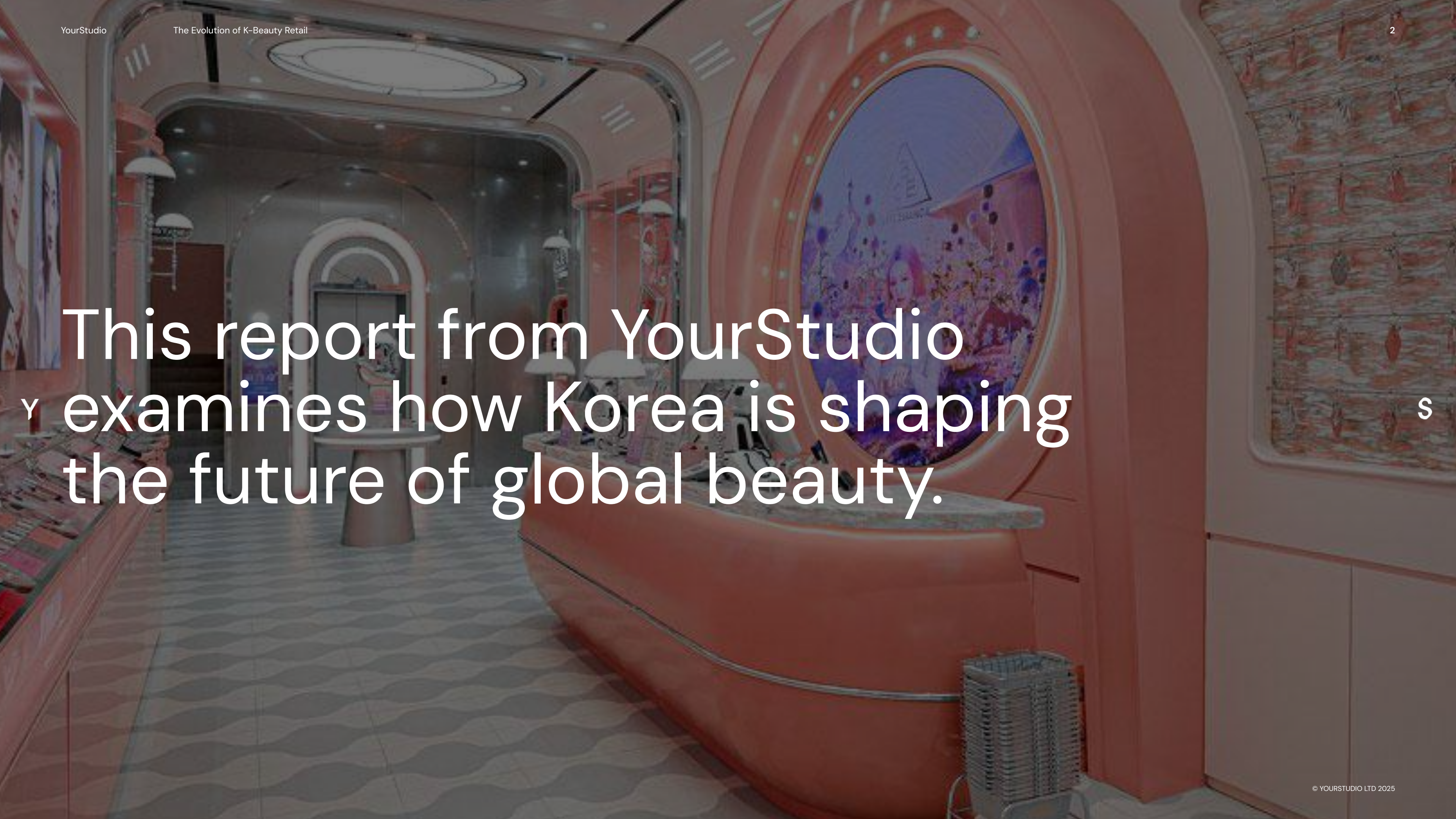


YourStudio

The Evolution of K-Beauty Retail

Sep 2025





This report from YourStudio
examines how Korea is shaping
the future of global beauty.

