmit.edu.vn//Linh-ao-dai-and-forbidden-dreams/>

·**Title Tag:** <title>Linh-ao-dai-and-forbidden-dreams</title>

·**Meta Description:** <meta name="description" content=" Discover the inspiring journey of Ngoc Linh, a fashion student at RMIT University. She overcomes obstacles to pursue her passion for fashion enterprise. From challenging parental opposition to blending traditional Vietnamese heritage with haute couture, Linh's story is one of resilience and determination.">

·**Heading Tags:** <h1>Linh, Ao Dai, and Forbidden Dreams</h1>

<h2> Ngoc Linh: A Fashion Journey</h2>

<h2> Overcoming Challenges: Pursuing Passion Against Difficulties </h2>

<h2>The Áo Dài Revolution </h2>

Link to Raw Images

<https://drive.google.com/drive/folders/1KVKMUQ7qnrJsQ02719Cj5Eerruh7BlF?usp=sharing>

Intro

RMIT is a global university of technology, design and enterprise. Founded in 2000, RMIT University in Vietnam delivers a world-class education and globalised study environment.

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Album Meet Our Graduates 2024

RMIT University Vietnam April 20 at 8:00 PM

Starting from scratch, this young promising took a year off to better position herself to chase her dreams. She proved to everyone that her success would emerge from what many considered outdated.

Tune into Ngoc Linh's journey on transforming Ao Dai into a masterpiece: https://www.rmit.edu.vn/Linh-ao-dai-and-forbidden-dreams/

#RMIT2024 #AllJourneysStartHere #Meetourstudents



"When discussing aesthetics, mere beauty is not enough."- Ngoc Linh

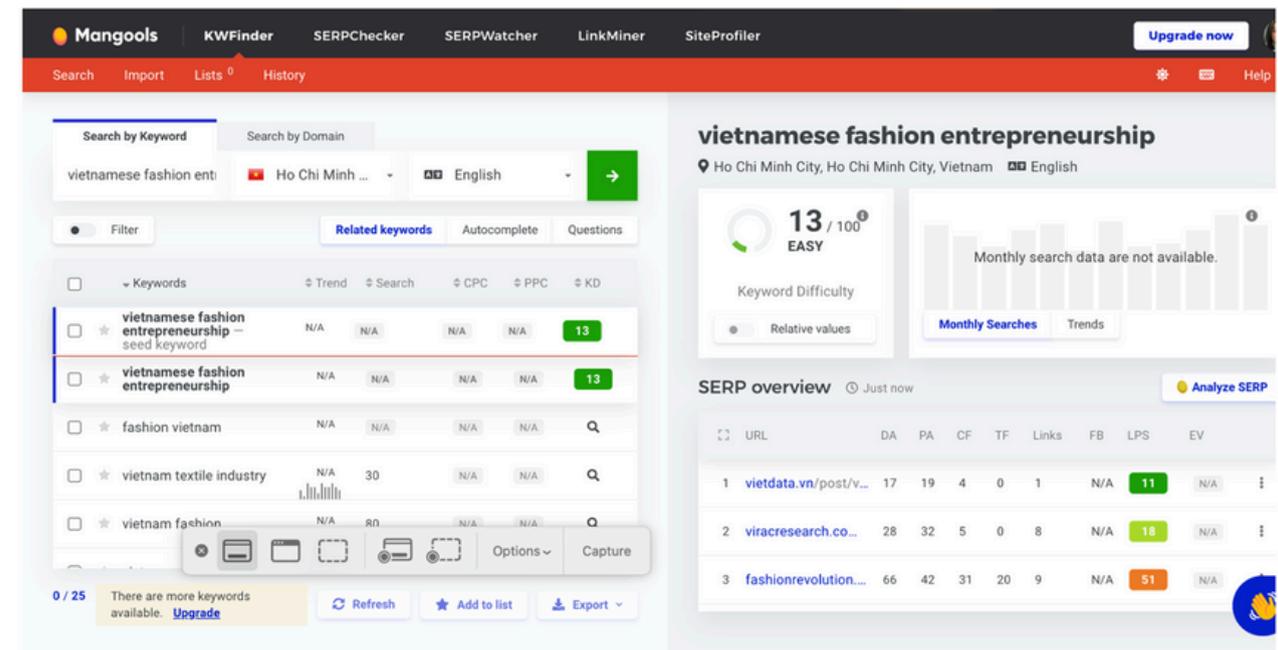
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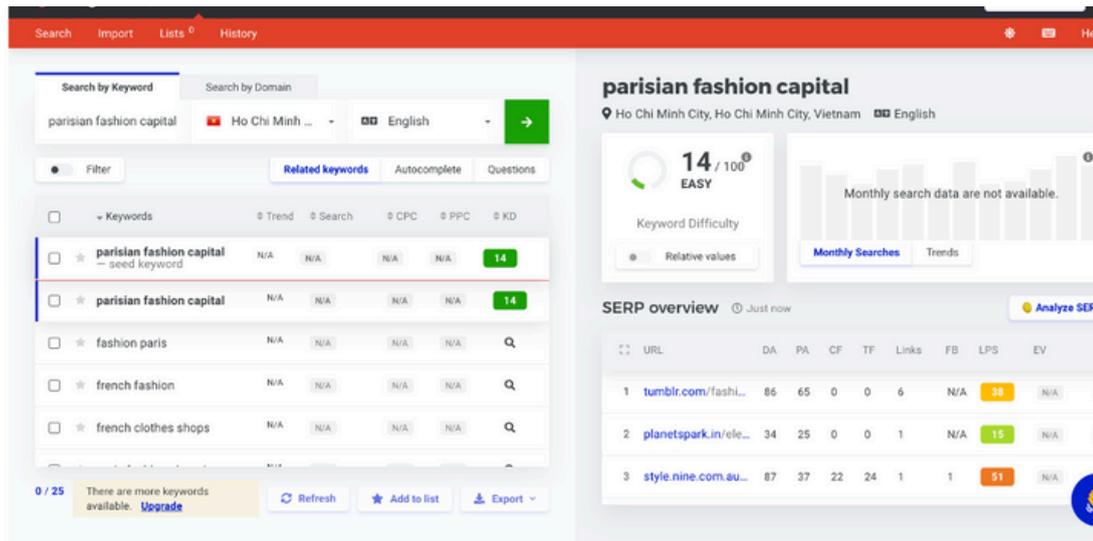
Appendices

