CantoSoul是一個立足香港的可持續服裝品牌，由Jasmine CHEUNG與Justin CHEUNG共同創立。

Jasmine CHEUNG出生在美國洛杉磯，在香港長大。她就讀於波士頓的東北大學，主攻國際事務專業。在美國期間，她意識到在流行文化、藝術、時尚和媒體領域缺少亞洲形象的代表。從小到大，她一直都很喜歡旗袍，欣賞其複雜的設計，但她也感到每年只能在農歷新年期間穿一次非常限制。因此，在哥哥Justin CHEUNG的幫助下，他們於2019年夏天推出了CantoSoul，為人們提供休閒、時尚的日常著裝。他們還希望，對於那些從未擁有過或從未在衣櫃里加入過亞洲風格服裝的亞裔美籍來說，它會給他們帶來一種舒適感和熟悉感。CantoSoul植根於極簡主義和現代化的靈感，是張氏兄妹對身份的追求的體現——東西方文化的混合，傳統及現代觀念的揉雜。

CantoSoul is a sustainable clothing brand based in Hong Kong, co-founded by Jasmine and Justin CHEUNG.

Jasmine CHEUNG was born in Los Angeles, the United States and grew up in Hong Kong for most of her life. She attended Northeastern University in Boston, where she studied international affairs. It was during her stay in the US that she realised there is a lack of Asian representation in pop culture, arts, fashion and media. Growing up, she has always loved cheongsam and appreciated the intricacies of the designs, but she also felt restricted that people can only wear it once a year (during Lunar New Year). Therefore, with the help of her older brother Justin CHEUNG, they launched CantoSoul in the summer of 2019 to provide casual, and fashionable everyday wear to people. They also hoped that it would bring a sense of comfort and familiarity for the Asian-Americans who have never owned or incorporated Asian-style clothing in their wardrobe. Rooted in inspirations of minimalism and modernisation, CantoSoul is the manifestation of Jasmine and Justin’s search for identity – a mixture of Eastern and Western cultures, and of traditional and modernised concepts.