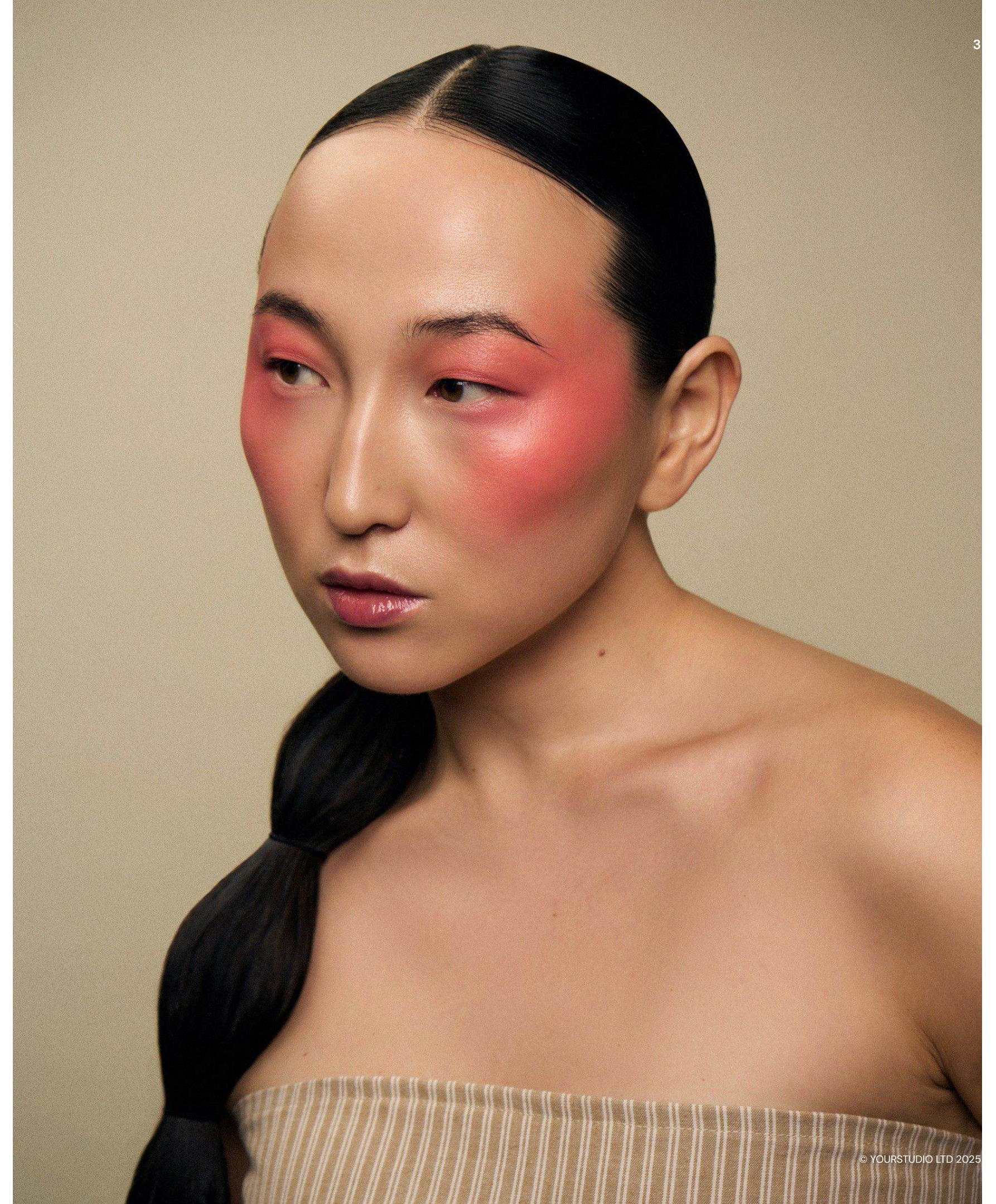
The evolution of K-Beauty retail

K-Beauty's APAC Dominance:
Riding the Korean Wave

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K-Beauty's rapid rise in APAC saw it capture 27% of the premium skincare market in 2024, up from 19% in 2020—mirroring the global surge of Korean culture led by BTS, BLACKPINK, K Pop Demon Hunters, *Parasite*, and *Squid Game*.

