
YAKSOK

WHERE SKINCARE BECOMES A
TIMELESS PROMISE

01.

YAKSOK

THE PROMISE

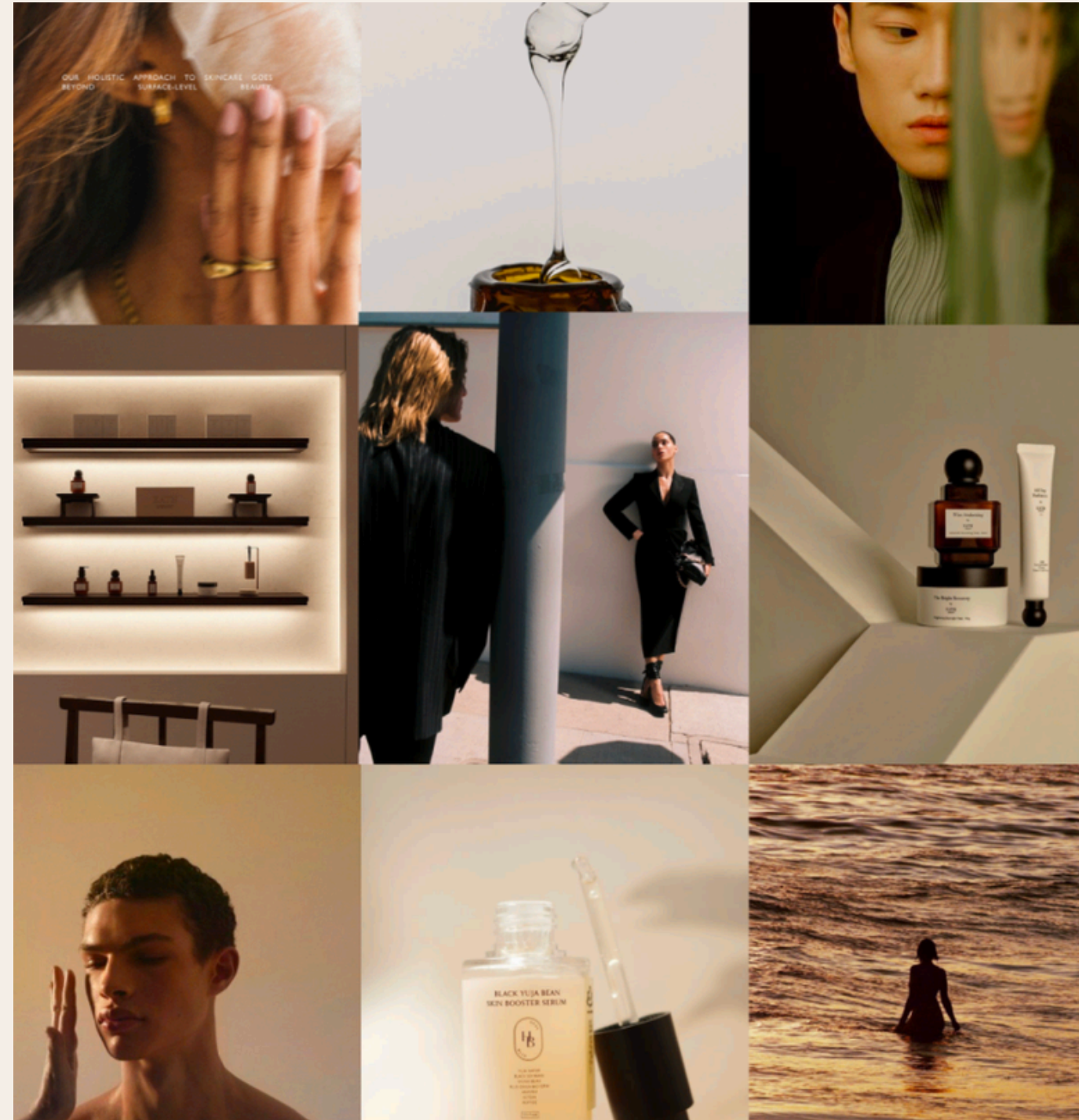


YAKSOK

We named the company Yaksok because that word describes the relationship we wanted to build. With our customers, and with our brand partners.

