

Does Instagram Encourage Wealth Flaunting in Taiwan's Youth Culture?

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Abstract

This study examines how Instagram encourages and facilitates Taiwanese youth's culture of showing off their wealth, reflecting the broader phenomenon of conspicuous consumption in social media. By analyzing popular Instagram accounts of young Taiwanese influencers, this research investigates how digital platforms shape attitudes towards luxury, status, and material display. The study used content analysis to answer these questions.

By comparing accounts with varying levels of followers and engagement, we can understand how social media design, such as image-centric posts, stories, and interactive features, amplifies the display of wealth and lifestyle. This research helps clarify how online platforms mediate social comparison, aspirational consumption, and identity construction among young people.

This study provides examples of Taiwanese youth considered trendsetters on Instagram, highlighting how some users strategically showcase luxury brands and experiences, while others passively engage with the content. Instagram's visual-oriented and algorithm-driven environment encourages such behavior, reinforcing social norms around status and wealth.

It is important for social media users to critically evaluate online content, but it is challenging to separate authentic representation from curated and performative displays. This research combined content analysis with influencer strategies to interpret the underlying

motivations and social pressures driving wealth display. The results offer insights for readers and educators to understand and navigate social media culture more consciously.

Keywords: Instagram, Taiwanese youth, Wealth display, Conspicuous consumption, Social media culture, Influencer culture, Algorithmic visibility, Social comparison, Consumer culture, Youth identity

Instagram 如何鼓勵台灣年輕人炫富文化？

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文藻外語大學,2026

摘要

本研究探討 Instagram 如何鼓勵並促進台灣青年的炫富文化，反映社群媒體中普遍存在的顯示性消費現象。透過分析台灣年輕網紅的熱門 Instagram 帳號，本研究旨在了解數位平台如何影響對奢侈品、社會地位與物質展示的態度。本研究採用內容分析法來回答相關問題。

透過比較不同追蹤數與互動率的網紅帳號，我們可以了解社群媒體的設計（如圖片為主的貼文、限時動態與互動功能）如何放大財富與生活方式的展示。此研究有助於釐清線上平台如何促進社會比較、理想化消費與身份建構，尤其對年輕族群而言。

本研究提供了被認為是台灣 Instagram 潮流引領者的青年案例，顯示部分用戶策略性地展示奢侈品牌與生活體驗，而另一些用戶則被動參與此類內容。Instagram的視覺導向與演算法驅動環境鼓勵這種行為，強化了關於地位與財富的社會規範。

社群媒體使用者要批判性地評估線上內容非常重要，但很難將真實呈現與經過策畫的表演性展示區分開來。本研究結合內容分析與網紅策略，解讀推動炫富行為的潛在動機與社會壓力。研究結果提供讀者與教育工作者對社群媒體文化更有意識的理解與採取應對方法。

關鍵詞：Instagram、台灣青年、炫富、顯示性消費、社群媒體文化、影響者文化、演算法可見性、社會比較、消費文化、青年認同

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INTRODUCTION

Background

In the area when the Internet is developing rapidly and becoming more popular than before, with the widespread use of social media, Instagram has become one of the most popular platforms among contemporary young people. This image-centric social space not only changes the way individuals communicate but also profoundly shapes how they present themselves. In Taiwan, an increasing number of young users share luxury goods, extravagant meals, travel experiences, and high-end lifestyles on Instagram, forming a cultural phenomenon akin to “wealth flaunting.” This culture is not merely the result of individual behaviors but is shaped by the interplay of platform design, algorithmic promotion mechanisms, and evolving social values.

This study aims to explore how Instagram, as a cultural intermediary, encourages and facilitates wealth flaunting behavior among Taiwanese youth. Through literature review, content analysis, and observing influencers in Instagram , this research will analyze how the platform’s technical architecture shapes user self-presentation and examine the connections between such behavior and consumer culture, class identity, and social comparison psychology. In doing so, this paper seeks to clarify the contextual formation of “wealth flaunting” culture in the digital age and reflect on the role of social media in contemporary consumer society. With the widespread use of social media, Instagram has become one of the most popular platforms among contemporary young people, especially in Taiwan. As a visual-based platform centered on curated images and videos, Instagram allows users to construct their self-image through posts that often highlight aspirational lifestyles. Over time, this has led to the emergence of a distinct cultural practice among young users: the frequent display of luxury goods, high-end dining experiences, international travel, and other symbols of economic success. This phenomenon, commonly referred to as

“wealth flaunting,” reflects not only individual desires for social recognition but also broader shifts in social values shaped by the digital environment.

While the flaunting of wealth is not a new phenomenon, social media has redefined its scale, speed, and social significance. Instagram’s algorithmic infrastructure tends to reward visually appealing and highly engaging content, often amplifying posts that feature luxury and opulence. Moreover, the platform’s emphasis on likes, shares, and follower counts creates an environment in which social capital becomes tied to visibility and aesthetic appeal. These conditions incentivize users to showcase material wealth as a form of personal branding. For young people navigating identity and status in a competitive society, these dynamics can reinforce consumerist ideals and heighten pressures to conform to digitally mediated standards of success. This study aims to investigate how Instagram, as both a technological platform and cultural space, encourages and facilitates wealth flaunting behaviors among Taiwanese youth. Through a combination of literature review, content analysis, and qualitative interviews, this research will explore how the design of the platform interacts with users’ motivations and socio-cultural contexts. Particular attention will be paid to how social comparison, peer influence, and algorithmic visibility contribute to the normalization of wealth display practices. By situating the phenomenon within the broader framework of digital capitalism and youth culture in Taiwan, this study seeks to provide a critical understanding of how social media platforms shape cultural expressions of identity, aspiration, and class distinction in the digital age.

Motivation

In recent years, Taiwan has witnessed a growing prevalence of wealth flaunting behaviors among young social media users, with Instagram serving as a key platform where such displays

are most visible. This trend is not merely an aesthetic phenomenon, but one that reflects deeper socio-economic transformations, including rising consumerism, widening income inequality, and the increasing importance of digital identities. As young people in Taiwan face economic pressures such as stagnant wages and housing unaffordability, the aspiration to portray a successful lifestyle online often contrasts with their living realities. This tension raises important questions about the psychological and cultural functions of wealth flaunting in the digital age.

Despite the growing visibility of this phenomenon, academic studies focusing specifically on the Taiwanese context remain limited. Most existing research on social media self-presentation has concentrated on Western societies, overlooking the unique cultural, economic, and technological factors shaping social behavior in East Asian contexts. This research is motivated by a desire to fill that gap by examining how Instagram contributes to the construction and normalization of wealth flaunting among Taiwanese youth. Understanding these dynamics can offer valuable insights into broader questions about youth identity, social comparison, and digital consumer culture in Taiwan.

Research Purpose

The primary objective of this study is to examine how Instagram, as a socio-technical platform, encourages and facilitates wealth flaunting behaviors among young people in Taiwan. This research seeks to understand how platform features such as algorithmic curation, visual-centric design, and engagement metrics interact with user motivations and broader cultural values to shape the way material wealth is presented and perceived. By analyzing user-generated content and drawing from in-depth interviews, the study aims to identify key patterns in the self-presentation strategies employed by young users when showcasing luxury lifestyles. I think in the

future people can put more notice about their daily spending habits. And not to just follow the fashion flow recently, to avoid to be a stupid person are no using their brain to buy things or doing planned expenses in their daily life.

Furthermore, this research intends to explore the psychological and social implications of wealth flaunting, particularly in relation to identity formation, peer comparison, and status anxiety. It also aims to investigate the extent to which these practices are influenced by Taiwan's specific socio-economic context, including generational inequality, consumer culture, and the pressure to maintain digital visibility. Ultimately, this study aspires to contribute to the growing body of scholarship on social media and youth culture by offering a localized and culturally grounded understanding of how digital platforms mediate expressions of wealth, success, and self-worth.

Research Question

In this paper, the author will ask some questions related to the impact of younger people and how they are affected by Instagram.

1. To what extent does social media influence individuals to adopt or engage in “flexing culture,” characterized by the deliberate display of wealth and luxury goods?
2. How do socio-cultural factors in Taiwan such as consumerism, generational inequality, and peer pressure shape the emergence and normalization of wealth flaunting on Instagram?
3. What are the psychological and social impacts of engaging in or being exposed to wealth flaunting practices among Taiwanese youth, particularly in terms of social comparison and self-worth?
4. How does Instagram reinforce or reshape cultural values related to success, status, and materialism among Taiwanese youth through wealth flaunting practices?

Contribution

While much of the existing research on social media behaviors has focused on Western contexts, this study provides a much-needed examination of how Instagram shapes cultural practices among young people in Taiwan. It will offer insights into the specific ways in which Taiwanese youth engage with and interpret wealth flaunting, thus enriching the literature on social media self-presentation and digital identity in East Asian contexts. This research will deepen the understanding of wealth flaunting not just as a superficial display of material goods, but as a complex cultural and psychological behavior influenced by social comparison, peer pressure, and digital platforms. It will explore how Instagram, as a technological and cultural space, reinforces or challenges prevailing societal norms surrounding status, success, and materialism among young users.

Limits

This study has several limitations. First, its qualitative nature and small sample size limit the generalizability of the findings. Second, the exclusive focus on Instagram may overlook cross-platform influences from apps like TikTok or Xiaohongshu. Third, participants' responses may be affected by social desirability bias when discussing sensitive topics such as materialism. Lastly, as the study is grounded in Taiwan's specific cultural and economic context, its findings may not be directly applicable to other regions.

Delimits

This study focuses specifically on Taiwanese youth aged 18 to 30, as they are the primary users of Instagram and key participants in digital self-presentation trends. The platform of Instagram is selected due to its visual-centric design and its role in promoting lifestyle-based content, including wealth flaunting. Additionally, the study employs qualitative methods namely content analysis and observing the influencers in Instagram to explore users' subjective experiences and motivations. These delimitations were set to ensure the research remains focused, culturally relevant, and methodologically appropriate for exploring the underlying meanings of wealth display behaviors.

LITERATURE REVIEW

In this section, I will discuss how social media influences people nowadays. In the digital age, social media has profoundly transformed the ways people communicate and express themselves. Platforms such as Facebook, Instagram, and TikTok have not only become major channels for information dissemination but have also reshaped interpersonal interactions, identity construction, and cultural production. Social media is no longer merely a tool; it has become a cultural phenomenon that is deeply embedded in everyday life, influencing social values and individual behavior. It is now an integral part of daily life, closely intertwined with how people live and relate to the world.

Social media has increasingly become a crucial platform for younger generations to perform the self and construct social identity. Instagram, as a visually driven platform, utilizes aesthetic appeal and algorithmic mechanisms to encourage users to showcase the highlights of their lives, thereby shaping both personal and collective values and lifestyle choices. For young people in Taiwan, such platforms not only serve as spaces for social interaction and entertainment but may also contribute to the rise of a materialistic “wealth-flaunting culture,” in which wealth, brand-name goods, and luxury are perceived as symbols of self-worth and social status.¹

The Rise and Development of Social Media

In today's rapidly advancing digital society, social media has become an indispensable part of everyday life. It refers to digital platforms that enable users to create content, share information, and interact with others. Unlike traditional media, social media emphasizes real-time

¹Li Junde.“Social media marketing effectiveness analysis - using INSTAGRAM as an example”. Tamkang University Department of Business Administration Master's Thesis.(June 2022)

communication and high interactivity. Users are no longer passive receivers of information but active creators and distributors. These platforms facilitate not only interpersonal communication but also serve as essential channels for brands to engage with consumers. Social media takes on various forms, including social networking platforms, video-sharing sites, instant messaging apps, discussion forums, and visually focused platforms.² Facebook and LinkedIn, for instance, focus on building personal and professional networks. YouTube and TikTok attract massive audiences with creative video content, while LINE and Messenger provide convenient real-time messaging. Discussion platforms like PTT, Dcard, and Reddit center on topic-based community engagement. Meanwhile, platforms such as Instagram and Pinterest emphasize visual expression, becoming essential tools for personal branding and digital marketing.

The development of social media can be traced back to the early days of the internet between the 1970s and 1990s. During this period, platforms like BBS (Bulletin Board System) and Usenet allowed users to post messages and engage in online discussions.³ Though limited in function, they laid the groundwork for virtual communities. Subsequently, services like AOL and CompuServe introduced chatrooms and instant messaging features, setting the stage for more sophisticated social interaction platforms.

The 2000s marked a significant turning point in the rise of social media. Friendster was one of the earliest social networking sites, which, despite its eventual decline due to technical issues, inspired many future platforms. MySpace gained immense popularity with its customizable

²Ming-Yu Wu. "Online Social Media Addiction and ItsRelationship with Indices of Personality and LifeSatisfaction".Master's Class, Department of Information Management, National Taichung University of Science and Technology Master's thesis.(July 2020)

³Rheingold, H. (1993).*The Virtual Community: Homesteading on the Electronic Frontier*.Reading, MA: Addison-Wesley.

profiles and music-sharing features, especially among younger users. Facebook, initially launched for Harvard students, soon expanded globally and redefined the concept of digital social networking.⁴ Meanwhile, YouTube revolutionized how videos were created and shared, pioneering the era of user-generated content. Twitter, with its focus on brevity and real-time updates, became a major platform for instant communication and public discourse. With the widespread adoption of smartphones, social media entered a mobile-first era in the 2010s. Instagram, centered on photo and short video sharing, quickly became a cultural phenomenon among younger generations and was later acquired by Facebook. Snapchat introduced the concept of ephemeral content and AR filters, which redefined interactive media. TikTok, leveraging short-form videos and an AI-driven recommendation system, rapidly gained global popularity, especially among Gen Z. Clubhouse, launched in 2020 as a voice-based social platform, briefly captured attention but struggled to sustain its momentum due to limited innovation.

The rapid evolution of social media has profoundly transformed global digital culture and modes of human interaction. Several key trends currently define the development of the global social media landscape, including the explosive growth of short-form video content, the rise of social commerce, and the increasing sophistication of AI-driven algorithms.⁵ Platforms such as TikTok, Instagram Reels, and YouTube Shorts now dominate content creation and user engagement by providing visually captivating formats that change how people consume and

⁴Noor Ghalia Dati.“Luxury Brand in the Digital Age: The Influence of Social Media on Consumer Purchase Behavior”.FU JEN CATHOLIC UNIVERSITY MA Program in Brand and Fashion Management. (June 2024)

⁵Weng Yuxuan. “The Influence of Social Media Marketing and Community Awareness on Consumer Stickiness and Purchase Intention- An Example of FamilyMart Line Group Buying”.Master's thesis, Department of Business Administration, Asia University. (July 2023)

produce information.⁶ Additionally, the integration of e-commerce within social media platforms has encouraged in-app purchases, making shopping a seamless part of the user experience.

Artificial intelligence has further enhanced the personalization of content through advanced recommendation systems, heightening user engagement. At the same time, growing concerns about data privacy have led to the emergence of decentralized platforms such as Bluesky and Mastodon, which emphasize user control and data autonomy. Looking forward, AI is expected to play an even greater role in shaping user interactions and immersive experiences, including within the developing metaverse. Social media platforms will also need to adapt their business models and data practices to address user expectations and regulatory demands regarding privacy protection.

In Taiwan, social media has become equally pervasive. According to the Ministry of Digital Affairs (2023), the vast majority of young people aged 18 to 30 maintain at least one social media account, often spending several hours daily on platforms like Instagram and TikTok. These platforms serve not only as communication tools but also as spaces for identity construction, social networking, and consumer decision-making. This form of digital life deeply influences their behavior and, more importantly, shapes their values. Under the influence of celebrities and online influencers, displays of wealth and consumption have increasingly been equated with success and personal fulfillment.

In summary, the evolution of social media has redefined interpersonal communication on a global scale and profoundly impacted the lifestyles and psychological development of young

⁶Xiao Yingqi. "A study on Purchasing Intention of the Influencers' Public-praise and Interactivity on Live Streaming Platforms".Wufeng University of Science and Technology Applied Digital Media Research Institute Master's thesis.(May 2023)

people in Taiwan. Emerging trends—including short-form video content, personalized AI algorithms, social commerce, and rising privacy awareness—collectively shape the digital reality of today's youth and warrant further investigation into their cultural and psychological effects.

