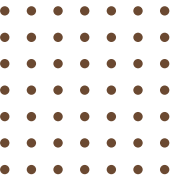


KOREAN BEAUTY



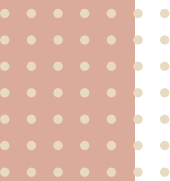
Monday, Apr. 24th
4:25-5:45 PM
@ 1008 Humanities

In Person
Open to everyone



GUEST: JIYEON KIM

Jiyeon Kim is a certified master makeup artist from Master Makeup Academy and holds a New York City total cosmetology license. She has ten years of experience working for VickyC5, a total beauty company based in New York City, and has recently opened her own salon in Manhattan named ByJina. Jiyeon believes that makeup should be fun, empowering, and always make you feel confident and beautiful. Her focus on makeup artistry is particularly in her advocacy for K-Beauty, which prioritizes achieving a natural and radiant complexion. It highlights her approach to makeup, which aims to enhance and accentuate an individual's natural beauty while creating a flawless and glowing appearance.



Korean makeup, commonly referred to as K-Beauty, has gained immense popularity in recent years. K-Beauty places a strong emphasis on skincare as the foundation for beautiful makeup. As an advocate for K-Beauty, Jiyeon prioritizes prepping the skin with hydrating and nourishing products and loves to experiment with colors and textures to create unique and trendy looks that showcase individual personality and style.