To our customers in Europe, Yaksok is a promise that every brand we carry has been chosen with care, and presented with the full story intact.

To our brand partners, Yaksok is a promise that the identity you have built will be protected, elevated, and translated for Europe with the same precision you used to build it in Korea.



VALUES

The seven principles that shape every brand decision Yaksok makes.

PROMISE

ROOTED IN CRAFTMANSHIP

SILENT LUXURY

FELT-VITALITY

AUTHENTIC STORIES

RESTRAINT

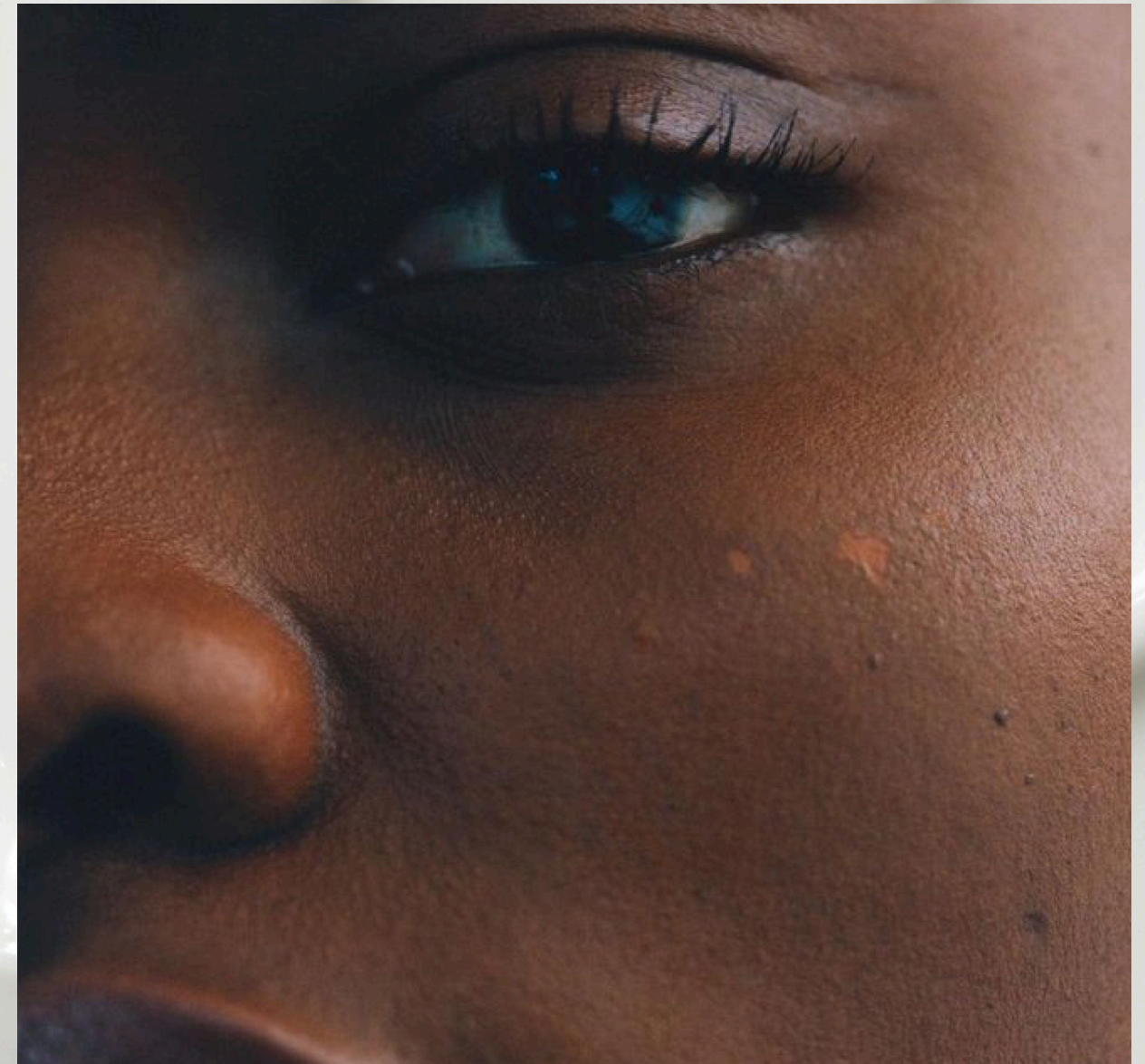
KOREAN HERITAGE

WHAT SETS US APART, WHO WE ARE AT OUR CORE. IT IS WHAT MAKES US A NEW CATEGORY, PREMIUM YET ACCESSIBLE.

02.

YAKSOK

WHERE WE ARE GOING



Korean cosmetics are now the world's second-largest export category.

But the way Korean brands are arriving in Europe is not protecting what was built in Korea. Brands cycle in and cycle out. Europeans are missing the stories and intention behind the brands. Some have left the category entirely.



THE EUROPEAN MOMENT

The opportunity

Korean brands that earn lasting trust in Europe.

OUR POSITIONING

MASSTIGE - ACCESSIBLE PREMIUM.



ROOTED IN EXCELLENCE AND QUALITY.

IMPACTING MORE PEOPLE WHILE MAINTAINING LOYALTY TO THE ESSENCE OF KOREAN HERITAGE BRANDS & OUR VALUES.

03.

YAKSOK

THE CUSTOMER



WHO YAKSOK IS BEING BUILT FOR

