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Learn how to prepare this Korean classic!

**BACKSTAGE WITH
SAMUEL SEO**

We talk to hip hop artist Samuel Seo.

UKP
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AUTUMN 2018

Amazing Autumn

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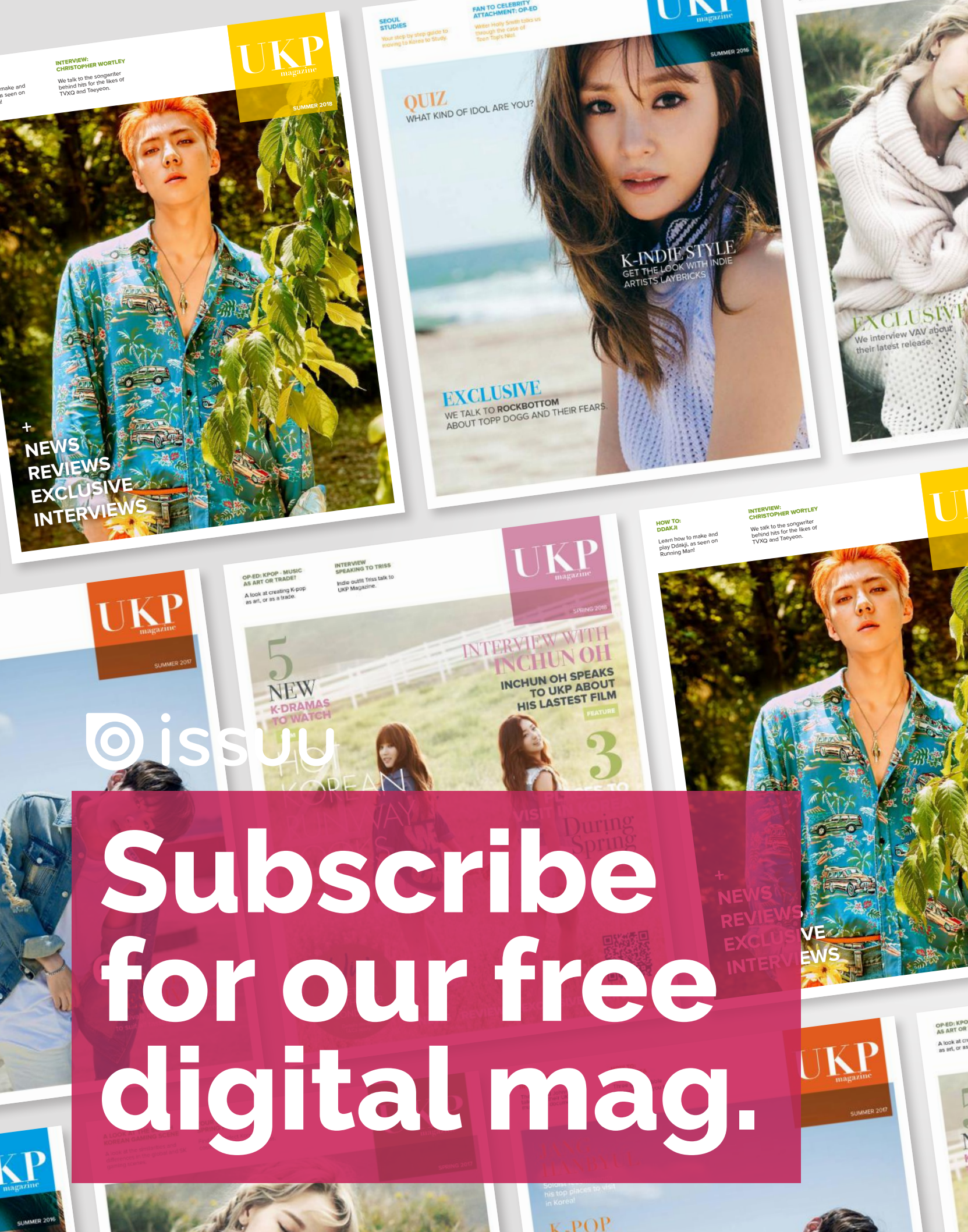
A closer look at
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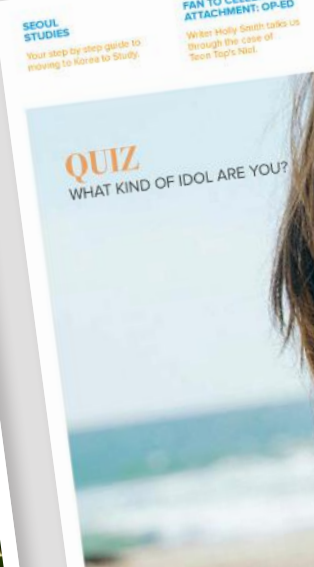
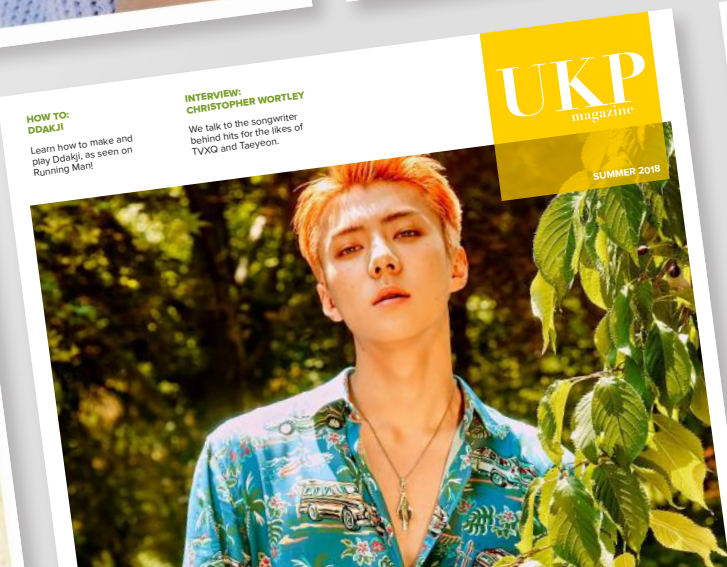
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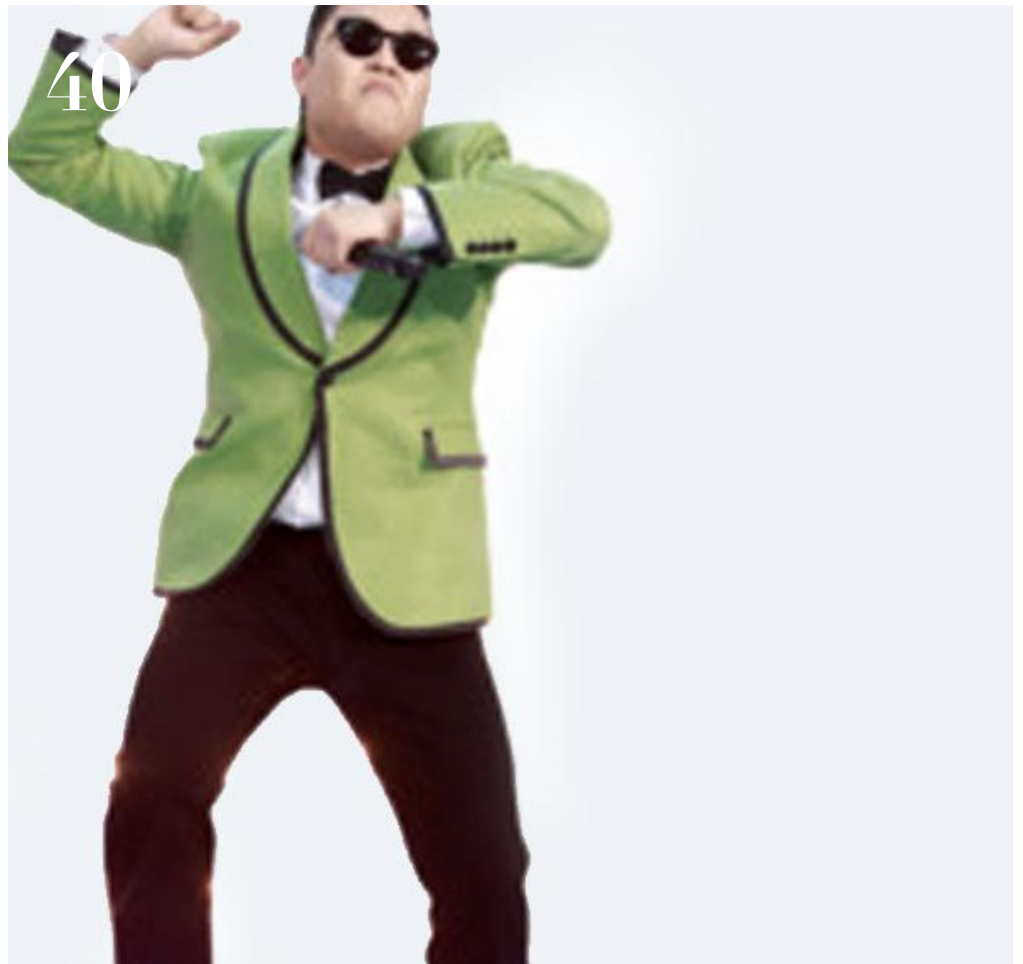
SUMMER 2016

THE HANBYUL

Spreads his top places to visit in Korea!

K-POP





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BIGONE HOSTS DANCE WORKSHOP FOR FANS

By Sophia Tang

Back in June BIGONE announced that he would be hosting exclusive dance workshops for his fans. He was in Europe in August on behalf of Beyond Entertainment and Katy & Sean, for a European tour.

Daeil Kim, who originally debuted as a part of 24K demonstrated his dance skills to teach fans through 3 workshops across Europe.

He has been acknowledged for his dance skills in the past, particularly as he choreographed for the majority of 24K's music videos. Following his departure from the group, he has also produced his very own tracks like WAVYWAVYWAVY and W I N D M I L L. He also collaborated with Alive Dance Studio for a Masta Wu track.



G.O.D FILM ANNIVERSARY TV SHOW IN SPAIN

By Lore Walsh

First generation idol group g.o.d flew to Spain earlier this week to begin filming their very own reality-style programme with JTBC.

The still-popular five-piece group will celebrate their twentieth anniversary since debut on January 13th, and in celebration the members are preparing a concert tour (November 30th to December 2nd), an album (likely titled Chapter 9), and a television show that will see them visit Camino de Santiago in Spain.

The five members of g.o.d (Park Joon Hyung, Kim Tae Woo, Son Ho Young, Yoon Kye Sang and Danny Ahn) flew to Spain on Monday evening (BST) with the group opting for more a comfy-casual style over the 'airport fashion' favoured by most younger idols. This is the first time the group has travelled as a five-piece since the USA leg of their reunion tour in 2014, a reunion that saw Yoon Kye Sang return to the group after leaving ten years previously.



CONOR MAYNARD WORKS WITH BTS

By Amy Furney

Conor Maynard hinted at wanting to work with BTS in April this year, and now it seems like that wish has come true. When talking with the British newspaper The Metro he stated that he was considering writing for the group after speaking to a writing colleague. Well, it seems like Maynard took up the offer as the K-pop group have released their latest effort Love Yourself: Answer which features the song 'Answer: Love Myself', which Maynard is credited with writing and producing.

