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K-fashion E-tailers and Consumption in the Global Market

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Abstract

Korean popular music (K-pop) has gained global recognition in recent years, with a noteworthy effect on youth culture and lifestyle. In particular, fashion plays an extensive role in amplifying the identities of major K-pop artists as well as in the diffusion of Korean culture. Nevertheless, there is a lack of research on how K-pop artists' fashion styles spread to the global market and how K-fashion e-tailers play a role in shaping the cultural images of Korea projected to a global audience. This chapter explores both the positive and negative impacts of K-fashion e-tailers. This study shows that K-fashion global e-tailers play an important role in connecting international subcultural communities by offering the latest K-pop artists' fashion products and disseminating cultural news; however, current K-fashion retailers commonly offer replica K-pop fashion items with limited diversity in size, which implies highly constrained notions of beauty and stereotypically petite bodies as ideal.

Introduction

Over the past 10 years, K-pop has become widely popular internationally due to the rapid development of interactive digital channels and growing fan-based K-pop communities (Williams and Ho 2016). International K-pop businesses have almost doubled their economic revenue, from \$5.7 billion in 2015 to \$10 billion in 2019 (Bartlett 2022). Globally, there were around 6.7 billion tweets about K-pop only in 2020. To put this into perspective, a recent study by Liu, Shin, and Tan (2021) shows that there were 28% more tweets about K-pop in the first five months of the COVID

epidemic compared to COVID-19-related tweets. K-pop-related tweets on Twitter increased by 1.4 billion in 2021 compared to 2020, a 23% rise. This rising international appeal of Korean pop culture has not just brought money to Korea but, more importantly, has contributed to the growth of Korean “soft power” by creating a positive cultural image and attraction. As a result, K-pop has become increasingly important in cultural exchanges worldwide for the creative industry. This rise in K-pop represents a growing cultural globalization decoupling from Western focuses (Cruz et al. 2021).

The cultural diffusion of innovation arises when exchanging and distributing cultural discourse with audiences rather than only creating original works of the innovation. A creative process that is used in commercial endeavors is known as “cultural diffusion” (Rae 2005). Rae (2005) asserted that symbolic and economic value are produced through engagement between the audience and the creative enterprise, and that cultural diffusion moves beyond the static and constrained conceptions of “culture production and consumption.” Success in the creative cultural industry depends on the coordination of particular creative efforts, the management of creative work inside the organization, and harnessing this creative output into commercial use (ibid.).

Despite widely disseminated K-pop music and K-fan communities, there is a lack of in-depth empirical studies that focus on how K-pop music has influenced the commercial use of fashion and how K-pop-inspired fashion businesses affect the shaping of Korean cultural images from their products and services. Past studies have predominantly focused on the characteristics of K-culture (Lafaurie 2017; Martin Roll 2018; Valieva 2018) and K-pop fashion styles (Sutton 2011; Unger 2015; Tse et al. 2020; Morgan 2021). There is a lack of research regarding the cultural diffusion of commercial products and the roles of online retailers disseminating K-pop fashion that can influence the perception of cultural image. The investigation presented in this chapter critically examines the positive and negative impacts of K-pop fashion supplied by foreign retailers. Based on three case studies, it examines how fashion e-tailers sell K-pop fashion-style products and elucidates current challenges and opportunities for the cultural dissemination of K-pop fashion. The findings of this study will aid in the development of creative cultural business strategies beyond existing cultural production

and consumption and will offer implications for creative cultural diffusion for fashion businesses.

Fashion and Popular Culture

Fashion is a phenomenon that exhibits cultural variety. It signifies cultural identity as a way of interacting with and relating to a certain group. It plays a significant role in how society constructs an individual's identity and how people perceive a certain culture for an appropriate visual appearance at a specific time (DiMaggio and Crane 2002).

According to sociological theory, fashion items are seen as high-involvement consumptions that are closely linked to emotions about one's individuality, social background, and cultural self (Wigley 2015). Historically, TV shows, advertising, and new media have introduced new, ideal images of beauty that affect various cultural, social, political, economic, and technological trends by mirroring numerous historical times. Fashion has made significant evolution and dissemination of innovation in shifting our perceptions of attire in popular culture.