Keyword	Volume	Difficulty	Intention	CPC
1. Paris Fashion Capital	10	14 (easy)	Informational	
2. Fashion designer	980	22 (easy)	Informational	\$0.78
3. RMIT University	7.8K	35 (possible)	Informational	\$0.08
4. RMIT fashion program		19 (easy)	Informational	
5. Fashion entrepreneur	10	22 (easy)	Informational	
6. Áo Dài	105K	6 (easy)	Informational	\$0.16
7. Áo Bà Ba	25.8K	7 (easy)	Informational	\$0.08
8. Sketching designs	80	31 (possible)	Informational	
9. High Fashion	1000	11 (easy)	Informational	
10. High-end fashion industry	10	32 (possible)	Informational	
11. Traditional materials		20 (easy)	Informational	
12. Haute couture	2000	15 (easy)	Informational	\$0.01
13. Sketching clothing desings		27 (easy)	Informational	

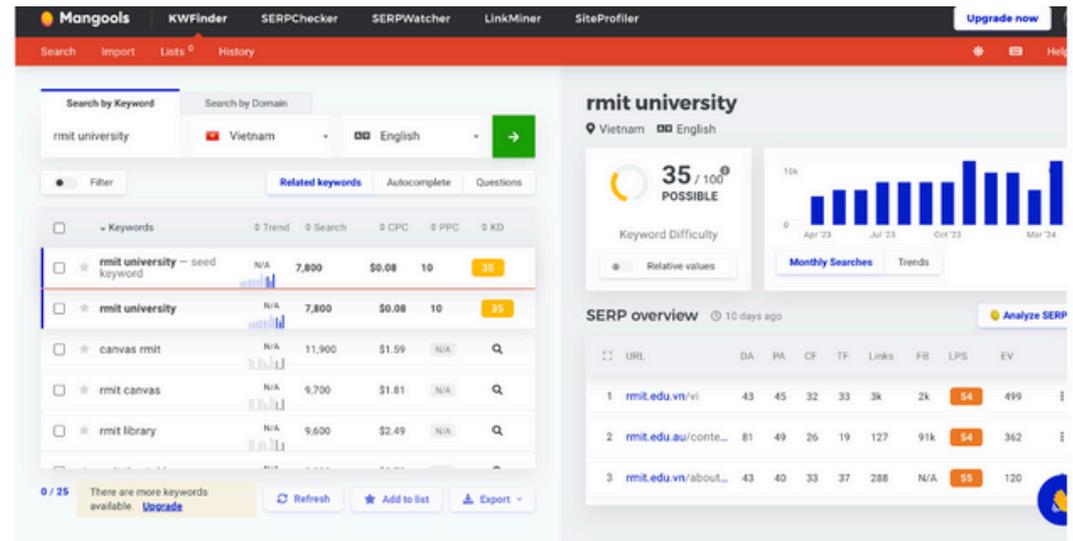
Keywords SEO optimisation (Source: Mangools)