FANS SPOT PENTAGON BILLBOARD IN LONDON

By Amy Furney

Recently, fans spotted a billboard celebrating the Cube Entertainment group Pentagon in London.

The billboard commemorates the group's new Korean album 'Thumbs Up!' and their Japanese mini-album 'Shine', which were released on 10th September and 29th August 2018 respectively. The advert was at East India Dock Road E14, 6EU at the corner of Robin Hood Lane. But, be quick until September 21st..

Pentagon have always had a dedicated UK fanbase, with their

BTS TO APPEAR ON GRAHAM NORTON

By Freya Bigg



The British singer-songwriter took to Twitter on 23rd August to confirm the news, which was warmly received by fans, as the post gained almost 80,000 likes.

The track features acoustic guitars and a poppy, feel-good sound. It sounds conclusive and celebratory, with soft vocals. In this respect, it is far cry from more aggressive tracks such as 'Fake Love' and 'MIC DROP' which are also present on the album.

Maynard is not unfamiliar with writing for other artists, as he has unreleased collaborations with One Direction's Liam Payne as well as published works with producer Kris Kross Amsterdam.



album 'Demo_02' ranking in the UK iTunes chart in 2017. With the billboard now celebrating the idol group, it's clear that they have made a mark in the UK; surely it is only a matter of time before they tour here!

BTS have been having a major global moment as of late, with appearances all over American TV, international news outlets, and not to mention their iconic speech at the United Nations this week.

They've put K-pop in the headlines everywhere, and for more than some crazy dance moves. They're currently being dubbed 'the biggest boyband in the world', and it's safe to say they're rocking the Hallyu Wave.

The latest in their international stardom will be coming to UK screens – the boys will be appearing on The Graham Norton Show. This will be the first performance by a South Korean music act on the show.

BTS will be performing 'Idol' on the show on Friday, October 12th on BBC 1 from 10:35pm to 11:20pm. They'll be on the show alongside big names such as Whoopi Goldberg, Jamie Dornan (Fifty Shades, The Fall), Rosamund Pike (Gone Girl) and singer/actor Harry Connick Jr.

The show will also be available on BBC iPlayer after broadcast. But if that's not good enough to satisfy your Bangtan needs, you can even apply to be in the audience! Fans 18 years and over have the opportunity to apply via SRO Audiences, here.

BTS are set to rock two sold out shows at the O2 Arena, London on October 9th and 10th.



ZICO

KING OF THE ZUNGLA

By Ann Amarawansa

In line with the 'jungle' theme of his tour, Zico conveys stage-prowling charisma that easily commands his audience. From beginning to end, the King of the Zungla concert showcased the rapper's ability to work up a crowd without being overly reliant on stage-theatrics or synchronised choreography.

Arranged by MyMusicTaste, the UK is the second stop on the King of the Zungla European tour, making it the artist's third time performing here. Being a much-anticipated show, the venue is packed with bustling fans eager to edge their way to the front of the stage.

The show opens strong with Tough Cookie, evoking a roar from the crowd. Zico emerges onto the stage, which is illuminated with colourful lighting and bursts of vibrant graphics animated in the background. His presence is instantly felt as he beckons fans to chant 'tough cookie, tough cookie, tough cookie'. The song concludes but there isn't time to pause as it launches straight into VENI VIDI VICI.

It isn't until the fourth song that the rapper is joined by a group of backup dancers. However, you don't really pay attention to the fact that Zico has been alone on stage until the dancers show up. Zico makes use of the entire stage, just one of the ways he dominates the floor.

During the brief moments in between songs, Zico interacts with the crowd, humouring us with little anecdotes about his travels in London. It is during these moments that you begin to notice two sides of the artist. While performing, Zico exudes charisma but during these talk sessions, there is an awkward charm to the artist that is also endearing.

It is as the show slows down towards the middle of the concert that Zico unleashes a different aura, one that is rawer and filled with more emotional conviction. The grainy backdrop visuals and noir-esque lighting give the stage an old-school hip-hop vibe. With his hat lowered and hunched posture, the rapper closes himself off to the audience making the performance feel far more intimate

“ ZICO UNDENIABLY DELIVERS AN EXPLOSIVE SHOW.

and real. As Zico exits to prepare for the next song, the stage darkens thus concluding the first part of the concert.

The soft sax of Eureka creeps in earning a loud cheer from the crowd who are called back into motion, chanting in unison 'where you at, where you at, where you at'. Before starting the next song he urges audience members to put down their phones, playfully begging them, 'if you don't I'll stop performing'. As phones start being put down, the crowd goes into a frenzy as the intro for BlockB's Her blares through the speakers. Zico impressively manages to carry the entire song despite not having his fellow members with him.

Zico turns to the audience and teasingly asks 'Is it true?' prompting fans to respond with the iconic lyrics of Okey Dokey. From there, the rapper runs through a medley of popular hits: Bermuda Triangle, Boys and Girls, Anti. As many of these songs featured other artists, Zico, unfortunately, rolls through them rather quickly, not giving us enough time to fully enjoy them. This is certainly the case for Fanxy Child which ends right after Zico's verse. There had been a lot of anticipation around the concert as to whether

or not any featured artists would make a surprise appearance. Most speculated that IU might appear as a guest, as the concert follows the release of the duo's single SoulMate - sadly this did not follow through.

There is a level of messiness to Zico that pushes him beyond a typical K-Idol, as he doesn't try to be polished or perfect. Not that this is a bad thing, as it gives him an element of spontaneity and unpredictability. This is shown during his performance of Yes or No where he sprays the crowd with water, leaving empty water bottles scattered across the stage. At one point the rapper drags a mic stand around the stage only to discard it halfway through. The set surprisingly ends with a less popular song - I'm still Fly - which didn't finish the night off with the bang I initially expected. The show concludes with a short selfie session and despite fans calling for an encore, the show finishes on time.

While the gig felt shorter than I would've liked, Zico undeniably delivers an explosive show. The audience participation is some of the best I've seen so far and is certainly a night to remember.



UPCOMING EVENTS (OCT - DEC)

OCTOBER



KMUSIC 2018: Ssing Ssing

2nd @ 7:45pm - Purcell Room



Korean Films at BFI London

16th - 19th - Various Locations



K-pop Party in Manchester

5th @ 11pm - Bliss



KMUSIC 2018: Ensemble E-DO

9th @ 7:30pm - Rich Mix



KMUSIC 2018: Urban Sound

19th - Kings Place



London East Asia Film Festival

25th - 4th - Various Locations



K-pop UK National Competition 2018

27th - All Saints Church



BTS: Love Yourself Tour London

9th & 10th - O2 London

NOVEMBER



**Jessi:
Europe Tour**
TBC - TBC



**London Korean
Film Festival**
1st - 14th - Various Locations



**KMUSIC 2018:
Ahn Sook Sun**
3rd - Purcell Room



**DPR Live:
CTYL World Tour**
11th - Oval Space



**KMUSIC 2018: Near East
Quartet, Kyungso Park**
20th - QEH



**KMUSIC 2018: Youn Sun
Nah, Hyelim Kim**
20th - QEH



**KCC House Concert:
Julia Hwang**
27th - TBC

DECEMBER



**BAP Forever with Babyz
Europe Tour**
30th Nov - 9th - Various
30th - Madrid
2nd - London
4th - Paris
7th - Berlin
9th - Dusseldorf



APINK
I'M SO SICK
JULY 2ND



CRUSH
CEREAL
JULY 13TH



MAMAMOO
EGOTISTIC
JULY 16TH



SEVENTEEN
ON MY!
JULY 16TH



ASTRO
ALWAYS YOU
JULY 24TH



LEO
TOUCH & SKETCH
JULY 31ST



IKON
KILLING ME
AUGUST 2ND



RED VELVET
POWER UP
AUGUST 6TH



STRAY KIDS
MY PACE
AUGUST 6TH



(G)I-DLE
HANN (ALONE)
AUGUST 14TH



LOONA
HI HIGH
AUGUST 20TH



BTS
IDOL
AUGUST 24TH

APINK
I'M SO SICK

The girl group approach their latest comeback with a mature appeal. Apink topped several music charts with their title track 'I'm So Sick' which was created by their common collaborator Black Eyed Pilseung. The producer has previously produced the likes of 'Only One' by Apink as well as other top hits such as TWICE's 'Likey', SISTAR's 'Lonely' and more. Their image conveyed the girls as bolder and more sophisticated in terms of their sound. The release of their seventh mini album, 'One & Six', is said to have reached their highest-ever position on the Billboard's World Albums chart at No.11.

CRUSH
CEREAL

'Cereal' can be described as a rather quirky track, with Crush supporting luminous blue hair. The concept may be deemed as rather unique, whilst accompanied by a groovy track. Furthermore, the track features BLOCK B's leader, Zico. The pair have previously collaborated in a number of tracks including 'Bermuda Triangle' (featuring DEAN), 'Oasis' and even ZICO's 'Soulmate' (featuring IU). The track, 'Cereal' is the title track of his comeback EP, 'wonderlost'. The title of track is intriguing as it can be deemed a double entendre, with various interpretations being made, such as "she's real".

MAMAMOO
EGOTISTIC

If we have to talk of any particular vocal queens, MAMAMOO would be the first to come to mind. As of 2018, the group intend to bring a four seasons concept for their upcoming four EPs. Each EP will signify a season, a member, a colour and an element. For their most recent EP, 'Red Moon', Moonbyul is showcased for this era. The previous EP, 'Yellow Flower' highlights rapper, Hwasa. Their title track 'Egotistic' can be described as latin-pop track conveying a sultry, dynamic structure.

SEVENTEEN
OH MY!

Summer vibes anyone? SEVENTEEN never fails to showcase a number of playful concepts for their tracks, accompanied by flawless choreography. Its influence of light funk with a mellow blend of synth and piano creates a laidback sound. But you can't help that the more you listen to it; the more the melody becomes rather infectious conveying a bubbly vibrant mood through the mid-tempo. 'Oh My!' is the title track for their fifth EP, 'You Make My Day'. The EP broke the group's personal record for the most sales within the first week of release, peaking at over 274,000 copies.

ASTRO
ALWAYS YOU

Despite the group deciding not to promote their EP, 'Rise Up' on music shows due to it being a special album dedicated to their fans, their title track, 'Always You' doesn't fail to succeed. Following the hardships within the company, the group return with a melodramatic EDM track contrasting from their usual upbeat synthpop genre. Whilst not all the ASTRO members perform the choreography within the MV, their choreography remains immaculate as the trio accentuate their graceful moves. Their airy vocals underline compassion and sorrow also conveyed through the lyrics.

LEO
TOUCH & SKETCH

Starlights are you ready? VIXX's Leo releases his first official solo track known as 'Touch and Sketch' along with his first solo EP, 'Canvas'. Whilst the vocal star has showcased his skills through the sub-unit, VIXX-LR, Leo has obtained the opportunity to set his own personal tone as an artist. The soundscape of the track can be described as a sensual funk-pop, accompanied by his similarly sultry moves. From camera shy to confident, he successfully highlights his identity through this release.

