

## Cheeky

## **Company Overview/ Meaning**

CHEEKY is a local an international magazine company that focuses on pop culture when it comes to art, fashion, and music. All issues come in different languages depending on location and all have unique designs to make it readale in english and their native language.

## Meaning

cheek∙y

### adjective BRITISH

impudent or irreverent, typically in an endearing or amusing way.

"a cheeky grin"

## INFORMAL•BRITISH

(of something pleasurable) consumed or done in an unplanned, rather self-indulgent way.

"a cheeky pint"

## AUSTRALIAN

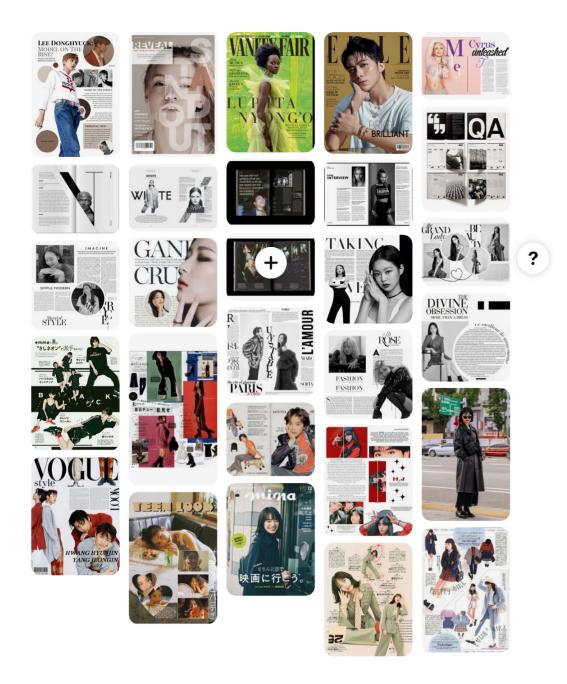
(in Australian Aboriginal usage) aggressive or potentially dangerous.

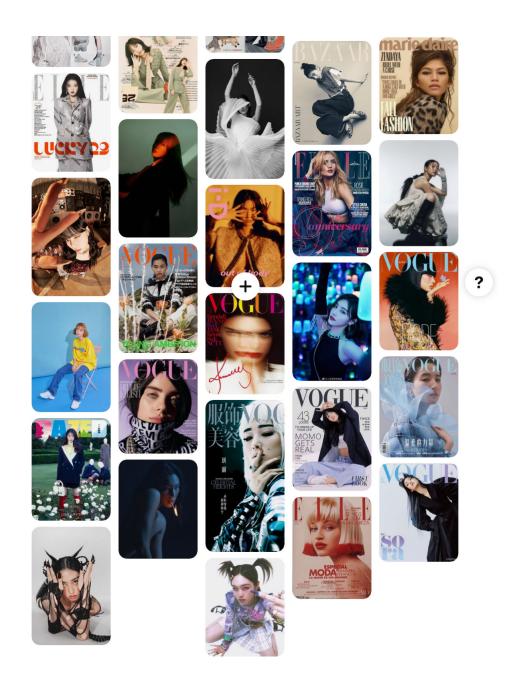
"he was attacked by a cheeky dog"





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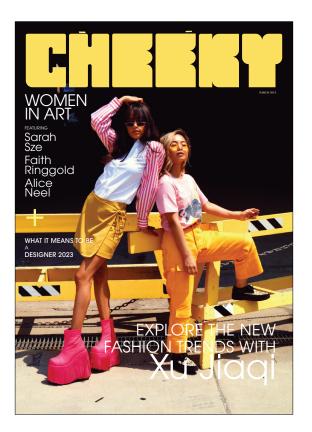
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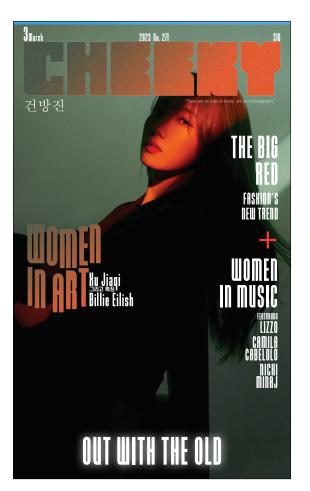
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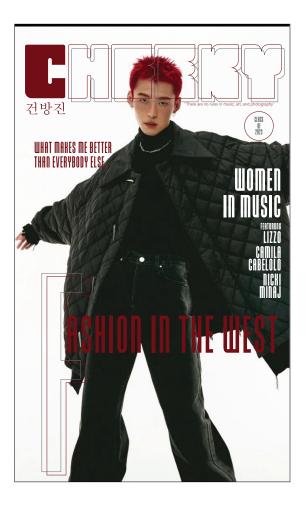