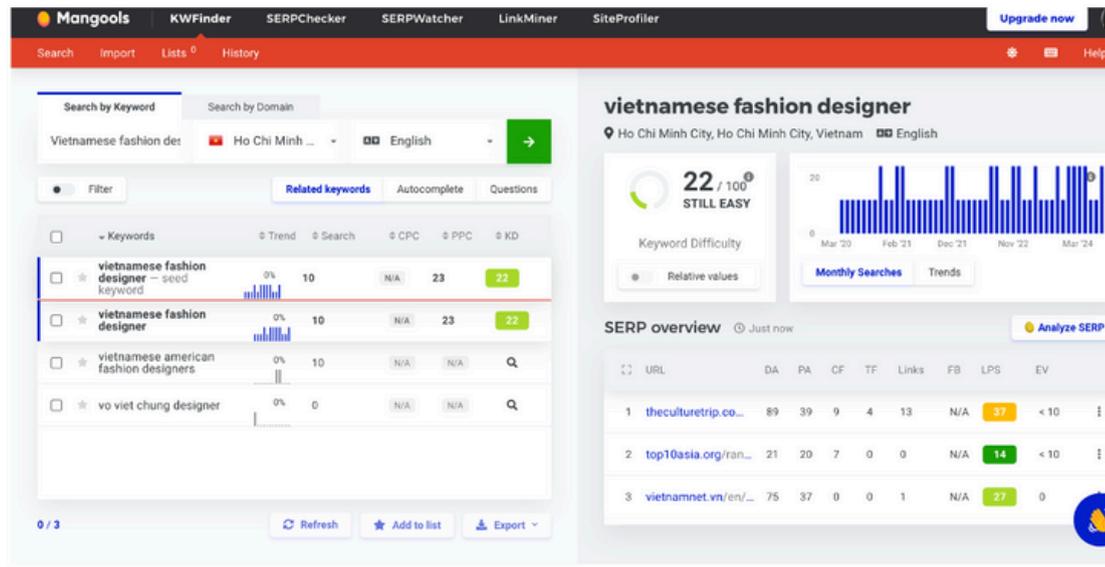
Appendix 1: “Vietnamese Fashion Entrepreneurship” on Mangools



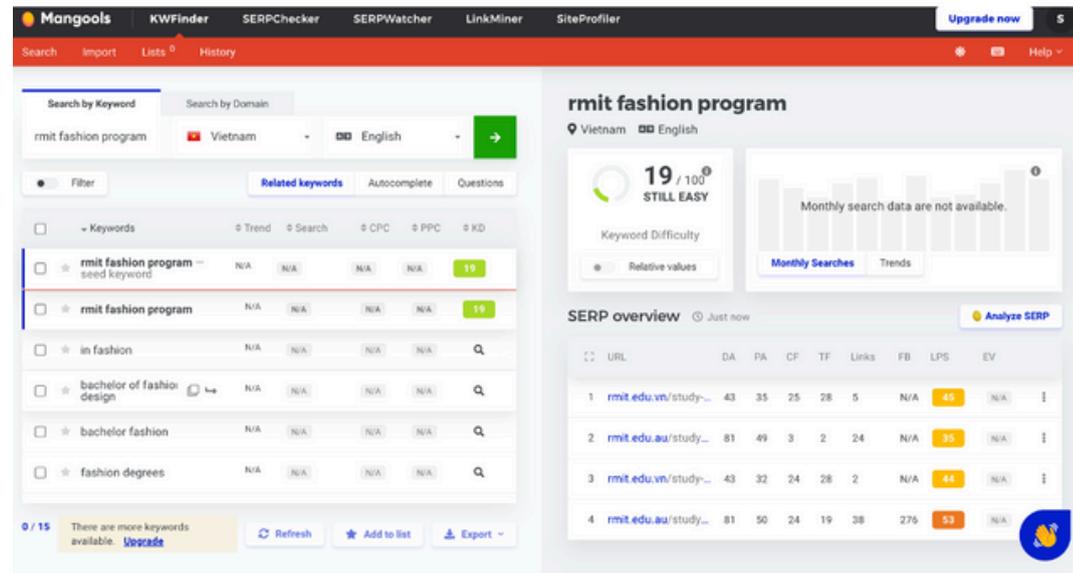
Appendix 2: "Parisian Fashion Capital" on Mangools



