

USC Annenberg Media Press - Commentary on Korean Beauty Making Its Way Into US Markets

Question: How many Korean beauty pop-ups have you attended this year, and what drew you to them?

Names of Pop Up Events (list in order of name + date, estimate wait time):

Response:

Question: What was your first impression walking into the pop-up(s)?

Type: List Name of Event then Answer

Response:

Question: What aspects of the events stood out to you — design, brand selection, atmosphere, or customer engagement?

Type: List Name of Event then Answer

Response:

Question: Were there any moments or experiences that felt particularly memorable or unique?

Type: List Name of Event then Answer

Response:

Question: Was there anything you didn't enjoy or think could've been improved?

Type: List Name of Event then Answer

Response:

Question: Did you discover any new K-beauty brands or trends you hadn't known before?

Response:

Question: How would you compare the K-beauty products at the pop-up to U.S. or Western brands you've used?

Type: If needed List Name of the brands comparing (ex: Rare vs Clio + answer)

Response:

Question: Do you feel K-beauty is changing the way people think about skincare or makeup in the U.S.?

Response:

Question: In your opinion, why do you think Korean beauty has gained so much popularity in the U.S.?

Response:

Question: How do you see Korean beauty brands adapting to or influencing American beauty standards?

Response:

Question: As an Asian American, how has Korean beauty influenced your perception of beauty or self-care?

Response:

Question: What do you hope to see more of from K-beauty brands entering the U.S. market?

Response:

Question: Do you think K-beauty is just a trend or a lasting shift in the beauty industry?

Response:

Question: How do you think pop-ups and social media are driving this movement?

Response:

Question: Any final thoughts on how Korean beauty has evolved since you first discovered it?

Type: enter year you discovered kbeauty

Brand: what brands did you already see in store at time of the discovery of kbeauty

Section: what brand did you first start with and evolved into

Response: