

YesStyle Launches Yesful Land in Seoul, A New Hub Connecting Beauty Discovery & Community



The Yesful Land created a vibrant beauty space in Seoul's prime area, Seongsu district.

Hong Kong – 23 October, 2025 – YesStyle, the premier global destination for Asian beauty and a subsidiary of YesAsia Holdings Ltd. (02209.HK), celebrated the grand opening of Yesful Land, its first-ever immersive brand showroom and community hub located in Seoul's vibrant Seongsu district, on 23 October, 2025. The landmark event welcomed more than 50 global influential content creators and 120 key business partners from 45 K-beauty brands for an exclusive preview of YesStyle's evolved brand vision – centered on self-expression, authentic discovery, and meaningful community connection.

The innovative space embodies YesStyle's new brand identity through a vibrant color palette anchored by signature fresh lime green, representing growth and affirmation. At the heart of the experience, a dramatic oversized Y symbol hangs from the ceiling – serving as both a striking visual centerpiece and a powerful reminder that the "Y" represents every individual's unique journey to finding their "YES."

The opening featured two exclusive sessions designed to bring the brand's mission to life. The afternoon's "The Yes Journey" invited creators to explore interactive installations including curated photo zones, DIY charm workshops, and the Yesspresso Café – each designed to spark creativity and confidence through hands-on beauty experiences.

The evening cocktail reception gathered industry leaders for a ceremonial ribbon-cutting, led by YesAsia Holdings Ltd. Co-founders, Joshua Lau and Priscilla Chu, officially inaugurating Yesful Land as the brand's new hub for collaboration and innovation.

Joshua Lau shared: "Yesful Land represents the tangible expression of our mission to help everyone Find Their YES. This is where creativity meets community – a space designed not just to discover products, but to connect with the community and people behind the beauty we love."

Joshua also acknowledged the brand partners in attendance, including representatives from Anua, Beauty of Joseon, Medicube, Skin1004 and 40 other brands: "We are deeply grateful for the trust our partners place in us. Their innovation drives this industry forward, and we are honored to champion their exceptional work on the global stage."

Looking ahead, Yesful Land will operate as YesStyle's flagship experiential space, hosting a dynamic calendar of pop-up activations, creator-led programs, and industry events – further solidifying the company's role as a trusted confidence partner for millions of customers worldwide.

Event Highlights:



Joshua Lau, CEO of YesAsia Holdings Ltd., addresses the audience at the grand opening of Yesful Land.



The management team commemorates the grand opening with a ribbon cutting ceremony (From left: Ms. In-Sook Kim, Vice President of Business Development of YesStyle, Mr. Joshua Lau, CEO of YesAsia Holdings Ltd., Ms. Priscilla Chu, Vice President of Operations of YesStyle and Mr Howon Song, CEO of ABW)



Business partners explore the Yesful Land



"The Yes Journey" invited famous creators to explore interactive installations



A look inside Yesful Land, featuring key attractions such as the signature Y Symbol wall, an interactive makeup bar, and immersive photo installations.

About YesAsia Holdings Ltd

YesAsia Holdings aspires to be the go-to-e-commerce gateway for leading Asian brand partners seeking to reach global audiences. With over 25 years of experience, the company leverages market opportunities and advanced technologies like smart robotics and AI. It partners with over 400 Asian beauty brands, fostering strong trust and goodwill. Committed to a people-centric approach, YesAsia prioritizes stakeholder trust and communication. Together with our subsidiaries, sister platform YesStyle and premier B2B cosmetics wholesaler ABW, YesAsia is dedicated to maintaining market leadership and fulfilling the needs of brand partners and customers worldwide.

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, we aim to help everyone find their 'yes!' through innovative beauty inspired by Asia, friendly guidance and smart prices since 2006.