IKON

KILLING ME

Choreography on pointe! The boy group release 'Killing Me' with their hardest choreography as of yet. Within the following day of release, the group topped 3 major Korean real-time charts: Mnet, Bugs and Soribada. The track was co-composed by iKON's B.I whom wrote the lyrics for the song itself. He stated in his inspiration that the song derived from how lightly people say, 'I'll die'. However, with the prime focus of the song associating with a breakup, he was highly influenced by the words 'Killing Me' leading to the track's title. Despite the words denoting a heavy feeling, the words are used so lightly on a day-to-day basis, which is represented in its distribution in the track.

RED VELVET

POWER UP

For their summer release, Red Velvet have released their mini album 'Summer Magic' featuring their title track 'Power Up'. The 5-member girl group showcase a vibrant upbeat pop track. 'Power Up' is created by the team that brought us last year's 'Peek-A-Boo'. Without a doubt, when listening to the song you can recognise Red Velvet's traditional quirky vocals and sound. In terms of preference, it's all down to the listener. It seems it may be a song which becomes more likeable after developing familiarity with it. With its unusual rhythms it may not be quite everyone's cup of tea.

STRAY KIDS

MY PACE

With the release of the second mini album, 'I am WHO' the group doesn't fail to release video after video. For their promotions for this album, it seems Strays are receiving an endless amount of love through their productions and social media interactions. 'My Pace' is a fun and energetic title track! Stray Kids also accompany the track with a powerful choreography. Dropping hard with their unique rap line as usual, its gritty approach differs from their other title tracks like 'District 9' and 'Hellevator' which went for the dark hip-hop genre. Check out 'Awkward Silence' from their album too, a light and playful track with the boy group sporting school uniforms for their MV!

(G)I-DLE

HANN (ALONE)

Following the release of the debut track, 'Latata' earlier this year, the group have comeback with their latest digital single comeback 'HANN (Alone)'. Within 24 hours the video surpassed 4.9 million views on YouTube, topping three domestic music charts: Bugs, Genie and Olleh Music. The track was co-written by (G)I-DLE's leader, Soyeon, conveying lyrics which talk of attempts to forget a past lover. 'HANN (Alone)' can be described as an eerie dance-pop song. Its title is said to refer to the Korean concept of 'Han' which denotes cultural collective feelings of injustice, oppression and more.

LOONA

HI HIGH

In the last 2 years, LOONA has completed a pre-debut project highlighting each of their individual members. The group were divided into three sub-units, where each member would release a solo single album. After the success of their pre-debut project, the group released their first official debut track 'Hi High'. The aesthetically pleasing MV conveys pastel and warm tones. With its fast-paced dynamic, it can be described to have a fantasy vibe.

BTS

IDOL

The international stars are back for the latest release of 'Love Yourself: Answer', featuring their title track 'Idol'. They also released an alternative version of the track featuring American rapper, Nicki Minaj. The concept of the MV is very out of ordinary, with its colourful setup conveying a sense of adventure. In contrast to the release of Jungkook's solo, 'Euphoria', a soothing and optimistic track the introductory track to 'Love Yourself: Answer', Idol is an intensive track heavily influenced by the South African musical genre, Kwaito.

NEW

RELEASES

BY SOPHIA TANG

JULY TO AUGUST

IDOL SPOTLIGHT L E O



BY KEELEY Burrige

Flashback to May 2012. Jellyfish Entertainment have just debuted their first boy group through an MNET reality show called MyDol. Fans have helped decide that they will be known as VIXX. Of the six members, one both stands out and fades into the back for the same reasons; he's quiet, soft spoken. Some comments online claim that he looks cold. Even the maknae of the group calls this hyung scary.

Fast forward six years. VIXX's Leo is nearly unrecognizable from the idol that first took to the stage all those years ago. His voice is still soft, but now he speaks with confidence. He's assured in his performances, both with his group and its subunit, and more recently as a soloist. It's a change that he often attributes to his fans, VIXX's Starlight, and it's impossible to deny when he's all smiles when meeting them. Where his nickname used to be Head Fairy (a name derived from Leo constantly lowering his head to the table to hide his laughter), there's now countless other endearments that fans turn to.

This is in no short part related to his growth as an artist. VIXX have held a steady fanbase for many years now. 2015's Chained Up saw them receive a surge in popularity among more casual k-pop fans. Their end of year performance of Shangri-La went viral in Korea, leading to an invitation to perform for the president of South Korea and the International Olympic Committee in January this year. It's safe to say that they have carved themselves their own path, with their individual skills and talents coming together to create a group that's unique. It's also meant that the members have been able to steadily build their own solo careers outside of the group.

For Leo, this began with musicals. In 2014, he landed a role in Full House, which saw a three month run at the Hongik Daehakro Art Center, Grand Theater in Seoul. He was praised for both his acting and singing. In the same year, he also released a duet with Lyn entitled Blossom Tears. The song was composed by Lyn herself, and Leo also acted in the music video. It was a stand out performance, with one of the most unsettling storylines that was told vividly through great direction and Leo's portrayal of his character.

Two years later, his musical career took off for greater heights. Cast as the lead male role of Armand in the musical Mata Hari, this was the first time that Leo performed under his birth name - Jung Taekwoon - rather than the name given to him by Jellyfish's CEO. The run of the musical was so well received that he later reprised his role when it returned to Seoul, and he was particularly praised by Ivan Menchell, the writer of Mata Hari. He remains a fan of Leo to this day.

With two other main roles in musicals Monte Cristo and The Last Kiss, Leo has also started to develop his voice. Whilst he uses a varying style for musical performances, some of the technique has bled into his singing style when he's with VIXX. Likewise, it can be said that his compositions have been influenced by this experience too.

Having studied music composition at Baekseok University, it was inevitable that Leo would want to compose for VIXX, and later for himself. He made his songwriting debut with 'Cold at Night', a bittersweet ballad that appeared on VIXX's special album, Boys Record, after his initial performance of the song at the 'Live Fantasia: Utopia' concert. Most of the songs he's produced for VIXX are melancholic, painting a picture with vividly descriptive lyrics; 'Words to Say' and 'Romance is Over' exemplifying this. When subunit VIXX LR debuted in 2015, Leo brought this lyrical nature of compositions into the composing duet, alongside rapper of the group, Ravi. Leo has always remained true to his own style and personality, never sacrificing either one in order to mold himself to the idol image. Thus, the growth in his confidence has been something special for fans to support.

The culmination of all these moments came with the release of his first solo album this year. 'Canvas' was an exploration of many different sides to Leo that he had yet to showcase, and proof that his versatility does not just extend to musicals and composition. He can perform too. With each different genre he tackles on the album, he sells it with all the confidence that his quiet personality seemed to hide in the early years of his career. 'Give Me Something' shows this perfectly - completely unexpected in its style, but expertly executed when performed. Holding his first solo concert for the album on the 31st August and 1st September this year. Leo used this song as an encore, repeating it twice, all the while playing around with fans and smiling unabashedly. Tickets for both shows had sold out within seconds of release, and so it was to a full crowd of Starlights that he celebrated this next leap as a singer.

Leo is a born performer. His dreams of being a footballer when younger may have been cut short, but in that small change of fate, he discovered a talent for music that has only grown with his years in the spotlight. Despite the prospect of enlistment not being far off, with the support of his fans and the unity of his group members, this talent will continue to shine brighter with every single song.

NEON

A100's debut girl group NeonPunch splashed onto the kpop scene on June 27, 2018, with 'Moonlight'.

Following the long established kpop trend of pre-debut projects (think KARD, LOONA, Monsta X, Twice, Winner & iKON), A100 entertainment announced plans for their new girl group in early 2017. The difference, this time, was that the pre-debut selection process played out on Youtube.

With a series of twenty group practices (vocal and dance) and an assortment of masked girls, the selection process of the group took course over a matter of months. Unlike mainstream pre-debut competitions, the fans didn't get to choose the final line-up, they weren't even granted too much of an opportunity to form bonds with the ever-changing cast of members. Instead, they were awarded a brief glimpse into the tumultuous challenge of creating a dynamic, charismatic and diversely talented girl-group.

Moonlight, released on their youtube channel, is a burst of colourful energy and CGI accents that really pop. With an addictive 90's style instrumental and a catchy hook, NeonPunch's debut single brings together all the best things about classic K-pop.

The title was released in both Korean and Chinese, and NeonPunch also has a Japanese debut showcase behind them. Their intentions to become an international girl-group is clear, and they have bags of potential.

A100 seems invested in providing the girls with ample opportunities to be seen, heard, and loved. In 2017, the company participated in YG's MIXNINE. NeonPunch member Baekah (who you might know as Kim SuA) finished in twenty-second place.

Back over on their YouTube channel, NeonPunch are very active in bringing personal videos to their fans. In addition to the two language versions of Moonlight, there are two performance version, a dance practice and individual member versions. Fans are spoiled for choice with content, especially as their YouTube-exclusive reality show: punchmode.

In August, the five members featured on reality show Rookie Restaurant which you can also find on their channel (with English subs already provided!).



May

Vocalist
Birthday: July 27 2001
Part of the maknae line,
May's vocal-tone is as sweet
and youthful as she is.
She's a vocalist to watch!

Iaam

Rapper, Vocalist, Maknae (and
the author's favourite!)
Birthday: March 22 2002
Iaam is both a beagle maknae and
an enthusiastic dancer. Catch her
covering the trendiest choreos!

PUNCH

Rookie Spotlight by Tania Tavares-Pinto



Baekah

Lead vocalist
Birthday: October 24 1999
One of the most striking members of the group, Baekah's low-toned voice also lends itself to beatboxing.

Terry

Vocalist
Birthday: February 2 1998
She has a winning smile and a honey-toned voice, and a knack for creating gentle, pitch-perfect harmonies.

Dayeon

Leader, Main Vocalist
Birthday: November 17 1995
Dayeon puts the punch in NeonPunch - as Taekwondo veteran, her high-kick^o are as smooth as her vocals.

Quick facts

Debut date: 27 June, 2018
Reality show: punchmode
Fanclub name: nellight

Social:

You can find NeonPunch at:

Facebook - neonpunch5

YouTube - A100 Entertainment

Twitter - @NeonPunch5

Instagram - @neonpunch5

Daum Café - cafe.daum.net/neonpunch



가을 | AUTUMN

잎 | LEAVES
Remember: “입” is “mouth” in Korean.

비 | RAIN

밤 | CHESTNUT
The word is spelt and pronounced in the same way as “night”. Chestnuts are harvested during the autumn, and are found in a whole host of Korean foods!



할로윈 | HALLOWEEN
31st October

추석 | HARVEST

단풍 물들다 | KOREAN THANKSGIVING
This festival is a national holiday to celebrate a good harvest. This year, it will take place between 23-25th September. It is typically celebrated with family, and people sit down to eat a big meal together!

감기에 걸렸어요 | I HAVE A COLD

단풍 물들다 | This word captures when maple leaves change their colour from green to yellow to orange to red. It's one of the most striking visuals of the autumn season!

날씨가 좋네요 | THE WEATHER IS NICE

스웨터 | SWEATER

한글날 | HANGUL DAY 9TH OCTOBER
"What's this?" I hear you ask. Read all about Hangul Day in our Korean Celebration Spotlight!