Table 1: Social Media Trends in Taiwan

Platform	Main User Demographic	Key Features
Facebook	All age groups	Community engagement, news, widely used by older generations
Instagram	18-34 years old	Lifestyle sharing, influencer marketing, short videos
YouTube	All age groups	Long-form videos, KOL-driven, education content
TikTok	15-30 years old	Short videos, trendy content, high entertainment value
LINE	All age groups	Messaging, official accounts, e-commerce integration
PTT	20-40 years old	Political discussions, Taiwan's “Internet town square”
Dcard	18-30 years old	University-focused content, relationship and lifestyle discussions

Threads	18-35 years old	Text-based discussions, competing with Twitter/X
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The connection between social media and the culture of wealth flaunting

Social media, especially video sites like Instagram, have become the main venue for young people to showcase their lifestyles. The youth of the year share their material enjoyment, travel experiences, fashion wear, and various luxury consumption cultures through social media, which can be used as a display of "showing off wealth" culture. This is related to the social media usage mechanism mentioned in the article—more users can use it to show themselves, build their self-image, and win recognition from others ⁷, which is also part of the behavior of showing off wealth. This behavior usually makes people feel disgusted. When they see others using, wearing, or owning things that are better and more advanced than their own, they will have a comparative mentality of why he has it and I don't.

The article mentions a negative correlation between excessive use of social media and physical activity. The culture of showing off wealth often relies on long periods of social media browsing, which may cause young people to spend more time on social platforms and neglect physical activity and health. Excessive screen time may not only harm the body, such as myopia, but may also further aggravate physical and mental health problems, which is one of the problems revealed in this article.

⁷ Fu Yingling.“The Relationships among Internet Social Media Use, Physical Activity, and Mental Health on University Students in Central Taiwan”.National Changhua University of Education, Institute of Sports and Health, Master's thesis, Undergraduate. (July 2013)

When exploring the relationship between social media use and mental health, the article mentions that social media may serve as a channel for expressing emotions and seeking social support. However, overexposure to luxurious living and comparisons may have a negative impact on the mental health of some young people. When they see others flaunting their wealth on social media, they may feel anxious, inferior or stressed, which further affects their mental health. Therefore, showing off wealth on social media may have a dual impact on mental health. On the one hand, it may provide satisfaction through self-expression, but on the other hand, it may also increase unnecessary psychological burden.

The motivations for social media use mentioned in the article, including narcissism and self-expression , are closely related to young people's behavior of showing off their wealth. The culture of showing off wealth is often related to narcissism because it involves showing off one's wealth and lifestyle to others. This can be seen as a desire for recognition from others. It may be that there is no way to get along and interact with others very well in normal times, or there may be nothing that can connect with people, so they can only rely on this method to attract the attention of others, relying on their family's wealth or buying many expensive products or brands to make others envious, because not everyone is so rich that they can buy many expensive things. This motivation may drive young people to actively show off their luxurious life in order to enhance their self-image and social status, and then affect their values and thinking patterns.

The issues of social media use, physical activity and mental health covered in this article are closely related to the culture of showing off wealth among young people. Social media is not only a major platform for showing off wealth, but also a tool for young people to seek social recognition and build their self-image. Excessive use of social media and over-reliance on showing off wealth may have adverse effects on young people's mental health and physical activity.

Social Media and Flaunt Wealth Culture: How Brands Shape a Luxury Image

According to Aitbaeva Makhabat's article, it seems like mainstream social media platforms are not limited to each specific location.⁸ They can circulate in regions around the world. Social platforms can be used in a variety of ways. They can be used as a communication tool, such as contacting friends or family, while other methods of use may be used for business and network purposes. In this era of popular and developed social media, many successful companies or brands will be on social media. When looking at Instagram or other social media, you will often see products launched by famous or popular brands. These brands should want to increase brand awareness, promote their products, or want to establish relationships with customer groups. However, on social media platforms such as Instagram, the display of luxury goods and high-end lifestyles has become a popular trend, especially among young people, and this phenomenon is closely related to the "flaunt wealth culture". Companies and brands have also noticed this and use the image of luxury to attract consumers and further create symbols of "success", "fashion" or "taste".

As social media continues to evolve, platforms like Instagram have become key players in the marketing strategies of companies. These platforms allow brands to launch new products, showcase their identity, and interact directly with potential customers. In particular, the rise of Instagram and similar platforms has given brands an opportunity to engage in direct and visually appealing marketing, using high-quality images and videos to capture the attention of consumers.

⁸Aitbaeva Makhabat Ai Meng. "The Power of Social Media and Influencer Marketing: A Case Study of Stanley's Marketing Strategy". Tunghai University Global Master of Business Administration Program Master Thesis. (July 2024)

Brands frequently use these platforms to boost brand awareness, promote their latest offerings, and establish strong relationships with their target audiences, including through influencers or partnerships with celebrities.

However, beyond product promotion and business networking, social media platforms have also become breeding grounds for a growing trend: the display of luxury goods and high-end lifestyles. This trend is especially popular among younger generations who are eager to showcase their success, wealth, and sense of fashion.⁹ The “flaunt wealth culture” has become increasingly prominent on platforms like Instagram, where individuals often share photos of their lavish vacations, expensive clothing, designer accessories, and luxury vehicles. This type of content is often viewed as aspirational by many followers, reinforcing a culture of comparison and materialism.

In response to this trend, companies and brands have begun leveraging the imagery of luxury and exclusivity to appeal to consumers’ desire for social status and recognition. By associating their products with symbols of wealth¹⁰, success, and sophistication, these brands create an aspirational image that attracts consumers who wish to emulate a lifestyle of affluence. Through this visual and symbolic association, brands not only sell products but also sell an idea of success, fashion, and taste, which further perpetuates the flaunt wealth culture. This shift in marketing strategy highlights the growing intersection between social media, consumer culture, and the desire for social validation, especially among younger audiences.

⁹ Djafarova, E., & Trofimenko, O. (2019). *‘Instafamous’—credibility and self-presentation of micro-celebrities on social media*. *Information, Communication & Society*, 22(10), 1432–1446.

¹⁰ Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). *Authenticity under threat: When social media influencers need to go beyond self-presentation*. *Journal of Business Research*, 117, 557–569.

Brand Switching and Digital Identity: Reflections on Flaunting Culture in the Age of Instagram

The research explores, after reading the article “*A Study on Brand Negative Events and Switching Behavior – The Case of Luxury Brands*,” the researcher gained a deeper understanding of consumer behavior in the context of luxury branding, how consumers may engage in brand-switching behavior when faced with negative events involving luxury brands. It further analyzes how different types of negative events (such as product issues, service problems, or corporate ethical scandals) influence consumers’ inclination to switch brands. Through surveys and quantitative analysis, the study reveals the complex psychological mechanisms behind consumer decision-making, including values, brand attachment, and perceptions of alternative brands.

This study offers two key insights for the researcher's current research topic—“How Instagram Encourages and Facilitates the Flaunting of Wealth Among Taiwanese Youth.”¹¹

First, it extends my thinking on luxury branding and image management. The article emphasizes that luxury goods are not just products but symbols of identity and social status. This is highly relevant to my research, which explores how young people use Instagram to showcase luxury items as a form of social display. The study shows that when a brand’s image is damaged, consumers may switch to alternative brands to protect their social identity. This leads me to consider whether, similarly, Instagram users might also shift to flaunting different brands in response to scandals, because the image of a once-favored brand may be affected by negative

¹¹Ching-Fang Lee and Pojen Chan and Pinmiao Lin and Yihan Lin and Jianhong Gao and Yunyu Yang and Chienhsun Huang. “Social Media Marketing Promotion- Dunetai Food as an example”.Journal of Tourism and LeisureManagement.(2022).<http://www.asmr-journal.com/harper.html>

news, its reputation can shift from positive to negative, causing its perceived value to diminish significantly. Holding on to a brand with a now-negative image is naturally seen as unfavorable, which leads consumers to turn to other brands with better value and image. in order to maintain a desirable personal image online.

Second, it helps me understand the motivation and situational reactions behind behavior. The study shows that different types of negative events elicit different responses, particularly that corporate ethical failures have a stronger impact on consumers with high brand attachment. This provides a useful analytical framework for my research—I can further explore whether young people are sensitive to the values represented by brands, and how this affects their decisions about which luxury items to display on Instagram. For instance, do some individuals consciously avoid posting certain brands after controversies, in order to preserve their moral image or avoid public backlash?

In conclusion, this article offers not only a detailed perspective on brand-switching behavior from a marketing point of view, but also highlights the delicate balance between values and image management in modern consumer culture. To the researcher, it is more than a study about switching—it provides a theoretical foundation that can be applied to the behavior of digital natives on social media. Moving forward, I hope to incorporate the categorization concepts from this study to examine whether Instagram users adjust or shift their flaunting behavior in response to positive or negative information about luxury brands.

From Flaunting to Anxiety: The Impact of Social Media on the Mental Health and Values of Taiwanese Youth

While social media offers opportunities for connection, creativity, and visibility, growing evidence suggests it can also have detrimental effects on young users. One of the most commonly cited concerns is the psychological pressure young people experience from constant exposure to curated and idealized lifestyles. This exposure often leads to feelings of inadequacy, self-comparison, and a fear of “falling behind” in life¹². The pressure to keep up with peers or influencers can significantly impact self-esteem and mental well-being.

Another emerging issue is the influence on consumption behavior. Young users may engage in conspicuous consumption not out of necessity but as a means to gain social validation through likes, shares, and comments. This behavior, driven by the performative nature of social platforms, can lead to financial strain or unsustainable spending patterns, particularly among those who seek to portray a wealthy or luxurious image.¹³

Moreover, value distortion is a critical concern. Social media platforms often promote a narrow definition of success, where external markers such as wealth, physical appearance, or social status are prioritized. This can result in a shallow sense of self-worth based predominantly on outward validation rather than intrinsic values or personal growth.

¹² Chen Jingyi and Luo Guanlin. “Community media word-of-mouth marketing explores the causes and consequences of Taiwan Generation Z’s willingness to buy luxury goods”. Journal of Management 2025, Volume 42, Issue 1, 143-169(2025) DOI:10.6504/JMBR.202503_42(1).0005

¹³ Sang Yuting and Wang Youpeng and Li Runnan. “Research on the impact of social media characteristics on purchase intentions — Take brand identity as the intermediary variable”. National Pingtung University - Management Class Phase 3. (December 2020)

Additionally, there is growing discourse around the need for platform accountability, urging social media companies to diversify their algorithms and reduce the overemphasis on extravagant lifestyles.¹⁴

Promoting a culture of authenticity on social media is another recommended approach. Encouraging users to share real-life struggles, everyday experiences, and emotional honesty can counterbalance the pressure to present a perfect image.¹⁵ Finally, families and schools play a foundational role in shaping young people's self-esteem and worldview. When young individuals are equipped with a strong sense of identity and critical thinking skills, they are less likely to rely on online validation to define their worth.

Together, these perspectives highlight the multifaceted impacts of social media on youth and offer practical directions for mitigating its negative consequences through education, platform reform, and cultural change.

Table 2: The Pros and Cons of Flaunting Wealth Culture

Aspect	Pros (Advantages)	Cons (Disadvantages)

¹⁴Gerald Previanza.“The Effectiveness of Using Social Media Influencers on Consumers’ Behavioral Intention through Advertisement”.Tunghai University Global Master of Business Administration Program Master Thesis . (July 2023)

¹⁵Luo Xianling.“The Influence of Social Media Advertising on the Purchase Intention of Young Consumers - Taking the Marketing of Shin Kong Mitsukoshi and Far Eastern Department Store as an Example”.Master's degree thesis, Department of Information Communication, Southern Taiwan University of Science and Technology.(June 2023)

Social Impact	<p>Flaunting wealth can serve as motivation for others to pursue financial success, set goals, and aspire to improve their own living standards.</p>	<p>It can foster a culture of comparison, materialism, and unrealistic expectations, leading to social division and unhealthy competition.</p>
Personal Image	<p>Individuals may use displays of wealth to express their accomplishments, refined taste, and social status, helping to build a distinct personal brand.</p>	<p>Overexposure or insensitivity in flaunting wealth may lead to negative perceptions, being seen as arrogant, superficial, or disconnected from ordinary realities.</p>
Economic Activity	<p>Individuals may use displays of wealth to express their accomplishments, refined taste, and social status, helping to build a distinct personal brand.</p>	<p>Overexposure or insensitivity in flaunting wealth may lead to negative perceptions, being seen as arrogant, superficial, or disconnected from ordinary realities.</p>
Economic Activity	<p>Luxury consumption boosts economic growth by supporting industries like fashion, tourism, real estate, and high-end services.</p>	<p>The emphasis on spending and acquiring may encourage debt, financial irresponsibility, and the illusion of wealth through unsustainable means.</p>

Social Media Effect	<p>Flaunting wealth on platforms like Instagram or TikTok can attract followers, build influence, and create business opportunities in personal branding.</p>	<p>Constant exposure to curated lifestyles can cause feelings of inadequacy, anxiety, and envy, particularly among younger or economically disadvantaged users.</p>
Cultural Dimension	<p>It reflects generational shifts in values, such as the celebration of success, self-made wealth, and the aesthetics of modern luxury.</p>	<p>This can marginalize traditional or non-material values like humility, community, and sustainability, weakening deeper cultural or moral frameworks.</p>

METHODOLOGY

The exploration of research methods within the literature review provides a critical foundation for understanding the methodological approach of the current study. This study adopts a qualitative research approach to explore how the Instagram platform influences the display of conspicuous consumption among young people in Taiwan. It aims to analyze the underlying motivations, values, and cultural meanings behind such behaviors. Qualitative research allows for a deeper understanding of participants' subjective experiences and social contexts, making it particularly suitable for examining the construction of symbols and meanings in social media.

The data for this study comes from a content analysis of 30–50 representative Instagram posts selected by the researcher. These posts were created by users aged 18 to 25, residing in Taiwan, with over 300,000 followers. The content includes displays of luxury goods, designer fashion, fine dining, and extravagant travel. In addition to the visual elements, the analysis also considers the influencers' self-presentation—such as their poses, facial expressions, clothing choices, and the aesthetic composition of their photos—which often serve to highlight wealth, exclusivity, and social prestige. The accompanying captions and hashtags are further examined to understand how influencers construct narratives around success, self-confidence, and aspiration. Together, these visual and textual elements reinforce patterns of conspicuous consumption and provide deeper insight into how luxury imagery is used to communicate identity and social status among young Taiwanese users.

Forms and Strategies of Flaunting Wealth on Social Media

In the digital age, social media has become an important platform for individuals to perform their identities and construct their sense of self. Platforms that are primarily image-

based, such as Instagram, not only allow users to visually document their lives, but also make “visible consumption” a social norm. Nowadays, one of the most common and convenient ways to obtain information and keep up with trends is by browsing social media. This method is fast and efficient, and in the internet generation, nearly everyone is closely tied to digital devices such as smartphones, tablets, and computers. Especially for young people, owning a smartphone has become an essential part of life. Many even feel uncomfortable without a phone at their side. According to ¹⁶Goffman’s self-presentation theory, individuals consciously manage how others perceive them during social interactions. In the context of social media, this self-presentation becomes visualized through carefully edited photos, videos, and hashtags, which contribute to a culture of “conspicuous consumption.”

There are some Hypotheses this research test the hypothesis to know :

Hypothesis 1: Has flaunting wealth become more accepted or even encouraged due to the algorithmic and visual-oriented nature of social media platforms?

Hypothesis 2: Is flaunting wealth on Instagram a means of constructing personal identity and value? Does it contribute to the accumulation of social capital or the reinforcement of self-identity?

Hypothesis 3: Are such behaviors driven by a desire for attention, compensatory psychological mechanisms, or unstable self-worth?

¹⁶Šlerka Josef, Lucie Merunková "Goffman's Theory as a Framework for Analysis of Self Presentation on Online Social Networks" Masarykova univerzita nakladatelství (2019)

Hypothesis 4: Do Instagram's recommendation algorithms favor visually appealing content, such as luxury goods or high-end lifestyles, thereby amplifying the visibility of wealth displays?

