

# YAKSOK

## Cosmetics

Initial Brand Audit

paudelmar

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YAKSOK COSMETICS

# Initial Brand Audit

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Findings prepared ahead of our first conversation.

# The landscape and Yaksok's real position within it.

€2.7B

European K-beauty market 2025

6.4%

Annual growth rate

3×

EU share increase since 2022

## THE COMPETITIVE REFRAME

### NOT Yaksok's tier

- × MiiN – volume retailer (50+ stores, wholesale arm)
- × YesStyle / Stylevana – discount marketplaces from HK
- × Skinorea – accessible, price-led curator

### True peer set – premium curators

- Space NK – premium editorial curator, UK + online EU
- Ayla Beauty – quiet luxury, founder-led, no discounts
- Soko Glam – K-beauty specialist now entering Europe

The premium slow-beauty K-beauty curator position is wide open in Europe. No one owns it yet.

# *The problem Yaksok solves.*

01

## **The paradox of choice**

K-beauty has thousands of brands and products. European consumers can't read Korean labels and can't distinguish authentic from mediocre. The market is vast, noisy, and exhausting to navigate without a guide.

02

## **The access gap**

Until recently, authentic Korean cosmetics were nearly impossible to get in Europe – slow shipping from Asia, import risks, no EU-certified guarantee. Local, fast, compliant access didn't exist.

03

## **The trust deficit**

Sensitive-skin sufferers cannot afford ingredient risks. Random K-beauty recommendations from TikTok or Amazon are untrustworthy. There is no authoritative, founder-led voice in Europe doing the vetting for her.

04

## **The meaning vacuum**

Skincare is transactional everywhere else. She is looking for a ritual – something quiet, intentional, and luxurious – and the market has no brand speaking to skincare as a daily act of self-devotion.

# *Curation is the product.*

## UNIQUE SELLING PROPOSITION

Europe's most thoughtfully curated K-beauty house — where the selection is the product.



### **The selection IS the value**

Yaksok doesn't just stock Korean brands – it vouches for them. Every brand earns its place through Ani's sensitive-skin lens, ingredient scrutiny, and curation philosophy. The editorial judgment is what the customer is paying for.



### **What a marketplace can never replicate**

Amazon and YesStyle carry thousands of K-beauty products. They cannot carry a point of view. Yaksok's moat is the founder's taste, expertise, and the trust signal that comes from human curation – not an algorithm.



### **Shipping from Spain – trust built in**

EU-compliant, CPNP-registered, shipped from Barcelona in 48-72h. No customs risk, no grey-market anxiety, no waiting weeks from Hong Kong. Local proximity is a premium signal in a category defined by HK importers.

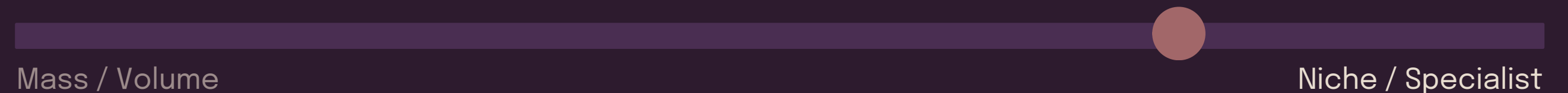
# Where Yaksok lives in the market.

## POSITIONING STATEMENT

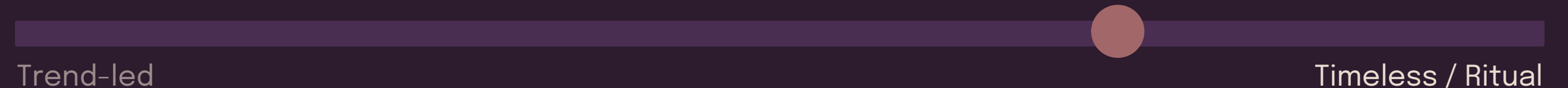
*For the conscious European skincare enthusiast overwhelmed by K-beauty, Yaksok is the curated Korean beauty house that has already done the work – delivering only what's purposeful, ingredient-honest, and skin-safe – because real skin deserves a ritual, not a trend.*

## POSITIONING AXES

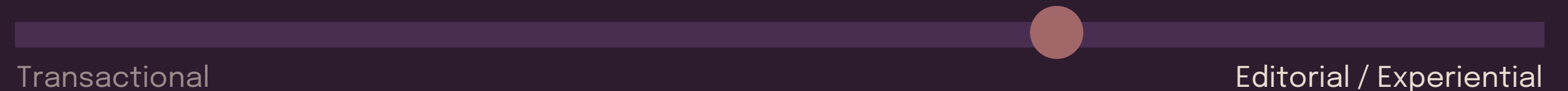
### MARKET SCOPE



### TIME ORIENTATION



### BRAND EXPERIENCE



*No competitor in Europe currently occupies all three of these axes simultaneously. This is Yaksok's white space.*

# Who she is

and why she's really buying.