世宗 御製 訓民正音

製정는 글씨니 御製는 글씨니 御製는 글씨니 御製는 글씨니

그리란 訓民正音은 글씨니 御製는 글씨니 御製는 글씨니

이오 音은 오스리니 訓民正音은 글씨니 御製는 글씨니

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나라말소리

異乎 中國의 音은 오스리니 訓民正音은 글씨니 御製는 글씨니

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KOREAN CELEBRATION SPOTLIGHT

HANGUL DAY

BY AMY FURNEY

The Korean writing system truly is one of a kind; it has its own set of symbols and uses a ‘honeycomb’ reading style that is rarely used in other languages. Letters are not only read from left to right, but also simultaneously from top to bottom. Although this sounds complex, it is actually one of the easiest alphabets in the world to learn. It is so easy, that there is in fact a saying which states that “a wise man can acquaint himself with them before the morning is over; even a stupid man can learn them in the space of ten days”.

Originally, Koreans were forced to use the Chinese writing method, featuring hanja characters, when writing in their native Korean. However, the system was so complicated that it left many people unable to write; the new alphabet was used to promote literacy rates, with the new symbols representing the sounds of the Korean language. Today, both North and South Korea boast a 99% literacy rate. However, as it was still mixed with Chinese symbols until the 1980s, some elderly Koreans are still not comfortable using the system.

But there is more to Hangul than just its simplicity. If looked at closely, you

can see the ideological beliefs of ying and yang within the structure of the vowels too. These features provide plenty of groundwork for linguists who refer to the system as one of the most logical language systems out there!

Every 9th October in South Korea (and 15th January in North Korea), Hangul Day is celebrated in order to mark the invention of the alphabet by the fifteenth century Korean King Sejong the Great. Since 2013, it has been regarded as a national holiday, indicating that even in the twenty-first century, the system and its creator is held in high regard. His rule is typically seen as a period of enlightenment and knowledge; the royal even has a spot on the Won; the Korean currency.

So how can someone in South Korea celebrate Hangul Day? It is the day on which the museum of King Sejong gains a small boost in visitors. It’s an easy building to spot, located under the statue of the Korean ruler himself, in front of Gyeongbok Palace in Seoul. For Koreans, it is an office holiday, and for many it is therefore an opportunity to take the day off. For us in the UK, it makes a great day to continue to study the Korean language!



BIBIMBAP COMFORT FOOD

While Summer calls for iced delights and sweet treats, Autumn can be defined as the exact opposite; a time for warmth and comfort. If it isn't Pumpkin Spice or cinnamon, it will be cosy soups and family meals. South Korean cuisine already has unity deep in its roots so the perfect comfort food is always one recipe away. However, there is one dish that has the heart-warming sense of home and convenience; bibimbap. Translated as "mixed rice", this popular dish is shared by families across the country as it is an easy and adaptable recipe. It can be made as a meal for one or a banquet for many. Once you have perfected your method, you can transform simple ingredients to a dish to share and enjoy throughout the year.



For a simple bibimbap:

- White Grain Rice
- Meat: traditionally ground or sliced beef
- Stir Fried Vegetables: Beansprouts, Mushrooms, Carrots, Spinach
- Seasonings: Salt, Soy Sauce, Gochujang or Chilli sauce
- Oil: Sesame or Vegetable
- Toppings: Fried Egg, Sesame Seeds & Salt

Method

1. As the rice is cooking in your preferred method; prepare the vegetables and additional ingredients.
2. Heat the Oil in a pan and partially fry the meat before adding seasonings and continuing to cook until done.
3. Stir fry your vegetables of choice separately to taste.
4. Using a small drop of remaining oil, fry one egg for each serving; making sure that the yolk is partially cooked and "runny".
5. Drain the rice and divide into bowls before arranging the meat, vegetables and egg on top in separate sections.
6. Season with salt, sesame seeds and a sauce of your choice.



Additional Tips

- The joy of bibimbap is that anything can be added or removed for your own taste. Families will often use leftovers cooked meat, vegetable or kimchi as a substitute or for convenience. This recipe can also be altered to suit dietary restrictions by using vegan-friendly protein or substituting sesame or olive oil for a healthy alternative.
- Gochujang is known as a key ingredient but can be difficult to obtain in Western countries. Luckily, it can be obtained in specialist stores and larger supermarkets. However, hot sauces such as Sriracha can still be used as a replacement or you can create your own gochujang. Mix white miso paste with honey, cayenne pepper, mirin rice wine, sugar & garlic until combined and you will have your own cheap alternative.
- Separating the ingredients as you cook them is key to creating this dish. Mixing the rice after it is served will allow both the marinade and the egg yolk mix together to form a sauce that unites the flavours that bibimbap is celebrated for.



Four places you'll fall for Autumn in Korea

BY DONNA SHEFFIELD

1. NAMISEOM ISLAND

Fans of the 2003 K-drama *Winter Sonata* may recognise this beautiful half-moon shaped island, as many key scenes were shot here. Namiseom Island has many gorgeous tree lined roads to wander down hand-in-hand with your sweetheart. The island was named after General Nami, who led a battle against rebels in the Joseon Dynasty. Unlike the rest of Korea, there's no telephone poles visible anywhere on the island - yes! Just swathes of chestnut and poplar trees, plus an area of family-friendly activities such as a swimming pool, a mini theme park, and a roller skating rink.

The island is about an hour from Seoul, and 30 minutes from Chuncheon. Shuttle buses are available from Gapyeong station.

Visit the website namisum.com for more information.



2. NAMHANSANSEONG PROVINCIAL PARK



History lovers will dig this spot, a leafy park that surrounds a fortress, one of *UNESCO's World Heritage* sites. The fortress buildings you can see today date back to 1621, but there has been a fortress on this site as far back as 673. The fortress lies at the foot of Namhansan Mountain, which has four hiking trails. It's best to visit this spot in October, as during November the threat of seasonal forest fires mean the mountain paths are closed.

Take the subway from Seoul to Samseong Station, and a bus ride will deliver you to the park.

Visit the website gg.go.kr for more information.

After a hot, humid summer, finally the air is getting cooler in Korea, and by October, the leaves will change from green into a riot of red, orange and yellow. Here are four popular spots to enjoy the season.

3. CHANGDEOKGUNG PALACE SECRET GARDEN

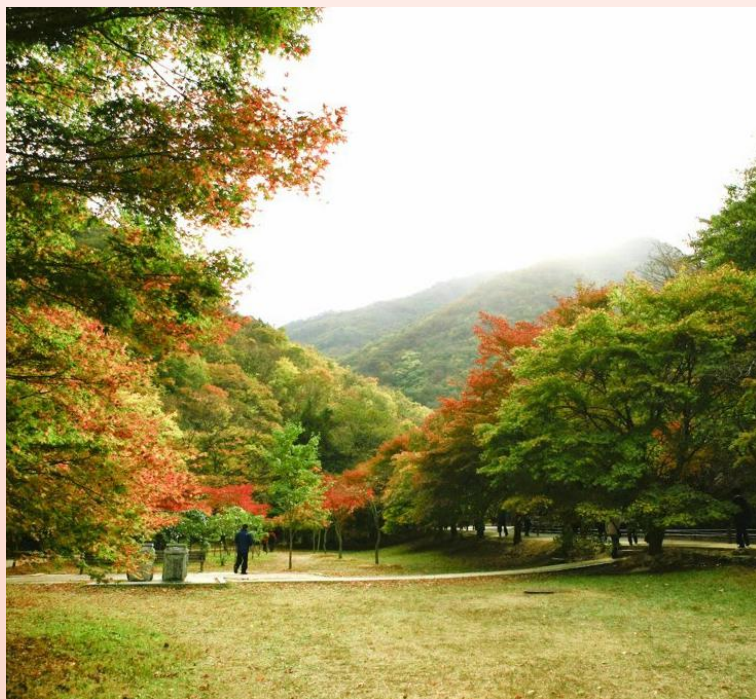
A secret garden fit for royalty seems like an awesome spot to see leaves, and this popular *UNESCO World Heritage* site doesn't disappoint. While the original building from 1405 was burned down by angry citizens during the Japanese invasion of Korea, the buildings you can see today still date back to 1611. The building was used by Korean royalty for 270 years. The secret garden is a rare treat as it has been kept as natural as possible, with only limited human contact to maintain some order.

This is a super-close site to visit for Seoul travellers, just grab the subway to Anguk station.

Visit the website eng.cdg.go.kr for more information.



4. NAEJANGSAN MOUNTAIN



Head three hours south from Seoul to Jeolla-do for this mountain and park, home of Korea's most beautiful autumn leaves. The name *Naejang* means 'many secrets' and you'll uncover hiking trails aplenty, a cable car ride, waterfalls, and hidden temples from its lofty heights. Home of more than 900 plant species, the tree species you can see here include Mongolian oak, giant dogwood and maple.

Take a train from Seoul station to Baekyangsa station, or fly into Gwangju Airport to get to the province. There's also a campsite at the park, so you can easily enjoy a few days in the fresh mountain air.

Visit the website english.knps.or.kr for more information.



Harbok

K - CULTURE

BY SOPHIA TANG

A woman in traditional Korean Hanbok (yellow top and red skirt) stands in a traditional Korean street. The background shows traditional Korean architecture with tiled roofs and stone walls. The woman is smiling and looking towards the camera.

WHAT IS HANBOK?

Hanbok is the traditional clothing for Koreans and is acknowledged as the beautiful, cultural treasure of Korea. “Hanbok” refers to “Korean clothing” and has a history of over 16000 years.

WHAT IS THE HANBOK COMPOSED OF?

For women, the basic composition of the hanbok is the jeogori (저고리) which refers to the top, along with the chima (치마) which refers to the skirt.

For men, the basic composition of the hanbok is similar to the women however instead of a chima, the jeogori is paired with a baji (바지). The baji refers to trousers.

Other additions to the women’s hanbok can include the daenggi (댕기) which is a traditional Korean ribbon added to the end of a women’s braided hair. Along with the norigae (노리개) which is a typical Korean accessory added to chima (치마). It can also be attached to the goreum (고름) of the jeogori (저고리) which are the coat strings.

Whilst other additions for the men’s hanbok can include the gat (갓) which is a traditional hat worn along with the hanbok - although this was only seen to be worn during the Joseon period. It was restricted to only men who had passed their gwageo (과거) exams. These were the civil servant examinations which took place during the Goryeo and Joseon eras. Men were also seen to wear durumagi (두루마기), which is an overcoat, worn over as the top-most layer for their hanboks. In current times, the durmagi (두루마기) is usually worn for formal occasions.

HISTORY OF HANBOK

The Baji (바지) was usually worn by men and the Chima (치마) by women, however in mural paintings dating back to the Goryueo (otherwise known as Goryeo) kingdom shows that there is no distinct difference in the hanbok between the sexes.

During the Goryeo kingdom, as a result of the influence from nearby Mongolia, the traditional design of the Jeogori (저고리) underwent a change, adopting shorter lengths and narrower sleeves.

Whilst in the Joseon kingdom, women's jeogori (저고리) in particular were being worn shorter and tighter than previous periods - a decisive turning point leading to the gradual transformation of the hanbok.

