Grace CHOI was born in Shanghai and grew up in Hong Kong. She discovered her passion for the fashion industry at an early age and has experienced great success in modelling for over ten years.

While she was still at the prime of her modelling career, CHOI had become a fashion show producer and created her own event planning company, Gorgeous Productions.

CHOI established her own label, Yi-ming, in 2011. The name, Yi-ming, is derived from her name in Mandarin pinyin. She is fascinated with the distinctive style of oriental fashion cultures and aims to create a modern, chic interpretation of the East-meets-West style of ladies’ wear. After the first collection launched in 2012, CHOI has received inspiring responses and had then been approached to design chinoiserie uniforms for two new luxury boutique hotels in Hong Kong and won popularity from the public. In 2014, CHOI received the ‘40 Under 40 Award’ by Perspective Magazine.

Grace CHOI出生於上海，在香港長大。她在很小的時候就發現了自己對時尚行業的熱情，並在十多年的模特生涯中取得了巨大的成功。

當她仍處於她的模特生涯的黃金時期時，Grace CHOI已經成為了一名時裝表演製作人，並創建了自己的活動策劃公司Gorgeous Productions。

2011年，Grace CHOI創立了自己的品牌Yi-ming。「Yi-ming」這個名字來源於她姓名的普通話拼音。她痴迷於東方時尚文化的獨特風格，致力於創造一種現代、別緻的中西女裝風格的詮釋。在2012年推出第一個系列成衣後，Grace CHOI收到了鼓舞人心的回應，並被邀請為香港兩家新的豪華精品酒店設計具有中國風格的制服，贏得了公眾的歡迎。2014年，Grace CHOI獲得了《透視》雜誌的「四十驕子」大獎。