

Korean Diaspora, Female-Founded: Maisonje and muBeans Join Forces for a New York Debut

Korean-Australian designer Jay Heo of Maisonje and Korean-American founders Yumi Choi and Jinhee Kim of muBeans team up in SoHo for a joint New York debut

NY, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Three Founders, One Unified Vision for the Modern Nomad

The modern workplace is no longer tied to a desk. It's on a train, at a quiet neighbourhood café, or in a bustling airport terminal. But as mobility evolves, the tools professionals carry and the coffee they drink haven't always kept up.



Yumi Choi, CEO of muBeans (left), and Jay Heo, Founder and CEO of Maisonje (right), showcase the Maisonje My Petite Backpack and My Petite Laptop Sleeve collection at Flying Solo in SoHo, New York.

Korean Australian designer Jay Heo, founder of [Maisonje](#), and Korean-American entrepreneurs Yumi Choi and Jinhee Kim, CEOs of [muBeans](#), may operate in different industries, but all three founders built their brands out of frustration with the status quo — and a shared drive to craft purposeful, uncompromising solutions for people on the move. On June 19, 2026, that shared vision came together at Maisonje's New York launch at Flying Solo in SoHo, with muBeans joining as event sponsor to welcome guests with its caffeine-free botanical brews.

Designed for the Global Commuter

The collection features multiple compartments, including a dedicated space for a laptop and gadgets, a quick-access hidden security pocket for passports, and tailored compartments for a tumbler and an umbrella. The full collection is available at Maisonje.

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About Maisonje

Maisonje is a premium backpack brand for professional women, crafting design-led, functional pieces that move from the boardroom to the airport without compromise. Founded by Jay Heo, the brand is available at Flying Solo SoHo (New York) and www.maisonjeofficial.com.

About muBeans

muBeans | mubeans.com | [@mubeansofficial](https://twitter.com/mubeansofficial)

Led by Yumi Choi and Jinhee Kim, muBeans is a wellness-driven beverage brand reinventing the coffee experience. Using proprietary botanical fibre blends, muBeans provides the rich taste and grounding ritual of coffee without caffeine, acid distress, or reliance on vulnerable coffee crop ecosystems.

Event Location

Flying Solo, 419 Broome St, New York, NY 10013 | flyingsolo.nyc | [@flyingsolonyc](https://twitter.com/flyingsolonyc)

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