

Seoul to Soho Debuts in New York as an Immersive Celebration of Korean Beauty Innovation

First-of-its-kind SoHo experience brings together leading K-beauty brands, biotech pioneers, indie innovators, creators, media, buyers, and consumers.

NEW YORK, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- This August, the heart of

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Seoul to Soho was created to bridge Korea's most exciting beauty brands with the U.S. market through experiences that inspire discovery, education, and genuine community.”

Andrew Kim, Founder and Chief Creative Officer of Toilet Paper

SoHo will become home to Seoul to Soho, an immersive experience celebrating Korean beauty, wellness, and innovation. Taking place at 13 Crosby Street from August 14 through September 6, 2026, Seoul to Soho brings together leading and emerging Korean skincare brands, biotechnology innovators, creators, retailers, media, and consumers for a three-week exploration of the next generation of K-beauty.

More than a traditional retail pop-up, Seoul to Soho is designed to introduce Korean brands to the U.S. market through experiential retail, creator culture, education, and community-driven programming.

“As Korean beauty continues to evolve, consumers are looking beyond trends—they're seeking brands backed by innovation, science, authenticity, and meaningful stories,” said Andrew Kim, Founder and Chief Creative Officer of [Toilet Paper](#), producer of the event. “Seoul to Soho was created to bridge Korea's most exciting beauty brands with the U.S. market through experiences that inspire discovery, education, and genuine community.”

SHOWCASING THE FUTURE OF KOREAN BEAUTY

Seoul to Soho will feature a curated collection representing the breadth of Korea's beauty industry, from globally recognized names to emerging companies redefining skincare through biotechnology, wellness, sustainability, and scientific research.

Featured participants include Melixir, the award-winning vegan skincare brand known for its plant-based philosophy; VT Cosmetics, showcasing its globally celebrated Reedle Shot line and innovative skincare technology; and CureCode, the biotechnology-driven skincare brand from Dr.

Raymond Laboratories, highlighting its proprietary Neuromide® technology developed to strengthen and support the skin barrier.

Two curated exhibition spaces will further highlight the future of Korean beauty. The Indie Brand Zone, hosted by K-LAB 365, will spotlight emerging Korean brands entering the U.S. market, giving visitors an opportunity to discover tomorrow's breakthrough names. The Biotech Zone, hosted by Entera Bio, will explore the convergence of biotechnology and skincare through advanced ingredients, scientific research, and next-generation formulations.

AN IMMERSIVE EXPERIENCE BEYOND SHOPPING

Designed as an experiential destination, Seoul to Soho invites visitors to discover K-beauty through interactive experiences, creator-led storytelling, and community programming, including:

- A signature High-Angle Photo Booth
- Custom Tote Bag Personalization
- Custom Keychain Workshop
- Complimentary K-Beauty Sample Giveaways
- Exclusive product launches and brand activations
- Interactive product testing and discovery
- Creator appearances and live content creation
- Skincare demonstrations and workshops

On select weekends, Seoul to Soho will also host a Community Run Club, bringing together wellness enthusiasts, creators, and local residents for morning runs through downtown Manhattan followed by skincare experiences, refreshments, and community programming.

Additional workshops, creator meet-and-greets, demonstrations, and limited-time experiences will be announced throughout the event.

WHERE COMMUNITY MEETS COMMERCE

Throughout Seoul to Soho, creators from TikTok, Instagram, and YouTube will produce original content on-site, extending the experience beyond New York and into social feeds worldwide. By bringing retail, content, education, and community together under one roof, the event creates an environment where consumers discover products, creators tell authentic stories, and Korean brands build meaningful connections with the U.S. market.

INDUSTRY PREVIEW AND PUBLIC OPENING

Seoul to Soho begins with an exclusive Industry Preview on August 14–15, welcoming influencers and creators, beauty editors and media, retail buyers, distributors, investors, industry professionals, and brand executives. The preview is designed to connect participating brands with key decision-makers shaping the North American beauty market.

Industry Preview access is limited. Qualified industry guests, media, and creators may [request an](#)

[invitation here.](#)

Beginning August 16, Seoul to Soho opens to the public with immersive exhibitions, product discovery, customization stations, giveaways, workshops, wellness programming, and community events.

EVENT INFORMATION

Seoul to Soho: The K-Beauty Experience

Industry Preview: August 14–15, 2026 — Limited Access / Invitation Only

Request an Invitation [by clicking here](#)

Public Experience: August 16–September 6, 2026 — Free and Open to the Public

Location: 13 Crosby Street, New York, NY 10013

MEDIA CONTACT

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ABOUT TOILET PAPER

Toilet Paper is a New York-based creative agency helping Korean brands enter, grow, and scale in the United States through creative strategy, experiential marketing, influencer partnerships, creator commerce, and cultural storytelling.

EDITOR'S NOTE: High-resolution images, brand logos, founder interviews, event renderings, and additional press materials are available upon request. Media interested in attending the August 14–15 Industry Preview may request accreditation through the media contact above.

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