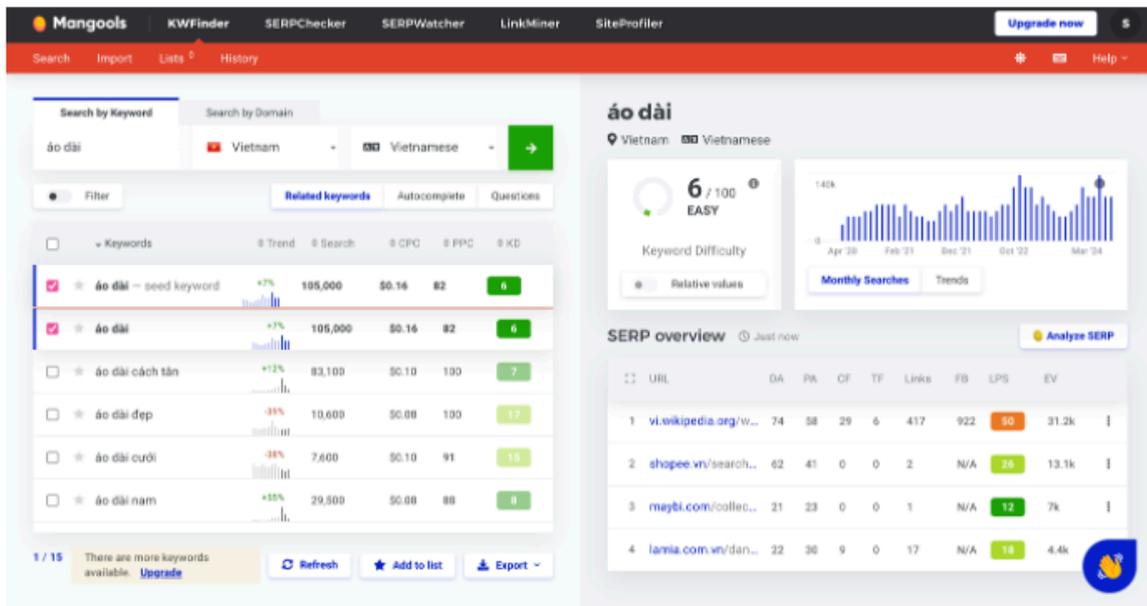
Appendix 4: "RMIT university" on Mangools



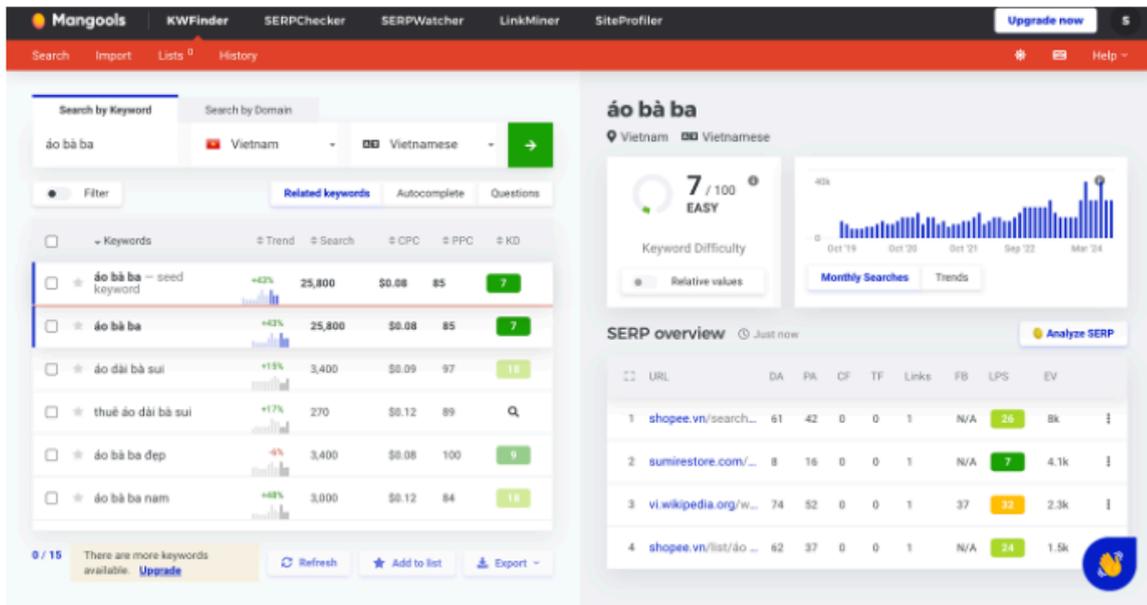
Appendix 3: "Vietnamese Fashion Designer" on Mangools