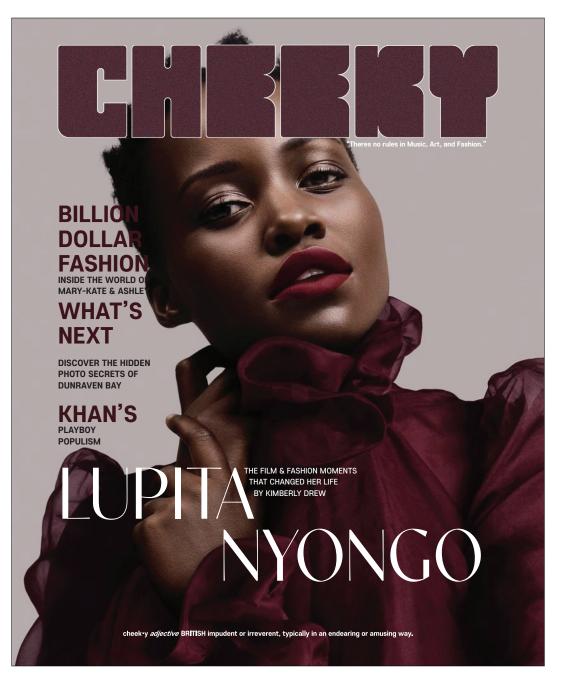




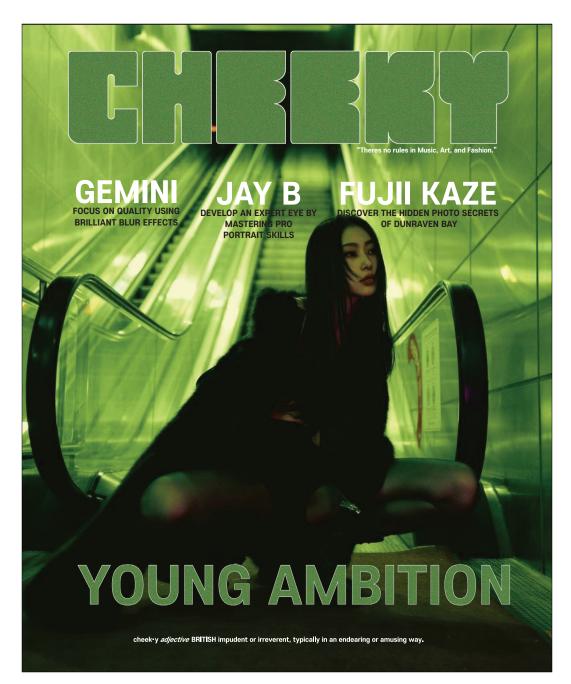








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"If American celebrities see foreign celebrities like K-Pop groups getting involved in global issues, they will be encouraged to do so as well, so I believe that K-Pop has had been a positive influence."

to follow along and enjoy performances even more. Notable point dances include Seventeen's "popping" in "Mansae," Psy's horse style dance in "Gangnam Style," Girls Generation's crab leg dance in "Gee," and Twice's "TT," in their song of the