B The Agency, 2024

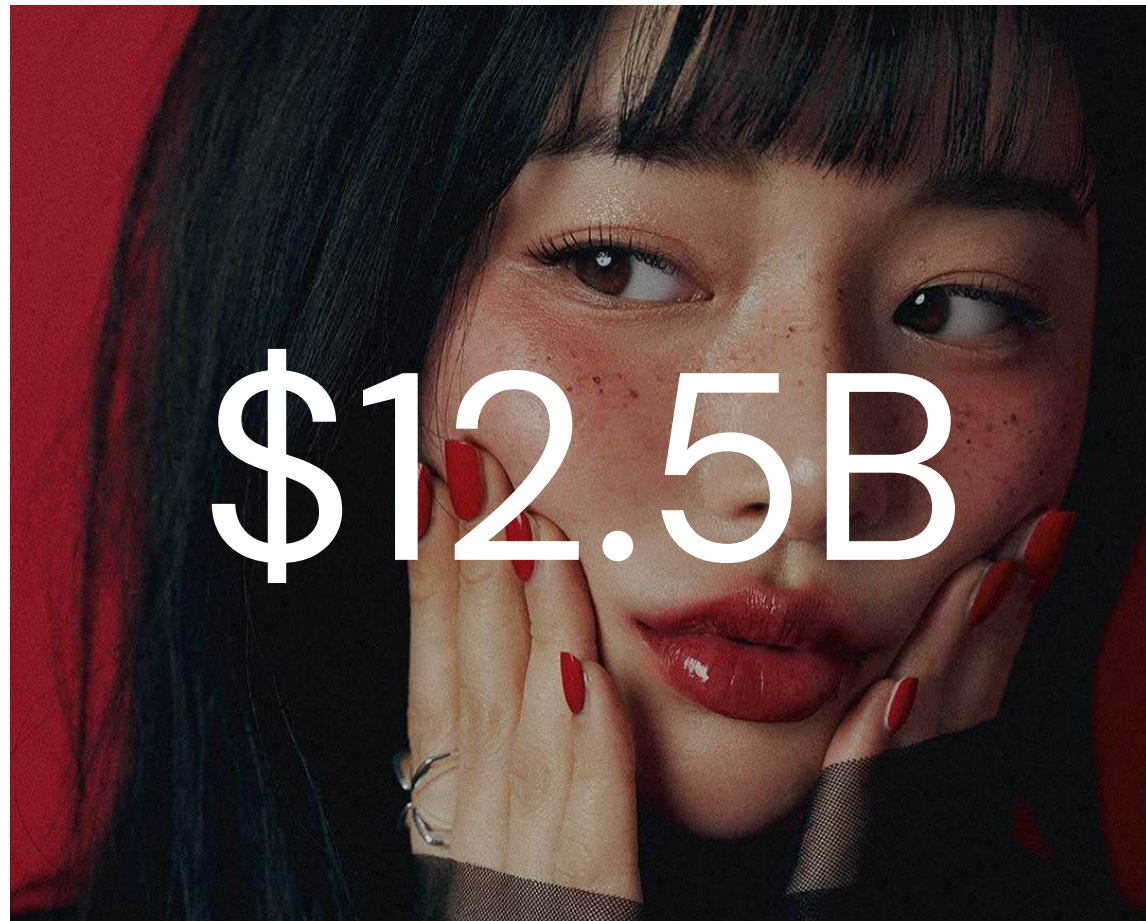


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Growth is driven by innovation and the rising influence of Korean culture

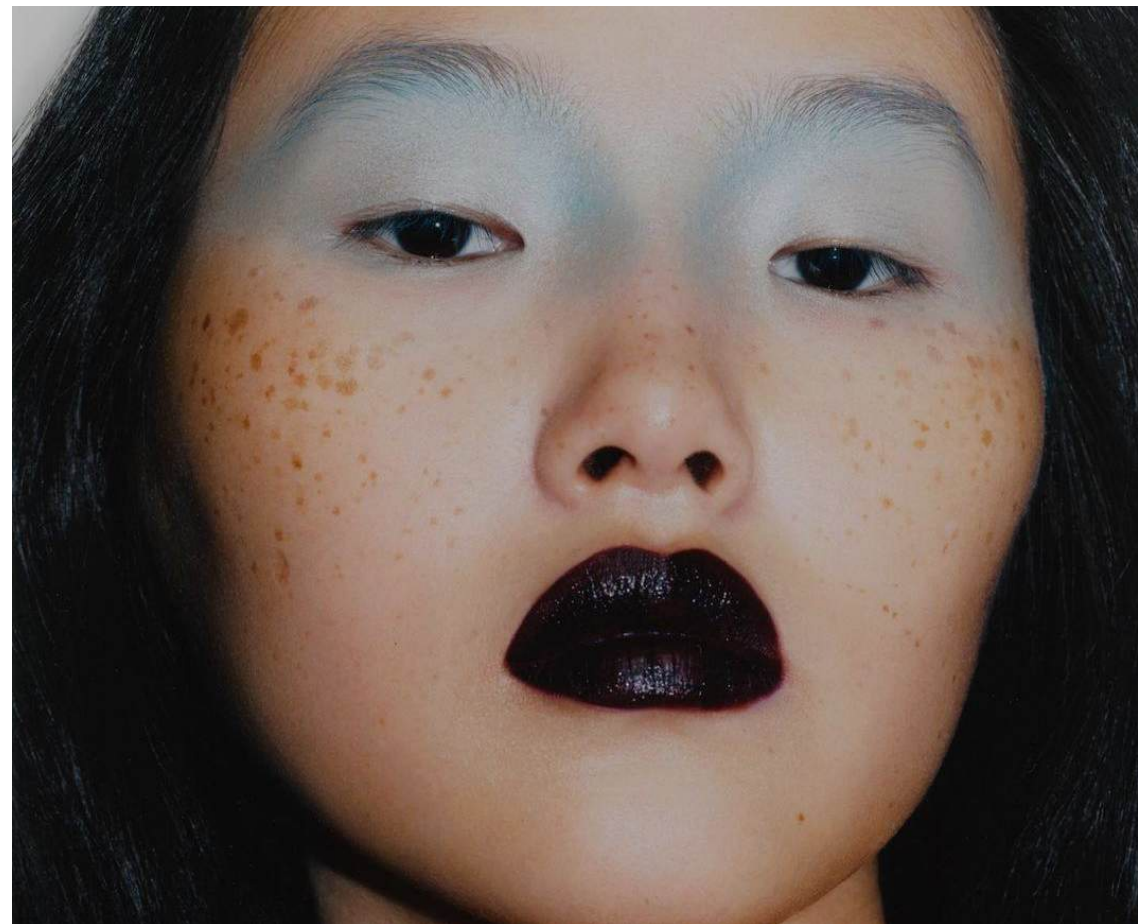
Market projections show sustained expansion across skincare, cosmetics, and wellness-focused beauty.