## PSYCHOGRAPHIC PORTRAIT

- Ingredient-literate – reads INCI lists
- Anti-hype – burned by TikTok trends
- Ritual-seeking – skincare as self-care
- Eco-conscious – vegan, cruelty-free
- Quality over quantity mindset
- Overwhelmed by K-beauty options
- Willing to invest for the right guide

## HER INTERNAL MONOLOGUE

"I want fewer, better things I actually trust — not another haul, a ritual."

## THE PROBLEM SHE'S SOLVING

Paralysis of choice in an overwhelming market, with no trusted guide who understands sensitive skin.

## THE IDENTITY SHE'S BUYING

From overwhelmed consumer → intentional skin curator. Slow beauty devotee. Skin-intelligent woman.

# *The identity she adopts when she chooses Yaksok.*

## BEFORE YAKSOK

- Overwhelmed by K-beauty options
- Anxious about sensitive / reactive skin
- Buying based on hype, regretting it
- Routine feels like a chore
- Disconnected from ingredients
- Waiting weeks from Hong Kong



## AFTER YAKSOK

- Confident in a curated, minimal routine
- Skin-intelligent – reads labels, trusts formulas
- Intentional buyer with clear purpose
- Routine is a daily ritual of self-care
- Ingredient-conscious, transparent beauty
- Fast, local, trusted delivery from Spain

## THE IDENTITY SHE ADOPTS

The Intentional Curator

The Skin-Intelligent  
Woman

The Slow Beauty  
Devotee

The Timeless Aesthetic

The Self-Care Ritualist

# What's there, and what's missing.

## 01

### **The founder story is strong & untapped**

Ani's sensitive-skin origin and curatorial expertise are Yaksok's most powerful trust signal – and almost absent from the brand's surface. The founder IS the differentiator.

**Build Ani's voice as the brand's editorial centre.**

## 02

### **Story Telling depth - Curation editorial voice**

Products are listed, not explained, there's an opportunity for storytelling that ties back to brand values. Every brand carries a story, why it was chosen, what it solves, who it's for. That context is the premium signal that justifies a thoughtful choice.

**"Why we chose this" editorial notes on every brand page.**

## 03

### **Community building opportunity**

The community is mentioned and starting at 2,829 Instagram followers, For a brand with this depth of mission is a significant opportunity that's just getting started. The community value is stated but not yet enacted to full potential.

**Elevated Content-first community build – rituals, routines, real skin stories around identity transformation over just skin.**

## 04

### **Luxury ambition but mismatch in strategy**

Free shipping at €40, automatic free samples – these are accessible retailer signals. At premium positioning, scarcity and intentionality in experience design matter more than discounts. Europe or Spain? Different positioning strategies here.

**Raise threshold, curated sample profiles, no flash-sale culture.**

Others worth mentioning: Benefits and niche elements remain mentioned sporadically, opportunity to tap into sensitive or delicate and Korean trust signals to position elevated brand.

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Where belief  
becomes  
the brand.

Brand Identity - Marketing Strategy - Growth Execution

## About Us

paudelmar is a creative concept built for brands in the business of human transformation.

We bridge the gap between a brand's creative vision & identity and the behavioral recognition of the audience it is trying to reach – building a holistic story and positioning strategy where brands become the transformation trigger their audience is seeking, systematically, and scaled with technology.

Health. Wellbeing. Women impact. For the brands worth building.

# I am in the business of human transformation.

01

## Belief first

Every brand I build starts with one question: what do people need to believe for this brand to change their life? Strategy flows from that – not the other way around.

02

## First in category

I only take brands I believe can own their space. Not compete in it – own it. The brands I work with become the reference point others are measured against.

