



Prepared by Geneve Lau
on behalf of Liah Yoo



HARPER'S BAZAAR

Erica Gonzales

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Logistics- Liah Yoo is confirmed for a briefing with Erica Gonzales of Harper's Bazaar on Friday, December 14th at 10am. Geneve Lau of 360 Public Relations will staff the briefing. The briefing will take place at the Krave headquarter office 79 Madison Avenue, New York, NY 10016.

Meeting goals-

- Promote Krave as a leading brand in the industry for skincare products that are simple yet effective, with transparent ingredient lists and truthful regimen.
- Reveal the next Krave product to hit the shelves, an apple cider vinegar spot treatment for pimples, in the Supplement Series. This product will be released in the middle of January.

- Emphasize the importance of simplicity in skincare and the steps that Krave is taking to promote this for a shift towards this ideal in the beauty industry.
- Express a potential expansion towards a “Krave Lab” store opening in NYC

History-

Beauty influencer Liah Yoo released the first products in her skin-care line, Krave, in December of 2017. After working at the largest Korean beauty brand, AmorePacific, Liah began her YouTube channel “Yellowy Cream”, where she shared beauty tips following the concept of “less is more”. Krave brands itself as “functional skin care”, stripping down skincare routines back to the basics. Currently, three products are available for purchase: a cleanser and sunscreen in the Core Series (“basics”), and an exfoliator in the Supplement Series. The brand incorporates popular trendy ingredients related to health and wellness, such as matcha, kale, and beet. The brand is hoping to combat the rising ideal that more products equates to better skin. Yoo believes that skincare regimens have become “too complicated”, with five products serving the same purpose in most cases.

Talking Points-

- Korean beauty trends
 - Discuss the rising trends of the use of chemical exfoliants, direct acids, and essences in skincare
 - Explain active ingredients often found in most of these products (AHAs, BHAs, amino acids, retinoids, vitamins) and what their purposes are. Discuss risks of over-usage and Krave’s intent to promote the most best way to use these products to maximize long term results and efficiency
- Expand on Krave’s mission and Yoo’s vision for the brand
 - Share the upbringing of Yoo and her experience working in the beauty industry and the knowledge she gained through both her work and personal experience and thereby shared through her social channels

- Explain the #PressReset message of the brand on re-imagining the backbone of the “typical” skincare regimen
- Tease features in the Krave Lab
 - The Khemistry Bar will allow customers to custom blend a mask best fit for their skin and goals, ranging from leave-on to sleeping to bubbling masks
 - The Khemistry Bar will also feature on-site mixing of Krave products from raw ingredients to promote the brand’s commitment to clean, simple skincare products

Erica Gonzales Background Information-

Erica Gonzales has been an assistant digital news editor for Harper’s Bazaar since May 2016. She previously worked as a fashion intern for InStyle Czech Republic, and as a web editorial intern and freelance digital contributor for Harper’s Bazaar. Gonzales is a 2016 graduate from New York University with a degree in journalism and social and cultural analysis. She currently resides in New York City.

Harper’s Bazaar Background Information-

Harper’s Bazaar is the source of fashion, makeup and beauty trends. As America’s first fashion magazine, they hold forth ideals of sophistication and elegance. While focusing on things that are new and hot, they also focus on what’s next to come. They are available in 43 countries worldwide.

Recent articles written by Erica Gonzales-

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