

Leading online fashion retailer YesStyle.com sponsors Asian American Alliance's cultureSHOCK at Columbia University.

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Press release from: [YesStyle.com Ltd](#)

Leading online Asian fashion retailer YesStyle.com proudly supports the 15th anniversary of cultureSHOCK, staged by the Asian American Alliance (AAA) on November 21, 2009 at Columbia University's Lerner Hall, Roone Arledge Auditorium in New York. Showcasing Asian American talent and culture, cultureSHOCK is open to all members of the Columbia community.

CultureSHOCK is the largest culture show organized by the Asian American Alliance during the fall semester and attracts a crowd of at least 700 annually, composed of Columbia students, faculty members and alumni. Proceeds of this year's cultureSHOCK will be donated to the Coalition for Asian American Children & Families (CACF), a pan-Asian children's advocacy organization catering to Asian Pacific American children and families in the New York City area.

"YesStyle.com prides itself on advocating and promoting Asian culture via the very unique and vibrant world of fashion," said Joshua Lau, founder and CEO of YesStyle.com. "Our products reflect the latest Asian trends but are wholly embraced by people all over the world. We are very pleased that Columbia University's Asian American Alliance recognizes YesStyle.com's role in promoting Asian culture."

YesStyle.com's diverse yet comprehensive offering of fashion and lifestyle products from Japan, South Korea and Hong Kong paves the way for up-and-coming Asian designers and brands to reach the United States. In addition to its website, YesStyle.com recently opened its first retail store at the Stonestown Galleria in San Francisco, California.

This year, cultureSHOCK's theme is "Lost & Found", signifying the continuing importance of exploring the Asian American identity through the arts, performances and media. Highlights of the event included a full-fledged fashion show, as well as live performances by acclaimed Asian American artists such as ABDC's Fr3sh, Def Jam Poets' Yellow Range and Comedy Central's Eliot Chang.

About YesStyle.com

Established in July 2006, Asian fashion retailer YesStyle.com offers a wide range of high-quality fashion, jewelry, accessories, and beauty products, all carefully selected by in-house stylists. YesStyle.com currently features more than 300 fashion brands from Tokyo, Seoul, Hong Kong and more, and launches over 20,000 new arrivals for fashion, jewelry, and beauty per season. In September 2009, the first YesStyle Store opened at the Stonestown Galleria in San Francisco, California. Highlighting the latest trends and styles, YesStyle.com is dedicated to providing the best platform for designers and fashion brands to connect with international customers.

About Columbia University's Asian American Alliance (AAA)

Founded in the spring of 1995, the Asian American Alliance (AAA) is a student organization that strives to serve the Asian Pacific American (APA) community at Columbia University. AAA is a collaborative organization that seeks to work with APA and all students of color groups at Columbia to reach out to members of the university and

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