K-Pop has made an especially noticeable impact for Americans last year when BTS, referred to as Bangtan Boys in English, won Top Social Artist at the American Music Social Artisi at the American Music Awards. This was the first time a South Korean group has ever won and performed at a major American Awards show. Their win showed the extent of their influence in the US and internationally. They are also known for being the only Korean group to land on the Top 10 of the Billboard 200 and for being the biblest-defarting Koron erron on highest-charting K-pop group on the Hot 100 in 2017. In addition, they performed and visited majo hows such as "The Ellen DeGeneres Show," "The Late Late Show



with James Corden," and "Jimmy Kimmel Live!" exposing millions of Americans to K-Pop. Avid fans teen, they have the appeal of three different groups of the hip-hop unit, vocal unit, and performance unit showed their love of the group by camping out for these shows and filling the majority of the seats. Many note how K-Pop may get that the industry has had a positive encouraging and raising awareness for important global issues. "If for important global issues. "If American celebritics see foreign ce-lebrities like K-Pop groups getting involved in global issues, they will be encouraged to do so as well, so I believe that K-Pop has had been a positive influence," said Tiffany Chen '19.

to highlight each of their strengths There's a part of the group for ev eryone, whether you're a singer or dancer!" said Stephanie Weng '19. abdreputation of it's assessed fans, fans obsessed with the stalking and invading the privacy of groups that they like. However, many agree to its intiguing, complex, and eye In addition, K-Pop has made catching visual music videos with influence with the publicity as idols elaborate dances. This is a notable difference from the style of many American artists where there is less ign ce- emphasis on dance performance. etting In fact, those who dance the best in Identical like K-Pop groups gridtly introdver and gold as uses, here valls be encouraged to do so as well be believe that K-Pop has had bees product and be benefits to be the the transformed to a the minimative series of the K-Pop minister visco has been result of the K-Pop minister visco has nonsery or help improve the vortice minimative series transmisse domains money or help improve the vortice transmisse domains domains money or help improve the vortice minimative series transmisse domains money or help improve the vortice minimative series transmisse domains money or help improve the vortice minimative series transmisse domains money or help improve the vortice minimative series transmisse domains money or help improve the vortice minimative series transmisse domains money or help improve the vortice minimative series transmisse domains minimative series transmisse domainse domainse domainse domainse es, such as Taylor Swift's donation are the unhealthy habits that idols to Children's Hospital of Philadel- follow to look a certain way." The

phia and One Direction's support for "Stand Up for Cancer." "perfect" Korean idol stereotypically has pale skin, a similar height with Moreover, in K-pop, rather than oboaratist, groups are formed and debuted under one title. Mem-nue for the state of the s debuted under one tille. Mem-bers of a group are advertised to each have a different appeal point, whether that is musical abilities or vecal talent. <sup>1</sup> In the group Seven-

# KORFAN





including a larger variety of features such as curvy body types, different skin colors, and greater racial diversity. There has also been a noticeable difference in fashion itself. Asian culture has influenced the implementation of pastel colors and simple designs in popular brands like Forever 21.

Overall, the Korean pop industry has had a very overal, the korean pop infusion y that had a very important influence on American culture today, not only affecting the variety of languages and food but also the music. With the unique Asian fashion that it brings and its influence on Western music, K-Pop can look forward to the integration and appreciation of more of its culture in the future.

in commer in me numer. "On idde) bithdays, there are fan projects where a harge group of fans in different countries donate money or help improve the world to celebrate their bithday," said Jessica Jimenez '20, president of the East Asian Entertainment Chib. "For EXO, fans have donated large amount of money to UNICEP." Similarly, namy American artists use their publicity to promote causes such as Taylor Swift's donation to Children's Hospital of Philadelphia and One Direction's support for "Stand Up for Cancer."

Moreover, in K-pop, rather than solo artists, groups are formed and debuted under one title. Members of a group are advertised to each have a different appeal point, whether that is musical abilities or vocal talent. "In the group Seventeen, they have the appeal of three different groups of the hip-hop unit, vocal unit, and performance unit to highlight each of their strengths. There's a part of the group for everyone, whether you're a singer or dancer!" said Stephanie Weng '19.

The name "BTS," stands for the words. "Bangtan Sonveonda" in Korean. This translates to mean "Bulletproof Boy Scouts."



