

YesStyle.com celebrates grand opening of first YesStyle Store in San Francisco, California

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

Leading online fashion retailer YesStyle.com celebrates the grand opening of the first YesStyle Store. Located in the Stonestown Galleria in San Francisco, California, the YesStyle Store is the first retail concept in the United States to exclusively offer Asian fashion in a mainstream mall environment. The grand opening is scheduled to take place on September 26, 2009 with Miss Asian California Victoria Pham in attendance.

Expanding on YesStyle.com's online model, the latest fashion from Seoul, Tokyo and Hong Kong will now be available in a comfortable and convenient mall environment. The YesStyle Store gives fashion-conscious shoppers in the San Francisco Bay Area a way to discover new trends and brands from Asia and to physically browse YesStyle's unique offerings.

Among the best-selling brands featured at the YesStyle Store are:

- Googims – An award-winning Korean brand utilizing cartoon illustrations and primary colors, this hip brand parodies modern life in winning, distinctive style.
- Dodostyle – Inspired by Korean and Japanese fashion, this popular women's fashion brand offers an eclectic mix of frilled and feminine styles that are perfect for mixing and matching.
- Buden Akindo – Hailing from Osaka, Japan, this designer casual wear brand takes traditional Japanese sayings and signage and gives them a contemporary urban twist.
- Namitatsu – A fusion of traditional Japanese art and modern surfer culture, this brand offers casual pieces adorned with tasteful, eye-catching prints.

"Many young people know about YesStyle.com and its unique styles and brands," says YesStyle Fashion, Inc. president Tom Larsen, "but before now there hasn't been a way to comfortably browse their products like traditional shoppers. We are excited to open the first YesStyle Store in the San Francisco area and hope this will be the first of many more."

For the store's grand opening ceremony, Miss Asian California Victoria Pham will be on hand for photo opportunities and to greet guests. In addition to other planned activities, the first 10 customers on September 26 will receive a free Momoko fashion doll, a highly sought collectible from Japan. Other giveaways include a free Green Banana beanie, from one of YesStyle's most popular brands, which will be given to the next 100 customers.

About YesStyle.com

Established in July 2006, Asian fashion retailer 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. Highlighting the latest trends and styles, YesStyle.com is dedicated to providing the best platform for designers and fashion brands in Asia to connect with international customers. YesStyle.com is the sister website of leading Asian entertainment retailer YesAsia.com, named as one of the "Top 50 Retail Sites" in the U.S. by Internet Retailer magazine.

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