

YesStyle Officially Expands Global Footprint with New U.S. Concept Store at Great Mall, Milpitas



YesStyle brings K-beauty into the U.S. retail market with the opening of its retail location at the Great Mall, Milpitas

MILPITAS, Calif. — YesStyle, a global online beauty retailer under YesAsia Holdings Ltd. (02209.HK), has officially launched its new physical retail experience in the United States. Located on the main level of Great Mall in Milpitas, in the heart of the San Francisco Bay Area, the debut concept store marks a significant step in bringing the latest K-beauty trends directly to U.S. customers, transforming online discovery into an immersive, hands-on shopping experience.

Celebrating 20 years of bringing trending Asian trendy products to customers worldwide, YesStyle has transformed 1,500 square feet into an immersive retail fantasy. Drawing inspiration from the playful charm of marshmallows, the store features soft pastel aesthetics that anchored by YesStyle's signature green as a symbol of growth and create a fresh and dynamic shopping experience. Every corner is crafted to encourage discovery, making the store more than just a place to shop— it's a true "Yesful playground" where beauty lovers can sample, play, and connect with products from over 60 Asian brands, many of which they've seen go viral online.

"The launch of YesStyle's retail store marks a significant milestone for our brand, as we bring our top-tier and best-selling K-beauty products, along with advanced skin care science, into an offline setting for customers in the Bay Area," said Joshua Lau,

CEO and founder of YesAsia Holdings Ltd. “Bay Area holds a special place in our history as the city where YesAsia was founded and where our first office was established. Opening our first YesStyle retail store here feels like coming home, and it motivates us to continue innovating and delivering exceptional experiences to our customers, both online and offline.”

Located in the mall’s prime area, the store invites customers to explore a curated yet expansive selection of YesStyle’s best-selling Korean beauty brands, including SKIN1004, Medicube, Anua, Dr. Althea, Beauty of Joseon, COSRX, Dr. Melaxin, Round lab, VT COSMETICS, mixsoon, haruharu wonder, APLB, AXIS-Y, Purito Seoul, and more than 50 skincare brands reflecting the latest trends at accessible prices. The experience goes beyond traditional retail, featuring interactive makeup stations with UNLEASHIA, dasique, fwee, rom&nd, and other beloved K-beauty makeup brands for hands-on product testing, along with a customizable mask bar that allows customers to select individual masks based on their skin concerns.

With a strong focus on experience and community engagement, YesStyle’s store marks a new chapter in how the brand connects with customers offline. More than just a retail space, the store serves as a destination where beauty, culture, and inspiration come together, as YesStyle continues to expand its physical presence to further elevate the in-store shopping experience.

Store Information:

- **Address:** 424 Great Mall Drive, Milpitas, CA
- **Location:** Main Level, located between Cold Stone Creamery and T-Mobile
- **Recommended Entrance:** Between GameStop and The Escape Game
- **Parking:** Best access near Century Theatres
- **Opening hours:**
Monday through Thursday: 10:00 a.m. to 8:00 p.m.
Friday and Saturday: 10:00 a.m. to 9:00 p.m.
Sunday: 11:00 a.m. to 7:00 p.m.

Photos:



The interior of the new YesStyle flagship store, showcasing its signature "Colorful Marshmallow World" design



The interior showcases an extensive range of trending skin care and cosmetics from iconic Asian labels



Shoppers engaging with the curated product displays and discovering new beauty favorites

About YesAsia Holdings Ltd

YesAsia Holdings aim to serve as the premier e-commerce platform connecting top Asian brands with audiences around the world. Drawing on more than 25 years of expertise, the company capitalizes on market potential and cutting-edge tools such as AI and smart robotics. It collaborates with over 400 Asian beauty brands, building lasting confidence and positive relationships. Guided by a people-first philosophy, YesAsia places high importance on openness and trust with all stakeholders. Through its subsidiaries – including the consumer-facing YesStyle platform and the leading B2B wholesalers ABW – YesAsia remains focused on sustaining industry leadership and meeting the expectations of brand partners and customers globally.

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.