The diffusion of innovation from Roger's theory (1962) is one of the most widely acknowledged theories for understanding diffusion and the adaption process. Adapting this theory, many fashion scholars such as Stanforth (1995) have examined how fashion styles spread from innovators, inventive communicators or opinion leaders, and communicative adopters. The trickle-down theory of trend was conceived 100 years ago by Simmel (1904–1957) from a sociological standpoint, when he noticed that fashion trends spread from the top of the social ladder to the lower groups (Atik and Firat 2013). In the contemporary world, the diffusion of fashion trends, driven not only by the higher classes but also by differentiation among people of all classes, is motivated by significant movements in the neo-political of class, race, and gender (Atik and Firat 2013).

Although there are several interpretations of how new ideas, fashion, and cultural practices are disseminated from one culture to another, a review of psychological research shows that people have been accustomed to responding favorably to celebrity suggestions and are unconsciously motivated to follow them to minimize cognitive dissonance by becoming more like the superstars they adore (Hoffman et al. 2017). The reasons for this are inherent in

the structure of the fashion industry, the notion of fame, and the interaction of each with the media (Wigley 2015). It is a very common practice in the fashion industry to work with celebrities to enhance their brand images or spread their new product innovations to the mass market.

From a creative entrepreneurship and diffusion of cultural innovation perspective, Rae (2005) observed that the process of cultural diffusion works in five ways. First, establishing a distinctive character with a personality or branding can attract target consumers as well as people within those groups who can associate with them. Second, creating a culturally grounded product, experience, or service can fill a gap in the market, drawing a particular consumer's attention and engaging with them in symbolic interactions. Third, incorporating cultural elements into a process of business operation creates economic potential by retaining symbolic cultural meaning, practices, and monetary value. Fourth, the creative use of technology in cultural practices can help communicate, engage with customers, and facilitate cultural conversation. Fifth, management of the creative business enables the promotion of cultural identity and unique cultural intangible and tangible value interacting with the product and process as a social institution. Therefore, the diffusion of cultural innovation provides audiences with a dynamic exchange of ideas through a creative medium, seeking fresh concepts to capture and hold the audiences' attention. The next section explores the characteristics of K-culture and K-pop fashion in the context of the diffusion of cultural innovation.

K-culture and K-pop Fashion

Korean pop culture, broadly encompassing fashion, cuisine, cosmetics, and even cosmetic surgery, has been greatly influenced by Korean celebrities (Shim 2006). The Korean pop culture movement, or the Korean Wave, which began in the late 1990s, has had a significant influence on the development of a large, worldwide K-pop community of customers and followers (Williams and Ho 2016). The early K-pop community had a top-down structure in which K-pop companies facilitated the engagement of a fan community and events. However, fan-based communities have developed over time, and the growing community now functions more horizontally and reciprocally, with members running their own organizations and campaigns (Liu et al. 2021). A wide range of K-pop dance covers, K-pop fashion styles, and K-pop makeovers have become popularized by K-pop fan-generated content.

K-pop has a unique method for producing international hits. The core component, captivating music with a powerful melody, is combined with a distinctive dance sequence and is presented in a colorful music video. K-pop has gained a lot of attention because of its unique approach, which draws on mainstream pop conventions, youth online culture, and intensive vocal and dancing training (Liu et al. 2021). Among K-pop groups, the Korean boy band BTS alone contributes approximately \$3.6 billion to the South Korean economy annually, which is the same as the contribution of 26 mid-sized businesses (Bartlett 2022). BTS achieved a Guinness World Record for the highest tickets sold for a live-streamed concert and sold out its Wembley concert tickets in minutes (*Billboard* 2020). In just over a year, BTS has been the first group since The Beatles to have six No. 1 songs on the Hot 100 (Bartlett 2022). Several other K-pop artists, including Blackpink, Twice, Red Velvet, and Girls' Generation, have become very popular with international audiences. Blackpink, for example, achieved the Guinness World Records for the "How You Like That" song in 2020. The video broke Guinness' records for most-watched YouTube video in a day with over 86 million views on just its first day of release (Chan 2022) and currently more than 1.1 billion views.

