

YesStyle joins forces with Kollaboration talent show to promote Asian American entertainers

Date: 03-09-2010 09:57 AM CET

Category: [Fashion, Lifestyle, Trends](#)

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

YESSTYLE.com[®]

Leading online fashion retailer YesStyle proudly lent its support to Kollaboration 10, an Asian American talent show held March 6, 2010 at the Shrine Auditorium in Los Angeles, California. This year's edition of Kollaboration marks a decade of community building from Asian Pacific Islanders (API) supporters and artists.

Kollaboration invites young Asian Americans to showcase their skills and talents in front of a live audience to promote the cause of API in the field of entertainment. Kollaboration's mission and mantra of "Empowerment through Entertainment" reflects the organization's objective to provide leadership training and a creative outlet for API youth. The event also helps to bridge the divide between different generations of API, and raises awareness about critical issues facing the API community.

Joshua Lau, founder and CEO of YesStyle said, "At YesStyle, we celebrate and support Asian talent through fashion, and always look to promote Asian designers and brands to a global market. In working with Kollaboration for this year's show, I hope to promote the causes of Asians and Asian Americans through the arts."

YesStyle taps into the rich and vibrant culture of fashion hotspots like Seoul, Tokyo and Hong Kong by offering a comprehensive range of Asian-designed fashion and lifestyle products on their website YesStyle.com. Showcasing the work of budding designers and entrepreneurs, as well as recognized names in the Asian fashion scene, YesStyle offers its customers a convenient way to follow fashion trends and set their own.

Kollaboration founder and Executive Director Paul Kim expressed, "YesStyle's support makes me excited to work with them because of their creativity and innovation. Kollaboration thrives on creative and innovative ideas that allow each artist to be themselves and have their own style."

Kollaboration 10 featured notable Asian Americans as guest performers and judges, including comedians Rex Navarrete and Tony Rock, Korean dance group Prepix, rapper Pigeon John and hip hop dance group Korean Union Dancerz. Judging the talent competition were YouTube comedy sensation Kev Jumba, HBO Entourage actor Rex Lee and journalist Lisa Ling.

About YesStyle

Online fashion retailer YesStyle offers a wide range of high-quality fashion, jewelry, accessories and beauty products, all

carefully selected by in-house stylists. Launched in 2006, 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 is dedicated to providing the best platform for designers and fashion brands to connect with international customers.

About Kollaboration

Kollaboration is an Asian and Pacific Islander (API) non-profit organization and movement founded in 2000 by Executive Director Paul "PK" Kim. Kollaboration is an annual event and movement produced by young Asian and Pacific Islander professionals and students, volunteering their time and skills to celebrate the vast talents of their community and hopefully bring them into the mainstream. Kollaboration currently hosts talent shows in many cities within the United States and Canada such as Los Angeles, Chicago, New York, Toronto, Washington D.C., Atlanta, Seattle, San Francisco, Houston and Tulsa.

YESSTYLE.COM LTD.

9/F., Watson Centre, 16-22 Kung Yip Street, Kwai Chung, N.T., Hong Kong

Stefan Janssens

(stefan.janssens@yesstyle.com, tel. +852 2746 6573)

[You can find this press release here](#)