Yaksok is being built for the customer at the masstige edge of premium — not the customer chasing the cheapest Korean skincare, and not the customer for whom luxury is inaccessible. She is the customer who invests, chooses carefully, and trusts her own judgment.

She values quality, refined aesthetics, and sustainability. She invests in products that offer balance, understated luxury, and proven efficacy.

She is drawn to timeless elegance, the inspiration of Korean rituals, and innovation in skincare. Typically between 32 and 55, primarily women.



04.

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WHY YAKSOK IS DIFFERENT



THE EDITORIAL ENGINE

PUBLISH BEFORE SELLING

Long-form storytelling. Founder interviews. Ingredient essays. The Skincare Notebook. The Korean Heritage column. Every brand we carry receives the treatment Vogue gives a house it admires.

THE YAKSOK PRESS UNIVERSE

Continental, multi-lingual, premium-tier. Vogue. Hypebae. Dazed. Marie Claire. The Gentlewoman. Cabana. Apartamento. Air Mail.

TASTEMAKERS, NOT INFLUENCERS

We do not pay for impressions. We build relationships with the editors, the Soho House members, the women whose homes get photographed and copied.

DOCUMENTARY, NOT ADVERTISING

The visual register of Chef's Table, of Mubi, of Aesop's brand films. Long-form, considered, beautiful. Closer to publishing than to commerce.



ICONIC BRAND EXPERIENCES

An intentional evening at Soho House Barcelona, built around a curated brand.

