

Industrious Izzy



“Never venture far from your passion, wear what makes you feel good and always support other women. We are what young girls need to see to know they can grow up to be strong and inspired too.”

Isabel Im is 31 years old and lives in Los Angeles. She works at an architecture firm but also has her own YouTube channel in which she discusses beauty tips and how to put together the best outfits for any occasion. To others she appears to be a fashion snob, but to her, she just knows what she likes and is unapologetic about it. She doesn't care if people look twice in either disgust or interest. She loves the saying 'You do you'.

Izzy is a first generation Korean American and knows what it feels like to work hard for what she wants. She is no stranger to long work weeks and planned vacations, and always has one eye on the internet for a deal on bathing suits or sunglasses.

She doesn't have children yet but loves her nieces. During her free time she volunteers at an after school program to promote STEM empowerment to middle school girls and teaches them to build small scale bridges.

When Izzy goes on vacation there are three necessities she never leaves without: sunglasses, lip balm, and a sketchbook. She is always jotting down lists and doodling whatever cool building she encounters on her travels. Wove and Wave is right up her alley for all things important for her well planned travel to international cities: lowkey and relaxed beauty supplies (honey made lip balm) and simple sketch books. She tries to fill up a whole sketchbook in a week when she's gone. Izzy also likes keeping up with the wove and wave blog because it always gives her a bit of artistic inspiration for the days she likes to wander and draw whatever is in front of her using all of the colors that haven't run out in her watercolor kit. She also loves the feeling that she gets from the site: that since she buys these products, she is part of the *edge* with other women who "get after it", whether "it" is exploring nature in some secret locale or starting a business in the city.