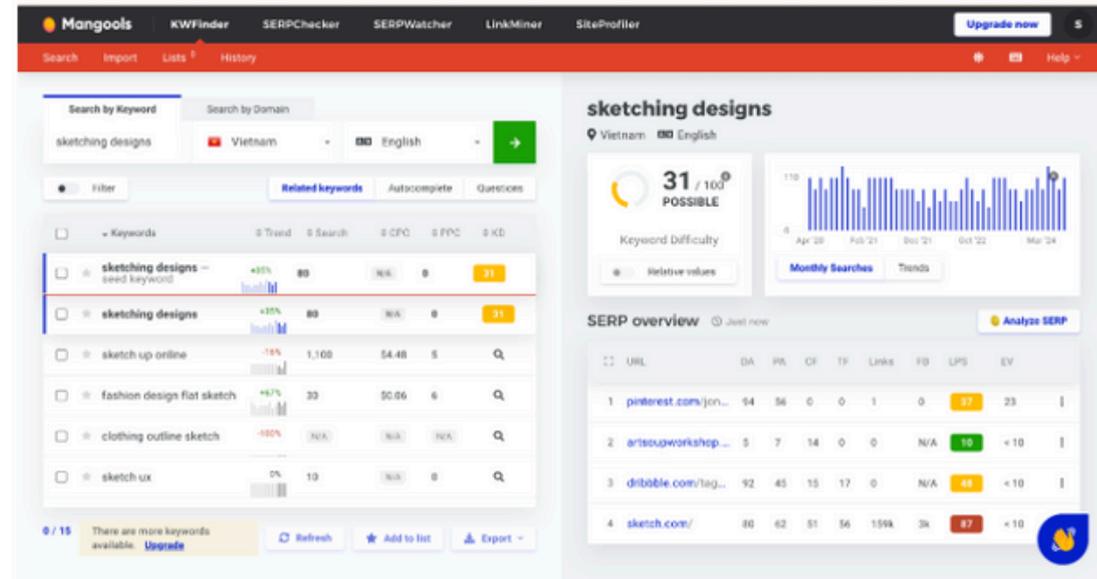
Appendix 5: "RMIT fashion program" on Mangools