Hypothesis 5: Does the prevalence of wealth display culture on Instagram lead young people to overemphasize materialism and appearances, resulting in increased social comparison, anxiety, and excessive consumption?

Dataset Description

The dataset for this study consists of 40 Instagram posts selected by the researcher, created by four influencers aged 18 to 25 residing in Taiwan. Each influencer has over 300,000 followers, and their content frequently focuses on luxury lifestyle and fashion. The selected influencers include Molly Chiang, HowHow, Kiwi Lee, and Lee Hong-yi.

The analysis covers both visual and textual content. Visual elements include photos of luxury goods, designer fashion, fine dining, and extravagant travel, as well as the influencers' poses, facial expressions, and overall aesthetic composition. Textual elements include captions, hashtags, and comments, providing context and narrative for the visual content. For example, Molly Chiang's posts feature carefully curated outfits and high-end accessories, conveying elegance and sophistication and evoking aspiration among followers. HowHow's travel posts feature breathtaking scenery and luxury accommodations, creating a sense of adventure and exclusivity, while his humorous short videos and fan interactions reveal a playful side. Kiwi Lee often showcases premium lifestyle products in everyday settings, making luxury both approachable and desirable. Lee Hong-yi combines stylish fashion with leisure activities, presenting a playful yet affluent image, often capturing interesting daily life moments and internet memes that bring joy to followers.

Through these observations, the dataset allows us to identify common patterns of conspicuous consumption and the symbolic meanings conveyed by these posts. Each post communicates wealth, success, and social status, creating an aspirational image for the audience. By analyzing both visual and textual elements, this study provides insight into how young Taiwanese influencers use Instagram to build personal brands and convey lifestyles that followers may admire or aspire to emulate.

Overall, this dataset not only reveals how young influencers display luxurious lifestyles on social media but also provides deeper insights into consumer psychology, social comparison, and brand image construction, offering a solid foundation for further analysis of flaunt-wealth culture in the context of luxury consumption.

DATA ANALYSIS

In recent years, scholars have begun to explore how social media reinforces conspicuous wealth displays. Platforms like Instagram, through their visually driven interfaces and algorithmic promotion mechanisms, tend to amplify lifestyles that appear “successful” and “stylish.” This encourages users, especially the younger generation to use luxury goods, travel experiences, and high-end dining as forms of social capital. Research has shown that users often use specific hashtags (such as #luxurylifestyle, #ootd, #richkid) to associate themselves with certain social classes or aesthetic values. This practice becomes not only a way to mark personal style but also a strategy to construct social status giving users the illusion that they, too, belong to the wealthy elite, even if their financial reality is far from it. This illusion has sparked a peculiar trend on social media.

Additionally, there is growing skepticism regarding the authenticity of luxury goods featured in social media posts. Since the internet is a visual-based space, viewers can only observe from photos and cannot verify the authenticity of what they see. Some users may display counterfeit or lower-quality products while portraying themselves as wealthy. This creates a situation where individuals seek to associate themselves with affluence or luxury culture, perhaps even suggesting they belong to a higher social class than they actually do. This desire to appear glamorous on the outside while lacking the financial means to sustain such a lifestyle can lead to psychological pressure and mental health concerns.

Moreover, the culture of flaunting wealth on social media has raised discussions around class reproduction and mental well-being. Studies on wealth inequality in modern capitalist societies suggest that when wealth concentration intersects with performative digital culture, it can

intensify class divisions and foster social anxiety. For young people with less economic stability, constant exposure to high-consumption lifestyles can result in a sense of relative deprivation and self-worth issues leading them to question, “Why does it seem like everyone else is rich, but I’m not?” Social media has not only transformed the way people share their lives, but also reshaped our definitions of “success,” “happiness,” and “what is worth showing off.” Under this cultural backdrop, flaunting wealth is no longer reserved for celebrities or elites; it has become a behavior that is encouraged by platforms, recognized by society, and at risk of being excessively imitated. By examining how social media promotes and facilitates the culture of conspicuous wealth, we can gain deeper insight into how contemporary youth navigate self-identity, class consciousness, and shifting value systems.

[The reason why this research choose these internet celebrity](#)

The reasons why this research chose **Molly Chiang (@molly_chiang)** exemplifies a form of wealth display that intertwines luxury consumption with aesthetic sophistication. Rather than overtly stating prices or emphasizing her financial status, she subtly showcases affluence through high-end fashion, curated photography, and a refined lifestyle. This “luxury with taste” approach reflects a cultural ideal among many young Taiwanese women, who aspire to a form of low-key opulence appearing effortless, yet deeply rooted in exclusivity and economic privilege.

Chiang has also established a strong personal brand centered on the image of a global, fashion-forward woman. Her frequent collaborations with prestigious brands such as Chanel, Prada, and Louis Vuitton, along with the consistent visual style of her posts, contribute to a digital identity that is aspirational yet distant, something visible to the public but not easily accessible. This identity construction reinforces class distinctions within the social media environment. Her content performs exceptionally well on Instagram, frequently appearing on the Explore page in

Taiwan. This suggests a close alignment with the platform's algorithmic preferences, which tend to prioritize visually striking, high-engagement content especially those involving luxury experiences like international travel, five-star accommodations, and front-row seats at fashion shows. In this way, the platform itself facilitates and amplifies her particular style of wealth display.

Moreover, Chiang's influence extends beyond the digital realm. She has graced magazine covers, attended elite fashion events, and served as a brand ambassador, marking a transition from online influencer to a figure with mainstream cultural capital. Her wealth exhibition thus moves beyond individual expression to become a curated performance of social status, one that blends digital influence with real-world prestige.

Other IG influencers like **HowHow (@howfun729)** represent a contrasting example to influencers who embody wealth oriented aesthetics. His content primarily focuses on everyday humor and satire. Although he occasionally collaborates with brands, he rarely relies on luxury lifestyles to convey personal or social value. Instead, his posts center on family life, comedic skits, and observations of daily experiences topics that are grounded, relatable, and far removed from luxury branding, international travel, or conspicuous consumption. Through this approach, he constructs an approachable and down-to-earth persona, which stands in stark contrast to Molly Chiang's carefully curated image of aesthetic distance and aspirational luxury.

Kiwi Lee (@kiwileehan) represents another dimension of Taiwanese influencer culture, one that blends professional modeling with social media visibility. Unlike Molly Chiang's highly curated aura of elite distance, Kiwi Lee positions herself at the intersection of accessibility and aspiration. Her content frequently highlights fashion and beauty, but with a more lifestyle-oriented

framing that resonates with younger female audiences seeking inspiration for daily wear and self-presentation. While she collaborates with luxury and mid-range brands alike, her persona conveys a sense of relatability rooted in her dual identity as both a professional model and a digital creator. This balance between professionalism and authenticity enables her to sustain strong engagement, particularly among audiences who may admire high fashion but still seek practical connections to their own lives. In this sense, Kiwi Lee embodies a more approachable form of aspirational femininity, distinct from Chiang's rarified aesthetic.

Li Hongyi (李弘毅), provides yet another contrast within the influencer spectrum. As a young actor who simultaneously cultivates a presence on social media, his identity straddles traditional celebrity culture and digital self-branding. Unlike Chiang or Lee, whose influence is anchored in fashion and lifestyle aesthetics, Li's content emphasizes personal expression, career promotion, and fan interaction. His posts often highlight behind-the-scenes glimpses of acting work, casual everyday moments, and exchanges with followers—practices that generate intimacy rather than distance. This dual status as both an entertainment industry figure and an online personality allows Li to draw followers from diverse backgrounds, blending mainstream media recognition with digital relatability. Consequently, his case illustrates how influencer culture in Taiwan does not exclusively revolve around wealth display or lifestyle aspiration, but also intersects with the evolving dynamics of stardom and fan-celebrity relations.

Table 3 : Influencer Typology in Flexing Culture

	Brand / Commercial-Oriented	Entertainment / Lifestyle-Oriented
High Wealth Display	Molly Chiang Strategic luxury branding, frequent collaborations, and strong emphasis on aspirational aesthetics.	Kiwi Lee High-end fashion and beauty integrated into lifestyle narratives, presenting luxury as part of everyday life.
Low Wealth Display	Lee Hong-yi Brand collaborations presented subtly, often framed as personal achievements or tech/lifestyle upgrades.	HowHow Humorous and relatable content with minimal wealth display, focusing on everyday life experiences.

First Section (Algorithm)H1/H4

In the context of Instagram's platform dynamics, algorithmic mechanisms and its inherently visual-oriented interface play a decisive role in shaping the visibility and normalization of wealth flaunting behaviors. The platform's recommendation systems and content ranking algorithms are designed to prioritize visually captivating, aesthetically curated posts — a characteristic that inherently aligns with luxury-focused content. This section explores how such algorithmic preferences influence the acceptance, encouragement, and amplification of “flexing culture,” addressing Hypothesis 1 and Hypothesis 4. Specifically, it examines whether flaunting wealth has become more widely accepted due to the algorithm's structural logic and whether Instagram's recommendation systems actively promote content that showcases material abundance, luxury lifestyles, and conspicuous consumption. By analyzing the Instagram activities of selected influencers, this section reveals how algorithmic visibility not only rewards but also

perpetuates wealth-centered narratives, shaping user expectations and reinforcing materialistic values within digital culture.

Case 1 – Molly Chiang

Molly Chiang is a prominent Taiwanese fashion influencer whose Instagram presence is strategically curated around the aesthetics of luxury and exclusivity. Her content consistently features high-end designer handbags, couture fashion, and collaborations with globally recognized brands such as Chanel, Dior, and Louis Vuitton¹⁷. Through a polished visual style, professional photography, and meticulously curated color palettes, Molly constructs a personal brand that embodies sophistication and financial success. This careful self-presentation positions luxury as a fundamental part of her identity rather than an occasional indulgence, transforming wealth display into a core branding strategy.

The algorithmic design of Instagram significantly amplifies Molly's wealth-centric content. Posts that highlight luxury items, high-end travel destinations¹⁸, or exclusive event appearances consistently outperform her more casual posts in terms of likes, comments, and shares. This high engagement signals to the algorithm that such content is valuable, resulting in greater visibility on users' Explore pages and recommended feeds. In turn, increased exposure encourages further content production in the same style, creating a feedback loop where algorithmic preference and influencer behavior mutually reinforce one another. This dynamic

¹⁷Molly Chiang(2)

¹⁸ Molly Chiang(13)

demonstrates how Instagram's visual orientation and engagement-driven algorithms actively encourage the deliberate display of wealth.

Audience engagement with Molly's posts reveals a pattern of admiration, aspiration, and consumer curiosity. Followers frequently leave comments expressing their desire to own the featured items or asking for brand details, while others tag friends to share inspiration. Such responses indicate that wealth flaunting is not only accepted but celebrated within her community. The visibility of luxury goods¹⁹ transforms them into symbols of success and desirability, shaping followers' consumption aspirations and reinforcing the notion that material possession is closely linked to social status and self-worth.

Molly's success on Instagram illustrates how algorithmic dynamics intersect with broader cultural narratives around materialism and success. In Taiwan's increasingly consumer-driven society, her content resonates with young audiences who view luxury consumption²⁰ as a marker of achievement and upward mobility. At the same time, the algorithmic amplification of her posts normalizes this association, framing wealth flaunting as an expected component of influencer

¹⁹ Molly Chiang(9)

²⁰ Molly Chiang(16)

culture. This process subtly reshapes perceptions of success, suggesting that public visibility of wealth — rather than private financial stability — is a key indicator of social value.

Summary

In summary, Molly Chiang's case demonstrates the powerful role that Instagram's algorithm plays in shaping influencer behavior and audience expectations. By rewarding visually appealing and aspirational content with greater reach and engagement, the platform normalizes and even encourages the deliberate display of wealth. Molly's curated portrayal of luxury not only benefits from this system but also perpetuates it, illustrating how algorithmic visibility contributes to the rise and reinforcement of flexing culture in Taiwan's digital landscape.

Case 2 – Lee Hong-yi

Lee Hong-yi is a Taiwanese lifestyle and entertainment influencer whose Instagram content blends humor, relatability, and occasional luxury displays.²¹ While his account is not purely focused on fashion, he frequently posts images and videos featuring high-end gadgets, premium travel experiences, and exclusive dining or event participation. These elements are often embedded in entertaining or casual narratives rather than overt brand promotion, yet they contribute to his personal brand as someone who enjoys aspirational and modern lifestyles. Through this approach,

²¹ Li Hongyi(21)

Lee positions wealth and status as accessible and relatable, offering a subtle form of luxury display that complements his comedic persona.

Instagram's algorithm amplifies Lee's content similarly to more fashion-focused influencers. Posts highlighting visually striking luxury experiences consistently generate higher engagement compared to his more casual or humorous posts.²² This includes elevated likes, shares, and comments, as well as enhanced visibility on Explore pages and suggested feeds. Even when the luxury elements are presented humorously or indirectly, the algorithm prioritizes visually appealing and highly interactive content, rewarding posts that combine aspirational imagery with engaging storytelling. This demonstrates how the platform's structural features encourage even subtle forms of wealth flaunting.

Lee Hong-yi's audience responds to luxury-related posts with a mixture of admiration, aspiration, and amusement. Followers often comment on the uniqueness or desirability of the experiences shown, sometimes tagging friends or expressing a wish to participate in similar activities. Unlike more overtly materialistic content, the humorous²³ framing allows followers to engage with the aspirational elements without the same level of intimidation or social comparison seen in purely luxury-focused accounts. Nonetheless, his posts still reinforce the visibility of wealth and contribute to aspirational thinking among youth.

Lee's content illustrates that algorithmic amplification of wealth display is not limited to explicit luxury branding. By embedding high-end experiences²⁴ within relatable, everyday narratives, his posts reshape perceptions of success and status, presenting material wealth as both

²² Li Hongyi(14)

²³ Li Hongyi(24)

²⁴ Li Hongyi(21)

desirable and approachable. This aligns with Taiwanese youth culture, where exposure to globalized luxury ideals intersects with local social pressures and aspirations. The algorithmic reward for visually appealing and engaging content normalizes subtle wealth flaunting and encourages audiences to perceive aspirational lifestyles as a standard component of social media participation.

Summary

In conclusion, Lee Hong-yi's case confirms that Instagram's visual-centric and engagement-driven algorithms amplify luxury-related content, even when framed humorously or casually. This supports both Hypothesis 1 and Hypothesis 4, showing that the platform not only rewards deliberate wealth display but also subtly encourages aspirational lifestyle content. Through algorithmic reinforcement and audience engagement, Lee's posts contribute to the normalization of flexing culture and demonstrate the platform's role in shaping youth perceptions of success and status.

Second Section (Self Worth)H2/H3

This section examines how wealth flaunting on Instagram serves as a tool for constructing personal identity and accumulating social capital, as well as the psychological motivations behind such behaviors. By analyzing the practices of Kiwi Lee and HowHow, the findings demonstrate

that flexing culture is not solely about material display but also deeply connected to self-presentation, validation, and emotional needs.

Case 1: Kiwi Lee – Identity and Social Capital through Luxury Display

Kiwi Lee's Instagram content strongly illustrates how flaunting wealth can shape personal identity and social value. Her feed is filled with images of luxury fashion, high-end beauty products²⁵, and exclusive events. These visual cues are not presented as occasional indulgences but as essential parts of her lifestyle. Through such representation, Kiwi constructs an identity of sophistication, success, and global relevance. Followers often respond with admiration and curiosity, leaving comments like "This is my dream style" or "I want to be like you." These reactions reinforce Kiwi's social capital, as her perceived status increases with each display of wealth.

In addition, Kiwi's branding strategy shows how material consumption contributes to self-identity. By consistently curating a luxurious image²⁶, she positions herself as an authority in fashion and lifestyle, which leads to collaborations with prestigious brands. These partnerships

²⁵ Kiwi Lee (24)

²⁶ Kiwi Lee (40)

further elevate her visibility and influence, creating a cycle in which wealth display directly enhances her personal value and public image.

