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YesStyle Recognized as a Key "First-to-Market" Retailer at Great Mall

HONG KONG, 20 November 2026 – YesStyle has been highlighted in the *Silicon Valley Business Journal* as a cornerstone of Great Mall's retail strategy in Milpitas, California. The article, which introduces Damon Young as the mall's new General Manager, identifies YesStyle as the first and only U.S. location of the brand—and cites it as a key example of the exclusive, first-to-market retailers driving traffic to Northern California's largest indoor outlet.

This recognition reinforces YesStyle's position as a global platform bringing Asian beauty and lifestyle innovation to consumers worldwide. By serving as a powerful, exclusive anchor alongside major athletic retailers like Nike and Adidas, this milestone validates YesStyle's strategic expansion into the U.S. physical retail market and its unique value proposition in the modern shopping experience.

Read more: Simon Property Group veteran takes helm at Milpitas outlet to court exclusive retailers

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.**