

KORUS BUSINESS JOURNAL

Tel: 323.937.7976 / www.korusjournal.com / email: info@korusjournal.com

Korean Air Launches Inaugural A380 Services

“KE380” Flying to Tokyo and Hong Kong from June 17, 2011



Seoul, Korea (June 2, 2011) - Korean Air, South Korea's flagship airline, is pleased to announce that the airline's first-ever A380 will begin its inaugural services between Seoul/Incheon and both Tokyo and Hong Kong from June 17, 2011 onwards. The environmentally friendly next-generation aircraft arrived in Korea at 09:00 on June 2 (local time) after successfully completing final flight and ground tests in Toulouse. The inaugural A380 commercial flight will take

off from Incheon International Airport in Seoul, Korea at 09:10am on June 17, arriving in Narita International Airport in Tokyo, Japan at 11:30 am on the same day. The same flight will then return to Seoul, departing at 20:00pm to Hong Kong International Airport, Hong Kong and arriving at 22:30pm (all local times) on the same date. The airline's premier A380 flight services will be allocated the codename “KE380” in order to mark this special and most his-

toric occasion.

Korean Air has ordered ten A380 aircraft with the first five to be delivered by the end of 2011 and the remaining five by 2014. The airline will gradually expand its A380 service to popular short-haul routes in Asia, such as Bangkok in July, followed by long-haul routes to glitzy destinations in Europe and North America, such as New York in August, Paris in September and Los Angeles in October 2011.

[See Korean Air A4]

How many Project Runway finalists can you name?

How many Project Runway finalists can you name? If you are a fan of the show, chances are you could generate a few. What about those Runway alums that have gone on to create and sell their own lines? Many people could easily cite Christian Siriano, the pint-sized phenom who scored a huge deal with Payless, and who has

released season after season of high-end, fashion-forward lines, as well as a smaller, more budget-friendly maternity line. After Siriano, however, Project Runway success stories are limited at best. After eight seasons of talented contestants, it seems odd that only one would have made a visible mark on the fashion world. However,

when you consider the immense difference between visualizing a collection and producing a collection to sell, it becomes a much less surprising statistic.

When it comes down to the nuts and bolts of making a collection, the tremendous creativity that separates the wheat from the chaff design-wise, of [See Fremont College's A3]

Advanced Asian Eyelid Surgery by Dr. Kim and Dream Medical Group

New Generation of Eyelid Enlargement Surgery Booms in Seoul and Los Angeles

With the fast-advancing Asian IT technology, the economy across Asia is booming. The rapidly growing Asian economy is also affecting the living standard of every Asian in Asia, as well as Asians living in the U.S. in that average life quality is improving evermore. The rising living standards have tremendously affected the field of aesthetics surgery, in that people are eager in the improving not only their inner-self but from outer-self as well. Asians have become much sophisticated in terms of style and fashion, but they are also becoming extremely focused on how to improve their facial features.

Koreans have been the leaders in Asian aesthetic surgery in the past decade. Because Asians in general have wider and larger faces than Caucasians, the trend has been that more Asians desire proportionally bigger eyes. Much of the image has been created through the rising popularity of Korean celebrities, especially through Hallyu in Korean pop culture (“K-pop”).

Famous K-pop female celebrities portrayed in the media have set the bar in aesthetics and beauty today. The foremost recognizable feature that these celebrities have are larger eyes than a typical Asian female. The size of their eyes makethem photogenic as well as video-genic, and their striking features often symbolize a sense of youth and vitality. Moreover, now with High Definition video technology, there has been an unprecedented increase in demand for non-incisional eye enlargement surgeries.

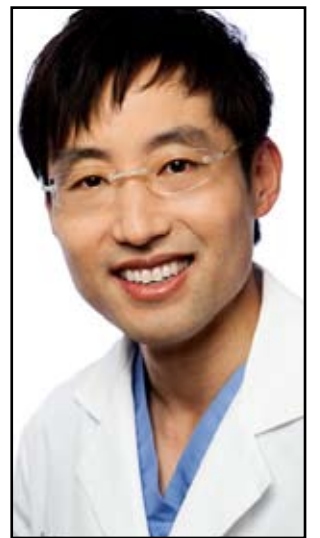
Dr. Kim specialized in non-incision suture technique double eyelid surgery

Searching for a New Eye Enlargement Surgery that won't leave scars and marks

Dr. Kenneth Kim has extensively researched internationally in Asian aesthetic surgery. Dr. Kim spent one year studying minimally-invasive orbital reconstructive surgery in Switzerland and spent many years in Seoul to innovate eye enlargement techniques in Korea. Dr. Kim has collaborated with industries on minimally invasive instrumentations and Dr. Kim continues to serve as the Director of Technology and Scientific Advancement in Korea's premier plastic surgery group - Dream Medical Group. Dream Medical Group has been known in Korea as the leading plastic surgery practice and has been known for performing cosmetic surgeries on top Korean celebrities.

Over the past few years, the increase in the number of eye enlargement surgeries by the doctors in Dream Medical Group and Dr. Kim has greatly contributed to this growing trend.

The main advancement has been that eyes are enlarged surgically with minimally invasive techniques. For instance, the eye enlargement surgery traditionally has been done using full incisions to the eyelid, but currently they can effectively be done with minimally invasive techniques, in which very minor incisions are made as small punctures. Non-incision suture tech-



nique double eyelids surgery is a procedure which Dream Medical Group is acclaimed for in Korea. It utilizes permanent sutures to create double eyelid. These sutures are placed very specifically and are buried underneath the skin to create the fold. In Seoul and Los Angeles, Asian eyelid surgery has moved beyond just non-incision double eyelid surgery. The extensive research and advancements made by Dr. Kim and the partners of Dream Medical Group, Dr. Yang Soo Park and Dr. Hong Shick Song, Korean celebrities have been recently getting eye enlargement without noticeable surgical visibilities.

Now that Asian Americans are realizing this trend of the alluring appearance of Korean celebrities in Korea, they are also seeking similar appearances here in the United States. The minimal-scar eye enlargement surgery has greatly gained population not only among top Korean celebrities, but among Asian Americans who actively seek to improve their overall appearance.