Case 2: HowHow – Subtle Identity Construction and Psychological Needs

In contrast, HowHow does not explicitly focus on flaunting luxury goods. His Instagram presence is more lifestyle-oriented and comedic²⁷, often using humor and relatable content to connect with followers. However, even in this subtle approach, aspects of identity construction and psychological motivation are present. Occasionally, he features high-end gadgets²⁸ or leisure experiences, but these are integrated into personal narratives rather than direct promotions. This strategy allows him to maintain authenticity while still signaling a certain level of success.

The psychological motivations behind this approach may include a desire for validation and attention. Despite not showcasing wealth directly, HowHow's audience often reacts with envy or admiration, indicating that even subtle displays of privilege can fulfill emotional needs such as self-affirmation or social approval. This suggests that flexing culture is not always explicit but can exist in more understated forms that still serve identity-building purposes.

Comparative Discussion

The cases of Kiwi Lee and HowHow demonstrate two different ways influencers use Instagram to construct identity and address psychological needs. Kiwi's explicit wealth flaunting builds a brand centered on luxury and status, while HowHow's subtler approach still generates validation and reinforces his self-image. In both cases, social media provides a platform for

²⁷ How How(16)

²⁸ How How(15)

transforming material consumption into symbolic capital — a marker of identity, belonging, and worth.

Summary

The analysis supports Hypothesis 2 and 3: wealth flaunting — whether overt or subtle — is closely linked to identity construction and social capital accumulation. Moreover, these behaviors are often motivated by psychological needs such as attention, validation, and the desire to reinforce self-worth. Instagram thus acts as a stage for performing identity while simultaneously satisfying emotional and social desires.

Third Section (Comparison of socioeconomic status)H5

This section explores how the prevalence of wealth displayed on Instagram influences young people's attitudes toward materialism, their social comparison behaviors, and the resulting psychological and behavioral consequences. Using the cases of Molly and Kiwi Lee, the findings demonstrate how algorithmically amplified luxury content can distort perceptions of success, intensify comparison, and fuel consumption-driven lifestyles.

Case 1: Molly – Reinforcing Material Aspirations and Consumption Behavior

Molly's Instagram feed consistently presents luxury fashion, designer collaborations, and exclusive events²⁹ as symbols of success. This curated portrayal of wealth normalizes the idea that

²⁹ Molly Chiang(16)

high-value possessions are essential for achieving social recognition and self-worth. Audience reactions reveal this internalization: comments frequently include phrases such as “This is my dream life³⁰” or “I want this bag too,” indicating how followers equate luxury ownership with success and happiness.

The influence extends beyond aspiration into behavior. Many followers mention saving money to purchase similar items or imitating Molly’s style, showing how wealth flaunting encourages consumerism and material pursuit. The visibility and desirability of such content lead audiences to prioritize possessions as indicators of identity and status — reinforcing a cycle of consumption that benefits brands and influencers alike.

Case 2: Kiwi Lee – Social Comparison and Emotional Repercussions

Kiwi Lee’s profile also demonstrates how wealth flaunting can intensify social comparison. Her posts, which showcase luxury fashion and high-end travel³¹ as “everyday lifestyle,” often trigger feelings of inadequacy among followers. Comments such as “I’ll never be able to afford this” or “Her life is so far from mine” reflect downward self-evaluations and highlight the psychological toll of constant exposure to idealized lifestyles.

This comparison-driven anxiety can have lasting effects on self-worth and mental well-being. Followers may experience dissatisfaction with their financial situation, increased pressure to consume, or even social withdrawal. Moreover, the normalization of wealth display³² blurs the

³⁰ Molly Chiang(10)

³¹ Kiwi Lee (4)

³² Kiwi Lee (13)

line between genuine success and performative status, prompting young users to overemphasize external appearance at the expense of intrinsic values.

Comparative Discussion

Both Molly and Kiwi Lee illustrate how wealth flaunting can shape audience values and behaviors in profound ways. Molly's aspirational branding turns luxury goods into markers of achievement and identity, directly encouraging consumption. Kiwi's content, meanwhile, shows the emotional cost of constant comparison, which can erode self-esteem and fuel materialistic desires. Together, these examples reveal how Instagram's wealth display culture contributes to a materialist mindset and reinforces external measures of self-worth.

Summary

The findings support Hypothesis 5: the widespread visibility of wealth on Instagram leads many young users to overemphasize material possessions and external appearance. This not only encourages excessive consumption but also exacerbates social comparison and anxiety. Instagram

thus plays a central role in shaping psychological responses and cultural values around wealth, success, and identity.

CONCLUSION

This chapter aims to synthesize the key findings of this study and discuss their broader theoretical, psychological, and socio-cultural implications. It begins by revisiting the central question of how Instagram, as a highly visual and algorithm-driven platform, has facilitated the rise and normalization of wealth flaunting among young people in Taiwan. Building upon the empirical evidence presented in previous chapters, the discussion is organized into two main sections. The first section examines how Instagram's platform design and algorithmic mechanisms amplify conspicuous consumption, reinforce wealth-centered narratives, and shape young users' perceptions of success. The second section moves beyond the platform's internal dynamics to explore the deeper consequences of wealth display, including its impact on identity construction, psychological well-being, social comparison, and cultural values. Together, these discussions provide a comprehensive understanding of how flaunting culture operates within the digital ecosystem and its broader significance in contemporary youth culture.

First Section

The findings of this study support all five proposed hypotheses. First, Instagram's algorithmic and visually oriented design not only prioritizes luxury-focused content but also rewards and reinforces wealth-centered narratives (H1, H4). In the cases of Molly Chiang and Lee Hong-yi, high engagement and algorithmic visibility create a feedback loop, making their posts more likely to appear on users' feeds. This encourages influencers to continuously display wealth and shapes young users' perceptions of success, illustrating how the platform actively normalizes and promotes flaunting culture.

Second, flaunting wealth serves as a strategic tool for constructing personal identity and accumulating social capital (H2, H3). Analysis of Kiwi Lee and HowHow demonstrates that both overt and subtle displays of material possessions satisfy psychological needs for recognition,

attention, and self-worth. Wealth flaunting is not merely about material consumption but is deeply intertwined with self-presentation, social validation, and emotional fulfillment. Instagram thus functions as a stage for performing identity while simultaneously meeting users' psychological and social desires.

Third, the widespread prevalence of wealth flaunting further intensifies social comparison, materialistic pursuits, and psychological pressures among young people (H5). Followers frequently internalize aspirational content as markers of success, equating luxury ownership with social status and personal value. This not only encourages excessive consumption but also reshapes the definition of "success," aligning self-worth more closely with external appearance and material possession rather than intrinsic values.

Beyond the empirical findings, this study highlights deeper cultural and psychological implications of Instagram's flaunting culture. Digital platforms subtly shape societal values, redefine standards of success, and contribute to class reproduction and psychological inequality. The romanticization of wealth on social media can foster unrealistic expectations and place significant pressure on young people in their identity formation and self-esteem development. Consequently, they may prioritize superficial appearances over intrinsic qualities, focusing on external validation rather than personal growth.

In conclusion, Instagram's algorithm-driven visibility, combined with the social dynamics of influencer culture, has created a digital environment in which flaunting wealth is normalized, celebrated, and strategically leveraged for identity construction. Understanding these processes provides crucial insights into how contemporary youth navigate self-identity, social status, and value systems within the increasingly visual and performative world of social media.

Second Section

Beyond the empirical findings, this study also reveals the deeper implications of Instagram's flaunting culture: digital platforms subtly shape social values, redefine standards of "success," and exacerbate class reproduction and psychological inequalities. The romanticization of wealth on social media may not only create unrealistic expectations but also place greater pressure on young people in the development of identity and self-esteem. To address these challenges, readers are encouraged to cultivate media literacy and reflect on personal values to mitigate the negative psychological impact of social media; educators and parents can facilitate discussions, provide mental health support, and model positive online behaviors to guide young people in developing critical thinking and healthy self-esteem. For platform developers, increasing content diversity, clearly labeling sponsored posts, and providing digital well-being tools can help reduce the negative effects of flaunting culture. Policymakers may promote educational and mental health policies and encourage the dissemination of diverse definitions of success, fostering a more equitable and healthy digital environment.

Nevertheless, this study has certain limitations. The analysis primarily focuses on Taiwanese influencers, and the findings may have limited applicability in other cultural contexts. Future research could explore cross-cultural comparisons, employ longitudinal data, or investigate the moderating effects of platform design interventions (such as algorithm transparency or content labeling) on flaunting culture.

In conclusion, Instagram's algorithmic structures, influencer strategies, and audience interactions collectively constitute a "flaunting ecosystem" that extends beyond individual posts. Flaunting has evolved from a personal choice into a social expectation, profoundly influencing identity formation, consumption behavior, and cultural values. Understanding this phenomenon is

not only significant for media researchers but also provides actionable insights for policymakers, educators, and users, helping to foster a more rational and mindful perspective on the psychological and social impacts of social media in the digital age.

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APPENDIX A

Database

Luxury Group

Molly Chiang

47 pieces			
Date	Influencer	Title of Post	Note
2025/4/4	Molly Chiang(1)	I'm in Greece!	Of course I have to do something! All the outfits, accessories, bags, and shoes in the video are from COS. @cosstores
2025/4/5	Molly Chiang(2)	Remember how I DIY-ed the laces on these #LVSneakerina kicks myself?	No way I'm not snapping a cute little photoshoot, right? All these soft pink vibes just make me so happy ☺ Feels like I'm not even wearing shoes—that comfy ☺ #LVSneakerina #louisvuitton @louisvuitton
2025/4/7	Molly Chiang(3)	RIMOWA isn't just about their iconic suitcases	they've got some seriously good Travel Accessories too! Like, who knew? Their accessories are so sleek and actually super useful. Totally worth checking out if you're into traveling in style. ☺☺☺ @Rimowa
2025/4/10	Molly Chiang(4)	LA's sunshine gives the city a natural filter.	As long as you feel comfortable and true to yourself, that's your signature style. You're the star of your style story, and H&M pieces are the perfect co-stars to help you shine. ☺ @HM
2025/4/13	Molly Chiang(5)	Colorful girls taking over the Revolve pool party, baby!	Think sparkles, sun, and swimsuits that slay. cute drinks, and hotter fits than the weather. You already know it was a moment. ☺☺ @revolve
2025/4/15	Molly Chiang(6)	Everyone—please give a warm welcome to @taramilktea	She told me she's dying to visit Taiwan—I said, you have to! Can you imagine how beautiful she'd make it look? ☺☺☺ @revolve

2025/4/16	Molly Chiang(7)	LA Photo dump <input type="checkbox"/>	Still need to take a beautiful cover photo @Prada new bag is perfect for summer <input type="checkbox"/>
2025/4/21	Molly Chiang(8)	Whether you're off to a tropical island or a chic city escape, TOD'S has the perfect piece for every vibe.	Whether you're off to a tropical island or a chic city escape, TOD'S has the perfect piece for every vibe. Style and comfort? Always. @tods
2025/4/22	Molly Chiang(9)	Today they sent me a whole box of birthday gifts — I legit almost cried.	Started as a @jellycat superfan, buying them all with my own money, never thinking they'd ever notice me... and now we actually work together?!
2025/4/23	Molly Chiang(10)	A trip with good friends: each day that passes is one day less.	I am about to dive into a real jungle adventure — finally experiencing the magic of @banyantreeescape.buahan ! I can't wait to share more with you all! <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2025/4/25	Molly Chiang(11)	Hotel stop #2 in Bali	we made it to @alilavillasuluwatu <input type="checkbox"/> Jungle vibes checked, now it's time for the ocean. <input type="checkbox"/> <input type="checkbox"/>
2025/4/26	Molly Chiang(12)	Style isn't about becoming someone else	it's about feeling more like me. @FENDI #FendiSummer25 Not just a look, it's a whole mood. <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2025/4/27	Molly Chiang(13)	The Dyson Supersonic in sakura pink is here	so pretty it makes blow-drying feel like a ritual! It's super light, dries hair so fast, and no more tired arms. Frizz-free, bouncy roots, and totally effortless. I'm in love! <input type="checkbox"/> <input type="checkbox"/> @dysonbeauty #styledwithr #dysonbeauty
2025/4/28	Molly Chiang(14)	New MacBook Air with M4 chip is here!!!	Apple's not just tech, it's a lifestyle. It makes life better. Every. Single. Day. <input type="checkbox"/> <input type="checkbox"/> @apple #Apple #MacBookAir
2025/4/30	Molly Chiang(15)	RIMOWA's Essential Collection just dropped two gorgeous new colors — say hello to Verde and Granada! <input type="checkbox"/>	RIMOWA is that gentle reminder to live a little, treat yourself, and walk through life in style. <input type="checkbox"/> <input type="checkbox"/> So... which color's calling you

			<p>name? @Rimowa #RIMOWA #RIMOWATW #RIMOWAEssential</p>
2025/5/01	Molly Chiang(16)	<p>@bvlgari knows how to turn jewelry into a love letter.</p>	<p>This Mother's Day, the new B.zero1 Rock Chain says it all — bold, elegant, and full of meaning. Just like her.</p> <p>It's not just a gift. It's a reminder: You're worth it. Forever.</p> <p>@bvlgari #BVLGARI</p>
2025/5/02	Molly Chiang(17)	<p>Wearing my Valentino Valet Du Roi Ballerinas — not your basic ballet flats.</p>	<p>Soft, elegant, but with that rock-romantic edge. The stud detail? Iconic. Total power in every step.</p> <p><input type="checkbox"/> @maisonvalentino @alessandro_michele#Valentino Garavani</p>
2025/5/05	Molly Chiang(18)	<p>We didn't come to Tokyo for anything big</p>	<p>just to be here, together. And that felt more than enough.</p>
2025/5/06	Molly Chiang(19)	<p>Tokyo Steppin' in My Timbs</p>	<p>Jacquemus Got Me Feelin' Fresh</p> <p><input type="checkbox"/> <input type="checkbox"/> @timberland @jacquemus #Timbs #Timberland</p>
2025/5/08	Molly Chiang(20)	<p>The Miu Miu Wander Matelassé suede bag in ivy green is everything.</p>	<p>Soft like velvet, bold like Tokyo street style.</p> <p>Big, plush, effortless—but still that quiet kind of luxury.</p> <p>I chased this shade of green all over the city just to match its vibe. Worth it.</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>@MiuMiu #MiuMiu #MiuWander</p>
2025/5/09	Molly Chiang(21)	<p>My fave ELEMIS cleansing balm just launched a cherry flavor</p>	<p>And I'm in love!!! Smells amazing, works like magic. You need this.</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>@elemis_tw #2025限定香 #甜慾黑櫻桃</p>
2025/5/10	Molly Chiang(22)	<p>These Nike Shox R4? So fire. First step in—bounce hits instantly.</p>	<p>Those 4 pillars? Low-key boost with every move. Soft, springy, but hella stable.</p> <p>Metallic vibes on the upper—futuristic, not flashy. Looks bold,</p>

			feels comfy. Easy to style, hard to ignore. #Nikeootd #nikeshoxr4
2025/5/11	Molly Chiang(23)	RIMOWA's Holiday Case is giving tiny but mighty energy	so chic I wanna carry it everywhere like a little treasure chest. Who says only big suitcases get all the attention? @Rimowa #RIMOWA #RIMOWATW
2025/5/12	Molly Chiang(24)	Just unboxed my new LV Odyssée bag and I'm officially obsessed.	It's giving classic meets cool girl energy — timeless Monogram canvas, gold hardware, and that detachable chain? Chef's kiss. It's literally like Louis Vuitton said: "let's honor tradition, but make it fashion." Functional and fabulous — what more do we need? <input type="checkbox"/> #LVOdyssee @louisvuitton
2025/5/13	Molly Chiang(25)	@StudioDoe is dropping the brand new Custom Leather Fold Box Bag tomorrow at 10AM	set your alarms!! I'm obsessed with the design (hello timeless chic in <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>), and yes, it's as luxe as it looks. Pre-order goes live in the morning — don't miss it!
2025/5/14	Molly Chiang(26)	Tatler Fashion Molly: From chasing the halo to focusing on the essence of Paris <input type="checkbox"/>	From "being chased by fashion week" to "learning to slow down", Molly's trip to Paris is the most authentic mental journey of a fashionista. "As a KOL, the first iron rule is to have an opinion on every choice you make." Molly personally checks everything from what to wear, how to shoot, the tone of the copywriting to how many seconds to cut in the video. She is not a content machine, but only the director of her own life. During this fashion week, she still ran around the scene, rushed to shoot, and dealt with emergencies, but the difference was that she began to understand "leaving time for herself". Chatting with friends in a Paris cafe, walking along the Seine, a cup of coffee, and a

