



Yepoda opens a new pop-up at Galeries Lafayette Champs-Élysées



January 07, 2025 – Yepoda is proud to announce the opening of its second Parisian pop-up store at Galeries Lafayette Champs-Élysées, marking a significant milestone in the brand's expansion in France. Following the success of the brand's first store in Le Marais in October 2024, this new location brings the excellence of Korean skincare to one of the world's most renowned shopping destinations.

As one of Paris' most renowned shopping destinations, Galeries Lafayette Champs-Élysées attracts millions of beauty and fashion enthusiasts worldwide. Yepoda's new pop-up in the Atrium continues our commitment to immersive retail, bringing our community closer to K-Beauty through hands-on discovery and expert guidance.

"At Yepoda, we see skincare as more than a routine—it's an experience. Our pop-ups go beyond traditional retail, creating interactive spaces where our community can explore, learn, and connect. From complimentary skin analyses with advanced technology to personalized Korean skincare routines, we want every visitor to discover what works best for their skin. And with our K-Beauty-inspired photo booth,



they can capture and share their journey, making the experience both personal and memorable.”

Veronika, Co-Founder of Yepoda

"We're excited to bring this experience to Galeries Lafayette Champs-Élysées, a destination that perfectly aligns with our vision of making K-Beauty more accessible worldwide. This collaboration allows us to introduce more beauty lovers to K-Beauty in a premium, immersive setting."

Sander Joonyoung, Co-Founder of Yepoda

The launch was celebrated on January 9, 2025, with an exclusive gathering of press, beauty influencers, and key retail partners. The event featured live entertainment and authentic Korean street food.

Following the launch, the pop-up will open its doors to the public at 10 a.m. every day, inviting visitors to explore the brand's signature formulations and latest product launches. The pop-up will remain open until 9 p.m. daily, and will be available to the public until February 3, 2025.

For more information or to schedule an interview with the founders, please contact:

press@yepoda.me

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