03

## Lifestyle approach

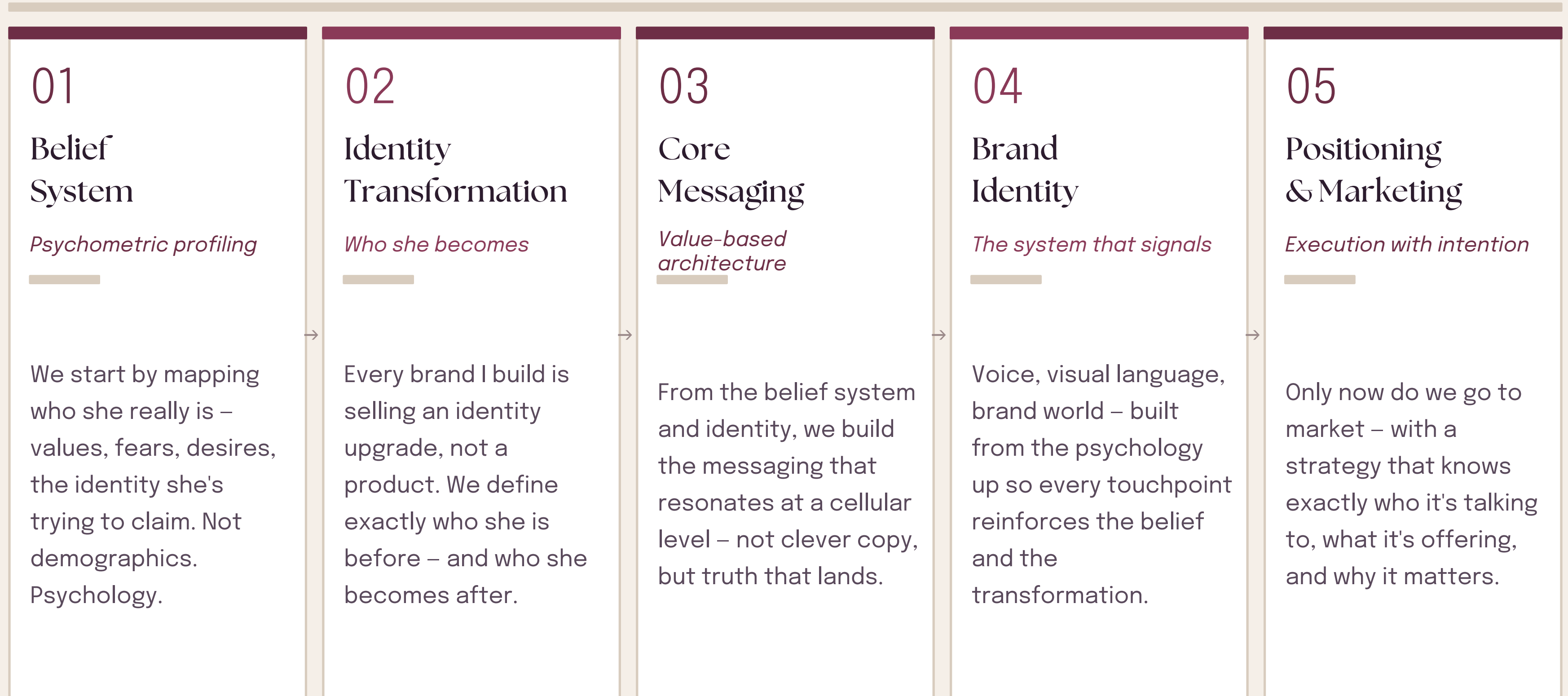
I don't work with brands. I live with them. Strategy and life are the same thing – the work only happens when both sides choose each other.

I only work with brands that align me.

My focus is a very specific intersection:

- **Women**  
The most underserved and most powerful consumer force
- **Wellbeing**  
Products and rituals that genuinely improve lives
- **Health**  
Where science, ingredients and lived experience converge
- **Impact**  
Brands with a reason to exist beyond revenue

# How we build brands that make people believe in.



Everything downstream — content, channels, community, paid — flows from getting this foundation right.

# The strategy roadmap

where we begin.

1

## FOUNDATION

### Brand Identity

Who Yaksok is, what it stands for, what makes it unmistakably itself. Visual identity, verbal identity, brand personality.

2

## NARRATIVE

### Brand Story

The founder narrative, the curation story, the editorial voice that turns a shop into a brand people feel loyal to.

3

## CUSTOMER DEPTH

### Psychographic Profiling

Map the customer with precision – values, fears, desires, rituals. Profiles that every marketing and product decision flows from.

4

## MARKET PRESENCE

### Positioning & Marketing

Claim the premium K-beauty curator position in Europe. Build the content, community, and channel strategy to own it.

We start here → Everything downstream – content, channels, community, paid – flows from getting this foundation right.