		<p>period of silence are a luxury and a necessity for her who is usually tense. She said: "The most fascinating thing about fashion is that it forces you to keep evolving." Every show, every revision, and every emergency is an opportunity to fight with yourself. Fashion Week is a gorgeous battlefield and also a self-cultivation.</p> <p>From burning out to learning to make choices; from working hard to being elegant. This is the most powerful growth curve. Molly's conclusion is also very sincere: "The best content always comes from the most real life."</p> <p>From burning out to learning to make choices; from working hard to being elegant. This is the most powerful growth curve. Molly's conclusion is also very sincere: "The best content always comes from the most real life."</p> <p>Talent / @molly_chiang Photographer / river.ts Editor & Stylist / @nien0813 Makeup / @danielmakeupartist_ Hair / @miley_shen Interview & Text / @nien0813 Wardrobe / @louisvuitton #TatlerTaiwan #Tatlerfashion</p>
2025/5/14	Molly Chiang(27)	<p> Tatler Fashion Molly's Paris recommendations!!! □</p>

			<p>with salted butter, or udon noodles and Vietnamese pho that are must-eats for Asian stomachs! Summer in Paris will make you put down your phone and live in the present (but you still have to take pictures ☺)</p> <p>#This set is really a happy fruit ☺</p> <p>Talent / @molly_chiang Editor & Stylist / @nien0813 Makeup / @danielmakeupartist_ Hair / @miley_shen Wardrobe / @LouisVuitton</p> <p>□&□#KeiraLu #Devintsai</p> <p>#TatlerTaiwan #Tatlerfashion #Paris Private Map #Molly takes you on a trip</p>
2025/5/14	Molly Chiang(28)	I have the most exciting news to share!!!	<p>I've been invited by Singapore Sports Hub to see Lady Gaga live in concert!!!!□□□ LADY GAGA, I'M COMING FOR YOU!!! Can't wait to share more with you guys soon!□ @sgsportshub #MomentsofMayhem</p>
2025/5/15	Molly Chiang(29)	10th anniversary icon alert.	<p>The Max Mara Whitney bag — inspired by the Whitney Museum's architecture (yes, that's why it looks like a wearable sculpture). I'm in love. It's giving timeless, smart, and collectable.□□ #MaxMaraWhitneyBag #MaxMara #adv</p>
2025/5/17	Molly Chiang(30)	I'm losing my mind ☺☺	<p>The JellyCat summer collection is OUT and every. single. piece. is a MASTERPIECE. Because this is too cute. I can't breathe. I need them all. Immediately. ☺☺☺☺ You can find the summer drop at Lane Crawford in Hong Kong — go, run, fly!! Thank you</p>

			@lanecrawford @jellycat ☐
2025/5/17	Molly Chiang(31)	Not every bag fits into my real life — but the LV Odyssée just makes sense.	Structured but easy, classic but not loud. Perfect for the kind of days where I don't plan much, but still want to feel put-together. Shot this with River at an old Taipei complex not polished, not staged, just real. Like the bag. Like the moment. #LVOdyssee #LouisVuitton
2025/5/19	Molly Chiang(32)	So honored to be invited by Singapore Sports Hub to see Lady Gaga live again ☐	I saw her at Coachella before, but watching her in Singapore hit just as hard—if not harder. She gives everything on stage, every single time. It's not just a concert, it's a full-body, heart-shaking experience. Thank you Lady Gaga for reminding me what real performance feels like! Thank you @sgsportshub FOR HAVING ME♥ ☐ #MomentsofMayhem
2025/5/20	Molly Chiang(33)	Singapore Sports Hub totally blew me away! ☐ It's not just a concert venue	it's a beautifully planned space where you can climb, shop, eat, explore, and just vibe. I've tried climbing before, but doing it at Kallang Wave Mall was such a fun and unique experience ☐♀! Plus, the food options and shops? So good. Wrapped it all up with the most unreal Lady Gaga concert. This place is built for unforgettable memories, not just events! ✨ @sgsportshub#MomentsofMayhem @kallangwavemall @climbcentral
2025/5/21	Molly Chiang(34)	lululemon Daydrift pants = game changer ☐, looks like dress pants, but no buttons, no zippers	just pull on and go! Soft, stretchy, crazy comfy ☐ @lululemontw #lululemoncasual
2025/5/22	Molly Chiang(35)	Major event of the year!!! Everyone flew in to Seoul for one reason only	To celebrate the wedding of my dearest @ireneisgood tomorrow!! ☐ ☐ Huge thanks to Irene and her hubby for hosting such a warm and beautiful welcome dinner tonight ☐ My heart (and stomach) is so full ☐ Can't wait for your big day tomorrow! Let's gooo!!! ✨ ☐

2025/5/24	Molly Chiang(36)	Irene's wedding was seriously full of love. The second she came out in her dress	I was this close to crying. Huge thanks to @ireneisgood and John for bringing us on such a beautiful, love-filled ride. □ Wishing you both a lifetime of laughter, adventures, and all the love in the world. You two are magic. ✨
2025/5/25	Molly Chiang(37)	Obsessed with this GENTLE MONSTER X BRATZ collab sunnies!! □	They FOLD, like literally fold up into this tiny, cute size—so easy to carry! Just pop 'em on your bag and boom, instant accessory moment □ Stylish and functional? Yes please. Huge thanks to GENTLE MONSTER for the super cute collab gift set □ ✨ #GENTLEMONSTERPOCKETCOLLECTION #GENTLEMONSTERXBRATZ @GENTLEMONSTER @BRATZ
2025/6/04	Molly Chiang(38)	#CittaBellaCover She used to be the one who always had a sense of direction, and her life was as clear as a plan book - with goals, answers, and speed.	But after taking detours and going astray again and again, she began to understand that the real journey was hidden in those unmarked paths. So she began to practice stopping, letting go, and listening. This time we walked into those fragments that were not in the plan with Molly. Getting lost may not be out of control, but another response given by life. View the full cover story at cittabella.my CREATIVE DIRECTION & STYLING: @colinsim PHOTOGRAPHY: @chee_wei MAKEUP: @chloec_mfbb HAIR: @miley_shen TEXT : @reneezmoment ALL OUTFITS FROM @miumiu #CittaBellaCover #MiuMiu #MiuMiuEte
2025/6/04	Molly Chiang(39)	#CittaBellaCover Molly said that the most impressive look for her is not flawless, but the messy and	"Because our emotions are not neat, and neither is life." She believes that style is a choice, not

		<p>casual details - loose lines, asymmetrical clothes, unexpected colors.</p>	<p>to wear for others, but to wear "this is me" freely.</p> <p>CREATIVE DIRECTION & STYLING: @colinsim</p> <p>PHOTOGRAPHY: @chee_wei</p> <p>MAKEUP: @chloec_mfbb</p> <p>HAIR: @miley_shen</p> <p>TEXT : @reneezmoment</p> <p>ALL OUTFITS FROM @miumiu#CittaBellaMalaysia #MiuMiu #MiuMiuEte</p>
2025/6/04	Molly Chiang(40)	<p>#CittaBellaCover Molly used to always look for the "right path". Later she realized that life with blank space also has light.</p>	<p>Some days are blurry, some directions are unclear, but she began to believe that there is a rhythm in those disorders. The order of disorder is not just a story, but a reminder about letting go of yourself, making new choices, and facing the changes in life gently.</p> <p>View the full cover story at cittabella.my</p> <p>CREATIVE DIRECTION & STYLING: @colinsim</p> <p>PHOTOGRAPHY: @chee_wei</p> <p>MAKEUP: @chloec_mfbb</p> <p>HAIR: @miley_shen</p> <p>TEXT : @reneezmoment</p> <p>ALL OUTFITS FROM @miumiu#CittaBellaMalaysia #MiuMiu #MiuMiuEte</p>
2025/6/06	Molly Chiang(41)	<p>Hey guys!!! It's official!!! @StudioDoe x [Doe:Molly] SUMMER COLLECTION is here □□□ My favorite season is finally coming (yes, I'm claiming summer as mine □)</p>	<p>Tomorrow night 6/7 at 11PM — we're revealing the secret shoot location!</p> <p>Can you guess where we flew for the Molly Summer shoot? (Hint's in the pics □)</p> <p>[Doe:Molly] drops 6/16 at 9PM on @StudioDoe website. Get ready for a summer content blast!</p> <p>□□</p> <p>[Doe:Molly] Molly's summer collection will be available on the @StudioDoe official website at 21:00 on June 16th</p>

2025/6/13	Molly Chiang(42)	Under the moonlight, every stitch tells a story of Hermès □ @hermes #HermesFemme #Hermes #Hermès	Under the moonlight, every stitch tells a story of Hermès □ @hermes #HermesFemme #Hermes #Hermès
2025/6/13	Molly Chiang(43)	Capturing moments with Hermès □	Amidst the rush, a pause to wander through I.M. PEI's world—where light bends, geometry breathes, and every shadow whispers stories. Life is architecture, and architecture is the mirror of life. ✨ @hermes #HermesFemme #Hermes #Hermès
2025/6/13	Molly Chiang(44)	Let's go for the @hermes show with me □	Let's go for the @hermes show with me □ #HermesFemme #Hermes #Hermès
2025/6/06	Molly Chiang(45)	kiwileehan @hermes #HermesFemme #Hermes #Hermès	Silk-draped silhouettes to hand-stitched leather motifs—every essence radiated maison artistry. Haute couture magic, now eternal. □ @hermes #HermesFemme #Hermes #Hermès
2025/6/14	Molly Chiang(46)	Thank you Hermès for bringing me to Shanghai.(No, I was on a business trip □)	Besides the shows, the food, and the exhibitions, the whole trip felt like an exquisite spiritual baptism! □ It's so rare to find someone who clicks with you in this industry. I'll secretly save this trip for later, when I need to relive it. Thank you, Hermès Taiwan team □ @hermes #HermesFemme #Hermes #Hermès
2025/6/15	Molly Chiang(47)	Honored to attend the Hermès Resee in Shanghai — a quiet moment to appreciate the details up close.	In the city's soft glow, Hermès painted elegance in motion: earthy tones, braided leather, and scarves worn like whispers of freedom. Feminine, not fragile. Poised, yet

			untamed.□□ @hermes #HermesFemme #Hermes #Hermès
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Kiwi Lee

40 pieces			
Date	Influencer	Title of Post	Note
2025/4/3	Kiwi Lee (1)	Fashion can be beautiful and meaningful	This collaboration with SEA BEYOND is not just about bags, but also about an action for the ocean. Part of the proceeds will be invested in marine conservation education. Let beauty not only stay on the surface, but also go deeper into the world. When wearing fashion, think more about your choices. Let the design not only look good, but also be closer to the needs of the world□□ @prada #PradaReNylon
2025/4/4	Kiwi Lee (2)	This article has no point	I had deliberately not slept on the plane. I thought that I would not have jet lag when I was on a business trip to New York. But I was completely defeated by jet lag during the whole trip to New York. I only had pizza and a short respite during this trip.□□□□
2025/4/4	Kiwi Lee (3)	Magda Butrym x H&M Collaboration Collection Launch Party in NYC □□	Thank you H&M for bringing me to New York Experience the birth of this dream collaboration in person The low-key but full-blown design perfectly interprets elegance and power This collaboration series is

			<p>centered on floral patterns, exquisite embroidery and soft tailoring</p> <p>Combining Slavic romance with the beauty of modern women's strength and softness</p> <p>Each piece is as charming as a flower in full bloom in spring</p> <p>Thank you H&M for giving me such a beautiful and romantic night ☺</p> <p>@HM @MAGDABUTRYM #HM #HMTaiwan</p>
2025/4/5	Kiwi Lee (4)	Thanks to H&M for the invitation. I am very happy to come to New York to participate in the Magda Butrym joint series event.	<p>Although this trip was only three days long, we still took advantage of the time and enjoyed the local ☺ and—the time difference (laughs)</p> <p>In addition, I also took two sets of street photos for this joint series</p> <p>They will be released later, so stay tuned ☺ ☺ ✨</p> <p>@HM @MAGDABUTRYM #HM #HMTaiwan</p>
2025/4/9	Kiwi Lee (5)	NB BOY Summer Fun Station limited-time pop-up store is here	<p>This time we are back with CITY & SURFING</p> <p>The whole exhibition area is surrounded by summer atmosphere and there are little ingenuities everywhere</p> <p>The scene is really cute and photogenic ☺</p> <p>If you like NB BOY, you can really give it a try this time ☺ ☺</p> <p>#newbalance #NBBOY #NBCITYTRAVEL</p>
2025/4/11	Kiwi Lee (6)	I have been busy meeting all kinds of new challenges since	I am very happy to continue the relationship with Zhen

		<p>the beginning of this year. One of the things that makes me particularly excited is becoming the spokesperson for Zhenjindian in 2025✨</p>	<p>Jindian last year and enter the second year of cooperation! Thank you for the brand's trust</p> <p>It allows us to make things more interesting and creative This portrait is actually a work planned, produced and completed by me and my team</p> <p>I especially tried the Y2K style</p> <p>I hope the confidence and brilliance in these pictures can be passed on to everyone who sees it</p> <p>We had a lot of fun taking pictures, and I sincerely hope you will like it! If you pass by Zhen Jindian's store one day Remember to take a photo with me and tag me! ☺☺☺☺</p> <p>#Zhenjindian #JustGold #PeoniaDiamond #RealGoldRealLoveRealWoman #JustgoldKiwi #NewWorldRealMe</p>
2025/4/12	Kiwi Lee (7)	<p>□□□□□□□ □□ □□□□□□□ □□□□□□□ □□□ □□□□□ □□□</p>	<ul style="list-style-type: none"> · Talent / @kiwileehan · Creative & Art Direction / @danandsean.co · Producer / @nelly_yang_ · Photographer / @bestow_wen · Film Director Y1 @y1_____ · DP @_____ shane_____ · Communications @tony_870113 · Lighting Director @ainwoods · Best Boy @ccchiu Chengq · Set Designer / @pin_chun7 · Hair & Makeup @reevecls

			<ul style="list-style-type: none"> · Stylist / @yenlin027 · Client @just_gold_just_diamond #Zhenjindian #JustGold #PeoniaDiamond #RealGoldRealLoveRealWo man #JustgoldKiwi #NewWorldRealMe
2025/4/12	Kiwi Lee (8)	She wears confidence like gold — rare, radiant, and real	<ul style="list-style-type: none"> · Talent / @kiwileehan · Creative & Art Direction / @danandsean.co · Producer / @nelly_yang_ · Photographer / @bestow_wen · Film Director Y1 @y1_____ · DP @_____ shane_____ · Communications @tony_870113 · Lighting Director @ainwoods · Best Boy @ccchiu Chengq · Set Designer / @pin_chun7 · Hair & Makeup @reevecls · Stylist / @yenlin027 · Client @just_gold_just_diamond #Zhenjindian #JustGold #PeoniaDiamond #RealGoldRealLoveRealWo man #JustgoldKiwi #NewWorldRealMe
2025/4/12	Kiwi Lee (9)	#MC時尚 The April fashion page is titled "Neo Eden" and stars Kiwi Lee Han. It explores how humans will coexist with plants in the future world when plants take the lead? How should fashion coexist with nature? □	<p>Creative Direction & Styling & Text / @alfiehsu888 Photo / @cfp_____ Model / @kiwileehan AI Artist / @allenko03 Make-up / @lee_makeupofficial Hair / @odyeweng Styling Assistants / Yoyo, Xin #marieclairetw #fashionwell #fashioneditorial #Alfie</p>

