

## WAYS YOU CAN CELEBRATE KOREAN CULTURE

## "Hallyu" is the rise of all things Korean.

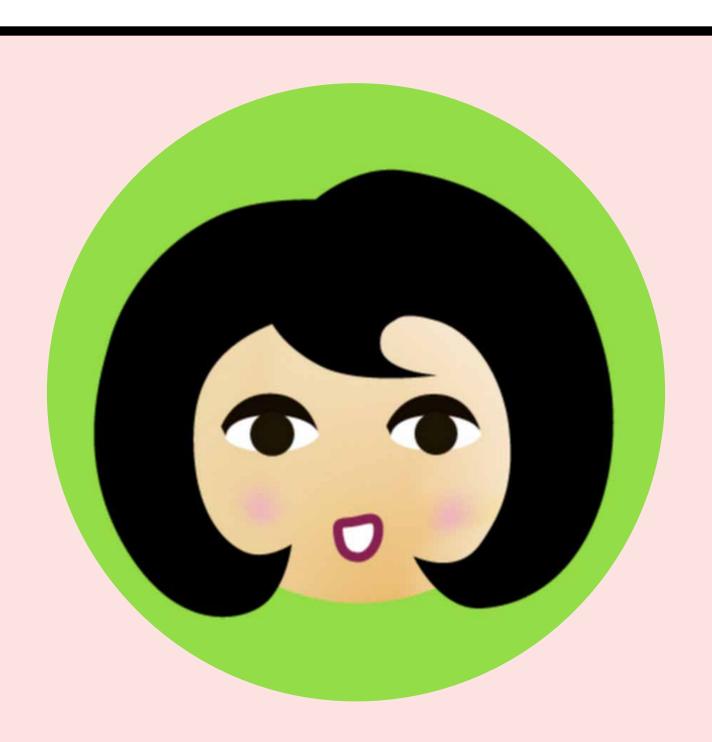
Here are four key ways you can explore the K-wave ...





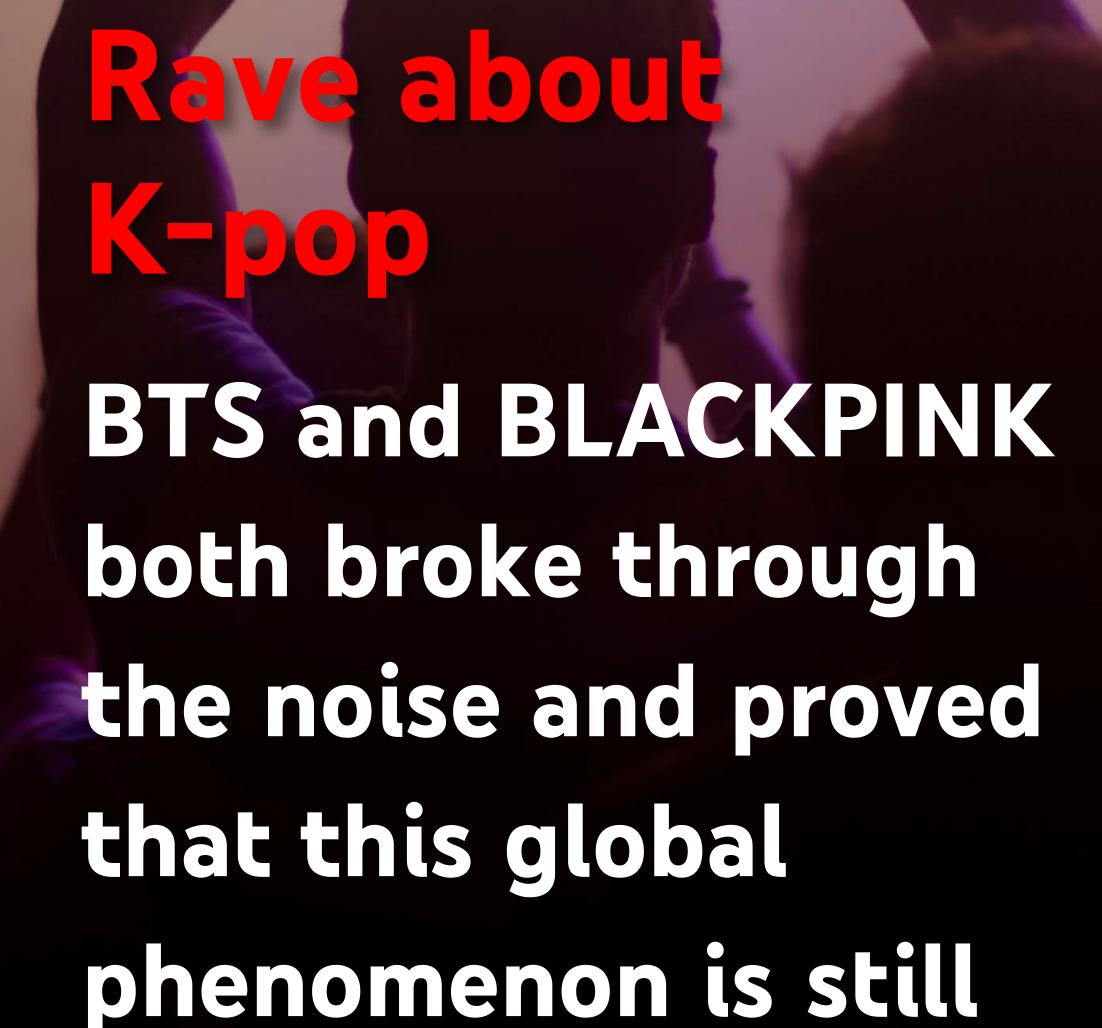
@TheKoreanVegan

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



@Maangchi

Built on her cookalong success with a series of cookbooks.

