

FROM
DREAM
TO STAGE

A photograph of five young women of diverse ethnicities posing together inside a building with large windows. They are all looking directly at the camera with serious expressions. The woman on the far left has long dark hair and is wearing a light-colored, patterned top. Next to her is a woman with long dark hair and bangs, wearing a white top with colorful cartoon prints. In the center, a woman with long dark hair is leaning forward. To her right is a woman with long light brown hair, wearing a light-colored dress with ruffles. On the far right, another woman with long light brown hair is visible. The background shows some greenery outside the window.

ILLIT: A New Chapter in K-Pop's Next Generation

ILLIT is a rising South Korean girl group formed through the survival show "R U Next?", a joint project between HYBE and its subsidiary label BELIFT LAB. Officially debuting in March 2024, ILLIT consists of five members: Yunah, Minju, Moka, Wonhee, and Iroha—each bringing her own charm, energy, and individuality to the group's dynamic identity.

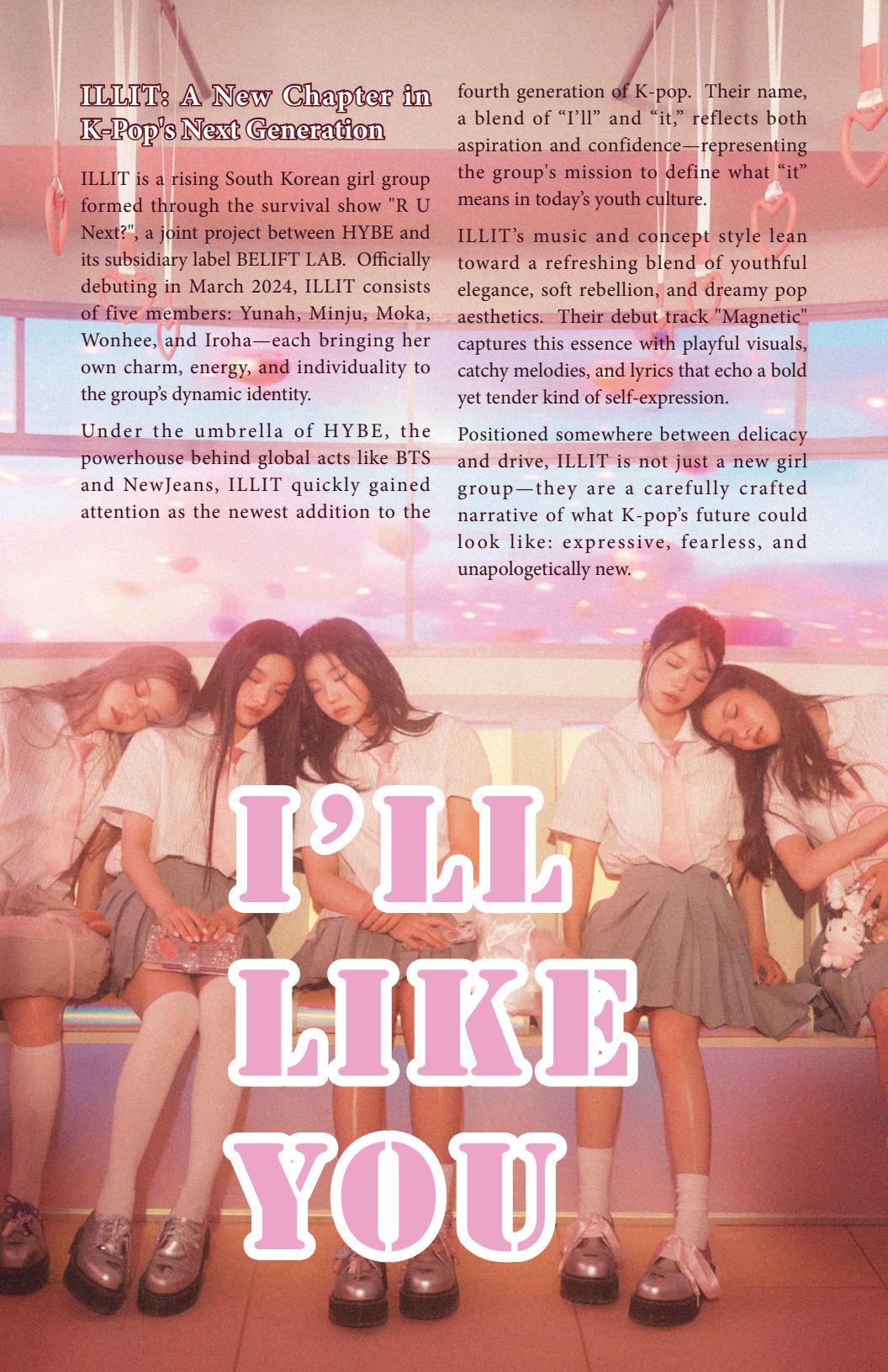
Under the umbrella of HYBE, the powerhouse behind global acts like BTS and NewJeans, ILLIT quickly gained attention as the newest addition to the

fourth generation of K-pop. Their name, a blend of "I'll" and "it," reflects both aspiration and confidence—representing the group's mission to define what "it" means in today's youth culture.