2025/4/12	Kiwi Lee (10)	<p>#MC時尚 The April fashion page is titled "Neo Eden" and stars Kiwi Lee Han. It explores how humans will coexist with plants in the future world when plants take the lead? How should fashion coexist with nature? □</p>	<p>Creative Direction & Styling & Text / @alfiehsu888 Photo / @cfp____ Model / @kiwileehan AI Artist / @allenko03 Make-up / @lee_makeupofficial Hair / @odyeweng Styling Assistants / Yoyo, Xin #marieclairetw #fashionwell #fashioneditorial #Alfie</p>
2025/4/12	Kiwi Lee (11)	<p>#MC時尚 The April fashion page is titled "Neo Eden" and stars Kiwi Lee Han. It explores how humans will coexist with plants in the future world when plants take the lead? How should fashion coexist with nature? □</p>	<p>Creative Direction & Styling & Text / @alfiehsu888 Photo / @cfp____ Model / @kiwileehan AI Artist / @allenko03 Make-up / @lee_makeupofficial Hair / @odyeweng Styling Assistants / Yoyo, Xin #marieclairetw #fashionwell #fashioneditorial #Alfie</p>
2025/4/13	Kiwi Lee (12)	<p>Recently, I particularly like the feeling of wanting to slow down when I enter a space</p>	<p>Moncler's spring and summer series display It's like a quiet journey hidden in the city Sunshine pouring in and green plants surrounding It makes people slow down And look at themselves at the moment This exhibition of Moncler 2025 spring and summer series Continues the brand's usual elegance Beige, gray, dark blue to black Reserved, quiet, but powerful Lightweight materials, sharp lines Let every step of spring and summer flow freely It is not just a synonym for autumn and winter It is also a style language that can be worn all year round The moment standing in front</p>

			<p>of the camera Get closer to the quiet self Some clothes are not for appearance But for quiet blooming Just like the afternoon sunshine and the green that day□ @moncler #MonclerCollection</p>
2025/4/14	Kiwi Lee (13)	In New York, the city doesn't sleep	<p>and neither does my style□□□□□□□□ @HM @MAGDABUTRYM #HM #HMTaiwan</p>
2025/4/15	Kiwi Lee (14)	Lost in the city, found in the vibe□	<p>@HM @MAGDABUTRYM #HM #HMTaiwan</p>
2025/4/16	Kiwi Lee (15)	Kiwi for APM ♥ @kiwileehan , Face of Taiwan, captures the joy of spring in our Pastel Green Drop pieces	<p>where delicate, organic designs meet playful energy. #APMmonaco #PrintempsbyAPM</p>
2025/4/17	Kiwi Lee (16)	<p>#文末抽獎 I flew to Singapore at the end of February. This time, as a friend of Neutrogena, I helped everyone experience the new skincare line.</p>	<p>I want to play a little game with you! If you find me in the store, remember to take a picture and tag me (screenshot required). I'll randomly draw three fans and give them a small gift. Let's experience this new product I love and get radiant skin together! ↑ □ This promotion only runs until this Sunday, April 21st! □ Find it at the above channels □□□□ @neutrogena @neutrogenatw Photo @new78945 Makeup @jonathanwumua Hair @liz_makeup0421 Style @yenlin027 #露得清Neutrogena #NeutrogenaNoCompromise #Beautytoascience #水活保濕煥顏露#青華 #水活保濕煥顏日霜 #水活保濕煥露#肌齡新生A醇</p>
2025/4/18	Kiwi Lee (17)	Every day begins the moment the	Skincare isn't just a ritual. It's

		<p>alarm goes off. A busy schedule of work, business trips, and fashion week exposes my skin to prolonged environmental stress. How can I maintain a stable state? My secret is a "morning, evening, and evening" skincare regimen.</p>	<p>about balancing your skin with your lifestyle. With the right approach, you can look your best every day. No matter how busy your schedule, you'll maintain a consistently radiant complexion.</p> <p>@neutrogena @neutrogenatw #露得清Neutrogena #NeutrogenaNoCompromise #Beautytoascience #水活保濕抗皺露 #水活保濕抗皺日霜#水活保濕凝露 #肌緻新生A醇</p>
2025/4/20	Kiwi Lee (18)	<p>I was honored to be at Dream Mall Kaohsiung yesterday. I served as the store manager for the LG Styler Steam Electronic Wardrobe for a day. I specially wore a costume by Mr. Zhan Pu to participate in the event. The simplicity was combined with a touch of detail. The whole process felt like a small ritual.</p>	<p>I was even happier to meet so many fans at the event. Thank you for coming! Let's share the joy of clothing care! □</p> <p>For me, clothes are an extension of my emotions. Taking good care of them is also a way to take good care of my life. For someone like me who owns a lot of clothes and loves wool, the LG Styler is truly a lifelong companion. It's incredibly convenient for steam wrinkle removal and odor removal, and it gently protects my treasured pieces.</p> <p>If you're as obsessed with clothes as I am, □ come and check out the "Qijing Experience House" at Dream Mall in Kaohsiung before May 1st!</p> <p>#LGStyler 蒸氣電子衣櫥 @lgtaiwan</p>
2025/4/21	Kiwi Lee (19)	<p>Dolce & Gabbana finally has a home in Taiwan! □↑ The flagship store on the first floor of BELLAVITA is the second new flagship store in the world, following Dubai. Finally, Taipei has a touch of Sicilian splendor.</p>	<p>The first thing that strikes you upon entering the store is the flooring and exterior walls, made of black volcanic rock flown in from Italy. These details are truly Dolce & Gabbana: opulent yet not ostentatious, they exude a steady power.</p> <p>The entire space is finished in the signature "Sicilian Black," a subtle, profound, yet imposing color. I love Dolce & Gabbana because it's not just about fashion;</p>

			it's about living a passionate life. @dolcegabbana @minoshinofficial
2025/4/15	Kiwi Lee (20)	<p>Louis Vuitton's Savoir Rêver exhibition Transforms the desire to escape into a tangible dream □</p>	<p>Cherry blossoms bloom from classic trunks, hot air balloons float in the sky. The furniture and jewelry resemble the treasures of a dreamer, light, delicate, and with a touch of magic. □</p> <p>The entire space feels like stepping into a golden-age film set. Every step treads on the path of elegance and history. My favorite part is the vintage wooden corridor, which, like a thick travelogue, quietly recounts fragments of a journey.</p> <p>But what really stopped me in my tracks was the Taiwan-exclusive "Chihu Trunk." Traditional paintings interweave with delicate gold leaf, painting a new cultural travel map. Eastern blessings and Western journeys quietly intersect in the corners of the trunk.</p> <p>As I left the exhibition, a single thought came to mind: "Let leaving be more than just an escape, but a true journey."</p> <p>@LouisVuitton #SavoirRêver #LouisVuitton</p>
2025/4/15	Kiwi Lee (21)	Lost in the city, found in the vibe□	@HM @MAGDABUTRYM #HM #HMTaiwan
2025/4/16	Kiwi Lee (22)	Kiwi for APM ♥ @kiwileehan , Face of Taiwan, captures the joy of spring in our Pastel Green Drop pieces	where delicate, organic designs meet playful energy. #APMmonaco #PrintempsbyAPM
2025/4/17	Kiwi Lee (23)	<p>#文末抽獎</p> <p>I flew to Singapore at the end of February. This time, as a friend of Neutrogena, I helped everyone experience the new skincare line.</p>	<p>I want to play a little game with you! If you find me in the store, remember to take a picture and tag me (screenshot required). I'll randomly draw three fans and give them a small gift. Let's experience this new product I love and get radiant skin</p>

			<p>together! ✨</p> <p>□ This promotion only runs until this Sunday, April 21st! □ Find it at the above channels □ □ □ □</p> <p>@neutrogena @neutrogenatw Photo @new78945 Makeup @jonathanwumua Hair @liz_makeup0421 Style @yenlin027</p> <p>#Neutrogena #NeutrogenaNoCompromise #Beautytoascience #AquaActiveNiacinamide Essence #AquaActiveSkinDayCream #AquaActiveGel #Regenerist #露得清Neutrogena #NeutrogenaNoCompromise #Beautytoascience #水活保濕抗皺盤安青華 #水活保濕抗皺日霜 #水活保濕凝露#肌緻新生A醇</p>
2025/4/18	Kiwi Lee (24)	Every day begins the moment the alarm goes off. A busy schedule of work, business trips, and fashion week exposes my skin to prolonged environmental stress. How can I maintain a stable state? My secret is a "morning, evening, and evening" skincare regimen.	<p>Skincare isn't just a ritual. It's about balancing your skin with your lifestyle. With the right approach, you can look your best every day. No matter how busy your schedule, you can maintain a stable, glowing complexion.</p> <p>@neutrogena @neutrogenatw #露得清Neutrogena #NeutrogenaNoCompromise#Beautytoascience #水活保濕抗皺盤安青華 #水活保濕抗皺日霜#水活保濕凝露 #肌緻新生A醇</p>
2025/4/20	Kiwi Lee (25)	I was honored to be at Dream Mall Kaohsiung yesterday. I served as the store manager for the LG Styler Steam Electronic Wardrobe for a day. I specially wore a costume by Mr. Zhan Pu to participate in the event. The simplicity was combined with a touch of detail. The whole process felt like a small ritual.	<p>For me, clothes are an extension of my emotions. Taking good care of them is also taking good care of my life. For someone like me who owns a lot of clothes and loves wool, the LG Styler is truly a lifelong companion. It's incredibly convenient for steaming wrinkles and removing odors, and it gently protects my treasured pieces.</p> <p>If you're as obsessed with clothes as I am, □ Come check out the "Qijing Experience House" at</p>

			<p>Dream Mall in Kaohsiung before May 1st! #LGStylerSteamElectronicWardrobe @lgtaiwan #LGStyler蒸氣電子衣櫥 @lgtaiwan</p>
2025/4/21	Kiwi Lee (26)	Dolce&Gabbana finally available in Taiwan ☐ ✨	<p>The flagship store on the first floor of BELLAVITA is the second global flagship store to feature a new look, following Dubai. Finally, Taipei has a taste of Sicily's splendor.</p> <p>The first thing that strikes you upon entering the store is the flooring and exterior walls, made of black volcanic rock flown in from Italy. These details are truly Dolce & Gabbana: opulent yet not overt, they exude a sense of calm and strength.</p> <p>The signature "Sicilian Black" color scheme is used throughout the space, creating a subtle, profound, yet imposing atmosphere. I love Dolce & Gabbana because it's not just about fashion; it's about living a passionate life.</p> <p>@dolcegabbana @minoshinofficial</p>
2025/4/25	Kiwi Lee (27)	Louis Vuitton's Savoir Rêver exhibition Turning the desire to go out into a tangible dream ☐	<p>Cherry blossoms bloom from classic trunks, hot air balloons float in the sky.</p> <p>The furniture and jewelry look like a dreamer's treasured possession. Light, delicate, and a touch of magic. ☐</p> <p>The entire space feels like stepping onto a golden-age film set. Every step is woven into the fabric of elegance and history. My favorite part is the vintage wooden corridor. Like a thick travelogue, it quietly recounts moments of my journey.</p> <p>But what really caught my eye was the Taiwan-exclusive "Chihu Hard Trunk." Traditional paintings interwoven with delicate</p>

			<p>gold leaf paint a new cultural travel map. Eastern blessings and Western journeys quietly intertwine in the corners of the trunk.</p> <p>As I left the exhibition, only one thought came to mind: "Let leaving be more than just an escape, but a true journey."</p> <p>@LouisVuitton #SavoirRêver #LouisVuitton</p>
2025/4/27	Kiwi Lee (28)	In Dior, she is not dressed.	<p>She is defined</p> <p>@dior #DiorFall25</p>
2025/4/28	Kiwi Lee (29)	Velvet dreams, vivid heart.	<p>A love written by Valentino</p> <p>@maisonvalentino @alessandro_michele #ValentinoGaravani #VivaSuperstarBag</p>
2025/5/1	Kiwi Lee (30)	Romy Hobo casual shoulder	<p>Soft pebbled leather and a sleek silhouette exude just the right amount of effortlessness. The delicate button logo is understated yet eye-catching. It's a piece you won't tire of day after day.</p> <p>In a world that rushes, I choose to stroll.</p> <p>— effortlessly chic with TORY BURCH</p> <p>@toryburch #ToryBurch #ToryBurchSS25</p>
2025/5/2	Kiwi Lee (31)	<p>The Coach Tabby Shop's Kids' Fun Touring Exhibition</p> <p>Wearing the Tabby and slipping on Soho sneakers, it feels like stepping back into your childhood playground. A bit playful and a bit exciting</p>	<p>This time, the new suede Chain Tabby features a metal chain. Retro with a touch of rock</p> <p>The caramel-colored Tabby quilted backpack lets you go hands-free. And my Soho shoes are an extension of New York's street spirit, light and comfortable yet stylish.</p> <p>This playful journey has just begun. Coach style fans, be sure to stay updated on the brand's latest updates. Heading to the next stop with Tabby</p> <p>@coach #CoachNY #CoachTW</p>

			#CourageToBeReal
2025/5/3	Kiwi Lee (32)	Ulike super light cannon allows me to have beautiful skin anytime, anywhere ☐	<p>Because I'm constantly on the go for work, I often don't have the luxury of taking proper care of my skin. The Ulike Ultra-Light Cannon Beauty Device has become my secret weapon. It's not only effective, but I can easily enjoy professional skincare at home, allowing me to achieve fair, smooth skin anytime. ✨</p> <p>It's perfect for someone with a busy schedule like me. ☐ The Ulike Ultra-Light Cannon is suitable for all-body use, which gives me peace of mind. It's so convenient! ✨</p> <p>@ulike.taiwan</p> <p>Ulike official website: tw.ulike.com</p> <p>Ulike discount code: ULIKEKIWI, get 1,000 off instantly</p> <p>Purchase now and receive a free infusion device worth 5,000</p> <p>#ulike #uliketw #ulike超光炮美容儀</p>
2025/5/5	Kiwi Lee (33)	One two step, wrapped in mystery and neon dreams ☐ ☐	<p>One two step, wrapped in mystery and neon dreams ☐ ☐</p> <p>@gucci #Gucci</p>
2025/5/9	Kiwi Lee (34)	This time, I was invited to Macau. As soon as I got off the plane, I checked into Morpheus, City of Dreams, a building on my dream list. Designed by renowned architect Zaha Hadid, this landmark building features a hollowed-out structure that creates a futuristic feel. During the day, sunlight filters through the irregular lines, casting incredibly beautiful shadows. At night, the entire building lights up. Like a living work of art, it's so beautiful it's hard not to stop and	<p>This trip to Macau allowed me to deeply appreciate the power of art, architecture, and performance. More importantly, I experienced the wonder and emotion of "The House of Dancing Water." If you're planning a trip to Macau, I highly recommend scheduling "The House of Dancing Water" on your itinerary to witness this world-class, fantastical water spectacle. ☐</p> <p>Btw, seeing my Rain ☙ up close</p>

		take a look.	<p>again was such a blessing!</p> <p>□□□□</p> <p>@HouseofDancingWater #一生必看的水上匯演 #水舞間 #新豪天地 #HouseOfDancingWater #OnceInALifetimeAquaticShow #CityOfDreamsMacau</p> <hr/> <p>Photo @ininchiu Style @yenlin027 Dress @LACEANDDOLLY_TW Jewelry @tiffanyandco</p>
2025/5/10	Kiwi Lee (35)	So delighted to be in City of Dreams Macau	<p>every moment feels like a soft surprise, gently unfolding into a dream filled with wonder, quiet joy, and a kind of warmth that lingers in the heart □□</p> <p>@houseofdancingwater @cityofdreamsmacau #水舞間#一生必看的水上匯演 #新豪天地 #HouseOfDancingWater #OnceInALifetimeAquaticShow #CityOfDreamsMacau</p>
2025/5/11	Kiwi Lee (36)	There's a magic in the ocean's sparkle under the sun, just like these stunning APM Monaco pieces.	<p>Embracing the carefree, luminous spirit of summer with elegant jewelry. □□</p> <p>@apmmonaco #apmmonaco #PrintempsbyAPM</p>
2025/5/16	Kiwi Lee (37)	Every May, it's New Balance's "Grey Days" season. For me, gray isn't just a color. It's an emotional buffer, a calming attitude that allows me to maintain my pace amidst the hustle and bustle.	<p>I love using gray for my outfits. Whether it's a minimalist or a neutral silhouette, it blends seamlessly, giving your outfit a breathable space and showcasing inner stability and ease. This time, I chose the #NB1000. The layered gray paired with a classic silhouette allows me to walk comfortably and maintain my style, whether for daily commutes or weekend outings. □</p> <p>Want to rediscover your gray attitude? Take a stroll through a NB store and find your rhythm!</p> <p>□□</p> <p>#newbalance #NBGreyDays #NB1000</p>

