



ANNYEONG

Your Global Gateway to Korean Culture

Next in Fashion
Trends shaping the streets of Seoul

Drama Fix
What to Watch Now

**Skincare
Secrets**

The 5-step skincare routine with
Innisfree faves

JENNIE
In Her
Own Words

BLACKPINK's icon on life, style,
and music

**Signature Dishes
That Connect
Cultures**

From spicy Tteokbokki to warm Kimchi Jjigae
Korea's iconic dishes go global



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Photo by Marcin Skalijs on Unsplash



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ANNYEONG

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Editor's Note

From Seoul to Snow, and Everything K in Between!

안녕

Annyeong!

If someone had told me ten years ago that I'd trade mannequins for magazines, or swap Seoul's rush hour for Toronto's snowstorms, I probably would've laughed... politely, of course I'm still Korean.

Born and raised in Korea, I spent over a decade styling windows and dreaming in fashion as a visual merchandiser. My life was all about perfect angles, seasonal displays, and just the right amount of sparkle. Then in 2015, I packed up my high heels, my kimchi, and my dreams, and moved to Canada. (Spoiler: I still haven't unpacked the high heels I brought from Korea in my immigration suitcase. In ten years of Canadian winters, I've never had a single reason to wear them.)

Now, I'm a graphic design student at Centennial College, reimagining visuals through pixels instead of mannequins, and trust me, Illustrator crashes are way scarier than any fashion emergency.

Why start Annyeong?

Because whether it's the beat drop of a new K-pop single, the savory crunch of kimchi jeon, or the plot twist in a K-drama that makes you gasp out loud, Korean culture connects people. It's vibrant, emotional, stylish, and downright fun. I wanted to make something that reflects all of that and more, for people here in Canada and around the world who are riding the Korean wave right alongside me. So welcome to Annyeong, where we bring Korea a little closer to your heart (and hopefully, your snack drawer). Let's fangirl (or fanboy) together.

With love and kimchi,

Your Editor

HeeJung Lee

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Image courtesy of @xxkily

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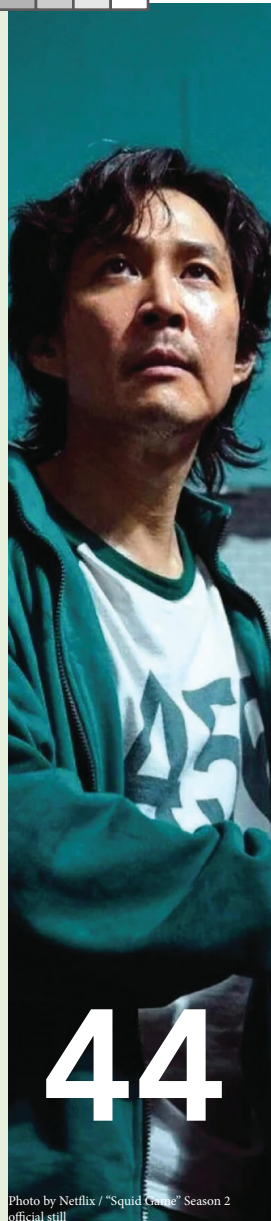


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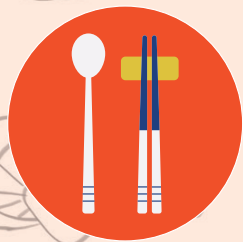
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IONIQ 9



A Taste of Korea

Signature Dishes That Connect Cultures

From fiery **Tteokbokki**(떡볶이)
to soulful **Kimchi Jjigae**(김치찌개),
discover the **must-try Korean dishes**
that have become **global sensations**
and the **traditions** behind them.



Tteokbokki

Photo by Marcin Skalijs on Unsplash



Photo by makafood: <https://www.pexels.com/photo/a-kimchi-on-a-ceramic-plate-8930829/>

Korean food is taking the world by storm. Whether it's sizzling hot plates on K-dramas or street food in music videos, the rich flavors of Korea are capturing hearts and appetites across the globe. But beyond the visual sizzle lies a deeper connection — one rooted in heritage, memory, and emotion.



Each ingredient tells a story - and together, they become Bibimbap.

Photo by Becerra Govea Photo: <https://www.pexels.com/photo/cooked-food-on-black-ceramic-bowl-5773967/>

At the heart of Korean meals is **Kimchi**(김치), the ever-present fermented side dish that speaks volumes about Korean identity. Packed with flavor, history, and gut-friendly probiotics, kimchi isn't just food — it's tradition in a bite.

Then there's **Bibimbap** (비빔밥), a colorful bowl of mixed rice, vegetables, egg, and gochujang (red chili paste). It's a visual and nutritional feast. This dish represents the harmony of textures and flavors — much like Korea's balance between old and new.



“Korean food is more than just trendy — it’s a flavorful way to understand culture, connection, and comfort.”



Photo by Freepik – www.freepik.com

STREET FOOD CULTURE

If you’ve ever watched a K-drama, chances are you’ve seen characters bonding over steaming bowls of **Tteokbokki** (떡볶이) — chewy rice cakes in spicy red sauce. Sold by vendors in bustling city corners, it’s a symbol of Korean youth culture and comfort food in its purest form.