SOHO HOUSE

MILLE DE FLEUR



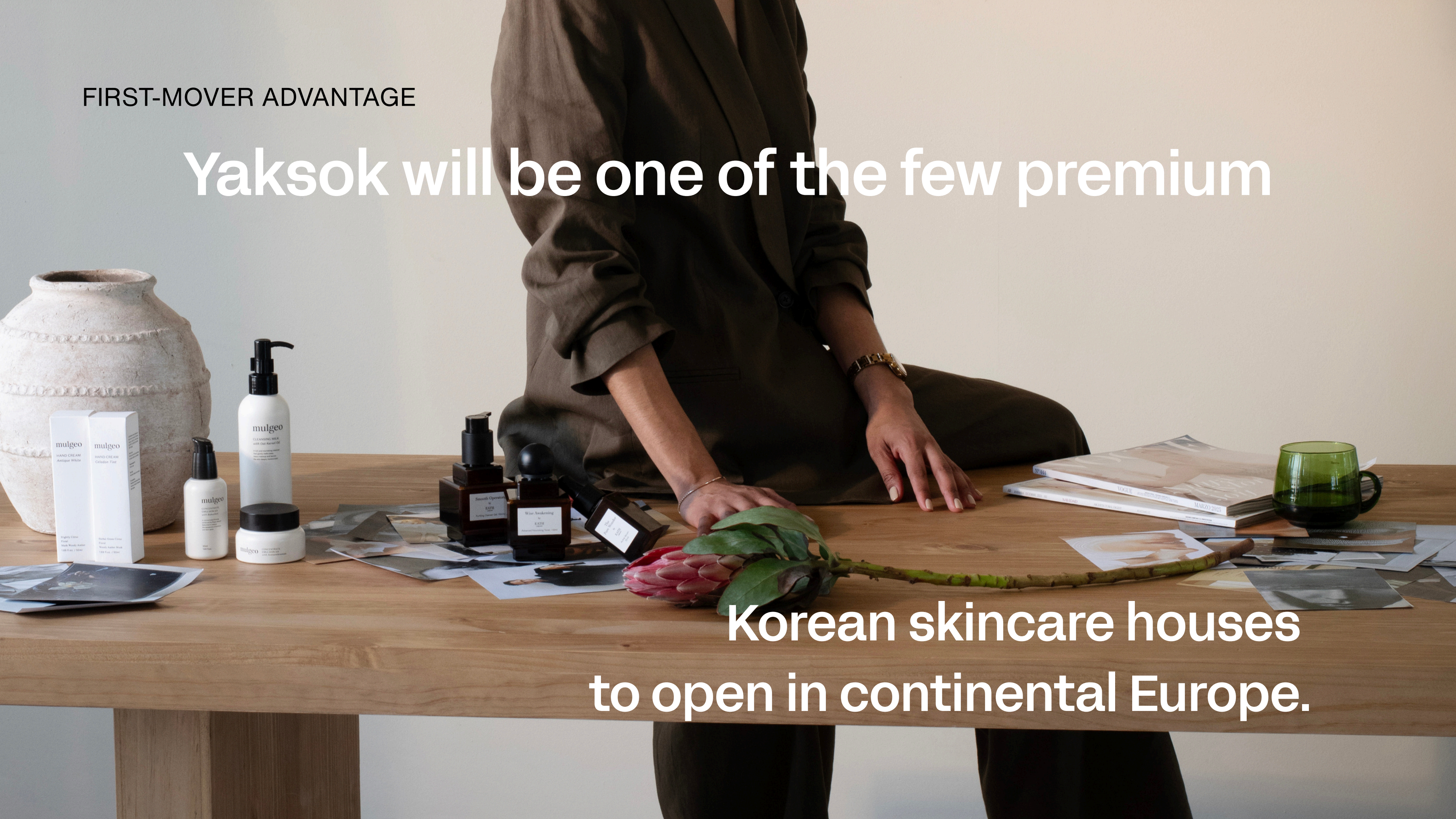
Designed to officially mark the arrival of Mille de Fleur into the Yaksok portfolio, this exclusive launch transformed a brand introduction into an immersive botanical and sensorial journey. By recreating the founder's personal discovery through a hands-on floral workshop and sensory product exploration, the event transcended traditional presentation formats to forge deep emotional connections. This targeted activation not only successfully communicated the brand's core philosophy but also solidified Yaksok Cosmetics' position as the top-of-mind authority for curated Korean skincare in Europe.



PRESENCE IN THE IT VENUES OF BARCELONA

FIRST-MOVER ADVANTAGE

Yaksok will be one of the few premium



Korean skincare houses
to open in continental Europe.

DISCOVERY

VISIBILITY

EDUCATION

BRAND EXPERIENCE

THE BARCELONA STORE

More than a point of sale. A brand asset.

A place where Korean brands meet European customers in a setting that signals what those brands actually are. A salon for founder visits. A studio for editorial. A room for the curator's conversations with her customer.



MEDITERRANEAN LIGHT ON KOREAN BOTANICALS



Every Korean brand competing globally today is competing on Korean-ness. That is differentiation. And it is a constraint.

Yaksok offers a different framing. Korean botanical heritage, interpreted through Mediterranean editorial values. A house, not a category. A worldview, not a trend.