2025/5/17	Kiwi Lee (38)	<p>Every time I open my suitcase, it feels like I'm opening a memory box. DAKS x Globe-Trotter x Mr. Slowboy</p> <p>This time, I turned my travels into illustrations. Max, the dachshund in a retro, hand-painted style, seems to be reminding me to slow down and appreciate the scenery along the way. ☺✿</p>	<p>This Globe-Trotter suitcase has a touch of history to it. That warmth of craftsmanship from 1897 is so reminiscent of the tiny memories I've accumulated while traveling, each one quietly carved into a classic by time.</p> <p>Sometimes traveling isn't about seeing new sights, but about transforming yourself. What's packed into the suitcase isn't just clothes, but also those wonderful moments of your life. ☺☺</p> <p>#DAKSxGlobeTrotterxMrSlowBoy #DAKS奢華聯名手工行李箱 #DAKSLondon @daks_london @daks_taiwan @globe_trotter1897 @mr.slowboy</p>
2025/5/18	Kiwi Lee (39)	<p>The second generation of the LG Styler steam electronic wardrobe is here!</p> <p>We recently collaborated with designer Apujan ☺☺ and created a "Fantasy Purification Experience Room" on the first floor of the Far Eastern Department Store in Taichung. The experience runs until May 21st. Check in at the event for a chance to win a Styler!</p>	<p>I love using the Styler myself. I can throw in my regularly worn, clean, and fluffy clothes, jackets, hats, and even dolls in just 20 minutes.</p> <p>These features are super useful:</p> <ol style="list-style-type: none"> 1. Dual Steam: Removes wrinkles, odors, and bacteria from clothes in as little as 20 minutes. 2. Built-in High-Pressure Garment Steamer: Perfect for those who can't be bothered ironing—hang your clothes flat and they're done! 3. HeatPump Drying Technology: Gentle and gentle on clothes, leaving them soft even when dry. 4. Smart Swing Hanger: AI detection helps you choose the optimal swing mode, even shaking off dust. 5. Compatible with a variety of materials: From sweaters and silk to leather and pillows and dolls, it works. 6. Six-in-one: Combines a garment steamer, sterilizer, fragrance diffuser, dryer, dehumidifier, and a full-length mirror. <p>In short, this is the secret weapon for those who want to go from</p>

			<p>lazy to sophisticated! @lg taiwan @apujan #LGStyler #衣服的溫柔對待 #台中快閃展 #生活小升級</p>
2025/5/19	Kiwi Lee (40)	<p>Thank you Louis Vuitton for the invitation</p>	<p>I'm flying to Provence in southern France for the Cruise 2026 show. Besides planning to run through the lavender fields and enjoy baguettes with wine, I'm most excited to be the first to see the latest collections. Every time I see Louis Vuitton's show live, I still get a little excited ☺ Join me in the excitement! ☺ Take off! Thank you, Louis Vuitton, for the invitation! Can't wait to fly to Provence to experience the 2026 Cruise Show. Excited to see the latest collection up close and soak in the beautiful lavender fields. Stay tuned! ☺ ☺ @LouisVuitton #LVCRUISE26</p>

Normal Group

How How

45 pieces			
Date	Influencer	Title of Post	Note

2025/4/9	How How(1)	<p>Good Enzyme" No embarrassing fruit jokes, only California plum digestive enzymes, smoother bowel movements</p>	<p>Proven effective decomposition of starch and fat, no laxatives, no awkwardness when with friends</p> <p>Easy to go to the toilet, no worries about socializing, "Hao Jiao Shun" homophonic gift to elders is a good choice.</p> <p>Dreamlike linkage, smooth and comfortable</p> <p>Currently, the Hao Jiao Shun plug-in series is on sale</p> <p>Go and see my recommended boy's health care now!</p> <p>#Hao Hao Sheng Yi @betterbio_official</p>
2025/4/16	How How(2)	<p>The sneaky black organization Don't eat anything else 6969 Come and eat delicious food quickly C~</p>	<p>Currently, the Good Speed C plug-in series is on sale</p> <p>Go and see my recommended boy's health care now!</p> <p>#Hao Hao Sheng Yi @betterbio_official 7 weeks</p>
2025/4/17	How How(3)	<p>Today I'm going to explore Aqiang's nostrils</p>	<p>But what to do after the adventure?</p> <p>Of course, prepare for the new Insta360 product!</p> <p>Released at 9pm on 4/22~ @insta360tw 7 weeks</p>
2025/4/20	How How(4)	<p>Hey, I'm 36 now.</p>	<p>Thank you to everyone around me, it's great to have you.</p>
2025/4/22	How How(5)	<p>You must have an #Insta 360X5 in your life #Insta 360X5 starts selling today!</p>	<p>It's really useful~ Whether you want to record your life, travel, or children, it's very suitable! My promotion code: INRDMXU @insta360tw</p>
2025/4/23	How How(6)	<p>The band team introduces good</p>	<p>And I don't know why I've</p>

		things	already thought of the homonym for "Haohao Shengyi" (good health doctor) (are you stealing my job?) Hahahahaha - Why does the dough become dough? Because there are olives. It's just like when I eat good lemon calcium. I feel it. - - - Good lemon calcium (double bet x1) - - - Currently, the Good Lemon Calcium plug-in series is on sale. Go and see the cute guy health care I recommend! #Haohao Shengyi @betterbio_official
2025/4/25	How How(7)	What Xiao O feels like.	So this is what Xiao O feels like.
2025/4/29	How How(8)	Today, as a runner, I went to the NB RUN sports experience store to share my running experience.	From now on, at the NB RUN Sports Experience Store, you will receive a set of two NB de-stressing massage balls for a single purchase of \$5,800! From now until 5/12, you can get a 500 off for a purchase of \$5,000 or more at the NB RUN Sports Experience Store, and a "picnic tableware set for two" for a single purchase of NT\$6,800 or more! #newbalance #runyourway #NBRUN体育体验店 #1080v14
2025/5/1	How How(9)	I have to work overtime again and go crazy!	Hurry up and use Listerine Total Care Mouthwash Alcohol-free Formula! Prevent and reduce gum problems* Watsons From now until 5/31, Total Care Mouthwash 750ml is on sale for \$269 There are also limited-time offers! Before 5/14 Yuzu Love Passion Fragrance/Sakura Peach 500ml exchange for \$99 Green Tea/Mint Mouthwash

			<p>250ml special price \$69</p> <p>@listerine_tw</p> <p>#李施德霖</p> <p>#李施德霖 Total Care</p>
2025/5/2	How How(10)	Sky How Lan Floor Good Tang	<p>Come to Huashan to experience the event before 5/4 (Sunday) 11:00-19:00!</p> <p>In addition! Now just use your own name to create a homophonic joke in the comment area of this post and add #ShareCokeShareHappiness</p> <p>We will draw a lucky person to get a box of "Coca-Cola" sharing bottles!</p> <p>Come and leave a comment~ This article is in cooperation with "Coca-Cola" company</p> <p>@cocacola_tw</p> <p>#Coca-Cola #cocacola</p> <p>#ShareCokeShareHappiness</p>
2025/5/5	How How(11)	I really want a random door. Today, I will follow Brother Strawberry and Little Dinosaur to visit the inventors' homes~	<p>Hey kids, do you know "FLAI"?</p> <p>"FLAI" is a generative AI chat app with no taboo words and high degree of freedom!</p> <p>Taiwan's first self-developed app allows you to create your own template dream as you wish!</p> <p>Want to chat, fall in love, want to let go of yourself, FLAI is your door to anything.</p> <p>Come in and boldly generate your AI now!</p> <p>Come and download and try it out:</p> <p>https://flaiapp.com.tw/kv1?c=b3370d</p> <p>@flai.app</p> <p>#FLAI</p>
2025/5/10	How How(12)	Directly support the World Youth Games with my own actions~ I was sweating while playing games with everyone at the Taiwan Boutique booth at the World Youth Games Expo...	<p>@taiwanexcellence Taiwan Excellence @2025wmg 2025 World Masters Games Taipei & New Taipei City</p> <p>Taiwan Excellence is committed to promoting the health industry.</p>

		<p>But it was really exciting! Thank you everyone who came today (□•▣가•),</p> <p>We invite everyone to Go Healthy with Taiwan! Let's support the World Masters Games together! 11 products that won the Taiwan Excellence Award will be exhibited on site. Complete the interactive games and get rich prizes□ For more event content, please visit the official website: https://linktr.ee/TaiwanExcellence2025 [World Masters Games Expo Taiwan Excellence Health Zone] □5/10 (Sat)-6/1 (Sun) 12:00-20:00 (open early at 10:00 on holidays) □Warehouse No. 4, Songshan Cultural and Creative Park (Booth E4) Celebrity interaction / fun games / prize quiz, come and play!</p>	
2025/5/12	How How(13)	I don't know how to say it, everything is easy to say~	<p>Go to the Coca-Cola "Digital Happy Sharing Bottle" website and create your own digital sharing bottle with homophonic jokes! #ShareCokeShareHappiness #CokeSharingBottle #PlayWithHappiness @cocacola_tw This article is in collaboration with "Coca-Cola"</p>
2025/5/13	How How(14)	I really didn't understand this Fuggler at first...	<p>Even the official name has Ugly in it... But the more I look at it, the more ugly it feels~ Donatello (purple) from the Ninja Turtles is so cute... Off topic When I was a kid, the four Ninja Turtles were called Red Bean Ice, Orange Flower, Purple Grape and Blue Angel The old-fashioned vibe is coming out @fugglers</p>

			@asiagoal_taiwan
2025/5/14	How How(15)	When chasing dramas, you will fall into a zone	<p>Recommended to you all my lifesavers when traveling abroad @_aircoolsim_ Cool Travel eSIM & physical card!</p> <p>Cool Travel's network is super fast and stable</p> <p>The price is super affordable!</p> <p>Cool Travel is a listed company that gives you super peace of mind~</p> <p>Limited time promotion now</p> <ul style="list-style-type: none"> <input type="checkbox"/> Buy a physical SIM card and get a 300 yuan Wangpin instant coupon <input type="checkbox"/> Buy eSIM and eat as much as you want, buy one get one free! <p>Buy eSIM on the official website and 7-ELEVEN</p> <p>Enter the exclusive discount code "howfun95" to enjoy another 95% off~</p> <p>Purchase link: https://gdn.tw/howfun</p> <p>#eSIM #Must buy when traveling abroad #Buy and pick up at convenience stores #Cool Travel's most convenient SIM card #Limited time buy one get one free</p>
2025/5/16	How How(16)	What on earth is so exciting?	<p>It's even more exciting than SUBWAY American Spicy Chicken Fillet Submarine?</p> <p>SUBWAY American Spicy Chicken Fillet Submarine is really delicious!</p> <p>The sour and spicy buffalo sauce matches the tender chicken fillet, which is a great match!</p> <p>You really have to try it, please!</p> <p>@subwaytw #SUBWAY American Spicy Chicken Fillet #Submarine #Super Spicy Chicken</p>

2025/5/17	How How(17)	Wooden boy, just go and play "Statue of Men" for me.	<p>After playing 123, go buy Sports Nutrition Expert, Fuller Super Protein Series! Super fast absorption, super long lasting!</p> <p>There are super protein yogurt and super protein milk. Both contain the Japanese patented revolutionary amino acid Amino L40, which contains nine essential amino acids for the human body, 6 more than the common BCAA.</p> <p>There is also a multi-protein formula~</p> <p>It can be bought in major convenience stores and hypermarkets. 7-11 also has exclusive protein milk coffee/nut cocoa flavors.</p> <p>4/30-5/31</p> <ol style="list-style-type: none"> 1. Purchase the full range of Fulé (including long-lasting milk) products, and you can log in with the invoice to win a sports bonus of \$5,000 (10 people) 2. Select super protein items (super protein dairy products 375ml & 936ml, super protein yogurt 135g & 500g), and you can also win a Tokuyo smart treadmill <p>@freshdelightfulllove #FuléSuperProtein #Yogurt #Milk #NewProducts</p>
2025/5/26	How How(18)	Handsome, and even more handsome.	<p>Want to be as cool as me? You can join the 7th Pocari Sweat Run!</p> <p>On this day, just drink Pocari Sweat after running under the blue sky, you will be as cool as me!</p> <p>But the next day is hard to say.</p>

			<p>@pocarisweat_tw</p> <p>#Pocari Sweat Run #PocariSweatRun #SweatMeRun #PocariSweat #Starting out with passion</p>
2025/5/29	How How(19)	ICU	<p>There is such a studio in the school It's awesome ==</p> <p>The long-awaited feature film is online on YT</p>
2025/5/31	How How(20)	Middle-aged Mori Shigehiro	Middle-aged Mori Shigehiro
2025/6/4	How How(21)	You can take whatever Lego you see within 30 seconds	<p>The 30-second all-you-can-take-Lego event that we challenged last year is back again~ This year, we've added an extra challenge! How many Lego can you take home this year? This June, you can get a scratch card if you spend NT\$1,500. The biggest prize is the qualification to participate in the 30-second all-you-can-take Lego event!</p> <p>@legotw_official #Limited-time 30-second all-you-can-take Lego #Taiwan Lego #Lego</p>
2025/6/5	How How(22)	Someone asked me, HowHow sauce~ As for Gogoro, What do you like about it?	<p>By the way, Gogoro is celebrating its 10th anniversary and launching a car owner recommendation reward program! As long as you successfully recommend your relatives and friends to buy a car, both the recommender and the referee will receive rewards and a chance to win a prize~ Biggest prize! One year of unlimited business class flights on Starlux Airlines (unlimited</p>

			<p>destinations worldwide, 10 round-trip tickets for one person)*1! Do you miss being yelled at by your superiors every day when you were in the army? As long as you win the biggest prize, you can also fly like crazy~</p> <p>Second prize! Two people will get to realize their dream of playing a two-way baseball player (a package tour to LA for two people)! Hold on for ten seconds, I'll go to win first. The other prizes with more than 8,000 quotas are all on the official website~</p> <p>*Go to Gogoro official website to check out the detailed event information!</p> <p>@gogoro_taiwan #Gogoro #Gogoro10thAnniversary #Celebrate10YearsWithAllGifts</p>
2025/6/11	How How(23)	Being tall, rich and handsome is useless	<p>Because you are 40 years old, the smell is coming out == Hurry up and use LUCIDO deodorizing bath and shower series!</p> <p>MOMO: https://pse.is/7nc3zr Online exclusive combination discount price! Free wet wipes and M coins for full amount!</p> <p>#LUCIDO #scalp deodorizing shampoo #deodorizing shower gel #body odor trouble #improve scalp odor</p>
2025/6/12	How How(24)	Everyone thought they wouldn't be fooled, but it turned out that I was the clown...	<p>In order to improve the public's awareness of fraudulent methods, the Taiwan Stock Exchange has specially invited 6 well-known illustrators to transform the 6 most common fraudulent methods into ghost-like illustration characters. It allows the public to identify</p>