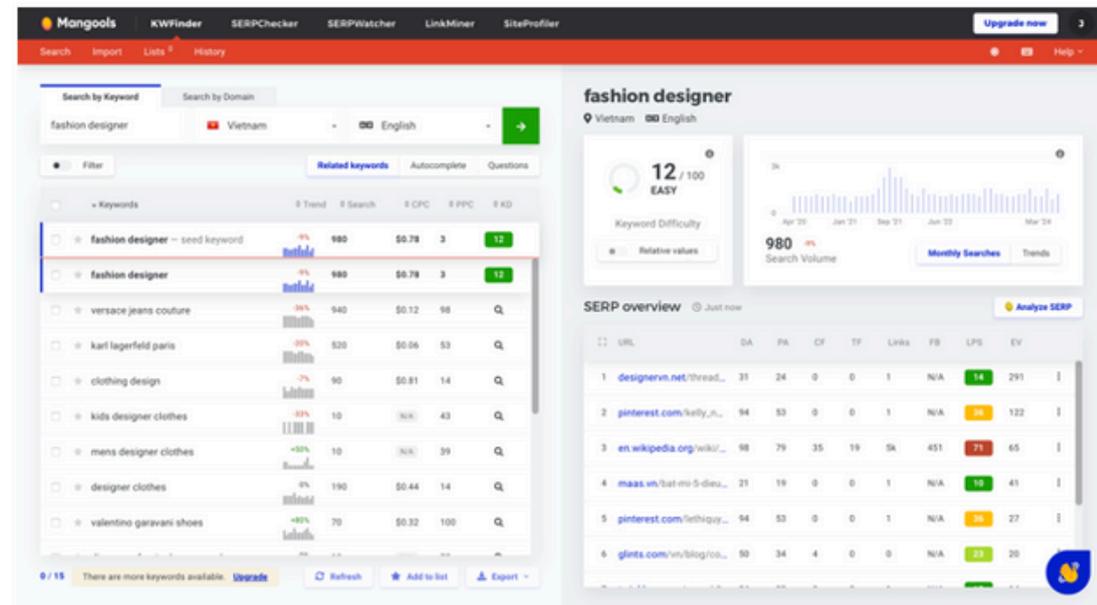
Appendix 6: “Áo Dài” on Mangools



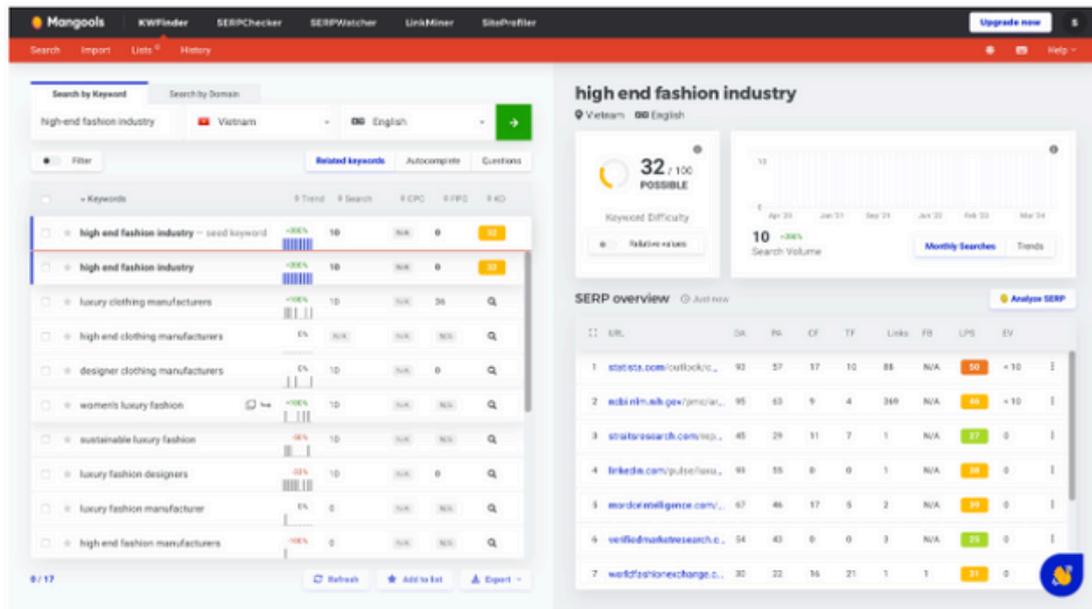
Appendix 7: “Áo Bà Ba” on Mangools



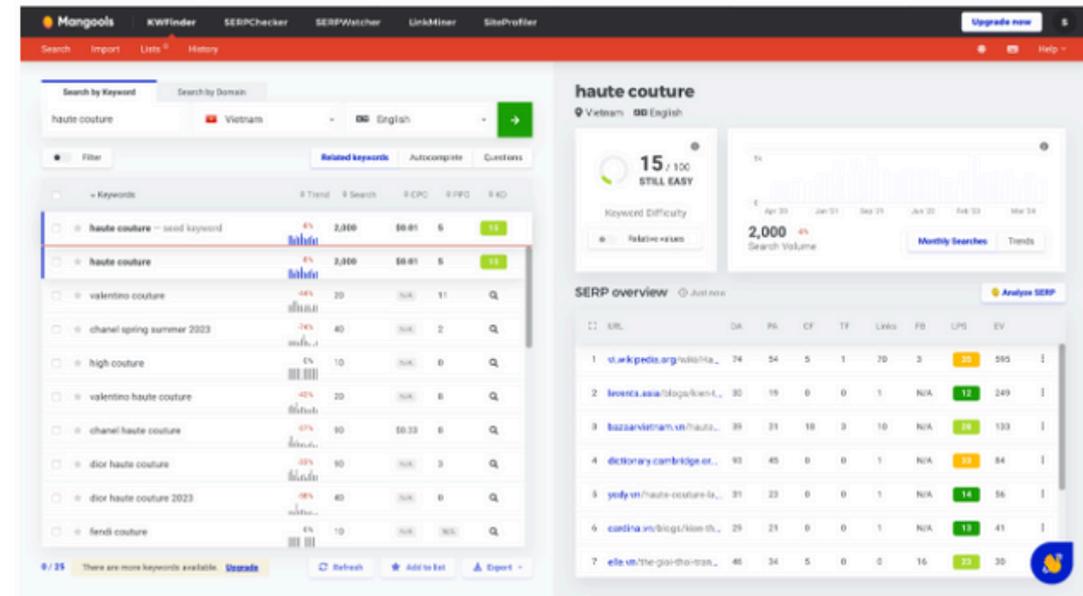
Appendix 8: “Sketching designs” on Mangools