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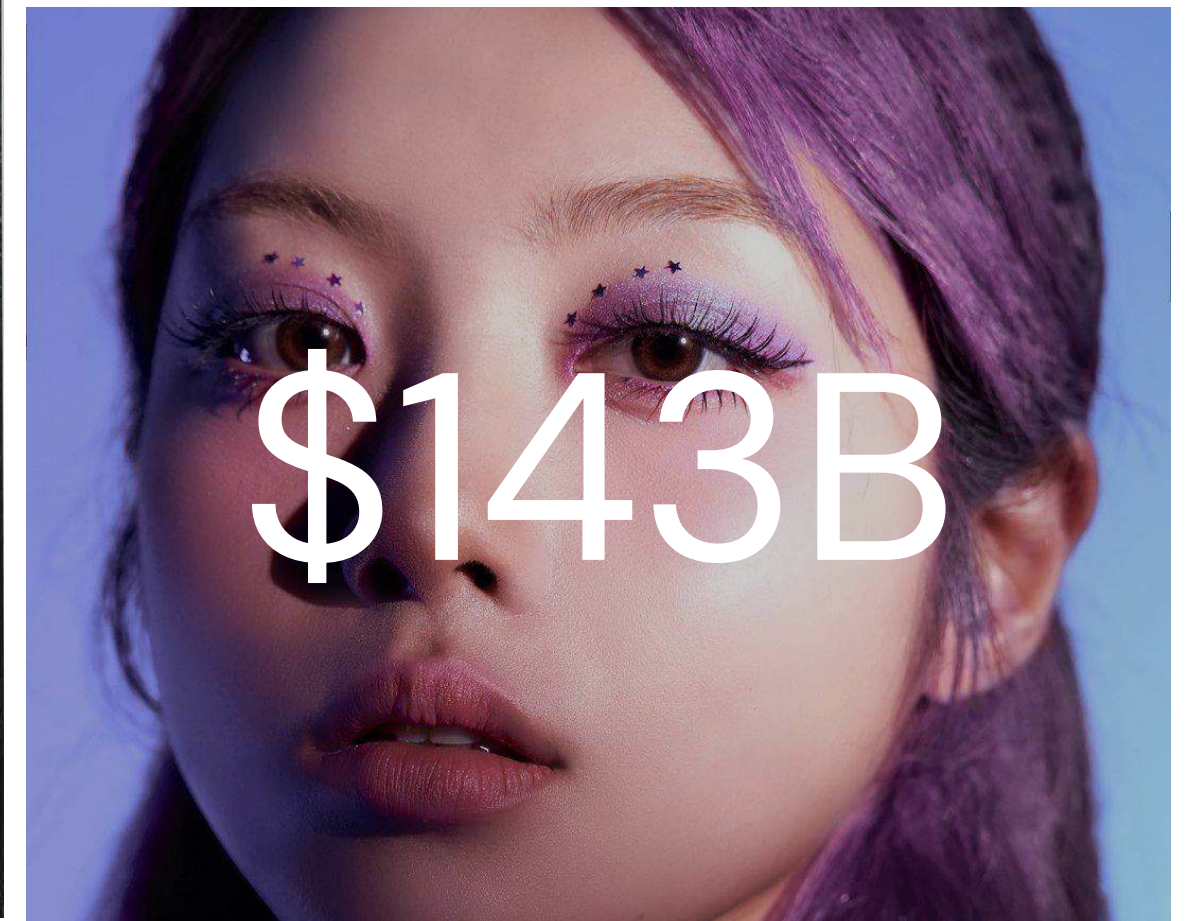
The global K-beauty products market size is expected to reach USD\$12.5 billion in 2025.

The Business Research Company, 2025



In 2024 & 2025, Sephora doubled its K-beauty portfolio with 6 launches.

Business of Fashion, 2025



Korean cultural product consumption globally will double to \$143 billion by 2030.

Kantar, 2025

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Why the world is falling in love with K-Beauty...

Innovation



“When we think about what’s driving skin-care innovation—from product launches to social media trends—the most impressive of all traces back to Korea.”

Vogue, 2025

Affordability



“Korean consumers prioritise value for money, often seeking affordable, high-quality products that deliver effective results.”

The Second Wave of K-Beauty, Landing, 2024

Effectiveness



“[K-Beauty] blur the lines between clinical treatments and at-home skincare”

Charlotte Cho, Co-founder of Soko Glam and Then I Met You, 2025

“K-beauty is about variety, innovation, and inclusivity—the opposite of a one-size-fits-all approach. With an extensive product range and multiple application methods, there’s something for every individual need.”

Emily Ditton
Design Director, YourStudio

Millennial & Gen Z women dominate K-beauty's consumer base and seek...

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Dermatologist approved skincare



Multi-functional products



Ingredient transparency



Aesthetic appeal



Affordable & high quality

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The image shows a modern K-beauty retail store interior. The walls are a soft pink color. In the background, there are three styling stations, each with a large, arched mirror and a beige styling chair. The floor is a light, neutral color. On the right side of the image, there is a large, curved, pink structure that appears to be part of the store's design. The overall atmosphere is clean, bright, and modern.

“K-Beauty isn’t just a trend—it’s part of a larger cultural phenomenon that includes the global rise of K-Pop, K-Drama, and K-Food. K-Beauty is riding this wave with confidence, leveraging its cultural power to cement its place in the global beauty industry”

