

YesStyle Brought Top K-Beauty Brands to Europe with "Yespresso" Pop-Up Café in Madrid



Mezcla Café Madrid was transformed into a YesStyle-themed space, creating an inviting and photogenic environment for visitors.

MADRID, 26 June 2026 – YesStyle, a global online beauty retailer under YesAsia Holdings Ltd. (02209.HK), successfully brought five of its best-selling K-beauty brands – Anua, Dr. Althea, medicube, TIRTIR, and SKIN1004 – to Madrid through a unique pop-up café experience. In collaboration with local favourite Mezcla Café Madrid, the Yespresso activation transformed the venue into a photogenic, YesStyle-themed space where visitors could discover new products, enjoy specially crafted beverages, and connect with the brand in person.

The concept drew a natural parallel between coffee rituals and skincare routines: just as a person customises their daily cup of coffee to suit their taste, beauty lovers mix and match skincare products to address their unique needs.

The event kicked off on 17 June with an exclusive private coffee meet for over 30 KOLs and influencers, offering a first look at the immersive setup and exclusive brand experience. On 18 June, the café opened to the public, with the first 300 visitors receiving a complimentary Yespresso specialty drink. Beyond the free beverage, guests explored a "yestiful scoop" event – a playful giveaway and sampling activity – alongside displays of the latest products from the featured brands. Every corner of the café was designed to encourage social sharing and create memorable "yes moments" for beauty enthusiasts.

The campaign's success extended well beyond the physical space, generating over 2 million impressions across social media and online channels. This digital footprint amplified the event's reach, turning local activations into a global conversation.

This pop-up represented a strategic milestone for YesStyle, advancing the brand's mission to spread K-beauty culture across Europe while bridging online shopping with offline experience. By bringing popular products directly to consumers in a relaxed, accessible setting, YesStyle enhanced brand exposure and deepened customer trust, strengthening its competitive advantage in the dynamic K-beauty landscape.

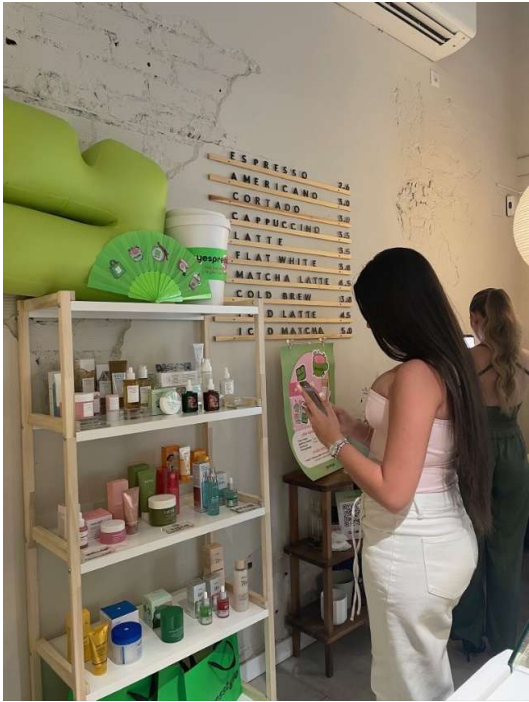
"This pop-up is a bridge between our online community and real-world connection," said Erik Hohmann, Chief Marketing Officer of YesStyle. "As Europe remains one of YesStyle's key markets, we were thrilled to bring our top brands to Madrid – a vibrant, beauty-loving city. Creating moments of discovery and delight is how we make the YesStyle experience truly tangible for our community. This is only the beginning – we have plans to roll out more offline events across Europe.

The Madrid activation served as a pilot for YesStyle's broader European expansion, demonstrating the brand's commitment to meeting customers where they are – not only online, but also in their daily lives, one cup of Yespresso at a time.

Photos / Captions



KOLs and influencers captured and created content throughout the event.



A dedicated try-on station showcased an array of trending K-beauty products from Anua, Dr. Althea, medicube, TIRTIR, and SKIN1004, inviting visitors to explore and test the latest innovations firsthand.



Beauty enthusiasts lined up with excitement for the public activation.



The Yespresso kit featured an exclusive specialty drink, a branded sticker pack, and a curated selection of products from top K-beauty brands, all in a beautifully designed package.

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.