HANBOK IN MODERN DAY

Though the hanbok was worn daily up until approximately 100 years ago, hanboks are now only generally worn on festive occasions or special anniversaries. This includes the likes of wedding ceremonies, the Harvest Moon festival as well as the Lunar New Year. Despite the hanbok no longer being worn on a daily basis, the Korean people have come to wear the hanbok in a stylised manner where it can be worn for fun days out with friends and family.

Over the years, the hanbok has become altered in ways which make it more functional to be worn outside. Many designers have started to develop modernised versions of the hanbok, examples of a modern-day Korean designers, include Lee In-Joo who created the brand, 'Moon Lee' as well as Hwang Leesle who established the brand, 'LEESLE'. The alterations have included making the chima (치마) shorter, so that it is more convenient for daily wear, to incorporating the traditional designs of the hanbok into modern clothes.

However, there are some significant benefits which can be obtained by wearing a hanbok in Korea. If you visit the Royal Palaces in Korea, you can receive free entry to the palace if you're wearing a hanbok. This is great for photography purposes as well, befitting the scene wearing traditional Korean dress in a traditional Korean setting.



Three Korean films to warm you up this Autumn



The Princess and The Matchmaker (2018): The Princess and The Matchmaker is a Romantic Comedy set in the Joseon era. The story follows Princess Songhwa as she is ordered by her father to get married in the hopes that a royal marriage would bring an end to an ongoing drought. In order to take her fate into her own hands, the princess leaves the palace in the hopes of finding out what her four potential grooms are like before her fate is chosen based on her astrological compatibility.

On the way, Princess Songhwa meets Seo Do-yoon, a fortune teller who is able to predict

the marital harmony of the princess and her suitors without knowing who she is. Whilst searching for her suitors, the princess becomes close with Seo Do-yoon and drifts further away from the idea of marrying someone because it is her duty. The plot balances comedy, romance and suspense that has the audience captivated from beginning to end, as you meet Songhwa's suitors (a young boy, a ladies man and a violent psychopath) and leaves you willing for love to prevail. With themes of fate and destiny battling strength and personal beliefs, The Princess and The Matchmaker is a story that questions whether you have control of your own life or if it is already written for you. Will Princess Songhwa find love or will she be forced to marry someone for the sake of her people?

The film has many established and successful actors in its cast list starring, Shim Eun-kyung as Princess

Songhwa and Lee Seung-gi as Seo Do-yoon as well as Shinee member Choi Minho playing a very engaging and loveable Seo Ga-yoon. However, despite having a lot of established actors in its roles, The Princess and The Matchmaker is the perfect example of a film shining and not just because of its star-studded cast.



What a Man Wants: What a Man Wants is filmed on Jeju Island and focuses on the relationships of four people and the idea of people growing out of marriages. The film addresses the idea of marital fatigue and is a refreshing change as it focuses on middle aged, tired characters rather than the usual bright eyed, young



The cast deliver the story that is engaging and funny starring, Lee Sung-min as Seok-geun (a womanizer and older brother of Mi-young), Shin Ha-kyun as Bong-soo (an aspiring chef and submissive husband), Song Ji-hyo as Mi-young Bong-soo's wife, Lee El as Jenny (a woman whom Bong-soo is attracted to) and Jang Young-nam as Dam-deok (Seok-geun's deceased wife).

Despite its themes being rather serious, *What a Man Wants* approaches its ideas and comments about relationships with humour that is well-timed and hilariously performed by its cast. This means that the film and its events are far from predictable and draws the audience into the relationships of the characters. Overall, *What a Man Wants* is a refreshing change in a genre that sometimes seems very repetitive in its storytelling.



Sunset In My Hometown:

Sunset in My Hometown was released in July and focuses on Hak-soo, an aspiring rapper who lives in Seoul.

After failing for the sixth time to become successful on the popular TV programme, *Show Me The Money*, Hak-soo gets a call from his father who tells him to come back to his hometown, Byeonsan in Jeolla province.

The film sees the main character relive his past as he

meets people he once knew and depicts the story of a man who resents where he is from and how he must overcome this. *Sunset in My Hometown* also presents the idea of rap being the youth of today's poetry and how the main character expresses himself through rapping. By choosing to locate the film outside of Seoul, *Sunset in My Hometown* depicts a different side of Korea outside its well-known capital city. For a western audience, this is rather refreshing and allows the viewer to see narratives from people in more rural areas which is a nice change from the typical Seoul dreamer narrative.



A wave of new talent is on the rise that all avid K-drama fans should keep an eye out for, among those is rookie actor Seo Ji Hoon. Despite being new to the scene, he is already gaining a strong following due to his boyish looks and on screen charisma.

The 21-year-old originally started as a model and later made his acting debut in the 2016 drama *Signal* as Jang Tae Jin, a leading suspect to a high school sexual assault case. While his role was small, he made a lasting impression amongst viewers for his villainous portrayal.

His performance landed him a main role in KBS's drama special *The Legendary Shuttle*, where he played high school bully Jo Tae Woong. Rookie actors are often advised not to play villains back-to-back due to concerns of typecasting. However, in an interview with *Showbiz Korea* Seo Ji Hoon said that if viewers see him in a villainous light then it only reflects how well he did in his performance and so the prospect of playing villains consecutively doesn't bother him so much.

As of late Seo Ji Hoon has strayed from playing the villain and has instead take to playing innocent characters in notable high

school dramas such as *Solomon's Perjury* and *School 2017*. Many fans of his previous work were surprised by his wide range, particularly in the former. As a student burdened with a troubled home life in *Solomon's Perjury*, Seo Ji Hoon's ability to emote through his eyes was praised by many viewers. Most recently he has appeared in *Longing Heart* and *Misty* playing the younger versions of the lead characters.

Seo Ji Hoon is definitely one to watch out for and is already signed up for a major second-lead role in upcoming drama *Tale of Gyeryong Fairy* alongside Moon Chae Won and Moon Hyun Min. The comedic fantasy drama is about Sun Ock Name (Moon Chae Won), a 699-year-old fairy who lived through the Goryeo and Joseon dynasties. In the present, she finds two men (Seo Ji Hoon and Moon Hyun Min) who seem to be possible reincarnations of her late husband. Seo Ji Hoon will be playing the role of Kim Geum, a graduate student with a good-natured personality. The drama is confirmed to come out 5 November this year.

We think it is only a matter of time till Seo Ji Hoon bags leading part in a drama.

ACTOR SPOTLIGHT

SEO JI HOON

BY ANN AMARAWANSA



NEW K-DRAMAS

2018 JULY - SEPTEMBER



Mr. Sunshine:

Mr. Sunshine is a brand-new Korean drama made by the creators of the global hit TV series, Descendants of the Sun. The 24-episode drama began premiering exclusively on Netflix from the 7th of July after it was licensed by the popular entertainment service. It features actors such as The Handmaiden's Kim Tae-Ri as well as the renowned actor, Lee Byung-Hun who makes his TV comeback after 9 years. The drama revolves around a young boy born into a house servant's family whom travels to the US during the 1871 US expedition to Korea. He returns to Korea as a US Marines Corps officer, meeting and falling in love with an aristocrat's daughter.



Life:

Similarly, to Mr. Sunshine, Netflix recently acquired the distribution rights for the Korean drama, Life starring Goblin's Lee Dong-Wook (whom you may know better as Grim Reaper). However, for his new drama, he will be taking on the role as a doctor in an emergency medical centre. The 16-episode drama is a thrilling medical drama also starring Cho Seung-Woo (of

Stranger) and Woo Jin-Ah (of Just Between Lovers). Life highlights the power struggle within the hospital environment, a place filled with doctors whom save lives yet the higher-ups with the ability to kill them. With the conflicting ideologies placed within the hospital, and clashing egos of individuals, what will be made of the public health service?



Time:

The story of Time talks of two polar opposites who are united through unfortunate circumstances. Whilst one remains stuck in time, another one is running out of time to live. Seol Ji-Hyun (played by Seo-Hyun, former Girls' Generation member) is an optimistic and social woman who lives a difficult life. On the other hand, Cheon Soo-Ho (played by Kim Jung-Hyun, one of the top rising actors) is a CEO of a restaurant and son of wealthy family. Their lives become entangled once Ji-Hyun's sister unexpectedly passes away in Soo-Ho's residence, leaving a cold and distraught Ji-Hyun. With heavy guilt, Soo-Ho promises to dedicate the remainder of his life to repair what he has destroyed of her life. Will there be enough time to repair what's already been broken?



Witch's Love:

Witch's Love is a fantasy rom-com, which provides a thrilling experience as the witches of the third generation attempt to remain below the radar from everyone around them. The witches operate a restaurant, but with Kang Cho-Hong's irresistible beauty, she captures the attention of the neighbourhood fellow, Hwang Jae-Wook who constantly attempts to get closer. However, trouble accumulates as their building landlord, Ma Sung-Tae shows up wanting to face an incident he acquired as a young boy. Witch's Love features the likes of Yoon So-Hee (actress of The Emperor: Owner of the Mask, whom starred in EXO's Growl MV), Hyun Woo (actor of Ugly Alert) and Hongbin (of VIXX). If you're looking for a simplistic and light-hearted plot-line, this may be the drama for you!



My ID is Gangnam Beauty:

Bullied for her seemingly ugly appearance, the timid student, Kang Mi-Rae (played by Im Soo-Hyang) turns to plastic surgery in hopes for another chance at life. Transforming into a beautiful woman, she begins her first year at university. Yet people still criticise her, naming her the "Gangnam Beauty". However, a fellow handsome classmate, Do Kyung-Seok (played by ASTRO's Eunwoo) does not judge people by their appearance, but by what is inside. The drama describes the relevant ideas drawn upon in society in a fruitful manner. With beauty standards providing

significance in today's media, My ID is Gangnam provides a very thoughtful concept for the audience viewers.



Familiar Wife:

Cha Joo-Hyuk works at the bank, whilst his wife of 5 years, Seo Woo-Jin works as a massage therapist. The pair are struggling financially, with both of them unhappy with their current situation. One day, he meets his first love whom confesses she liked him back in the past. Following the encounter, a strange incident occurs where his life transforms in an unexpected manner. Joo-Hyuk's decision is one which impacts his current life and of those around him. How will his first love affect his new life, and will he ever be able to return to his old one? Familiar Wife is a 16-episode romantic fantasy where their fates are altered through a magical experience. Starring Kill Me, Heal Me's Ji-Sung and Rooftop Prince's Han Ji-Min!



Lovely Horribly:

A man and woman are bounded by an unusual fate where one person's happiness results in the other person's fortune every time. The pair were born at the same time, and seemingly share the same fate. Yoo Phillip (Park Si-Hoo of My Golden Life) seems to accumulate the benefits with his good fortune as a top star. On the other hand, Ji

Eul-Soon (Song Ji-Hyo of Emergency Couple) lands all the bad fortune whilst working as a drama series screenwriter. They begin to work together for a drama series, in which the events in the screenplay mysteriously begin to take place in real life.