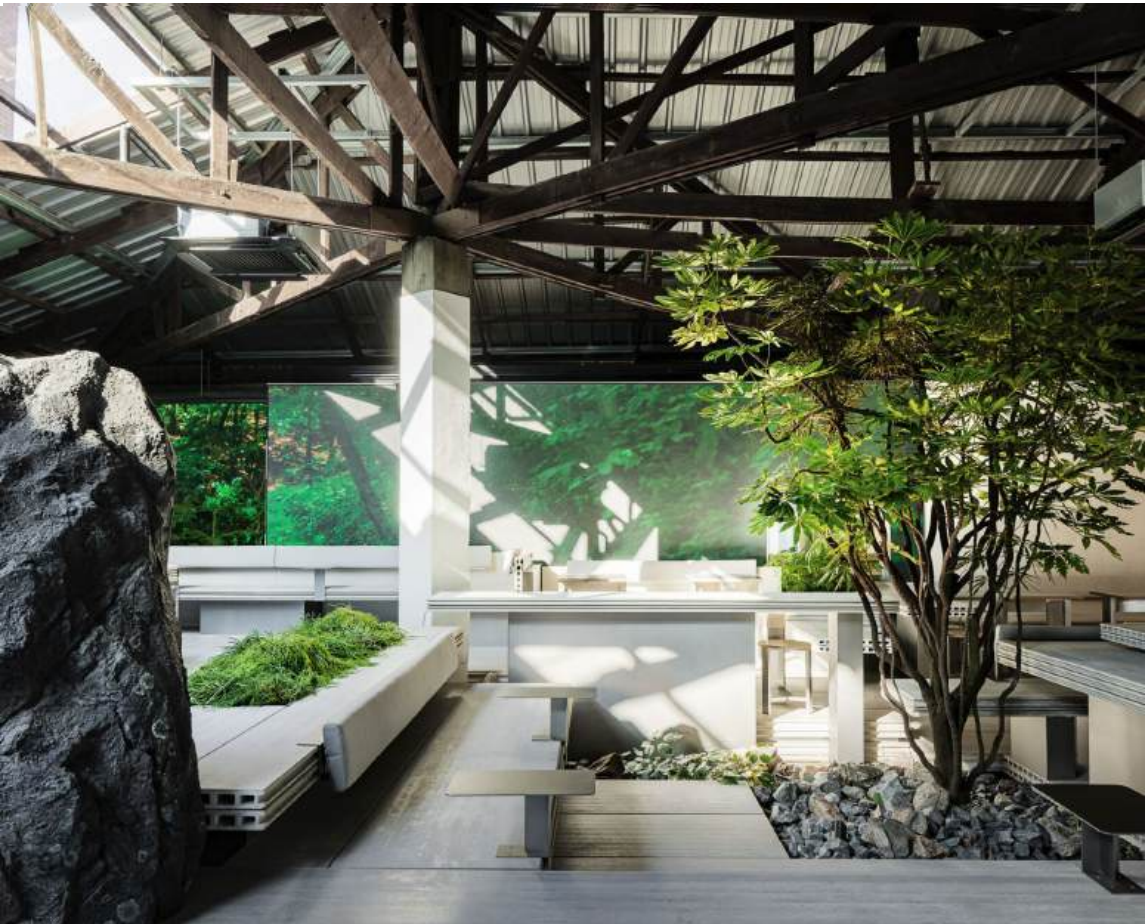
The Second Wave of K-Beauty, Landing, 2024

Key Design Themes

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Linear Laboratories



Wellness Wisdom



Sensory Playfulness

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Linear Laboratories

Y “The K-beauty industry is known for its innovation, using the latest advancements in cosmetic science and technology to develop safe formulations that are effective and gentle on the skin”

The Second Wave of K-Beauty, Landing, 2024

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Huxley & Feev signature showroom Seoul



The showroom adopts a clinical aesthetic, featuring sleek stainless steel fixtures, sterile white surfaces, and minimalist shelving reminiscent of a scientific workspace.



The design reinforces the brands' commitment to dermatological expertise and high-performance formulations, creating an environment that feels futuristic and results-driven.



Korean skincare Is living in 2050.