Same product. Different category in the consumer's mind. Different prices. Different trend resilience. And a European premium framing that extends naturally into the United States — without commoditizing what was built in Korea.

THIS POSITION CANNOT BE CLAIMED TWICE

01.

Founding portfolio status

The brands that join Yaksok first hold a status. The original house, the founding portfolio, that later partners cannot purchase. This is structural advantage, not marketing language.

02.

Category definition

First-mover brands define the category. The brands that arrive first into European premium positioning shape how Korean beauty is understood in Europe for the decade that follows.

03.

The window is now

The European premium space for Korean skincare is open. The mass-curation infrastructure is being built elsewhere, in parallel. Continental Europe remains the quiet opportunity.

YOUR ALTERNATIVES IN EUROPE

Each partnership is built for a different goal.

PATH

WHAT IT SERVES

Olive Young x Sephora

Mass-scale global discovery, trend velocity

Sephora EU

Continental mass distribution, prestige adjacency

PURESEOUL

UK enthusiast community, K-beauty specialist retail

MiiN

Wholesale infrastructure, established distribution

DTC

Margin and control, direct customer relationship

YAKSOK

Continental European masstige, editorial brand-building, long-horizon partnership

THE TEAM

ANI

Founder. Curator. The editorial voice of the house.

The personality behind Yaksok. The curator, craftsman, connoisseur. Enforcer of taste and the reverence that demands its seriousness. Known for a severity in expectations edging an innate warmth towards those who capture her heart. Ani combines passion with disciplined discernment to bring a consistent elevated presence representing the brand and building the vision for Mediterranean Light on Korean Botanicals.

The promise the company is named after is held by her, in the way the word is meant to be held.

PAUDELMAR CREATIVE HOUSE

Brand strategy and creative partner.

Founded and directed by former Head of Brand and Reputation at Uber, where she led growth, marketing taking Uber from zero to over seven million users across new markets in the Americas.

Internal team includes members from Uber's early stages.

Production, art direction, and photography team works directly with LVMH brands including Moët & Chandon (full group brands) & BVLGARI in Europe. Additional strategists across the LVMH portfolio.

05.

YAKSOK

WHAT OUR PARTNERSHIP MEANS



OUR PRINCIPLES

Four commitments we make to the brands we carry.

01. We build our partners' brands alongside them. The work is shared.

No competition with brands we carry.

02. We work with our partners on launches and campaigns. The calendar is collaborative.

No pressure on promotions or discounts.

03. We measure success in how well a brand is built five years from now. The horizon is long.

No measuring success around transaction velocity.

04. We protect our partners' positioning in Europe with the same care they used to build it in Korea. The integrity travels.

No commoditization of what was built with intention.

WHAT WE OFFER

BRAND BUILDING

SKU selection and curation
Launch strategy
Long-term European brand build
Quarterly strategic review

CONTENT & STORYTELLING

Founder interview and heritage feature
Ingredient and product education
Website positioning and editorial

EXPERIENCE & COMMUNITY

Sampling and discovery program
Barcelona store visibility
Events and activations
Tastemaker and editor seeding



06.

YAKSOK

HOW WE BEGIN



TO MOVE FORWARD

WHAT WE ALIGN ON

01.

Wholesale terms

Pricing, MOQ, lead times

02.

EU Regulatory

CPNP filings, INCI,
language requirements

03.

Sampling & assets

Samples, testers, imagery,
brand guidelines

04.

Launch window

Timing, category exclusivity,
first-year roadmap

05.

Commercial frame

Payment terms, reorder
capacity, growth thresholds

ONCE ALIGNED — THE FIRST NINETY DAYS

Week 1 - 2

DISCOVERY

Brand audit. Heritage interview.
Formulation deep-dive.

Week 3 - 4

EDITORIAL BRIEF

Narrative strategy. Founder
interview. Visual direction set.

Week 5 - 8

LAUNCH BUILD

Campaign locked. Tastemaker list
built. Campaign assets produced.

Week 9 - 12

LAUNCH

Editorial publication. Live in
Yaksok.

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