			<p>fraud traps in an easier and more intuitive way, thereby increasing vigilance and jointly creating a safer investment environment! Financial investment, beware of ghosts! #Taiwan Stock Exchange #Financial Investment Fraud Ghost Talk #Financial Fraud #Beware of Ghosts @twse_ig</p>
2025/6/14	How How(25)	Ants pass through the desert, but there are no footprints, only a line. Why?	<p>How passed by the ski resort, but there were no footprints, only two lines. Why? Because How rode two bicycles. But you may ask, no, in the picture, How was skiing. Yes, because I am going to start the business distribution now. Want to go skiing in Japan! ? Choose iSKI now!!! It only takes one and a half hours to go from Tokyo to Echigo Yuzawa skiing! After leaving the station, it only takes one minute to walk to Snow Selection. It only takes 26 seconds to use the shower. But I don't recommend it because the ice is very slippery. Snow Selection not only has high-quality ski equipment from international brands, but also has staff who can speak Chinese! Even if you only know how to speak HiHiHiKouMeinaSai, you can easily rent ski equipment in Japan. And if you have rented enough ski equipment, we can help you arrange a transfer! You can pick up your rental equipment one day in advance and go skiing the next morning. If you already have your own equipment, we also provide ski equipment storage services~ Very cool. iSKI skiing courses have internationally certified teachers, and all courses are taught in Chinese. Even if you only know</p>

			<p>how to ski, you can easily learn skiing in Japan. After the course, not only did you learn how to ski, but you also learned to speak good Chinese, which was really a great deal. There are group training classes and private training classes for you to choose from! (I added the word "training" myself, which makes it more professional.) There are various levels, even if you have no experience! Group classes have only 1 to 6 people in each class. Even if there is only one person, you can form a class without having to join a group! i people are so happy. Let you get started with skiing painlessly. Even if you don't ski, the restaurant and scenery here are very beautiful~ iSKI also has a ski resort in Teine, Hokkaido for teaching. Netizens who are going to Hokkaido in the future must not forget iSKI!</p>
2025/6/14	How How(26)	I ran 12 points.	I ran 12 points.
2025/6/17	How How(27)	The third episode of Super Useless Ability Search Headquarters is online~	This episode really opened my eyes again. How many people with useless abilities are there in the world...
2025/6/19	How How(28)	Caesar fainted in the toilet	"Civilization: Age of Alliances" A brand new strategy simulation mobile game. Download the game now! Form an alliance with like-minded partners~ #文明帝国 #联盟时代 #Civilization
2025/6/25	How How(29)	Bookings become faster from now on	Bookings become faster from now on

2025/6/26	How How(30)	Last week, when the ticket sales started, I seemed to hear tens of thousands of people yelling "Su Su Mee" at the same time.	Then, there is nothing else. The tickets were sold out in three minutes == It's terrible. But the organizers heard everyone's voice~ "Attack on Titan"-Beyond the Walls World Tour will add an extra show!!! 10/22 (Wed) 19:30 Taipei Arena Extra Show The tickets will be on sale at 12 noon on June 26 (Thursday) at MNA Ticketing Network! If you didn't get one in the last wave, don't miss this opportunity! Show your hand speed!
2025/6/27	How How(31)	The video that has been hidden for a year can finally be released!	Last year, I visited the secret set of "Squid Game" in South Korea and saw scenes that were not released in the second season. I was also able to meet the actors~ Ah~ So happy~ @netflixtw #SquidGameSeason3 @squidgamenetflix #SquidGame3
2025/6/28	How How(32)	Bought a new baby bag	Bought a new baby bag
2025/6/29	How How(33)	Doraemon Exhibition Hidden Easter Eggs	Doraemon Exhibition Hidden Easter Eggs
2025/7/1	How How(34)	I have GD's ticket...	Thank you Samsung dad and mom... @samsungtaiwan #GalaxyS25Ultra #It's only right to use Galaxy for a concert #FilmedwithGalaxy
2025/7/1	How How(35)	If you are hit by a ball and see the light, don't move too quickly unless he is	#中華電信超級生活節為愛前行的四道光! #網智門市獨家 #週周抽10萬元全球不限航點出發NT\$100,000 every week for unlimited flights and hotels around the world

			<p>♦ Chunghwa Telecom Super Life Festival (7/1-7/31) Limited Time Bonus♦</p> <p>[HiNet Light Generation] Up to 4,600 bonus points for new applications for designated plans, up to 3,500 bonus points for speed upgrades</p> <p>[Mobile 5G] Starting from \$599 per month, bonus points of 18,300 (maximum) + 120GB of Internet (maximum)</p> <p>[MOD] With self-selected meals (all selected)/cinema +, up to 900 points</p> <p>[Prepaid Card] Metered 8GB, Internet upgrade to 28GB without additional charge, plus \$888 in-network call charges</p> <p>[International Roaming] International roaming starts from NT\$20 per day</p> <p>[Netflix Premium + Hami Video Sports Center] Only NT\$460 per month, bonus points 400 points</p> <p>♦ 7/16~7/31 additional flash surprise gifts□</p> <p>□ The biggest discount of the year! If you miss it, wait until next year, hurry up and grab the good deal□ https://cht.tw/x/8fhqw</p> <p>#中華電信 #網路門市 #HiNet30週年 #為愛前行的光 #年度最大檔</p>
2025/7/2	How How(36)	Woohoo Doraemon, give me a bunch of Doraemon~~~ Nobita, I really can't do anything with you...	100% Doraemon & FRIENDS Tour Exhibition Taipei Station, 2025/6/28~10/6, Huashan 1914 Cultural and Creative Park, Give you full of Doraemon!
2025/7/3	How How(37)	Hey, let me touch your doll.	I never thought that I would become a brand ambassador of Haohaomai one day... Shopping Orange How said that Taiwan's online Akihabara It was so good to shop that I ran

			out of people Let's go shopping!
2025/7/4	How How(38)	Speed is my attitude towards life.	<p>But wearing the adidas ADIZERO EVO SL, which combines speed, comfort and fashion, I feel at home wherever I wear it, whether on the track, in the MRT, in a cafe, or on the street.</p> <p>adidas ADIZERO EVO SL</p> <p>In addition to its "racing aesthetics" as its core, It has high-tech midsole support and is very light when running. It looks good with anything! It can be worn with the most basic T-shirts and shorts and looks very fashionable. Join my lifestyle together!</p> <p>@adidas_tw #adidas #adizeroEvoSL #競速美學 #Fastcore</p>
2025/7/5	How How(39)	@7eleventw has gone as crazy as I want	<p>His dad has a GT-R, Go, go, go, go~ so cool~ Don't be jealous yet, To celebrate 7-Eleven's birthday, Limited edition Nissan GT-R model cars for only \$999 for two!!!</p>
2025/7/6	How How(40)	Tao Yuanming bowed his head. Tao Yuanming didn't bow his head for a few grains of rice. But he bowed his head for the Earth?!	<p>Follow Fubon's official Instagram account @fubon_ig and like, share, and comment on selected posts for a chance to win NT\$3,000 in MoCoins! You'll also have a chance to win a Fubon Warriors VIP room!</p>
2025/7/9	How How(41)	The sun is so bright	The sun is so bright
2025/7/15	How How(42)	Skill: Seasickness.	CoCo 28 Jasmine Light Milk Tea is truly delicious. This is the feeling I'm looking for in love.
2025/7/18	How How(43)	Come and pay homage to the King of K-POP, GD!!!	GD is really handsome... But how can we make him even more handsome?

			The only option is to use the concert phone, the Samsung Galaxy S25 Ultra! #GalaxyS25Ultra #ConcertUseGalaxyisProper #FilmedwithGalaxy #GalaxyZFold7
2025/7/5	How How(44)	Amin wore sportswear on the battlefield	But there are those who are even better. Go play Age of Empires M now! https://aoemtwininvitation.onelink.me/2v5U/HOWHOW
2025/7/30	How How(45)	If it's not thin and light, I won't use it. If it's not 200 million pixels, I definitely won't use it.	I definitely wouldn't use it without 200 million pixels~ @samsungtaiwan #TeamGalaxy #GalaxyZFold7 #GalaxyWatch8 Classic

Li Hongyi

37 pieces			
Date	Influencer	Title of Post	Note
2024/3/17	Li Hongyi(1)	Share some of my daily handsomeness	Share some of my daily handsomeness
2024/3/30	Li Hongyi(2)	Took a break <input type="checkbox"/>	Took a break <input type="checkbox"/>
2024/4/5	Li Hongyi(3)	!! Li Hongyi's first photo card was released!!	I know everyone has been asking for me to release photo cards, and here they are! My first photo cards are out!
2024/4/11	Li Hongyi(4)	I didn't take Xu Yun seriously.	I didn't take Xu Yun seriously.
2024/4/18	Li Hongyi(5)	#Where is Hongrol?	#Where is Hongrol?
2024/4/24	Li Hongyi(6)	I don't know when it will be snatched away again.	So first declare sovereignty

2024/5/1	Li Hongyi(7)	I said I'm pretty handsome.	I said I'm pretty handsome.
2024/5/6	Li Hongyi(8)	□	□
2024/6/10	Li Hongyi(9)	Happy Dragon Boat Festival	Are you eating southern rice dumplings or 3D oily rice? Anyway, I eat 3D oily rice
2024/6/20	Li Hongyi(10)	Please enjoy it with the video	Don't think it's ugly. You'll get used to it after looking at it for a long time.
2024/6/23	Li Hongyi(11)	Some updates	Some updates
2024/6/28	Li Hongyi(12)	Penghu Ariel's Search for Relatives	Penghu Ariel's Search for Relatives
2024/6/29	Li Hongyi(13)	Penghu is such a great place. I'll go there again next time.	Penghu is such a great place. I'll go there again next time.
2024/7/2	Li Hongyi(14)	birthday princess	birthday princess
2024/7/2	Li Hongyi(15)	Hi everyone, I'm Li Hongyi.	You may not know this, but one year ago today, I became an instant hit because of one of my videos, which started my journey as a creator. During this year, I think I have been very serious about my business, and God has been very kind to me, allowing everyone to see me, and allowing me to grow from more than 500 fans to the current 160,000. Thank you to all of you who have supported and liked me along the way, and I am also very grateful to my friends who are willing to stand by me and cheer me on. This road is still very long, no matter what painful, happy, regretful

			or joyful things happen, I will cherish and be grateful, and I will continue to cherish you, cherish everyone, show my interesting side to make everyone happy, happy birthday, Li Hongyi□
2024/8/16	Li Hongyi(16)	Just want to show you	Just want to show you
2024/8/22	Li Hongyi(17)	Who should I plant? I am Li Hongyi. If I don't plant Li, who should I plant? I plant Li Hongyi.	Who should I plant? I am Li Hongyi. If I don't plant Li, who should I plant? I plant Li Hongyi.
2024/9/17	Li Hongyi(18)	Mature black tea with white jade, half sugar, less ice. Brother bowed as he stepped down from the stage.	Less than 60 seconds on stage
2024/10/8	Li Hongyi(19)	I still like the weather in Taichung	A lot of people ask me what app I use for these photos. It's Dazz. I only use Dazz because it's easy to use and looks good. But Dazz doesn't pay me, so I'm urging everyone not to buy its Pro app. It's not necessary. The free filters look great. I've been shooting for free until now.
2024/10/15	Li Hongyi(20)	Great success in Korea	Great success in Korea
2024/10/16	Li Hongyi(21)	Choi Hong-yul enters Korea and sees Choi Han-yul	Choi Hong-yul enters Korea and sees Choi Han-yul
2024/11/28	Li Hongyi(22)	I have been secretly enjoying happiness□	I have been secretly enjoying happiness□
2024/12/14	Li Hongyi(23)	margin	margin
2024/12/25	Li Hongyi(24)	Merry Christmas	Here are some things you can do alone on Christmas: 1. You can eat 2. You can eat

			<p>3. You can sleep 4. You can cry 5. You can decorate your own Christmas tree and entertain yourself</p>
2025/1/18	Li Hongyi(25)	I got the flu after I came back.	I can only recall the good times when I was healthy. This year, all three of my birthday wishes are for good health.
2025/2/1	Li Hongyi(26)	only photo	only photo
2025/4/6	Li Hongyi(27)	Do you want to come sit on the rooftop of my house?	I'll give you some water from the water tower.
2025/5/24	Li Hongyi(28)	These days, I have ventured into Japan with my more than 10 years of experience in anime.	These days, I have ventured into Japan with my more than 10 years of experience in anime.
2025/5/28	Li Hongyi(29)	I really want to wander around Japan (with a car)	I really want to wander around Japan (with a car)
2025/5/30	Li Hongyi(30)	Uncle Hongyi has graduated	I've noticed that many people seem to think I'm old. Is that because mature people get Botox? (?) (They just don't look for their own reasons)
2025/6/24	Li Hongyi(31)	Dharma Ya	Dharma Ya
2025/6/30	Li Hongyi(32)	It's been so long (only a year)	Li Hongyi is finally releasing his first merchandise! Everyone, thank you for the wait. Although it won't be available until July 2nd, I couldn't resist sharing it with everyone!!! This time, there are four merchandise items for you to

			<p>choose from. They're all pre-orders, so everyone can get them! There's no limit on quantity! □ It's just that you'll have to wait a little longer. Sorry, sorry! I really spent a lot of money this time, and the makeup is really spooky (like, really spooky). I hope you like it! Thank you!!! Purchase link: https://www.cmer.co/pages/dylanmuzlee</p>
2025/7/2	Li Hongyi(33)	Hello everyone, I'm Li Hongyi~ Today is my 22nd birthday □ Thank you all for being with me through another year.	<p>My fanbase has grown from 160,000 last year to 550,000 now. I'm truly grateful for your support. Because of your willingness to watch my videos, I have a job, an income, and the motivation (and an excuse to go crazy?) to keep creating. Thank you to everyone who laughed at my videos, Yimao. Thank you for appreciating my humor, which has shown me that being funny can actually make a living. I hope you'll continue to support me in the days ahead! I'll continue to do my best to bring you laughter! Thank you everyone!!! □</p>
2025/7/7	Li Hongyi(34)	The peripherals have been released for a while. Have you pre-ordered them?	<p>No. 1. LIHUNG – The Alley Hunter A former information dealer on the outskirts of the city, he's well-versed in the dark</p>

corners of the underworld. Relying on his wit and agility, he evades corporate pursuit and specializes in intelligence transactions and infiltration missions.

Appearing easygoing, he possesses a strong moral compass and will never betray a true friend. He loves blending in with the crowd, always finding the most discreet hideouts, and possesses a deep understanding of street culture.

NO. 2. HUNGYI – The Night Hacker

Possessing extraordinary data manipulation skills, he can easily hack into corporate defenses. He prefers to communicate through virtual projections, rarely revealing his true identity, and maintains a secretive demeanor. A former talented programmer, he defected after discovering the company's shady dealings. He has a wild but principled personality, abhors oppression, and is dedicated to uncovering the company's dark secrets.

NO. 3. YIER – Doomsday Maniac

Once a corporate secret weapon—an enhanced soldier—he became self-exiled due to dissatisfaction with control. Known for his powerful combat skills and ruthless drive, he is feared by many. Fueled by rage, he sees revenge as his ultimate

			<p>goal and is dedicated to destroying the company's military might. He prefers silence, yet displays extreme explosive power in combat, making him a deadly ghost on the battlefield.</p> <p>No.4 LiAo—The Rebel Boxer</p> <p>A competitor in a corporate-controlled underground fighting arena who escaped in search of freedom and now joins the resistance. He excels in close combat and street tactics, with a swift and unconventional fighting style. He is straightforward and impulsive, using his fists to speak for himself, yet possesses an unwavering loyalty to his friends. He dislikes schemes and deception, believing that true strength comes from hard work, not statistics or mechanical enhancements.</p> <p>No.5 HongKe— Wild Gunslinger</p> <p>A wandering gunslinger from the desert, he excels at wielding customized weapons, achieving unwavering accuracy on the battlefield. His humorous demeanor conceals his complex past, leaving no one privy to his true origins. He loathes the constraints of the city, constantly seeking open spaces and valuing freedom as the most important thing in life. He enjoys crafting his own weapons, always creating unexpectedly lethal weapons from the most</p>
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			worn-out parts. design, style, makeup, photographer: @12sam14 @toystory1016@__tong1018
2025/7/7	Li Hongyi(35)	Seoul is definitely different with Blackpink	Seoul is definitely different with Blackpink
2025/7/30	Li Hongyi(36)	I will make enough money in the future and then come back to this country which is so beautiful but so expensive □□□	A cup of Coke in a restaurant costs 180, which really makes me want to eat dirt
2025/8/23	Li Hongyi(37)	□	□