

BOOK TALK

# *Hallyu before Hallyu*

**Fashion Designer André Kim as Boundary/Gender  
Crosser in Post-Colonial and Hot War Worlds**

**TODD A. HENRY**



**March 21, 2023 · 3:00 ~ 4:30 P.M.  
Center for Korean Studies Conference Room**

The world today is awash in the Korean Wave (hallyu). This presentation, part of my forthcoming book *Profits of Queerness*, documents considerably earlier and perhaps more impressive instantiations of global popular culture during South Korea's authoritarian era. To this end, I examine the life and career of André Kim (1935-2010), the country's first male fashion designer to gain a worldwide reputation. By analyzing his visits to Hawai'i and the US mainland, I show how he exploited these First World markets, while advancing international understanding, post-colonial reconciliation, and social justice.



Todd A. Henry is Associate Professor of History at the University of California, San Diego. He is the author of *Assimilating Seoul: Japanese Rule and The Politics of Public Space in Colonial Korea, 1910-1945* (University of California Press, 2014; Korean translation, 2020) and edited *Queer Korea* (Duke University Press, 2020; Korean translation, 2023).

