

Briana Frapart x Korean Entertainment

2026 One Sheet

The power of Korean entertainment first reached **Briana Frapart** in 2006 during a difficult period with her mental health. The K-Pop Idol group, Big Bang, sparked a lifelong passion, transforming pain into purpose and igniting a commitment to uplifting Korean artists and their stories.

As a young filmmaker, she studied at Florida State University's College of Motion Picture Arts, where her work was deeply influenced by Korean culture and music. After moving to Los Angeles in 2012, she immersed herself in the growing K-Pop ecosystem – working with choreographers such as **Aimee Lee Lucas, Keone and Mari Madrid, Ellen Kim,** and **Mandoo**; producing dance content for YouTube; supporting **KCON** events; and developing an early K-Pop related feature film concept years before Hollywood was ready.

From 2015 onward, she produced music videos for artists including **High4, AleXa, Jay Park, Hwasa, Amber Liu, Emily Mei,** and **Kevin Woo**, traveled frequently between Los Angeles and Seoul to build industry relationships, and **co-launched the first K-Pop merchandise collaboration** with **Represent** in 2017, working closely with artists such as **BamBam, Mark Tuan,** and **Jackson Wang**. She later sold and executive produced a K-Pop docu-follow pilot to **Warner Bros. Stage 13 Network** alongside her friend/mentor Wilmer Valderrama, starring **Kevin Woo, Megan Lee,** and **Amber Liu**. She also program-directed Korean-American music festivals in Los Angeles with **YTNUSA/Levitt Foundation**, where names like **Jonnie Park (Dumbfoundead)** and **Cha Cha Malone** headlined.

In 2020, she brought **Mark Tuan** to CAA to begin his U.S. career, and launched **Woolpack with Woosung** (Frontman from The Rose). Together, Woosung and Briana successfully introduced his independent career in the U.S., resulting in globally charting releases, major performances and collaborations, and tours alongside reputable Korean music legends like **Epik High**. They mutually parted ways in 2022 when Woosung and his band The Rose signed with Transparent Arts.

More recently, she cast long-time friend **Kevin Woo** in an upcoming indie rom-com, *Honorary Male*, and facilitated a partnership between **AleXa** (Zany Bros.) and the **G2 Esports** organization. Since 2018, she has actively consulted for award-winning marketing group, **Infinitize (KCON, P1Harmony, Riize, Meovv, ZeroBaseOne)**. With nearly **20 years of expertise in K-Pop**, Briana continues her mission to bridge cultures, champion artists, and tell meaningful stories within the global K-Pop movement.