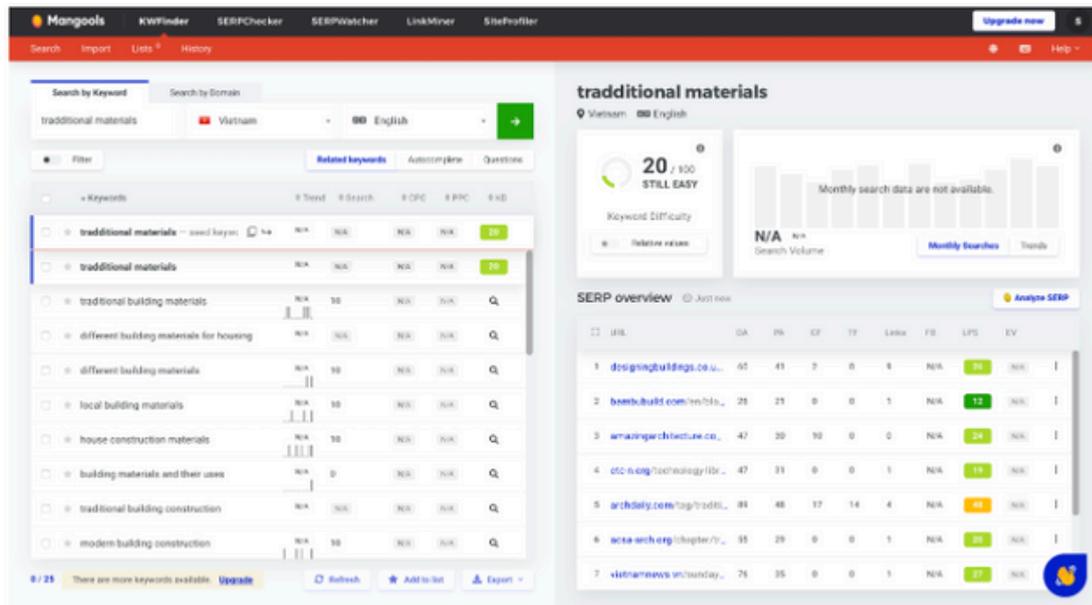
Appendix 9: “Fashion designer” on Mangools



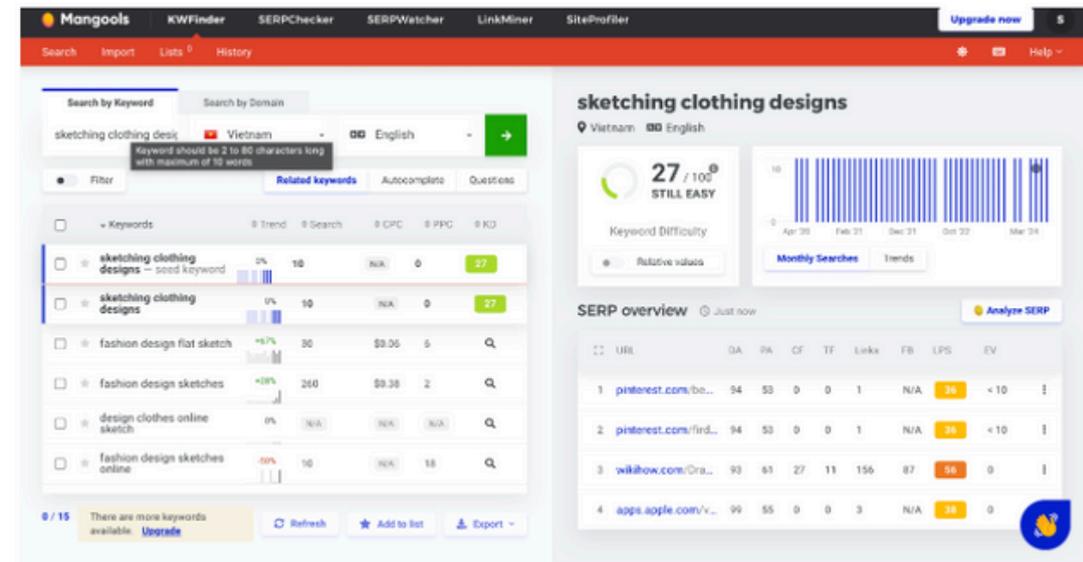
Appendix 10: "High-end fashion industry" on Mangools



Appendix 12: "Haute couture" on Mangools



Appendix 11: "traditional materials" on Mangools



Appendix 13: "Sketching clothing designs" on Mangools



Behind

THE PHOTOSHOOT SCENES



Proof of working progresses

Persona

Luu Ngoc Linh

1994, joined RMIT University in 2012, graduated at 2015

Move to Paris in 2016 until 2024 back to Viet Nam

Fashion designer, fashion startup.

Heading:

On her journey to fashion

Showcase her her journey on exploring fashion when she had little access to fashion knowledge and

On her preparation before leaving Vietnam

Demonstrate RMIT is where she chose to cement her fashion knowledge before moving to Paris.

