

KLIPS — Korean It Girl's Lips

A K-Beauty Lip Gloss Brand Concept Built Around Aspiration, Identity, and Youth Culture

Project Overview

KLIPS is a beauty branding concept I created in high school, built around the idea of turning the “Korean it girl” image into a lip product brand.

The project explores how a lip gloss brand can sell more than shine or color. It can sell a feeling: the confidence of looking trendy, polished, and culturally in-the-know.

The name **KLIPS** comes from “**Korean It Girl's Lips.**” It connects K-beauty, youth culture, and aspirational identity into one simple brand idea: a lip gloss for girls who want their lips to feel like part of a larger image, not just a makeup routine.

Core Brand Idea

KLIPS turns the Korean it girl fantasy into an accessible beauty product.

The brand is designed around a clear emotional promise:

You do not just wear lip gloss. You wear the feeling of becoming the girl everyone notices.

Instead of positioning lip gloss as only a cosmetic product, KLIPS frames it as a small but powerful identity signal. Glossy lips become a visual shortcut for confidence, trend awareness, and self-expression.

Consumer Insight

Young beauty consumers often do not buy makeup only for function. They buy into a look, a mood, and a version of themselves they want to express.

For middle school and high school consumers, lip products are especially powerful because they are usually one of the first makeup items people use. A lip gloss can feel approachable, affordable, and easy to apply, but still emotionally meaningful.

The insight behind KLIPS is:

Teen beauty consumers want products that help them feel closer to the image they admire — stylish, cute, confident, and culturally relevant.

KLIPS uses the “Korean it girl” image as that aspirational identity.

Cultural Context

K-beauty is known for combining skincare-inspired formulas, accessible prices, innovation, and visually memorable packaging. Korean cosmetics often stand out because they do not treat packaging as an afterthought. The package becomes part of the product experience.

At the same time, Korean beauty culture has a strong visual language: glossy lips, soft color gradients, youthful styling, idol-inspired looks, and drama-influenced beauty trends.

KLIPS was created from the idea that these elements could become a brand world. The product is not simply “a lip gloss.” It is a gateway into a K-beauty-inspired identity.

Target Audience

The primary target audience is **teen girls and young beauty beginners** who are drawn to Korean beauty trends, pop culture, and visually expressive products.

They are likely to value:

- Products that feel cute but not childish
- Packaging that is photo-worthy and collectible
- Affordable beauty items that still feel special
- Easy-to-use products that create a noticeable look
- Brands that help them express identity and confidence

For this audience, KLIPS is positioned as an entry-level beauty product with an aspirational emotional layer.

Brand Positioning

For young beauty consumers who admire Korean beauty culture, KLIPS is a lip gloss brand that helps them create the glossy, confident, and trend-aware look of a Korean it girl.

Unlike basic lip gloss brands that focus only on shine, KLIPS connects the product to a larger identity: youthful confidence, cultural style, and visual self-expression.

Product Concept

The hero product is a lip gloss designed to create **jelly lips** and **ombre lips**, two looks closely associated with Korean beauty aesthetics.

The product experience focuses on:

- High-shine glossy finish
- Soft, wearable color
- Moisturizing texture
- A sweet but comfortable fruity scent
- An easy everyday beauty look

The formula concept included moisturizing ingredients such as grape seed oil, olive oil, coconut oil, cocoa butter or shea butter, beeswax, and vitamin E. These ingredients were chosen to support the idea of a glossy product that also feels nourishing and comfortable.

Visual Identity Direction

KLIPS combines two visual directions:

1. Playful Outer Packaging

The outer box uses flat illustration inspired by Korean pop culture, K-pop idols, and K-drama heroine imagery. This makes the packaging feel collectible, expressive, and connected to youth culture.

2. Minimal Product Design

The lip gloss tube itself uses cleaner typography and a more minimal brand mark. This balance makes the product feel polished rather than overly childish.

The contrast between playful packaging and simple product design helps KLIPS feel both fun and stylish.

Packaging Strategy

The packaging strategy is based on the idea that teen beauty products need to be instantly recognizable and emotionally shareable.

KLIPS packaging is designed to be:

- Collectible

- Giftable
- Photo-friendly
- Trend-driven
- Visually connected to Korean pop culture

The mini box format gives the product a small “special object” feeling. It makes the lip gloss feel like something consumers would want to keep, display, or share online.

Brand Personality

Aspirational

KLIPS sells the feeling of becoming a Korean it girl.

Playful

The brand uses illustration, color, and packaging to feel youthful and fun.

Confident

The product encourages young consumers to see makeup as self-expression.

Cultural

The brand is rooted in Korean beauty trends and pop culture imagery.

Accessible

The product feels approachable for beauty beginners and younger consumers.

Why This Brand Matters

KLIPS is interesting because it shows how a beauty product can be built from a cultural identity rather than only a product function.

The brand does not simply ask, “How do we make lip gloss look cute?”

It asks, “What does lip gloss help a young consumer become?”

That shift makes the project more strategic. KLIPS uses beauty as a tool for aspiration, identity-building, and cultural participation.

Reflection

Although KLIPS was created when I was in high school, the project shows my early interest in branding, beauty marketing, consumer psychology, and visual culture.

Looking back, I can see that I was already thinking about many questions that still shape my creative and strategic work today:

- How do consumers connect products with identity?
- How can packaging create emotional value?
- How does culture influence beauty trends?
- How can a product become part of someone's self-expression?

If I developed KLIPS today, I would strengthen the project with deeper consumer research, a clearer visual system, social media campaign ideas, and a full launch strategy. However, the original concept remains meaningful because it shows the beginning of my interest in beauty branding and emotional brand strategy.

Mockup pictures & Printing pictures





Portfolio Summary

KLIPS is a K-beauty lip gloss brand concept built around the aspirational image of the "Korean it girl." The project explores how a simple beauty product can become a symbol of confidence, trend awareness, and youth identity. Through product naming, packaging strategy, visual direction, and consumer insight, KLIPS reflects my early interest in beauty branding, cultural storytelling, and emotion-driven brand strategy.