K-pop has a notable combination of songs, dancing, and fashion. The majority of K-pop combines elements of Western music, such as hip-hop, jazz, and R&B, and electronic dance music with traditional Korean music to create a distinctive cultural fusion (Sutton 2011). Modern K-pop is characterized by catchy melodies and a vibrant rhythm. K-pop artists have a distinctive fashion style, performances, and energizing theatrical group dance. Each K-pop group's character and style are also created by music corporations to distinguish themselves from the rest of the industry (Unger 2015). For example, BTS, EXO, and Blackpink seamlessly alter their fashion and appearance to delight their passionate fans with diverse themes and ideas (Morgan 2021). Further, 2NE1 has an identity that is confident, even forceful, while keeping a punk, satirical, and rough character. Twice distinguishes itself from other K-pop groups with upbeat music and a colorful aesthetic that extends to the girls' attire, hair, and cosmetics, in which each singer is symbolized by a different color (Moon 2019). However, there is some criticism that the K-pop girl groups are often chosen and positioned in conventional personality to reach out to a large number of followers, including "cute/innocent," "girl next door," and "sexy" rather than showing actual individual characteristics (Unger 2015).

Nevertheless, K-pop artists have established themselves as iconic cultural figures and have significantly influenced Korean cultural images, contributing to the spread of K-pop and

K-drama fashion. Visual aspects of fashion design are important for K-pop artists, since audiences can quickly recognize their visual identity and amplify the core story of the song. The visual signals provide information about the wearer's personality or characteristics and reflect cultural identity. Responding to the popularity of K-pop artists' fashion, several K-pop-inspired fashion enterprises have recently started their businesses targeting global audiences.

Several K-pop companies have developed creative strategies by giving up copyrights and making songs and albums available for streaming on YouTube concurrently (Liu et al. 2021). Most of their revenue streams come from several other routes, such as concerts, advertisement features, and K-pop-related products. Several K-pop artists have been collaborating with fashion designers' brands to promote new products, and they work as brand ambassadors. For example, the members of Blackpink—Lisa, Jennie, Rosé and Jisoo—are frequently connected to French fashion labels, such as Celine, Chanel, Saint Laurent, and Dior (Widjojo 2022). Lisa is a global ambassador for Bulgari and Celine, Rosé for Saint Laurent and Tiffany & Co., Jennie for Chanel and Calvin Klein, and Jisoo for Dior. Similarly, BTS was selected as Louis Vuitton's brand ambassador. BTS's members wore Louis Vuitton collections to the 2021 Grammy Awards and made their first runway debut in a virtual fashion film for their 2021 Fall and Winter (FW) menswear collections (Narula 2022). Designers' brands with K-pop artists' collaborations are a very popular marketing approach for fashion brands.

These K-fashion styles are quickly adapted or emulated by K-pop fashion e-tailers, and the associated products are diffused by their global fans who spread K-fashion trends. Although some past studies have examined the characteristics of K-pop fashion and consumer reactions to K-pop artists' music videos and their styles (Shim 2006; Unger 2015; Morgan 2021), there is a lack of empirical case studies on how K-pop fashion is consumed by global audiences. The next section discusses case studies of retailers that sell K-pop fashion-related products to international consumers.

K-pop Fashion E-tailers

In this study, netnography was used to analyze the interactions between K-pop fashion users and K-pop fashion e-tailers. The choice of netnography environments comprised each brand's website, social media channels, and consumer reviews. Using this technique, the researcher

investigated retailers that sell K-pop style-inspired fashion products. To appreciate the impacts of K-pop fashion in the international market, K-pop fashion retailers' products and services, as well as each business' third party's customer review websites, were analyzed. The section criteria for each business case study include (a) selling K-pop style fashion, (b) fashion companies that target non-Korean audiences, and (c) having third-party consumer reviews and feedback.

The data were collected through the observation of each company's social media content, website contents, and a third-party consumers' review website from Trustpilot. Trustpilot, one of the most popular and quickly expanding online customer review websites, has grown in importance in the UK. An examination of customer review sites revealed consumers' levels of satisfaction and what issues needed to be addressed for their long-term business operations. Three fashion brands, including "Fashion Chingu," "Your K-pop Store," and "YesStyle," were selected for the case studies. The content of each website's visual and textual materials was examined to identify and contextualize meaning. Each company's case study was classified using thematic analysis by identifying similar characteristics and themes from the discourse analysis of consumer reviews.

