

YesStyle and Laka Partner to Empower Global Creators to Find their personal color at Yesful Land



By combining YesStyle's extensive global creator network with Laka's innovative, tone-specific cosmetics, the exclusive event offered an immersive, interactive touchpoint celebrating personalized K-beauty trends.

SEOUL, June 26, 2026 – YesStyle, a global e-commerce beauty platform and subsidiary of YesAsia Holdings Ltd. ([02209.HK](https://www.yesasia.com)), recently hosted an exclusive "Find Your Personal Color" workshop at its dedicated Seoul experiential space, Yesful Land. Developed in collaboration with forward-thinking cosmetic brand Laka, the private session welcomed 12 specially selected global content creators to experience a highly tailored approach to regional beauty trends.

The masterclass was led by Ahra Kang, the founder and CEO of personal color authority MyShopper. Kang introduced the creators to the precision of the "4 Seasons, 4 Ways" 16-type diagnostic matrix, demonstrating how individual undertones interact with diverse color palettes. Following the educational overview, attendees participated in

one-on-one color draping sessions, allowing each creator to visually identify the exact seasonal shades that best complement their natural complexion.

With their distinct profiles established, the creators utilized the diagnostic data to design personalized looks using Laka's versatile product range. Attendees received early access to preview and test Laka's upcoming May product drops alongside an array of the brand's core color systems – including adaptive cushion foundations, individual eyeshadows, and buildable blushes categorized across Spring, Summer, Autumn, and Winter profiles. Every participant departed with a specialized color diagnostic report card and a tailored selection of Laka cosmetics valued at US\$357, individually curated to match their specific tone profile.

Erik Hohmann, Chief Marketing Officer of YesStyle, commented on the strategic vision behind the event: "We designed Yesful Land to be the ultimate meeting point where innovative brands like Laka and our global creator community can connect and inspire one another. It is incredibly rewarding to watch these partnerships come to life, creating authentic, shared moments that bring fresh insights and genuine joy to our customers worldwide."

A representative from Laka added: "Through Laka's recent brand experience event held in partnership with YesStyle, we were able to witness firsthand the growing global interest and excitement surrounding the brand and its latest product launches. We look forward to continuing our close collaboration with YesStyle and leading global K-Beauty trends together."

The interactive format prompted strong digital traction, with attending creators capturing their individual draping results, sharing customized beauty techniques, and broadcasting physical transformations live from Yesful Land. Driven by the multi-platform creator publications, the project achieved significant viral momentum, generating over 2 million views across social channels.

This collaborative masterclass points to an expanding calendar of community-centered experiences hosted at Yesful Land, aimed at bridging the gap between international audiences and innovative K-beauty brands.

Photos / Captions



A curated display of Laka's signature cosmetics and customized seasonal makeup palettes set up for the influencer touch-up sessions at Yesful Land.



Influencers and event staff celebrate a successful session of personalized color discovery at Yesful Land.



MyShopper CEO Ahra Kang uses specialized draping techniques to identify an attendee's most flattering seasonal color profile.



Influencers receive personalized color makeup touch-ups using matching Laka products.



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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.