Devilish Joy:

Gong Ma Sung (played by Fated to Love You's Choi Jin-Hyuk) is a successor to the Sunwoo company. His life seems to be running smoothly until he faces an unfortunate car accident whilst attempting to assist a woman. Following the incident, he suffered memory loss where his memory lasts only a day. Every night before bed, he writes notes about what occurred to him that day, leading to the following morning where he memorises everything that occurred. Ma-Sung meets the formerly well-known actress, Joo Gi-Beum (played by Fight For My Way's Ha Yoon-Song) and falls in love. An antagonising romance which lays in the hands of his memory.



100 Days My Prince:

Starring the popular K-POP star, Do Kyung-Soo (best known as EXO's D.O) and Suspicious Partner's Nam Ji Hyun, the pair formulate chemistry for this historical rom-com. 100 Days My Prince revolves around a Crown Prince named Lee Yul who falls off a cliff

and nearly dies in an attempted assassination. Due to the incident he loses his memory leading him to wonder around for 100 days under a new alias. Throughout the 100 days, he meets Hong Shim, the head of the first detective agency in Joseon. The drama depicts a love story developing over the course of 100 days, between Hong Shim, Joseon's oldest unmarried woman, and Lee Yul, the amnesiac Crown Prince of Joseon.



The Smile Has Left Your Eyes:

The Smile Has Left Your Eyes is a remake of the 2002 Japanese TV series, Sora Kara Furu Ichioku no Hoshi (One Million Stars Falling from the Sky). The re-make stars the likes of Seo In-Guk (best known for his roles in Reply 1997 and Shopping King Louie) and Jung So-Min (best known for her roles in Playful Kiss and Because This Is My First Life). The story tells of a mysterious sous chef whom catches the attention of a detective when his girlfriend's apparent suicide turns out to be a murder cover-up. In the process of digging more into the suspect, the detective's younger sister develops a relationship with the sous chef. What will become of the detective's younger sister?

Webtoons have seen a number of drama adaptations in recent years; Cheese in the Trap, Flower Boy Next Door and Sensory Couple but to name a few. One of the latest in this long line of translations from toon to television is Jung Kyung Yoon's What's Wrong With Secretary Kim. Starring Park Min Young and Park Seo Joon as the lead couple, who arguably looked like they just stepped out of a comic book in real life, the series is a sometimes emotional, often light hearted, and always heartfelt story of finding love and overcoming the past. It's strengths lie in it's willingness to both embrace and forgo common rom-com tropes, much like it's source material. But does it stay true to its narrative? Or does it lose the plot somewhere along the way?

It's with resounding happiness that it can be said that Secretary Kim keeps the plot and it's characters on track for the entire sixteen episodes. That's no mean feat given that there was a change of writers just two episodes in. We start with two characters and a simple question. Lee Young Joon (Park Seo Joon) is a prickly vice-president of a successful company, leading the extraordinary life that comes alongside such a title. And by his side is his ever faithful secretary, Kim Mi So (Park Min Young). She's learnt the ropes the hard way by the time we are first introduced to her, but she's learnt them well - to the point where most of her life is dictated by her boss, coming to his aid at all hours. Young Joon sees very little wrong with this. He's gotten used to having a more than competent secretary to lean on. That is, until, Mi So announces that she wants to quit her job. Suddenly, Young Joon is thrown into chaos.

Thus, we are left with a despondent vice-president and the question: "What's wrong with Secretary Kim?" It would be easy to say that the drama spends the majority of it's run aiming to answer that very question, for the audience and Young Joon both. But it goes beyond just Mi So herself, branching out into an array of solid characters that are given a fair amount of development. This is what makes Secretary Kim such a joy to watch. The relationships between the work colleagues are believable and genuine. There's never too much drama between them either. The new secretary hired by Young Joon for Mi So to train during her last month at the company, Kim Ji Ah (Pyo Ye Jin), could have become a the third part of a cliché love triangle. But this is refreshingly avoided almost immediately. Ji Ah is given her own role, and her own story.

In fact, tropes are one of this dramas strongest points. It both acknowledges those that it is using, and turns a good few on it's head. There's a nice little reversal of the typical wrist grabbing trope in episode four, Mi So being the one to drag Young Joon behind her. Not only is this redressing their existing work dynamic, but it balances their dynamic

as characters. It's a subtle change, welcomed, but also not a permanent one. Because of course, this is a rom com. Other tropes such as the chaebol's mother opposing the relationship, and a main villain threatening to ruin everyone's lives are also largely forgotten.

Still, there's a certain satisfying nature to seeing certain tropes play out as expected, and how satisfying this is will also vary according to the viewer. One of the characters that facilitates a review of these typical story arcs is Young Joon best friend, company director frequent source of the funniest lines in the drama, Park Yoo Shik (Kang Ki Young). In their discussions, Yoo Shik gives Young Joon advice on how to convince Mi So to stay. This often includes amusing flashbacks to Yoo Shik's own failed marriage, a scattering reviews on Young Joon's latest ideas. The rich chaebol renting out a theme park for a date? Young Joon does it. And Yoo Shik brings this back to haunt his friend many episodes later. The friendship is the perfect way to underpin and thread together the constantly evolving narrative, providing a much needed second opinion that is slightly more removed from the situation. Kang Ki Young is a big part of why this character is so successful. His comic timing and dry, self deprecating humour juxtapose wonderfully with Young Joon's confidence, whilst also balancing it out.

Having these links between stories is crucial for a drama that hinges almost solely on it's character interactions rather than dramatic plots. Two love lines between couples in the workplace are well handled, enough screen time given to them they they never feel out of the blue, but also not overshadowing the main couple. Even when the writer's do introduce would could have been the third person in a love triangle for Mi So, it becomes less about the drama of men fighting over a woman, but about the rivalry between men - on in this case, brothers. Lee Sung Yeon (Kim Tae Hwan) arrives a few episodes in with all the charm and grace that you might expect a second male lead to carry. However, it's made clear later on that something happened between the two brothers in the past. This elusive event overshadows Sung Yeon's advances toward Mi So, and also Young Joon's apparent jealousy. Eventually, the idea of a love triangle is neglected all together, and suddenly what we have is two brothers trying to overcome their past, and find their way back to each other. Kim Tae Hwan gives some stunningly emotionally performances throughout this arc, meaning it's a shame that he's seen far too little in the latter stage of the drama. If there's one character that deserved a better resolution here, it's Sung Yeon.

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WHAT
WITH SEC

Despite this, the way in which the brothers plotline is handled gives Secretary Kim a very pleasing structure. The beauty of hindsight is not only that the audience can see previous events in a new light, but when done correctly, it can give meaning to the smallest of actions that had once been overlooked. It's in these subtleties that the drama truly excels and it's especially true in the case of Young Joon and Mi So's blossoming relationship. Whilst the best is saved until last, this is arguably the entire centre of the drama. Thankfully, there's not a moment where you can doubt their chemistry. Park Seo Joon and Park Min Young play off each other in an almost instinctive way. Their dialogue is fresh and funny. Their quieter moments are tender and genuine. It's no wonder there were some dating rumours between the two whilst the drama aired.

Watching the two characters they play begin to navigate through what they want from their relationship - work colleagues, friends, or something more - and simultaneously understand events that happened in their past is both satisfying and moving. There's some very heavy scenes buried underneath the lighthearted nature of this drama. The reveals strike with more force because of this, though they are not overplayed for added tension. Jun Kyung Yoon has stated in the past that she is not capable of writing evil characters. That has helped the drama adaptation of her webtoon in many ways. The tension comes not from an external source of

trouble, but from the internal struggles the main characters face. They are human - never too good, never too evil, making mistakes at their own place. And they deal with their problems in a very human manner. Young Joon and Mi So talk about what's bothering them. They resolve misunderstandings. They work to understand each other, even when one has hidden too much from the other. It's a slow pace that allows for moments of realisation to truly affect the characters, and in turn the audience. No villain is needed when the greatest adversary's they must overcome are themselves.

What's Wrong With Secretary Kim does indeed have it's always, just as the drama strives to show in it's characters. But it's the way it handles them - with honesty and a dash of sometimes sarcastic, tongue-in-cheek humour, that makes it so enjoyable. Whether or not the trend for webtoons as dramas continues, this will stand out as one that brought it's source material to vibrant life on screen.

A REVIEW
'S WRONG!
SECRETARY KIM
金秘書為何那樣?
BY KEELEY BURRIDGE



K-POP: GLOBALISATION

On July 21st, Park Jinyoung, better known as JYP, attended *SparkLabs Demoday* to discuss a new chapter of his namesake company: JYP Entertainment. For over 20 years, JYP Entertainment has released a range of incredibly successful groups such as **2PM**, **Wonder Girls**, **GOT7**, and the current nation's girl group - **TWICE**. For JYP though, this is just the beginning for his company.

Making a rare public appearance at the start up event in Seoul, JYP discussed the future plans of his company that he categorised under 4 key visions: *Company in Company*, *Globalisation through Localisation*, *JYP Music Factory* and *Creativity from Happiness*. There's a lot to take in from these 4 visions and if I had the space to do so I could write extensively on each of these points and the interesting potential future they foretell. However, the point that grabbed my attention



the most was his second vision: *Globalisation through Localisation*. JYP explained *Globalisation through Localisation* as an initiative to grow Kpop from within other countries, rather than exporting Korean groups into those countries. Currently, it's not uncommon for groups to have a foreign member, and it's no different for JYP's groups who feature a fair few foreign members: GOT7 contains 3 foreign members,

TWICE features 4 foreign members, and Stray Kids, the new boy group from JYP, have 2 members from Australia. JYP doesn't seem happy with just taking members from other countries however, he wants to build groups up from within those countries. His examples during the talk were a boy group he put together while travelling through China, and a girl group from Japan who will be debuting within the next two years, where each group would be based in their respective countries.



The current system for groups tends to be training, debuting, promoting in Korea with Korean songs, and on Korean television first, before spreading out and promoting in foreign countries. Based on the success of their foreign promotions, groups may release a translated album or even a standalone album with original songs in the other language. TWICE recently completed their Japanese tour which featured original songs from their Japanese album as well as their Korean hits translated into the local language.

This has become increasingly common for groups as the Japanese market becomes more and more invested into Korean music with groups such as **SEVENTEEN**, **EXID**, **Red Velvet** and **NCT127** all preparing for or just finishing tours in Japan. TWICE found extensive success in their neighbouring

country due to their group including 3 Japanese members. Japanese audiences found it easy to relate to those members and the group had a strong presence in television and stage promotions due to having 3 separate fluent Japanese speakers. It's not hard to see why JYP would become interested in creating a group from within Japan, if TWICE could garner popularity from the presence of just 3 Japanese members, then surely an entirely Japanese group could only spell success.

JYP's talk got me thinking about another company's similar vision, SM Entertainment's experiment group: **NCT**. Although the overall concept of NCT is different, it does share ideas with JYP's *Globalisation through Localisation*. On the 28th of June at the Korean-China management awards, Lee Soo-Man - the head of SM Entertainment - announced that the next module of NCT, called NCT China, would debut soon. NCT China would be made up of only Chinese members and perform, for the majority, within China.

The idea behind NCT is to create a network of groups that exist under the same name, similar to how sub-units work in current groups. Except rather than having a rap unit, or a dance unit, NCT can create entirely separate groups based in different countries or even just different concepts. The vision behind NCT is much grander than JYP's and holds possibilities for a multitude of potential groups but they both share a similarity - expanding their industries from within countries outside of Korea.