Fashion Chingu: Fashion Chingu means Fashion 'Friend' in Korean. This company is an e-tailer that sells K-pop and K-drama fashion products that are similar to those worn by famous Korean celebrities. The business was established in 2018 by a young German couple with a shared passion for Korean culture. The two young entrepreneurs explained their motivation for starting their business:

"I wanted to buy a jacket from a Red Velvet MV. So, I started my research for the outfit I wanted... The jacket I wanted to buy cost around \$2000. I was desperate since I obviously don't have the money to spend \$2000 on a jacket. While putting, I searched for a jacket that is similar to the one I want to have... That's how I got the idea to start a blog/shop, where we could offer similar pieces. We already found enough suppliers to offer you a small variety of K-pop and K-drama outfits. We always put the similarity and quality of each piece above the price"(Fashion Chingu 2022).

Fashion Chingu's product prices ranged from \$9.90 to \$126. The low-cost affordable price is an important component of a unique selling proposition for attracting young K-pop audiences. Their product lines were relatively simple, sourced directly from Asian clothing suppliers, and distributed to global consumers. Most products were K-pop fashion or K-drama styles that were directly copied from each artist's Instagram posts or music videos.

The retailer's major communication channels were Instagram, blogs, Twitter, Facebook, and Pinterest. It offered several short trend reports and K-pop styling tips, such as "Tips on how to style for a BTS concert," "10 Korean summer fashion trends 2022," "K-pop casual outfit ideas," and "Korean sunglasses & eyeglasses trends 2022." These blog contents helped global K-pop fans quickly capture new K-pop fashion trends and promote Fashion Chingu's products. Consequently, the retailer currently acts as a cultural ambassador and storyteller to communicate major K-fashion trends and distribute K-pop-inspired fashion products. Its most popular artists' styles include "BTS," "Blackpink," "Stray Kids," "Twice," "ITZY," and "NCT." Some of the most popular K-drama fashions are "Hotel Del Luna," "Crash Landing on You," "True Beauty," "It's Okay Not to Be Okay," "Our Beloved Summer," and "Penthouse."

Fashion Chingu received 1890 reviews from its customers via its consumer review website. These included 83% five-star and 9% four-star reviews. Only 7% of the reviews were below the three stars. The company received 597 reviews between 6 May 2020 and 9 August 2022, with an overall rating of 4.4 out of 5 from Trustpilot, a third-party consumer review site (Trustpilot 2022a). Overall, 76% of reviews were "Excellent," 14% were "Great," 2% were "Average," and 8% were "Poor or Bad." Major positive reviews were associated with (a) the availability of a good range of K-pop and K-drama fashion, (b) offering inexpensive casual K-pop artists' style fashion, (c) helpful customer services, and (d) good product quality and materials. One reviewer commented, "I ordered sunglasses and a bracelet from the BTS collection. The items arrived quickly and were of good quality. It was impressive that throughout the order and delivery process, the company sent helpful progress updates. I'll definitely order again!"

The company also received several negative reviews concerning (a) inaccurate size descriptions, (b) different images between online and actual products, (c) long delivery waiting times from international shipping and expensive return costs, and (d) inconsistent product quality. Major negative comments were associated with product sizing issues as well as late delivery as a result of sourcing products from international garment suppliers. Consumers seemed to understand the delay in the delivery service of the international parcels, but inaccurate sizing and product images were the foremost important issues that need to be resolved by Fashion Chingu. One of the negative customer reviews was, "Shipping took a while, considering the amount it costs, but that's fine! No one expects the fastest times when shopping online anyway. The actual shipment though was nothing short of mediocre—sizing

is completely out of whack, in most products the sleeves being MUCH shorter and stubbier than the torso for some reason.”

Your K-pop Store: Similar to Fashion Chingu, Your K-pop Store sells K-fashion and K-drama-inspired products. However, the company did not offer detailed information regarding its background or vision. They offered blogs that inform K-pop fashion news and key fashion reports, but they have not updated any information since 2019. Their product price ranges were between \$ 14.90 and \$78.90. Most of the interactions with their audiences were based on Instagram. Twitter and Pinterest were secondary communication channels for the company. K-pop artists’ images are heavily used on the retailer’s website and its social media channels.

