Beat: Lifestyle

ASIAN-AMERICAN MEDIA LEADERS Launch World s First K-Beauty Social Network At KCO

In Response To The Rise of K-beauty

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USPA NEWS - South Korean Exports have ignited a Global Craze, and among those Exports, Korean cosmetics (commonly known as K-beauty) are among the most Popular and Profitable, with US sales hitting $225M in 2016....

South Korean Exports have ignited a Global Craze, and among those Exports, Korean cosmetics (commonly known as K-beauty) are among the most Popular and Profitable, with US sales hitting $225M in 2016. In response to the rise of K-beauty, Tech Entrepreneur James Sun has assembled a Team of Asian-American Media Leaders and Influencers to launch the world's first K-beauty-focused Social Network at W2Beauty.com. The W2Beauty Social Network is fully integrated with an Editorial and Shopping Site, which utilizes a Seoul-based Direct Sourcing and Fulfillment Team to identify and provide Cult Items, Trending Products, and Major New Releases to Global Consumers.

International K-beauty Fans' hunger for Community is apparent on Social Media. According to consulting Group Preen.me, Instagram users created 15 million posts about K-beauty between 2014 and 2016, with K-beauty Instagram posts having received over 500M Social Interactions.

Until now, however, Users have been segregated among Generic Platforms like Instagram, Facebook, and Reddit. Seeing the success of other subject matter-focused Communities, like Twitch and the Wine Lovers' Social Network Vivino, as well as his own K-drama site Dramabeans.com, which boasts over 14M users in the past 12 months, Sun set out to provide a similar Platform for K-beauty Fans to engage in Peer-to-peer Interactions.

The first wave of K-Beauty in the Global Market was heavily focused on Retail and Ccommerce. Sun and his Team envision their comprehensive Social Shopping Community as K-beauty 2.0.

Source : W2Beauty

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