



## Yepoda opens pop-up store at Milano Centrale



**September 19, 2024** – Yepoda, the fast-growing K-beauty brand known for its clean, innovative skincare products, is further enhancing its retail strategy with a new pop-up store at Milano Centrale. The store will open to the public on September 19, 2024, and remain open until March 3, 2025, offering a unique opportunity for visitors to experience Yepoda's K-Beauty products in one of Milan's most iconic locations.

This pop-up marks an exciting step in Yepoda's retail strategy, bringing direct customer engagement to Milan. Located at the iconic Milano Centrale, it offers a curated selection of Yepoda's skincare, accessories, and special edition products. Visitors can experience the brand's signature clean beauty formulations and active ingredients in a unique, offline setting, reflecting Yepoda's innovative approach to beauty and retail.

*"Following the success of our first pop-up in Via Palermo and our second store at Roma Termini, we're excited to return to Milan. Bringing an authentic Korean retail experience to the iconic Milano Centrale is a huge milestone for us. This immersive space allows customers to experience K-beauty firsthand, strengthening Yepoda's*



*growing presence in Italy—a key market for the brand's future growth across Europe.”*

### **Sander Joonyoung and Veronika, Founders of Yepoda**

In line with its dedication to sustainability, the pop-up will offer refillable product options, introduced in September as part of Yepoda's ongoing commitment to eco-friendly K-beauty. For the first time, customers will have the opportunity to purchase refills for their skincare essentials in-store, offering a more sustainable alternative to traditional packaging. Additionally, Yepoda proudly supports the **1% for the Planet** initiative, donating a portion of profits to environmental causes.

The Milano Centrale pop-up will be open **daily from 8 a.m. to 9 p.m., from September 19, 2024, until February 27, 2025.**

For more information or media inquiries, please contact:

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### **About Yepoda:**

Yepoda was founded in 2020 by Sander Joonyoung van Bladel and Veronika Strotmann to bring K-Beauty to Europe and inspire more people with skincare innovations from Korea. The company, with over 90 employees, distributes its products throughout Europe and, since the end of 2024, also in the USA.

Yepoda combines Korean expertise with the latest beauty innovations and trends. The product range currently includes skincare and tinted skincare products, as well as mini variants and refills – all made in Korea with the best natural and active ingredients. As a Clean Beauty brand, Yepoda products are free from silicones, parabens, microplastics, and other potentially harmful ingredients. All products are PETA-certified vegan and cruelty-free.

Website: [yepoda.co.uk](https://yepoda.co.uk) Instagram: [@yepoda](https://www.instagram.com/yepoda) TikTok: [@yepoda](https://www.tiktok.com/@yepoda)