Inside K-beauty's second coming,
Vogue Business, 2025

Laneige BESPOKE NEO Seoul

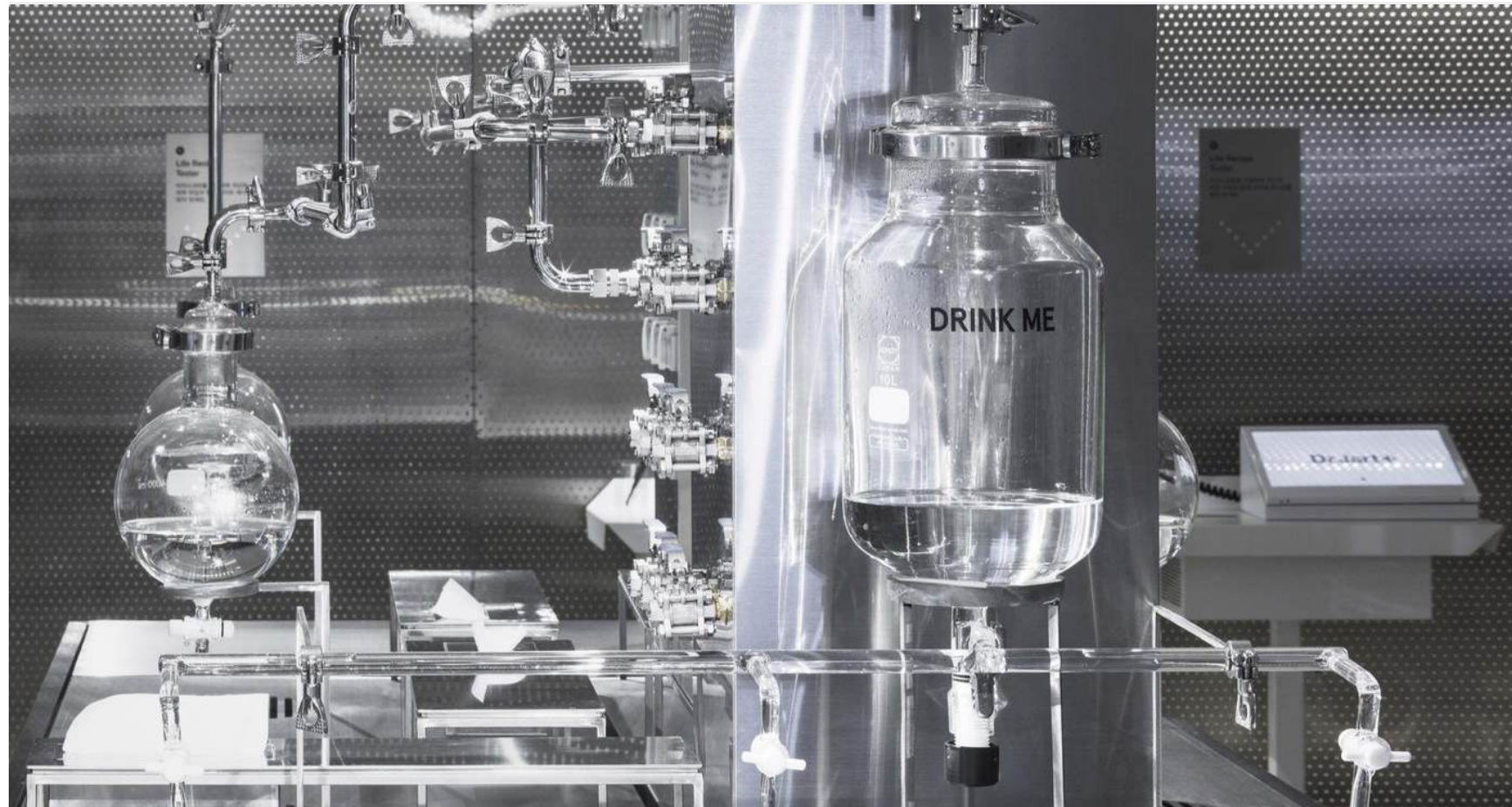


The Laneige BESPOKE NEO retail space is designed like a futuristic laboratory, featuring sleek white surfaces, precision tools, and scientific workstations that emphasise its high-tech, custom beauty approach.



An AI-powered system analyses skin tone and texture to create a personalised foundation shade, blending cutting-edge technology with clinical design elements. Customization that feels both scientific and immersive.

Dr. Jart+ Flagship Seoul



The store embodies a futuristic laboratory aesthetic, with clinical white interiors, fluid architectural forms, and scientific glassware displays emphasizing the brand's dermatological roots.



Every design element, from the sterile treatment room-like product stations to the interactive skin analysis zones, reinforces Dr. Jart+'s fusion of skincare science and artistic innovation.



We've moved
beyond a trend to
being mainstream.

Giovanni Valentini, CEO of South Korean beauty
conglomerate Amorepacific North America, 2025

Wellness Wisdom

“K-beauty is where modern innovation
meets traditional Asian wisdom”

Amorepacific, 2024

Innisfree Flagship Seoul



The Innisfree Seoul Flagship immerses visitors in a multi-sensory wellness experience inspired by Jeju Island's natural elements.



Through textured stone surfaces, earthy scents, soft ambient lighting, and interactive product displays, the space engages sight, touch, and smell, reinforcing Innisfree's connection to nature and the restorative power of skincare rituals.



“There’s a total lack of judgment in these spaces. There’s no sense of snobbery or exclusivity; instead, brands are eager to engage, often offering free samples to welcome customers into their world.