THROUGH LOCALISATION

BY BILBO DERBYSHIRE

While this is all fairly exciting, my key interest in this idea is seeing how far each company is willing to go. Will JYP and SM stop at Japan and China? Will they keep their vision restrained to within Southeast Asia? Or will either be brave enough to expand into western countries? There's still a lot of potential for K-pop in western countries, and in my own experience a lot of the common reasons people find it difficult to get into K-pop could be solved by creating groups from within those countries.



A fair few K-pop songs are already written from within America and Europe, so the leap in terms of music style is already minimal. Imagine a group where every single member spoke fluent English; no more awkward silences on American interview programs, no more week long waits for subs on their most recent V Live, and probably the most important; no more cringe inducing English lyrics in their songs. There's no lack of interest, and the large agencies already hold auditions in America, Australia, and Europe so there's definitely no lack of talent. There must be some potential for groups in these countries. Expanding into the western market in this way is a very bold vision, and one that neither company has yet hinted at, but I think there's potential for it.

It'll require the right timing, the right talent, and the right personalities. With the growing saturation of groups within Korea, there's already limited space for new ones. Building up groups into neighbouring countries is all well and good, but the Chinese market is starting to create their own agencies and programs, and Japan won't take long to follow suit. It'll be up to the larger agencies to make the first move into the west since they have the resources and influence to do so. I wonder whether I can look forward to a future where JYP has a successful group based within America or Europe, or whether that is fairytale dream.

“
I wonder whether I can look forward to a future where JYP has a successful group based in America or Europe...

Bilbo Derbyshire was born in Taiwan before moving to Mongolia at four years old, living there for 8 years. He then moved to England and has lived there ever since. He studied Interactive Media at the University of York, which is also where he found his love for k-pop. It began with GOT7 and Girl's Day, but has now grown to include a whole variety of groups. Currently his favourite groups are GOT7, and TWICE.

Bilbo is an aspiring teacher, due to begin training to teach secondary level Computer Science this year. His biggest fear is that one of his students will realise he's a massive K-pop fan. You can follow him on Twitter at @mekajil.

INTERVIEW WITH
SAMUEL SEO

Instagram

@craftandjun
@lastnameseo

“

IF ANYTHING SPECIAL HAPPENS,
THAT BECOMES MY INGREDIENTS
TO MAKE A SONG.

Photography by Safia Musa

How are you enjoying London?

I'm so looking forward to hit the fish and chips place I visited last time.

How would you describe your music to our UKP readers?

I go by the name of Samuel Seo, I'm a singer, rapper, and a composer. I made my official debut at the year of 2015, oct with my first Full length Album, called "frameworks". and with that album, I won the best R&B album of the year at Korean Music Award. Since then, I've released a few singles, collaborations with the local artists, another full length called "Ego Expand(100%)" and the latest mini-album is called "UNITY"

If you had to recommend one of your songs to our UKP readers, what would it be?

I play 'window' a lot because I've been wanting to have my own 90s boom-bap styled song in my discography since when I was 18 and It took me another 8 years to create the sound that I'm satisfied, which is 'window'. I love the song not just because of the sound but because of all the struggles I've been through to make that song. It feels like it's a part of me now.

What influences your style in music?

I just walk around trying to bump into new situations I've never been through so far in my life. If anything special happens, that becomes my ingredients to make a song.

I'm always focused on trying to find new ways to create new sounds and combining them with the stories of my life. Every stuff I write about are based on my real life stories so the "art"s that I create, they are just my life itself

How do you find inspiration to produce new work?

I either walk or drive around the places and try to bump into new situations to get the ingredients to write a song about first, start writing lyrics, and then think of the sound which might suit well with the words, make a different version of the songs at least 5 of them. decide which to go. and send it over to studio for mix session.

The next part is the hardest part among the entire process because this is the part where I have to decide who I am going to work with to visualize my music. I don't want

my music to be misguided by the visual or be talking about different things so I have to find the right person to work with. I intend to keep on working with new creators rather than working with one person holding position which makes it harder to move on because it usually takes forever to find a new guy in the scene.

Do you have any favourite British artists? Would you like to collaborate with any?

Shakka. I have a funny story about this particular musician because this one day I was randomly walking around the street in a district of Notting Hill, London, I came across this guy unexpectedly. Talked a while, great experience.

Anyways, Shakka(@iamshakka).

What do you think about the popularity and growth of Korean music within the UK?

I am certainly not the bright guy of knowing everything on how the world's spinning, didn't even know it was growing in UK until this interview. I want in.

If you weren't doing music, what do you think you'd be doing today?

If it wasn't about the music, I might be doing anything that's enjoyable for me. Haven't thought about that in a while because music has been everything for me for a long time.

Could you share some information to our readers on your upcoming album (genre? exciting features?) and UK tour?

I'm working really hard on my third full length album at this moment. Planning to drop it next year, hoping for the best. Wait for it, you won't be disappointed.

And lastly, do you have any messages you'd like to give to our UKP readers?

Hey guys this is Samuel Seo, a composer, singer, and part time rapper. feel free to check out my discography, you can google me out. Follow me on Instagram @lastnameseo. and come through my shows if I ever get to be in your neighbor.

The words “Oppa Gangnam Style” were all the craze back in 2012, with every party not being able to end without someone playing the hit song and people attempting to recreate the iconic dance. PSY definitely set a milestone for the K-pop industry, as he became one of the first Korean artists to achieve global fame. Despite the incredible success of Gangnam Style, PSY’s follow-up songs failed to attract similar attention. Part of the reason PSY was unable to stick with western audiences was that his persona and music were consumed as part of a character, not as an artist. He follows the similar footsteps of girl-group sensation, Wonder Girls, whose popularity in the US was also short-lived. K-pop was still regarded as a niche genre, making it harder for Korean artists to connect with mainstream audiences. Fast forward a few of years, 2018 has seen a K-pop golden age in the western music scene with BTS at the forefront. It should be said that this globalisation of K-pop cannot solely be credited to BTS. Artists like CL, PSY, Girls Generation and Wonder Girls began paving the path for K-pop long before them. But none of them have been able to maintain their popularity to the extent that BTS has. So how has BTS managed to hold onto their popularity and what does this mean for the future of K-pop?

Perceptions of K-pop have certainly changed a lot in recent years, with popular newswires like BuzzFeed uploading K-pop-related content regularly, national news titles including segments dedicated to K-pop coverage and even artists appearing on popular talk shows like The Late Late Show and Ellen. It’s incredible to see the growing mainstream interest in K-pop following BTS’s first break into the US back in 2017 at the Billboard Music Awards. The success of BTS has been viewed by some as a harbinger of a revolutionary cultural change similar to the “British Invasion” of the 1960s, which refers to the success of several British rock ‘n’ roll groups in the US during that time including The Beatles, The Kinks, and The Rolling Stones.



HOW K-POP HAS EVOLVED IN THE WEST: FROM PSY TO BTS

BY ANN AMARAWANSA

So what is behind this sudden shift in attitudes? One key element is the growing influence and power of the internet. In an article from South China Morning Post, Stephanie Choi, an ethnomusicologist and doctoral student at the University of California, who specialises in the global circulation of K-pop, says that international groups like BTS have benefited from the rise of social media — especially Youtube — as it's enabled them to build a strong global fanbase after their music videos and performances went viral on the video-sharing platform. This has led to a decline in the US media's influence, therefore making it more accessible for foreign talent to crossover.

Another reason for this explosive success can be due to the group's Hip-Hop influence. This incorporation of Hip-Hop alongside their synchronised dance moves offered international fans an upgraded version K-pop. They presented overseas audiences — particularly the US — with something that was familiar but also something that is still faithful to the Kpop genre. It is for this reason that artists like G-Dragon and CL are more popular amongst westerners that don't typically listen to K-pop.

All of this leads us to the question raised earlier: What does this mean for the future of K-pop?

We're already seeing other K-pop bands benefit from popularity of BTS, as they've sparked an interest among audiences outside of just the Kpop fandom. Most recent examples include NCT 127 and Monsta X appearing on the popular BUILD Series. While the prospect of sharing K-pop with wider audiences might be a cause for concern among some K-pop fans, we should also realise the greater opportunities this could offer our favourite artists. The future of K-pop couldn't be more exciting!



FAN TALENT

TALKING SOUNDS WITH SANTO

By Sophia Tang



So, if you don't mind introducing yourself?

I go by the name of Santo and my given birth name is Minsoo Kim. And I've been in the UK for most of my life.

What inspired you to start your musical career, and why did you choose SoundCloud as your musical platform?

Firstly, for my musical career I liked how I could express myself through music and I can't sing so I chose rap. I started off around 2-3 years ago. Back then, it was just a hobby but now I want to try and take it seriously. In terms of SoundCloud, that's where a lot of rappers start as their starting platform then they work their way up so once I get some recognition I'll probably move onto other platforms.

You've created a number of productions so far, which is your favourite?

My favourite... I'd have to say 'Celebrate', my very first production on SoundCloud. A lot of people know it especially around my area and without any promotions I got a few 1000 listeners. I'm pretty proud of that.

In terms of performance, if you could share a stage with anyone, who would it be and why?

Hmmm... It doesn't really matter who, but anyone around the area because I do music with people within my area who also enjoys music the way I do, so it would be pretty fun like that.

You've also released a track in collaboration with PianWooo, how did you decide to meet and how did you decide to create the track?

I met PianWooo through a drinking session in New Malden, and I knew he did music before then but at this point I wasn't doing music seriously. But, I mentioned to him I do music as well. So, he wasn't interested in working with me, but he knew I did music as well. And then I got a beat from my producer Rin and then I thought this would suit Pianwooo a lot because I know his music well. And then after I got the beat I talked with Pianwooo and then I sent the beat over and asked if he wanted to do a verse and that's how we did the music



SANTO

“ EDUCATION OBVIOUSLY COMES FIRST.”

So, within the next 10 years, where do you see yourself?

My vision is to firstly get into a label if I can but realistically just still do music with people, maybe go worldwide, people living in other countries. That would be my plan for now but if I dare to say it if I can I'd want to get into a label and do music with people up there.

What's your ideal label?

I'm looking at Jombas Music in Korea, where Dean used to be.

As a British-Korean, if you had to pick a hotspot to recommend for our UKP readers, where would it be? E.g. Is there anywhere you really like going to for socialising?

Sing Sing! That's the best place! Just because of the atmosphere. I like the vibes. It's just really chill and just a good place to sit down and talk and they play a lot of modern hip-hop. I don't even have to explain this, it's just really nice and a lot of Koreans go there. So, it's good to meet new people and people who do music. There's a lot of people in Sing Sing who do music as well.

Do you go regularly?

Yes, I go like at least once a week, just like with friends.

So, where do you get your inspiration for your music?

A lot of artists, DPR Live, Sik-K, Loco, Jay Park. Basically, a lot of AOMG/H1GHR Music.

How long does it take usually to create your compositions?

Right now, most of my beats are from YouTube. They're freebies so if I listen to it and I like it, I'll get permission to use it. So, making a beat isn't a problem for me because I don't really make it. Writing lyrics, it depends really on the day. If I feel like I'm in the mood it takes roughly 30 minutes to an hour. If I'm not in the mood, it takes maybe a week. So, it really depends how I'm feeling.

