

YesStyle and CLIO Partner to Bring Celebrity-Inspired “Soft Glam” Trends in Yesful Land



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SEOUL, March 14, 2026 — YesStyle, a global online beauty retailer under YesAsia Holdings Ltd. (02209.HK), hosted its first exclusive Soft Glam makeup masterclass at Yesful Land, its experiential community hub in Seoul. Held in collaboration with renowned K-beauty brand CLIO Cosmetics, the event brought together over 10 leading global KOLs and influencers for an immersive workshop focused on the viral “Soft Glam” makeup look popularized by celebrity makeup artist Nina Park using CLIO’s professional-grade products.

Led by professional makeup artist Yoo Ji Yoon, the workshop offered hands-on instruction in achieving a natural, glowing complexion using CLIO’s professional-grade products. Attendees learned techniques for long-wearing, cake-free foundation application, precise brow shaping, and subtle contouring — all designed to enhance individual features while keeping the look fresh and accessible.

Guests had the opportunity to experience CLIO's most sought-after products firsthand, including CLIO's hero products such as the Kill Lash Superproof Mascara - known as Korea's #1 mascara - and the Kill Cover Mesh Glow Cushion for a radiant, glowy base, and Glazing Milky Essence, Essential Lipcheek Tap, Crystal glam tint etc. By combining YesStyle's extensive global KOL network with the innovative makeup products from Clio, the collaboration offered a unique and meaningful touchpoint connecting K-beauty brands with global content creators.

"Yesful Land represents the tangible expression of YesStyle's mission to help everyone Find their YES. By working with the brands and content creators in the best possible way, we create experiences that are fun to live, exciting to share, and meaningful for our customers," said Erik Hohmann, Chief Marketing Officer of YesStyle. He added, "The event brought together KOLs and influencers from across the globe, including key markets such as the United States and Europe. Through hands-on experiences like this masterclass, YesStyle is introducing most-wanted K-beauty products and make up techniques to our customers."

"This makeup class marked CLIO's first offline workshop with global influencers. Beyond product showcasing, we gathered real-user feedback to guide our future product and marketing strategies. It is a valuable step in strengthening CLIO's global brand presence," shared Ella, Global Marketing Lead at CLIO.

Participant feedback was overwhelmingly positive, with influencers expressing enthusiasm for both the newly learned techniques and the overall experience. The collaboration's impact extended beyond the workshop, as most of the attending KOLs agreed to host gift set giveaways for their followers, with prize support provided by CLIO. Social media coverage—including recap content and interviews—is also being shared across YesStyle's global channels. To date, the event has been shared across a follower network of over 6 millions and has generated more than 1 million views across all platforms.

The successful debut of the makeup class marks the beginning of a new series of intimate, experience-driven events at Yesful Land. As YesStyle continues to build a space where creators, brands, and the community can come together, more such moments are planned, each designed to celebrate the joy of finding one's own YES.

Photos / Captions

KOLs and influencers celebrated a day of hands-on beauty discovery with YesStyle and CLIO.



The CLIO product display at Yesful Land, showcasing the tools and products that were used in the exclusive Soft Glam makeup workshop

About YesStyle

YesStyle, a global B2C online retailer under YesAsia Holdings Ltd. (02209.HK), is the go-to destination for the largest selection of authentic Asian beauty, fashion, and lifestyle products. As an authorized retailer of 400+ premium K-beauty brands, YesStyle aims to help everyone find their 'yes!' through innovative beauty inspired by Asia, friendly guidance and smart prices since 2006.

About Clio Cosmetics

Beloved by makeup artists and beauty enthusiasts worldwide, CLIO has a great vision to provide confidence and pleasure for who are enjoying new changes through cosmetics. We always lead the market with new challenges and innovation.