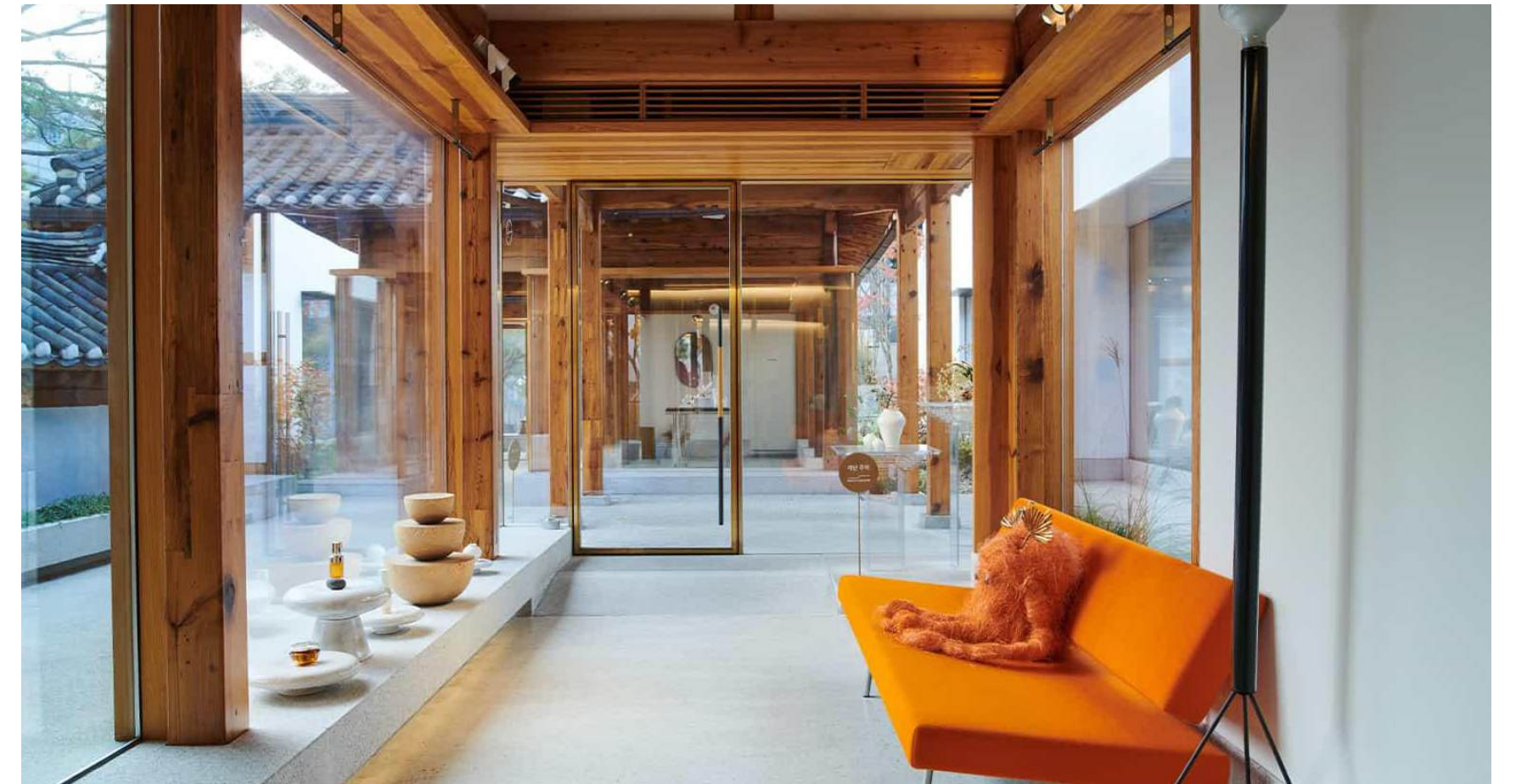
This quiet confidence in their products fosters a sense of exploration, allowing staff to focus on hosting a truly engaging experience.”

Emily Ditton
Design Director, YourStudio

Sulwhasoo Bukchon Seoul



The Sulwhasoo Bukchon store embodies modern wellness, merging heritage skincare with immersive self-care rituals in a tranquil, airy space.



Inspired by traditional Korean aesthetics, the store features natural materials, natural lighting, and a serene ambiance, reinforcing Sulwhasoo's philosophy of beauty as a balance of mind, body, and skin health.

SKIN1004 Flagship Store Seoul



SKIN1004 integrates natural elements to create a tranquil, restorative environment. The textured stone façade and interiors adorned with earthy tones, pebbles, and sand, offer an oasis amidst the bustling city.



The design philosophy reflects the brand's dedication to purity and nature, offering visitors serenity and holistic well-being through connection with the natural world.

Sensory Playfulness

The background image shows a sensory play installation. It features several large, white, fringed structures that resemble stylized trees or bushes, each topped with a small green plant. These are arranged on a red carpet with a white floral pattern. In the foreground, there are small white fans and a long, white, spotted object. The background is a white wall with a row of white curtains hanging from the ceiling. A colorful abstract painting is visible on the right side of the wall.

Y "A great experience is uplifting, engaging all the senses. Successful spaces have the right amount of expectations fulfilled so consumers feel comfortable they are led on a journey, but there's also something a bit different."

Hugo Spiers, CL Professor of Cognitive Neuroscience,
NeuroArchitecture & NeuroDesign

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3CE Myeongdong Flagship Seoul



The 3CE Myeongdong Flagship Store transforms beauty retail into an interactive, visual experience. Bold, monochromatic color zones, oversized product displays, and dynamic lighting create a makeup playground designed for exploration.



Textured surfaces, vibrant hues, and mirrored installations amplify tactility and promote visual engagement, making every corner Instagram worthy, while reinforcing 3CE's trend-driven, experimental approach to beauty.

Tamburins Seongsu Flagship Seoul



The Tamburins Seongsu Flagship masterfully applies sensory wisdom, transforming fragrance exploration into an immersive, multi-sensory experience.



Raw textures, sculptural forms, ambient lighting, soundscapes, and scent installations turn fragrance into a tactile, emotional journey rather than just a product.

Laneige Virtual Store Online



The virtual store is a playful, interactive, and futuristic beauty lab. Users can explore 3D products, get skincare insights, and receive personalized recommendations. AR try-ons and exclusive digital perks, blend e-commerce convenience with immersive retail engagement.



“68% of K-Beauty purchases are made online.”

Source: GlobalData, E-commerce Beauty Insights 2023

Summary



Linear Laboratories

Lab-inspired aesthetics emphasize science-backed formulations and dermatological expertise.

Wellness Wisdom

Self-care moments combining heritage, mindfulness, and natural ingredients create spa-like moments to nourish body & soul.