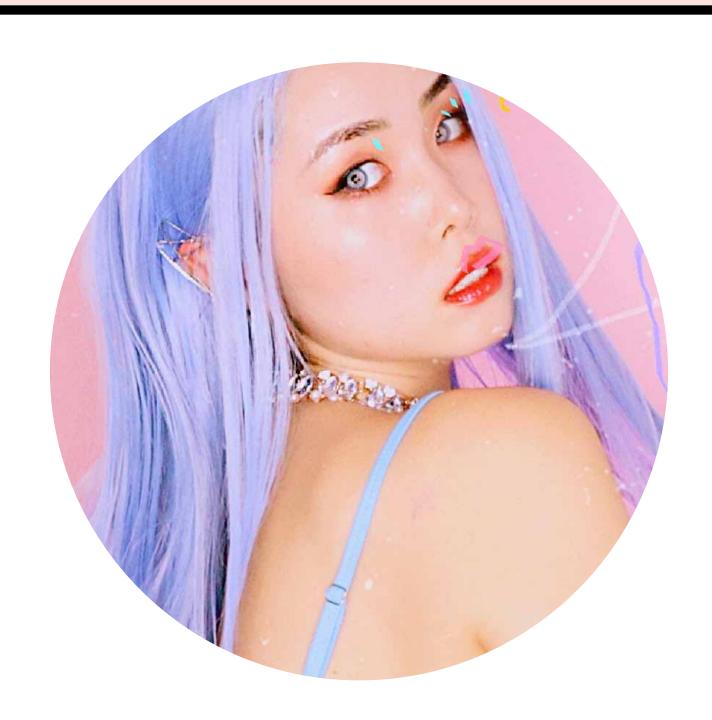


growing.



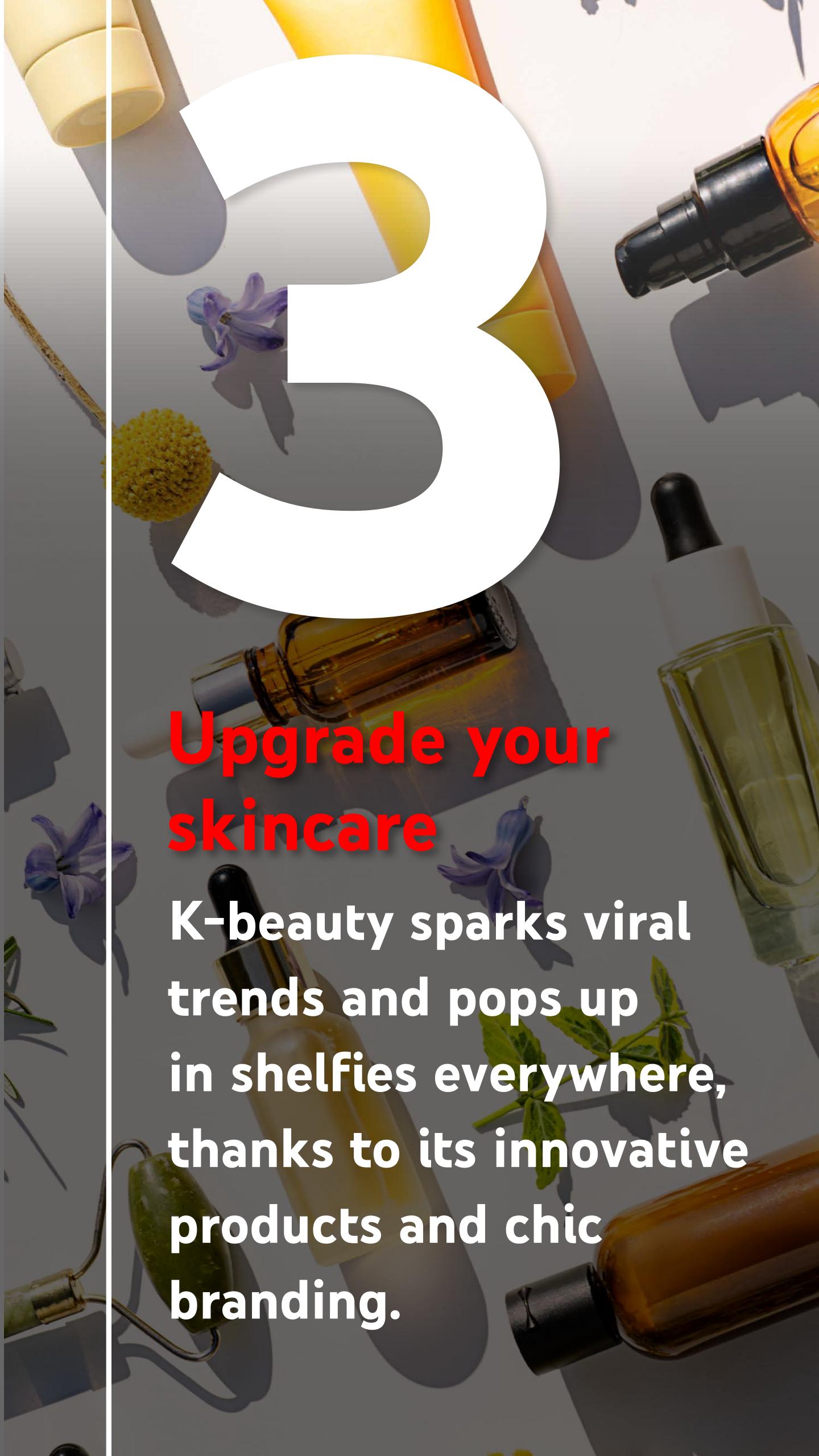
@JuNCurryAhn

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.





@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.





@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.

## National American