For something crispier, **Hotteok** (호떡) — sweet pancakes filled with cinnamon sugar and nuts — warm the hands and hearts during Korea’s winters. They’re not only delicious but remind many expats of home.

Savory cravings? **Korean Fried Chicken** is known for its crispy coating and bold flavors. Double-fried for that perfect crunch, it’s a fusion of traditional seasoning with Western technique — a truly modern Korean classic.

COMFORT FOOD WITH SOUL

Cold days call for **Kimchi Jjigae** (김치찌개: kimchi stew), a bubbling hot pot of aged kimchi, tofu, pork, and scallions. It’s

spicy, rich, and deeply comforting — a dish that turns any place into home.

Other comfort favorites include **Sundubu Jjigae** (순두부찌개 soft tofu stew) and **Samgyeopsal** (삼겹살 grilled pork belly), which bring people together around a table — literally. The communal aspect of Korean dining is just as important as the flavors themselves.



Photo by Freepik – www.freepik.com

Where to Try These Dishes in Canada?

Can’t travel to Seoul? Here are some Korean restaurants across Canada that serve up authentic flavor.

Daldongnae
달동네
daldongnaebbq.com

Location:
*Toronto, Mississauga,
Waterloo, Montreal*

Must-try:
*Samgyeopsal,
Kimchi Jjigae*

ChoSunOk
조선옥
chosunok.ca

Location:
Toronto

Must-try:
*Bibimbap,
Tteokbokki*

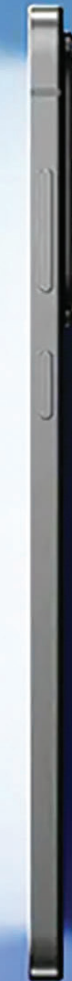
bb.q chicken
비비큐치킨
bbqchickenca.com

Location:
*Toronto, Vancouver,
Calgary, Edmonton*

Must-try
*golden fried chicken,
secret sauced chicken*

Galaxy S25 Edge

Galaxy AI



Beyond slim



Jennie Ruby (Source: Namuwiki, [https://namu.wiki.com])

In Her Own Words Jennie of BLACKPINK Talks Life, Style, and Music

Interview by HeeJung Lee

*"I don't try to be perfect.
I just try to be honest."*

Q: What's a typical morning like for you?

A: I start my day with a cup of tea and some quiet time. If I'm not working, I love walking my dog or listening to music while journaling.

Q: BLACKPINK's global success is incredible. How do you stay grounded?

A: Family and friends keep me balanced. I also find comfort in small routines—like skincare!

Q: Your style is admired all over the world. How do you define your fashion identity?

A: I like to mix elegance with edge. I want my outfits to feel like "me"—not a costume.

Q: What's one skincare product you can't live without?

A: A good moisturizing cream! Especially when I'm traveling.

Q: How do you manage stress during your busiest times?

A: I meditate when I can, and I always keep time for reading or sketching.

Q: If you weren't a singer, what other career could you see yourself in?

A: Maybe a fashion designer or photographer. I've always loved the creative side of visuals.

Q: What advice would you give to your younger self?

A: Don't be afraid to take breaks. It's okay not to be strong all the time.

Q: What's your proudest moment as part of BLACKPINK?

A: Performing at Coachella was unforgettable. The energy was insane!

Q: What's your ideal day off?

A: Good food, cozy clothes, and no schedule—just being with the people I love.

Q: Any goal you haven't hit yet?

A: I'd love to explore more acting or even work on a personal fashion line someday.

The 5 - Step Korean Skincare Routine Explained

(with Innisfree Must-Haves)

Your daily glow-up, simplified!



A hydrating cleansing foam with Green Tea and a moisturizing Amino Acid Complex that whisks away dirt and impurities without overstripping skin.

Innisfree creates affordable skincare with a conscious touch. Blending nature and science into powerful formulas that feature effective, sustainably sourced ingredients. Innisfree is committed to an earth-friendly skincare industry and give back through mindful packaging, recycling programs for empties, reforestation efforts, and more.

Step 1

Cleanser Product
**Green Tea Foam
Cleanser**

Start fresh. This gentle yet effective cleanser uses Jeju green tea extract to remove dirt and impurities without stripping your skin's natural moisture. Perfect for morning and night.



Step 2

Toner Product

Green Tea Enzyme PHA Toner

Reset and hydrate. This toner preps your skin for the steps ahead by balancing pH levels and giving your skin a refreshing moisture boost.

Step 3

Serum Product

Green Tea Seed Serum

This cult-favorite serum penetrates deep into the skin with a powerful blend of green tea seed oil and water for lasting hydration and radiance.



Step 4

Moisturizer Product

Dewy Glow Jelly Cream with Jeju Cherry Blossom

Lock in moisture and glow. This lightweight jelly-textured cream uses cherry blossom extract from Jeju Island to hydrate and brighten your skin, giving it a naturally dewy, radiant finish.



¹Based on a 2-week independent consumer



Step 5

Sunscreen Product

Daily UV Defense Sunscreen SPF 36

Don't skip this step! This non-greasy, broad spectrum sunscreen protects your skin from harmful UV rays — all while keeping it moisturized.



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