Sensory Playfulness

Vibrant textures, engaging scents, and interactivity, transform beauty shopping into a fun, and emotionally captivating experience.

What is the future of K-Beauty retail?

K-Beauty is broadening its offer

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Shade inclusivity for global audiences

Skincare as makeup

Innovative product formats

Global flagships



Luxury

Sulwhasoo



Accessible

Olive Young



Something for everyone and every budget

“The diversity in shopping formats stands out. Olive Young offers an accessible, high-street-style beauty store with impressive variety. Luxury brand houses like Sulwhasoo elevate the experience —offering drinks to enrich the sensory journey. The Korean hospitality enhances the experience, making it easier to connect with the brand.”

Emily Ditton
Design Director YourStudio

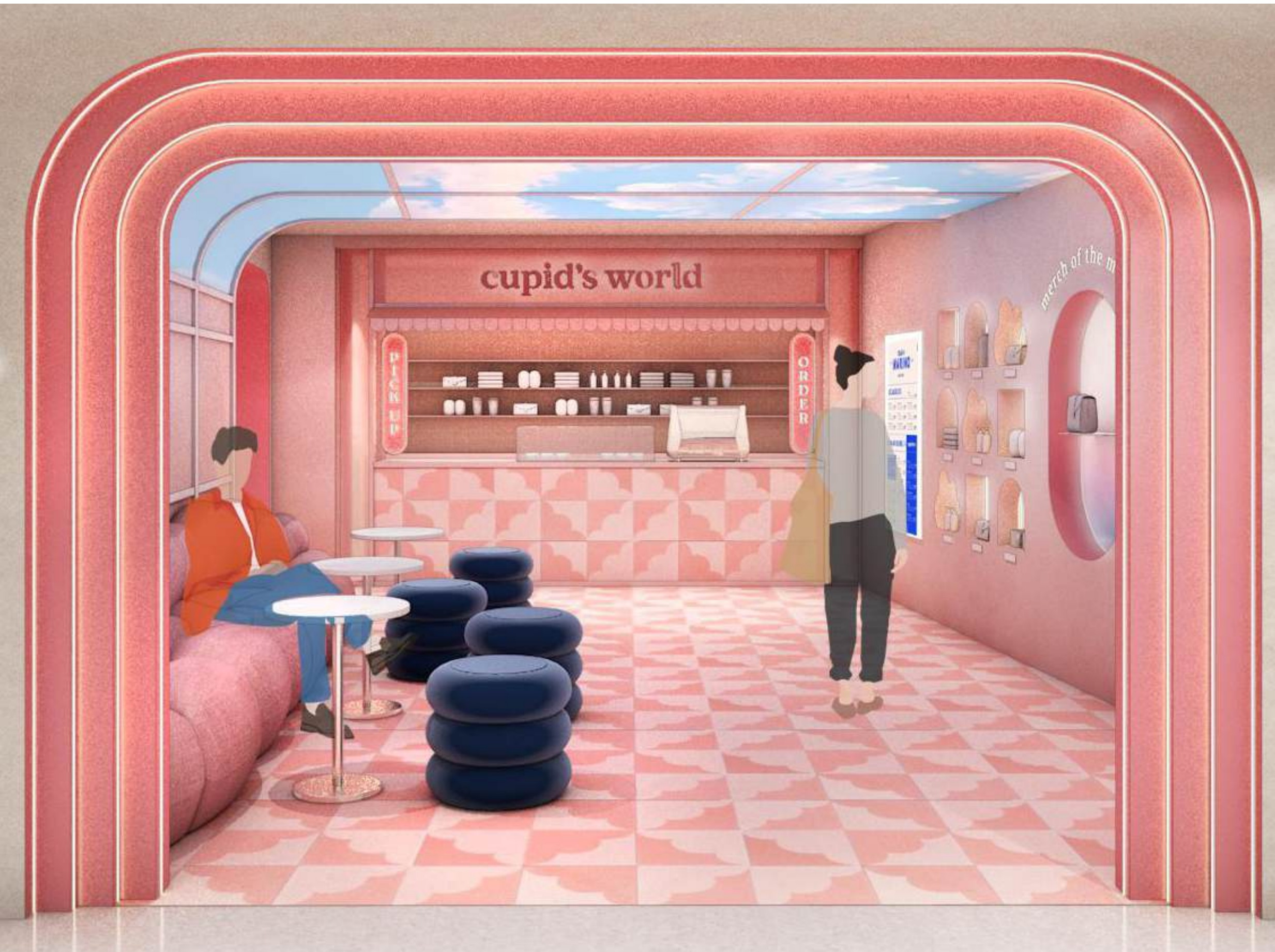
Skin Cupid x YourStudio London



With its first clicks to bricks store curating top-tier brands, the store will bring the innovation and expertise of Korean skincare into IRL retail, offering UK consumers an engaging, hands-on experience.



YourStudio worked with Skin Cupid to design a flagship space that reflects the brand's values - care, inclusivity, and fun. Launching September 2025.



“Skin Cupid is thrilled to bring the world of Asian beauty and skincare to life through our first permanent and immersive offline experience. Our flagship store will be more than just a retail space – it’s a destination for discovery, education, and community.”

Melody Yuan
Founder, Skin Cupid

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YourStudio

YourStudio creates environments and experiences that inspire human connection

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