ILLIT's music and concept style lean toward a refreshing blend of youthful elegance, soft rebellion, and dreamy pop aesthetics. Their debut track "Magnetic" captures this essence with playful visuals, catchy melodies, and lyrics that echo a bold yet tender kind of self-expression.

Positioned somewhere between delicacy and drive, ILLIT is not just a new girl group—they are a carefully crafted narrative of what K-pop's future could look like: expressive, fearless, and unapologetically new.

I'LL LIKE YOU

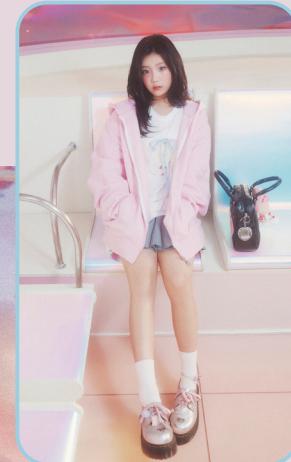


Wonhee—The Spark That Found Its Moment

When Wonhee stepped into the R U Next? competition, she was brand new—no formal training, no industry background. But something about her felt destined. Born on June 26, 2007, and raised in South Korea, Wonhee became a fan favorite almost overnight, thanks to her natural charm, pure expressions, and fearless heart.

She lights up the room with her laughter, her curiosity, and a rare kind of sincerity. Whether she's trying something for the first time or leading a photoshoot like a pro, Wonhee

approaches every challenge with open arms. Her hobbies include writing short diary entries, baking simple desserts, and studying foreign languages—little windows into a girl who's growing in real-time, right before our eyes.



Wonhee



Iroha



Iroha—The Youngest, but Never the Least

At just 16 years old, born on February 4, 2008, in Japan, Iroha is the youngest in ILLIT—but don't let that fool you. From the very first episode of *R U Next?*, she stunned viewers with her dance precision, stage energy, and bold facial expressions. Years of dance training have shaped her into a performer who feels the beat with her whole body—and then gives it her own twist.



Moka—ILLIT's Graceful Dreamer

With a quiet elegance and a soft yet captivating gaze, Moka brings a unique glow to ILLIT's vibrant energy. Born on October 8, 2004, in Fukuoka, Japan, Moka is the only Japanese member of the group—and her presence adds an international charm to ILLIT's growing global identity.

To fans, Moka is a source of quiet strength—someone who doesn't need to shout to be heard. Her performances speak through her eyes and her movements, full of emotion and control. Whether she's standing center stage or blending into formation, she brings a touch of calm beauty that leaves a lasting impression.



moka



Minju — Elegance in Motion, Intuition in Silence

There's something captivating about Minju—an almost cinematic softness in how she carries herself, balanced with sharp instinct. Born on May 11, 2004, in South Korea, she became known on R U Next? for her quiet determination and eye for detail. Whether she's adjusting a move mid-performance or giving thoughtful feedback, Minju's mind is always working.

A lover of visual art, photography, and minimalist style, Minju is often called the "aesthetic queen" by fans for her effortlessly chic vibe. But beyond that, it's her calm confidence and emotional depth that leave the strongest impression. She may not speak much—but when she does, her words linger.



Minju



Yunah



Yunah — ILLIT's Steady Flame

With eyes that seem to understand the stage and a presence that commands it, Yunah stands as ILLIT's quietly powerful force. Born on January 15, 2004, in South Korea, Yunah is no stranger to hard work—having trained under Source Music before joining BELIFT LAB. Her years of training show in everything she does: clean, expressive dance lines, confident vocals, and an aura of quiet assurance.

Despite her poised image, Yunah has a warm, soft-hearted side that emerges in casual moments—whether it's her comforting words to a fellow member or her relaxed, witty charm in behind-the-scenes clips. She enjoys journaling, exploring new cafés, and often finds joy in the small things—like a well-lit corner seat or a good playlist. To fans, she's the kind of idol who doesn't try to shine—she just does.



ONLY THE BEGINNING

From their very first stage to the quiet moments behind the scenes, ILLIT has shown us not just who they are—but who they're becoming. With every song, every glance, and every step forward, they're writing a story that's still unfolding, full of wonder, growth, and the kind of magic only they can create. This may be the end of our pages, but it's only the beginning of theirs.

**Keep watching. Keep believing.
ILLIT is just getting started.**