So, how did you come up with your stage name, and how would you describe your sound?

My personal stage name... I'm a Christian first of all and Santo is a Latin word for holy. So, I just go by that. And for my sound, I'd describe it as upbeat, lively, yeah.

If you could play on any stage, where would you wish to perform?

Clubs, just anywhere. Just anywhere right now for me, just anywhere that I can show my music to people on a stage. I haven't performed before so at this point just anywhere.



Do you have any musicians you look up to in the industry?

DPR Live. That's it.

How do you balance doing music with other stuff going on in your life? So, like your job, your education?

First of all, there's priorities so. Education obviously comes first. So, after my education, my job. So, if I have any spare time I'll probably just give it to music. Just write lyrics that's all.

In terms of education, do you plan to go into music or do you plan to go into something else?

Nah, for education I'm more into sports. So, music is just a hobby. But, if this music takes me somewhere, I'll probably go into music but right now it's just a hobby for me.

Are there any sports you particularly like playing?

Football.

Other than rapping, what other musical abilities do you have? Do you play any instruments?

I play the drums. Yeah, drums helped me a lot because I can... it's easier to find the beat to come into because drums are mostly about beat and that stuff so.

And, finally if you could recommend one song for the UKP readers to listen to, what would it be and why?

I wouldn't say a specific song, but I would say listen to DPR Live's album. His album, Coming To You Live is good.

Instagram: [santo.____](#)

Soundcloud: [orcas-14253](#)

TDK MV:

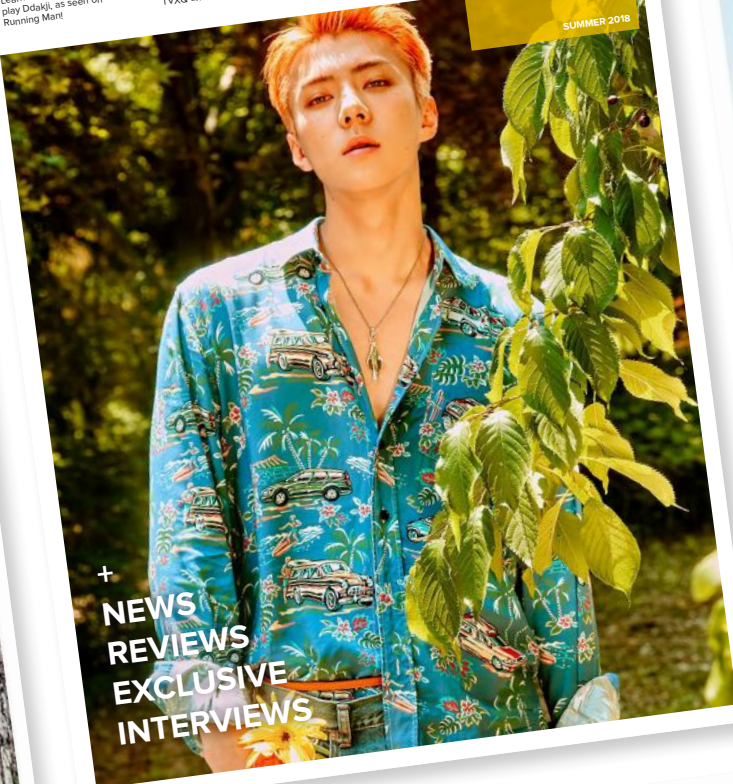
<https://www.youtube.com/watch?v=5LU9WuD7YHw>



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HOW TO:
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Learn how to make and
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Running Man!

INTERVIEW:
CHRISTOPHER WORTLEY
We talk to the songwriter
behind hits for the likes of
TVXQ and Taeyeon.



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EXCLUSIVE
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ABOUT TOPP DOGG AND THEIR FEARS.

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BACK TO CLASS

KOREAN STATIONARY ESSENTIALS

School and university is now back in full swing, but it's never too late to top up your backpack with some cute class essentials. Check out these Korean products that will help you organise your way to top of the class in style!



Pencil Case

Babo Sarang - YesStyle UK - £16.65



Pencil

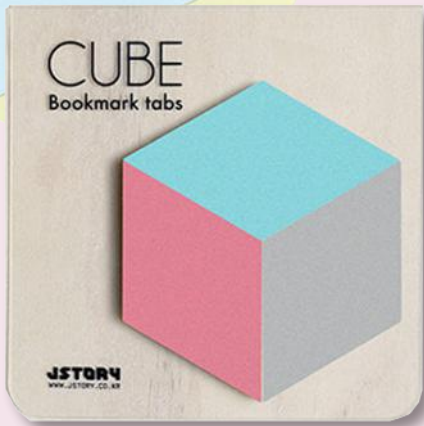
Iconic - The Journal Shop - £2.50



Weekly Planner

Mint Leaf 27 Week
Papermash - £5.50





Sticky Notes

Jstory Sticky Notes
Milligram - AUD\$7.96 (£4.40)



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Paperways Monthly Desk Memo Pad
Milligram - AUD\$9.95 (£5.50)



Bookmarks

Iconic - The Journal Shop - £4.50



To Do List

Iconic - The Journal Shop - £6.99



TONYMOLY POCKET BUNNY PERFUME BARS

PRODUCT REVIEW

I was lucky enough to go on a trip to South Korea back in June. One thing I noticed, but was not all too surprised by, was the sheer number of cosmetics shops. South Korea means business when it comes to beauty and skincare, of course. This was very evident with the shelves upon shelves of cosmetic products, through which I aimlessly wandered. From face masks and creams to lipsticks and blushers – there's everything you could want.

Through the plethora of shops, I came across a TONYMOLY store. I really like this brand, having bought many products from them before. I think the products are accessible, even for someone like me who knows the bare minimum about beauty. They also run at fairly affordable prices, not to mention the super cute packaging!

It was here that I came across Pocket Bunny Perfume Bars. As with most TONYMOLY things, I was first attracted to the sweet packaging. The bars came in a pack of three different types: Bebe Bunny, Juicy Bunny and Bloom Bunny.

These bars of perfume are designed to be swiped over your body to give you a nice, delicate fragrance. They are designed like a chunky lip balm stick. You remove the lid, twist the bottom and the bar rises up – ready to be used.





GOOD:

- Though I have only used one scent – Bloom Bunny (I gave the others as gifts), the fragrance itself is nice.
- It is really easy and quick to use, and comes in a portable size. It's perfect for popping in a bag and applying/re-applying throughout the day.
- I have used it quite a lot and there is still a fair amount left. Good value for money.
- As always, such cute and unusual packaging from TONYMOLY.
- Great to give as little gifts. They were very well received by my friends.

BAD:

- The scent is not that strong. This is more of a plus for me, because I prefer to wear more muted scents (as opposed to ones that jump down your throat and make you choke!) However, this might not be wanted by many, you may find yourself re-applying throughout the day to reinforce the smell.
- The staying power is not spectacular. Towards the end of a day of wear, you can only really detect the scent when you put your nose close to your skin.
- Though it is the perfect size for portability, it would be nice to get more of a bar within it. You don't need to twist the bottom much before you get to the end. Looking at prices online, they are slightly expensive for what they are.



Overall this is a fun and unusual product that does its job quite well. It also makes a really sweet, little gift. However, it is probably not something you would buy regularly and is slightly over-priced: 3.5 out of 5 stars You can buy them online on Amazon, eBay and YesStyle. All three are usually around £15 and a single is about £5.

A Closer Look: Sewing Boundaries

by Tania Tavares-Pinto

As the autumn cool-down starts to set Seoul's ready-to-wear label, Sewing Boundaries, is the go-to label of the season.

With its thick knits and familiar block-coloured patterns, these designs might be a little more familiar than you think.

Behind the Brand

Ha Dong Ho strolled leisurely into the South Korean fashion arena with Sewing Boundaries in 2013.

Since then, the brand has been making waves with its unisex collections that are worn by celebrities, drama characters and Seoul's most fashionable alike.

Think of cool, layered outfits, add in the luxe of clean cuts, durable fabrics, and the simplicity of tiny, almost-hidden details and you've captured the essence of what Sewing Boundaries is all about.

From the 23rd to 28th July, 2018, Sewing Boundaries had a pop-up store in London. But their Seoul showings are the place to be during Seoul Fashion week. Featuring both male and female models, Sewing Boundaries' runways have been walked by some of our favourite faces: Monsta X's Hyungwon, Lee Sungkyung and the designer's friend (and former roommate) Kim Woobin.

Sewing Boundaries' younger collection, SWBD, is fresher - with fabrics that are easier to wear and to mix-and-match with other items you'll already have in your wardrobe. They are pieces that are meant to be taken with you through the seasons, from Autumn to Spring. With good care and plenty of wear, they'll become your most comfortable Autumn staple.

Check out two of our favourite items:

Raglan String Tee

With an oversized fit and a pull-string detail on the bottom hem, this tee is ideal for comfort. Just as the other pieces in the SWBD line, it has a classic, timeless feel to it - with just enough detailing to make it fresh and modern.

It has elongated sleeves in a contrasting tone and the shirt comes in 3 different colours (in blue, beige, and grey) with a small embroidered brand on the chest. It's 100% cotton, ensuring comfort and quality for seasons to come.

This leisure-wear piece is super versatile, you can equally pair it with biker or jean shorts and thick soled sneakers, or wide-legged culottes and tennis shoes for a more relaxed, flowy look.



Tape SWBD

This oversize tee has proved super popular among k-idols. From WannaOne's Park Woojin, to Golden Child's Jangjun, to The Boyz' Juyeon, this tee looks simple in design but packs a punch in an outfit.

Made from 100% breathable cotton, it can be dressed up and down in four colours (white, black, yellow and grey).

The most distinctive detail of this shirt are the strap lines that cut through the areas of tension (shoulders, hips and sleeves), providing a cool, unaffected structure. It's an upgraded basic, luxe simplicity.

"The line patch that goes through the sleeves, shoulders, back and hip," says Concept Store Y, "is a continuous aspect of the SWBD collection label. It adds more shape when worn."

Tuck into skinny black jeans with a plain leather belt, to get Woojin and Juyeon's clean looks, or into a long pleated skirt for a more feminine take.

Celebrity Sightings

The collection has been worn by the likes of Shinee's Minho, BTS, and JBJ for magazine shoots and promotional pictures. But the label is also behind some of the most distinctive drama looks of the past few year: the long overcoats from Goblin, for example, or Park Hana's moss-green dress in Still Loving You.



SWBD
Sewing Boundaries

WHO WORE IT BEST

SEOUL INTERNATIONAL DRAMA AWARDS

— WONDERFUL IN WHITE



JIN KI JOO



JUNG HYE SUNG

These starlets hit the red carpet at the Seoul International Drama awards in monochrome style. We have flowy angelic white gowns and edgy black looks with a touch of sheer.

Which do you prefer? The bright and light whites or bold and dark blacks?

— BOLD IN BLACK

KYUNG SOO JIN



CHAE JUNG AN



JUNG YUN JOO



MINA FUJII



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We talk to Xenara from
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AUTUMN 2018



**Amazing
Autumn**

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