

Korean Influences Empower American Women Entrepreneurs in Beauty Industry



Cindy Guo¹ and Matt Faust²

¹Henry M. Gunn High School, ²Independent



INTRODUCTION



Descendants of the Sun (popular Korean drama): Main lead, Song Hye Kyo, used Laneige products (product placement) throughout the drama, resulting in the boom of Laneige sales around the world (3 billion in Korea alone)

Purpose:

This project aims to examine Korea's empowerment of American beauty entrepreneurs (culturally, economically, etc.), and **inspire** and inform young women in PAUSD.

Background:

- Women-owned businesses account for **only** 30% of all businesses in the United States
- Increase in beauty businesses founded by women (up by over 40%) in the United States, generating around \$11 billion

Businesses interviewed:

- Glow Recipe: online store curating natural Korean skincare
- Ohlolly: online store started by two sisters in LA, aiming to bring the "best of products" to consumers and provide customized recommendations
- Peach and Lily: online store that aims to bring Korea's innovative products to transform the skin of consumers
- Erborian: brand created by a Korean scientist and French globetrotter, aiming to use Korean herbs to create astounding results
- Saranghae: online store that creates natural Korean products using traditional herbs

RESEARCH METHODOLOGIES

Content Analysis: researched about new Korean beauty businesses (see Introduction: Businesses Interviewed), read and summarized interviews conducted/articles written about American entrepreneurs affected by Korean influences

Narrative Research: conducted interview over Instagram Live with founders of Glow Recipe, Sarah Lee and Christine Chang.

Sample Interview Questions:

- How have recent Korean influences (K-dramas, K-pop, etc.) empowered your journey as a beauty entrepreneur?
- What are the hardships of being an Asian American entrepreneur? A woman entrepreneur?

FINDINGS AND DISCUSSION:

How has the influence of K-beauty empowered American women entrepreneurs in the beauty industry?

Flaws in the U.S. Beauty Market

A trend between these entrepreneurs is that they share a common goal: to bring natural, Korean beauty to all women.

"Our goal was to create a lovingly curated destination site that makes natural, harsh-free Korean beauty products and the latest skincare trends from the Far East accessible to beauty-forward women around the world" -Glow Recipe

I was blown away by what the girls in my dorm were putting on their skin. I found that many of the products from reputable skincare brands contained dangerous concentrations of harmful chemicals. -Saranghae

Because when it comes to the pursuit of perfect skin, Korean beauty companies lead the way. -Ohlolly



CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

1. Future Research

- future case studies with specific businesses
- partnerships with other women entrepreneurs
- closer examination of cultural and business empowerment

2. Women Empowerment, Inspiration

- Encouraging female students to pursue business
- Although there has been an increase of women-owned businesses, there's still a long way to go

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