



**WAYS YOU CAN  
CELEBRATE  
KOREAN CULTURE**





**“Hallyu”**

**is the rise of all  
things Korean.**

**Here are **four** key  
ways you can explore  
the **K-wave** ...**





# **Discover Korean food**

**From kimchi to mukbang, Korea's flavors and foodie trends have taken the culinary world by storm.**





**@TheKoreanVegan**

**Guides viewers through  
plant-based recipes and  
grocery-store tours.**



**@Maangchi**

**Built on her cookalong  
success with a series of  
cookbooks.**



# ?

**Rave about  
K-pop**

**BTS and BLACKPINK  
both broke through  
the noise and proved  
that this global  
phenomenon is still  
growing.**





**@JuNCurryAhn**

**Went from recording covers to releasing his own music and performing at KCON New York.**



**@GRAZYGRACE**

**Gives us the inside track on the industry, along with her take on Korean pop culture.**



A collection of various skincare products including bottles, tubes, and flowers. The products are arranged on a light-colored surface, with some items like a yellow tube, a glass bottle with a black pump, and a green bottle with a black dropper. There are also several purple flowers and a small green plant. The overall aesthetic is clean and modern.

# 3

## **Upgrade your skincare**

**K-beauty sparks viral trends and pops up in shelfies everywhere, thanks to its innovative products and chic branding.**





**@michellechoii**

**Shares beauty and wellness content, GRWMs, and stylish snapshots of her peaceful NYC life.**



**@joankeem**

**Helps viewers navigate the latest in skincare, beauty, fashion, and perfume.**



# 4

**Explore the  
impact of family**

**Values and dynamics  
evolve through  
generations, but  
family remains a  
focus in Korean  
culture.**





**@urmomashley**

**Vlogs her everyday life, and brings fans – and her family – along for the ride.**



**@DavidSoComedy**

**Conversational content digs into pop culture, Asian family life, and life as an immigrant.**



**Happy  
National  
Korean-  
American  
Day**