#### **kpop logos and what** THEY MEAN BTS The boy group Bang Tan Sanycondan which translates in English as Bulletproof Boy Scouts, changed its name to Beyond The Scene in 2017. This rebrand was paired with a redesign of the Red Velvet debuted in 2014, and just like EXO, they changed their logo and symbols multiple times; howev-er, each design was different from the others, which is why fans are always excited about their new albums and conclustes. group's logo. Previously, the brand had a vest logo, but INFINTE today its logo became more minimalistic. It now uses Marke you of Maybe you didn't notice this before, but if you look ometric shapes and light line weight for its typography. closely, you can easily see a horizontal eight in each loge of Infinite. The number eight just keeps going and neve IKON ends, so representing a group's name with it is a good and creative idea, which is why they have designed all The record label YG Entertainment formed a boy group in 2015 known as iKON. The group has a seven-stripe their logos like this. logo that represents its members. It uses a combination SEVENTEEN of red and white colors that gives it a patriotic feel. Although really small, even today, Seventeen's logo is considered the prettiest K-pop logo ever because of its charming and lovely design. It's so cute and appealing that it never fails to steal people's attention. ENHYPEN The group's name, Enhypen, was introduced during the live broadcast of the final episode of I-Land. Etymolog-ically, the group derives their name from the hyphen symbol (), representing 'Connection, Discovery, & Growth'. BLACKPINK Blackpink is the most popular girl k-pop group that became really famous right after the release of their first album. Today they have many fans, and another reason for their success is their name and logo. TXT The TXT logo shows musicians working together to create the future together. The emblem shows that group creativity helps to get the result multiplied many times over. Hence the first lines of the charts and the mass of fans. EXO EXO had many unique and appealing logos throughout its career, and a common thing each logo shared was the hexagonal shape. On the left side of this logo, there's a horizontal line that makes many people wonder what it's RED VELVET The name "BTS." stands for the words. "Bangtan Sonveonda" in Korean. This translates to mean "Bulletproof Boy Scouts."

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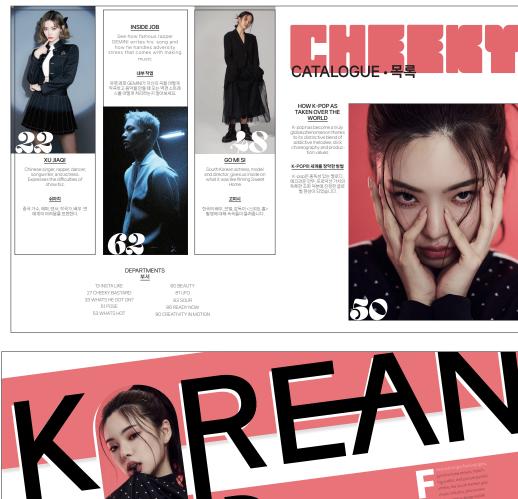
The K-Pup industry has also influence will be in Zheng '19. The K-Pup industry has also influence will be a subscription of the theory of theory of the theory of theory of theory of th

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## Kathy Ryan, Director of Photography, t New York Times Magazine

Ruddy Roye, Photographer Why We Do It:

@kumo\_\_photo Stay in the cage, Or you finally take the key. Oh damn, Suddenly you're free to fly. It'll take you to the other side. Stacy Kranitz, Photographer

- For me it began with this fear tool that would put me in a p

rah Leen, Director of Photography,

#### Stephanie Sinclair, Photographer

Photographers and Photo Edi-tors on the Passion That Drives Their Work BY OLIVIER LAURENT





Aidan Sullivan, CEO and F

#### Laura Morton, Photographer

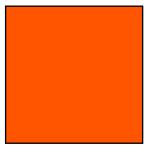
"I shoot because I see. I shoot because if I don't, I don't know who will."



Photography in the Winter A new way to photograph the harsh winters to get the perfect snapshot.



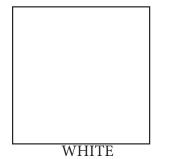


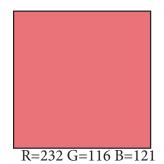


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