A total of 41 people posted their customer reviews on Trustpilot between 6 May 2020 and 18 July 2022 (Trustpilot 2022c). The overall customer review score was 2.6 out of 5, which shows a quite low level of consumer satisfaction. Overall, 73% of reviews were “Excellent,” 10% were “Great,” and 17% were “Bad.” Positive consumer reviews concerned (1) cheap prices for several discounted products, (2) a good range of K-pop products, and (3) an easy return service. Examples of customer reviews included “the great selection of K-pop products at great prices! I’ve used your K-pop store for a long time” and “Great for on-the-spot bargains or planning for present ideas.” Most customers commented that low-priced products enable them to follow K-pop fashion trends.

However, there were no positive reviews after June 2020. Most of the current reviews were negative due to a lack of customer support, and slow delivery or misplaced delivery. One of the negative customer reviews indicated, “At the beginning of April, I ordered a shirt and keychain for my daughter. Never received confirmation by email despite writing to them twice. Plus, they were very fast to take the money from my card. Until now, still no reply and no package.” Several similar negative reviews have been shown on the customer review site. The products were often not delivered to customers, and the company rarely responded to customers when they missed customers’ parcels. Since the COVID-19 outbreak, the company has lost control of managing supply chains and has lost the credibility of the business.

YesStyle: Unlike the previous two companies, YesStyle is not particularly specialized in K-pop fashion, but the company offers a range of Asian fashion and lifestyle products. K-pop fashion is one of the major product categories that is popular among global audiences. The company was founded in 2006 and sells a broad range of Asian fashion, beauty, and lifestyle products globally. YesStyle was listed on the Hong Kong Stock Exchange in 2021. At the time of this study, the company had a multicultural team of over 400 employees, with

offices in Hong Kong, Korea, and Japan, as well as a main warehouse in Hong Kong (YesStyle 2022). Products from numerous brands were offered at heavily discounted prices, including highly trend-driven product lines. The product prices ranged from £1.73 to £888.35, showing extensive product categories.

Celebrities' airport fashion was one of the most popular product options in the retailer's product categories, blending the latest fashion styles and daily comfortable wear. The company offered K-pop celebrities' news, beauty, and fashion tips. Most K-pop-related content was predominantly focused on how to recreate celebrities' styles using their products. Examples of the contents of their blogs included "Recreating 6 Iconic Outfits from Nayeon's Solo Debut 'Pop!'," "Recreating IVE's Outfits from 'Eleven,'" "Recreating Every Outfit from IU's 'Strawberry Moon,'" and more. Similar to Fashion Chingu and Your K-pop Store, Instagram was the most active communication channel for engaging audiences. K-pop-related YesStyle's Instagram content was very popular, showing a high level of engagement. Facebook, YouTube, Twitter, and Pinterest were also relatively actively used by the company.

From the Trustpilot site, YesStyle had received over 73,250 reviews, with an overall rating of 4.3 out of 5 (Trustpilot 2022b). Major positive comments included (a) various ranges of fashionable Asian cosmetics, (b) active community activities from their social media channels, (c) numerous student discounts and promotional activities, (d) easy navigation and fast checkout web systems, and (e) inexpensive product prices. Examples of consumer reviews are as follows: "I can find everything from accessories that are fashionable and trendy to all the Asian cosmetics that my favorite idols use, super recommended." "Big range of products." "I like that community is active there. And I like students discount, too." The majority of negative comments were associated with post-purchase activities, including slow shipping, refund policy, and returning issues. Some customers commented on sizing issues and poor product quality.

Diffusion of K-Fashion and Challenges in the Global Market

All three fashion companies in this study actively used social media channels, especially Instagram, to attract their audiences. Fashion media are one of the most influential cultural facilitators in the co-creation of representational fashion. YouTube and TikTok are commonly used as major social media platforms to help K-pop artists engage with their fans

and link them to Twitter and Instagram. K-pop random plays dance in public, K-pop cover dancing, and K-pop reactions on YouTube have become popular cultural trends for K-pop community groups. Several K-pop fashion trends are spotted in artists' dance tutorials, YouTube K-pop music videos, and Instagram posts. The development of the social media landscape became a notable aspect of the expansion of the Korean entertainment business, which strategically uses social media to attract worldwide audiences (Blas and Erestain 2020). Social media enables the rapid spread of popular fashion trends adopted by Korean celebrities in TV shows, movies, and music videos. K-fashion is now considered part of Korean culture (Han 2022). These K-pop fashion e-commerce platforms offer the latest fashion style that is adapted or directly mimicked from K-pop stars' fashion styles, and fans can enjoy K-fashion and culture at very affordable prices. K-pop fans create numerous K-pop song cover content, K-pop dance challenges, K-fashion styles, and beauty makeovers using YouTube or TikTok. This user-generated content enables the dissemination of Korean popular culture and the creation of fashion styles in youth culture.

