



***i-D Expands Its Media and Creative Operations in Asia,  
with the Launch of i-D Korea***

***Songin Han*** has been appointed Editor of i-D Korea  
***Jisun Lee*** has been named Social Editor for i-D Korea

*The new digital editorial operation will be focused on capturing the culture, fashion and next gen talent in Korea, through editorial and creative storytelling, video and strategic brand partnerships*



**(LONDON, UK — 7th JULY, 2021)** - Today, fashion publisher i-D announces the appointment of **Songin Han** as i-D's Editor for **i-D Korea** - a newly established digital editorial output for i-D in Seoul. The new market launch comes as i-D looks to expand its presence across Asia, following the launches of local i-D outputs in Japan and China.

Songin Han will take the helm of i-D Korea immediately with a remit to drive the editorial vision and growth of the brand across all parts of i-D's business in Korea. Songin will report into Elektra Kotsoni, i-D's Global Content Editor and will be based in Seoul.

i-D Korea's digital platforms will additionally launch today, including a dedicated local website and Instagram channel which will offer authentic content aiming to capture the spirit of one of Asia's key fashion and culture capitals. Upcoming editorial and video content will focus on youth style in Korea, their passion for unique fashion finds, identity and the photographers making Seoul a centre of image making right now.

Established i-D video franchises will also be localised, including “1616” i-D’s short-form video series exploring what it’s like to be a teenager in today’s cities as well as i-D’s flagship interview series “i-D Meets”, featuring the young pioneers of fashion and youth culture who hold truly unique and diverse perspectives.

Songin Han brings with her a wealth of experience across the publishing and advertising industry in Seoul. Prior to her new role at i-D, Songin held the title of Creative Editor and was part of the launch team at Hypebeast Korea. Before that, she served as the Fashion Director and Advertising General Manager at Korean culture and fashion magazine Eyesmag.

**Lucy Delacherois-Day, i-D’s Managing Director** said: *“We are thrilled to have Songin join the i-D family and help us to establish our footprint in Korea, one of the most exciting and diverse fashion and culture markets in Asia. Songin comes on board with fantastic experience and with the strongest of senses as to what Gen Z want to read, wear and watch in Seoul. We couldn’t be more excited to start working with her.”*

**Songin Han, Editor of i-D Korea** added: *“I am honored to be part of i-D’s family. In my childhood, i-D was a big driving force behind my dream of becoming an editor. Now is the time that emerging artists and creatives in Korea are influencing culture globally. i-D Korea will support these emerging artists and grow with them.”*

Further bolstering the new i-D Korea team, i-D has appointed **Jisun Lee**, as the new Social Editor. A former Social Manager at Hypebeast Korea, Jisun will oversee all content and growth for the platform’s social channels. Jisun will report into Songin Han and will be based in Seoul.

## **ABOUT i-D**

Over 41 years, i-D has carved its position as the premier source for fashion inspiration, and in 2012, joined the VICE Media family to expand VICE’s reach into digital fashion content. i-D has come a long way since its beginnings as a hand-stapled magazine and has developed into a leading video-driven platform, documenting fashion, music and contemporary culture from around the globe. i-D reaches an ambitious and creative audience, offering access to the most inspiring names in fashion and exploring everything from high-end couture to underground style scenes.

## **ABOUT VICE MEDIA GROUP**

[VICE Media Group](#) is a global multi-platform media company. Launched in 1994, VICE has offices across 25 countries across the globe with a focus on five key businesses: [VICE.com](#), an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency. VICE Media Group’s portfolio includes [Refinery29](#), the leading global media and entertainment company focused on women; [PULSE Films](#), a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and [i-D](#), a global digital and quarterly magazine defining fashion and contemporary culture and design.

**For media enquiries, please contact:**

Emily Hodgson, i-D  
[emily.hodgson@i-d.co](mailto:emily.hodgson@i-d.co)

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