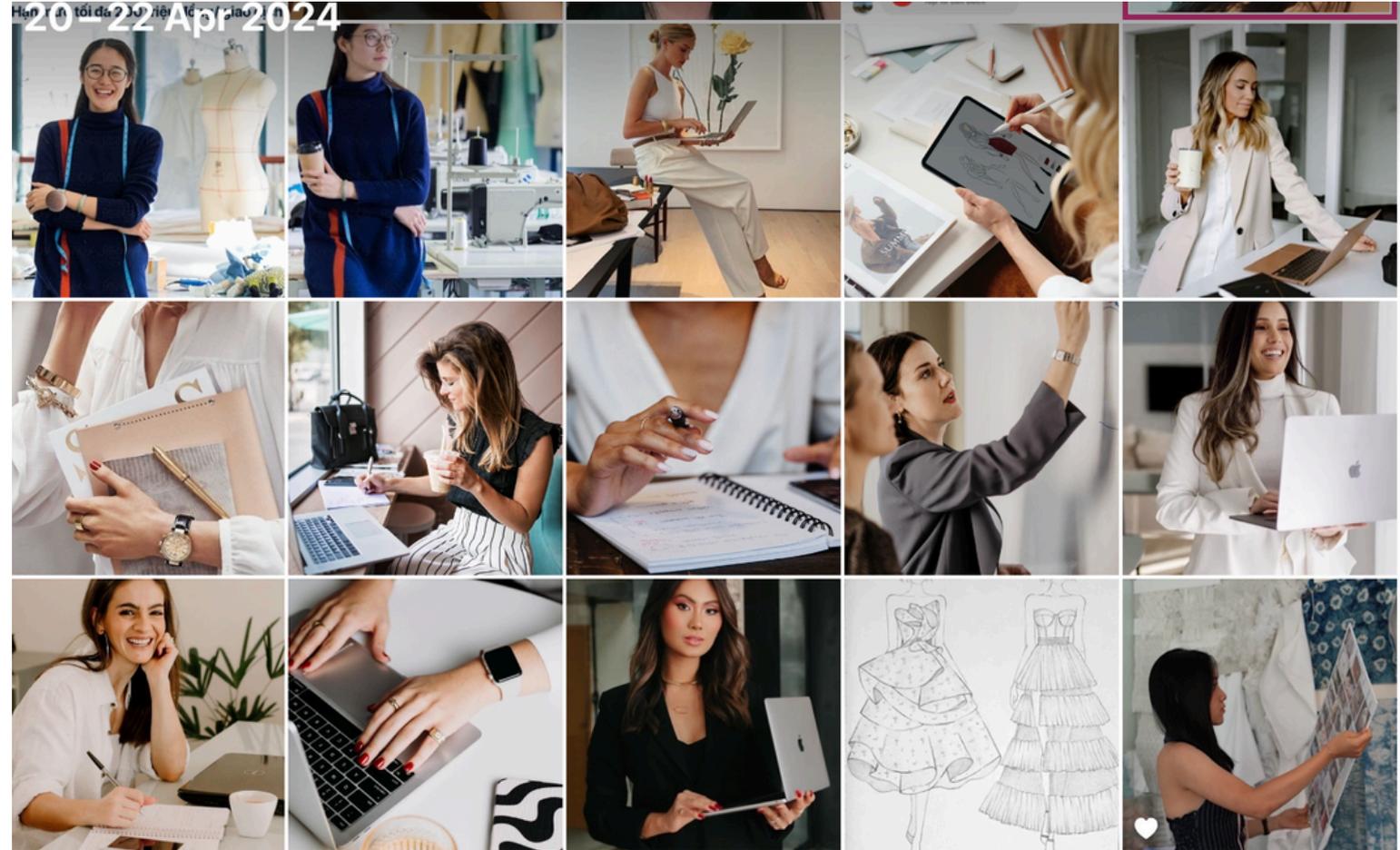
If plan A doesn't work, there are still 25 letters left in the alphabet.

A ship in a harbor is safe, but that is not what ships are built for.

How has your perspective of Viet Nam fashion industries changed after living abroad in Paris?

Have there been any opportunities you've discovered as a Vietnamese overseas?

What's next on your startup journey?



Persona drawing

Moodboard and poses references

Participant Release Agreement



Participant Release Agreement

Full Name of Person Interviewed/ Photographed/ Filmed: Vo Doan Thao Nguyen
Address: District 7, Ho Chi Minh city.

Phone: 0386150761 Email: S3878616@rmit.edu.vn

Full Name(s) of Student Interviewer/ Photographer/ Videographer: Le Tan Phat

Name of Organisations: **RMIT UNIVERSITY VIETNAM**

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 - NO, I do not give consent to the above conditions, participation is for "educational purposes", permission is given for the purposes of the course assessment [only](#)**
 - Other conditions (explain)**
-

Written name and Signature of Participant, Date

Vo Doan Thao Nguyen – S3878616

Written name and Signature of Parent or Guardian, Date
(if Participant is a Minor)

The end.