Although each company in this study had a distinctive approach to running its business, they had some challenges in selling K-pop-style fashion products and communicating with its audiences. Similar to other fast fashion brands, all three companies mostly offered knockoff K-pop fashion styles that are inspired by Korean celebrities' Instagram posts. From a consumer perspective, their products help young consumers follow K-pop artists' fashion styles at a fraction of a lower price. The general public accesses K-pop songs via YouTube channels and reproduces its fashion styles via knockoff products. The term "copycat," coined from the phrase "copy activity," indicates a replicating technique that demonstrates a culturally specific comprehension of the original works (Tse et al. 2020). There are growing copycat products that are deceptive (the customer is unaware) and non-deceptive (offered at a cheap price, the customer knowing it is not the original but a nice-looking replica) and inspired by celebrity images (Kapferer 2009).

All three fashion companies imitated global prestige labels worn by famous K-pop celebrities. These replica items were subsequently offered by fast fashion retailers or K-pop-inspired fashion companies. These copycat products were purchased by e-tailers at wholesale prices. Some experts argue that replicas help improve the recognition of an original brand and raise its exclusive appeal. Non-deceptive counterfeits, whose prices make it evident that they are fakes, do not significantly affect the customer equity of commercial entities (Kapferer 2009). Nevertheless, this copy activity could be detrimental to Korea's standing in the international fashion business, since it restrains the country's cultural power and

inventiveness. Although some manufacturers mix and match new components into copied designs, most of their products are based on replica products without adding much value. Furthermore, some K-pop-inspired fashion companies, such as Fashion Chingu and Your K-pop Store, heavily use celebrities' images on their websites and social media platforms to sell their products without considering copyright issues.

Several Korean dramas, K-pop artist groups, and films have gained popularity because of their unique identities and innovations. To maintain a sustainable K-pop fashion business, it will be important to consider various ways to attract audiences rather than offering imitation of K-pop artists' style products only. The production of innovative K-cultural products and services is important to the communication of Korean cultural products, as well as the outputs of creative products, to maintain the long-term sustainable future of K-pop fashion businesses.

Most popular K-pop groups have boys or girls with stereotypical fashion styles, doll-like faces, and thin and toned bodies. It can be argued that K-pop fashion-inspired products in the global market often portray and perhaps reinforce these stereotypical images of Korean celebrities and Korean beauty. Thus, K-fashion e-tailers also need to deal with the sizing issue to meet the needs of their global audiences. Celebrities' Instagram images are often considered ideal beauty standards and female body images. According to Verrastro et al. (2020), "digitized dysmorphia" refers to the disconnection between beauty standards from social media's digital images and women's real body image. The discrepancy between the standard of beauty portrayed by the media and the real look of a person is a common phenomenon in the fashion or entertainment industry. K-pop fashion companies should consider producing culturally grounded products that fit into global audiences' body shapes and provide clear sizing guidelines for serving multicultural global audiences rather than offering stereotypical beauty images only.

Conclusion

This chapter sheds light on how K-fashion, particularly K-pop fashion, is diffused in the global market and examines K-fashion e-tailers' activities that can influence the fashion consumption and perceptions of global fans. Fashion is a vital component of enhancing K-pop artists' visual identity and creating visual moods for music videos and live performances. Many K-pop fans consider that a sense of community is one of the most important elements for enjoying K-pop fashion. K-pop fashion plays an important role in connecting

international subcultural communities. However, existing K-fashion retailers commonly offer replica K-pop fashion styles that depict stereotypical beauty images in fashion. This copycat activity and stereotypical fashion styles could restrain cultural power and innovation by diminishing the originality of creative practices. There are several unexplored territories for creative fashion entrepreneurs to uncover the commercial, cultural, and social value of K-fashion and to propose innovative cultural fashion products, services, and community engagement activities. Future research can consider how K-pop artists and fashion companies effectively collaborate for the development of K-fashion products by examining how those activities influence overall fashion industry practices and strengthen cultural values.

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