

Creative Concept Shop Turns an In-Person K-Beauty Experience Into a Social Content Engine

Creative concept shop Toilet Paper's 5,500-square-foot SoHo K-beauty experience drew 300+ creators and hundreds of social posts during opening weekend.

NEW YORK, NY, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- As brands continue to invest heavily in creators, social commerce and digital content, creative concept shop Toilet Paper is bringing experiential retail and the creator economy together through Seoul to Soho, demonstrating how physical brand experiences can fuel digital content, reach and engagement.

The result is Seoul to Soho, a multi-week K-beauty pop-up conceived and produced by Toilet Paper in the heart of New York City's SoHo neighborhood. Running through September 6 at 13 Crosby Street, the 5,500-square-foot experience brings together Korean beauty brands, creators, consumers and industry professionals in an environment designed not simply for shopping, but for discovery, interaction and content creation.

The concept has already demonstrated the potential of connecting offline experiences with online influence. More than 300 creators attended Seoul to Soho's opening events, with hundreds of pieces of social content created as a result, extending the experience well beyond the walls of the SoHo space.

"Creator marketing doesn't have to exist entirely behind a screen," said Matt Elliott, Co-Founder and Chief Client Officer of Toilet Paper. "We work with creators every day who are producing content and introducing products to audiences at tremendous scale. With Seoul to Soho, we



Matt Elliott, John Miyoshi, and Andrew Kim of Toilet Paper

wanted to bring those relationships into the real world — let creators physically discover the brands, meet the people behind them, experience the products and then take those experiences back online to their communities. One in-person interaction can ultimately reach thousands, or even millions, of people through the content it inspires.”

DESIGNED FOR BOTH EXPERIENCE AND CONTENT

Seoul to Soho was intentionally built to blur the line between retail, experiential marketing and creator activation.

Alongside product discovery and shopping, visitors encounter experiences inspired by trends and activations popular in Korea, including customized tote bags, keychain giveaways, interactive photo moments and a high-angle photo booth.

A magazine-inspired photo experience gives guests another opportunity to create highly shareable imagery, while a dedicated Creator Studio provides space for creators to sit down, try products and film content directly from the event.

The studio also incorporates the character of New York through a graffiti-inspired environment where visitors and creators can add their own “tags,” messages and social handles to the walls, creating an installation that continues to evolve throughout the pop-up.

Rather than treating content creation as an afterthought, Toilet Paper designed it into the physical experience itself.

“We didn’t want to build another retail space with products sitting on shelves,” said Andrew Kim, Co-Founder and Chief Concept Officer of Toilet Paper. “The question from the beginning was: how do we create something people actually want to experience, participate in and share? Every element has a purpose — whether that’s discovering a new brand, creating a piece of content or simply giving someone something unexpected to interact with. That’s the type of thinking we want to bring to every concept we develop.”

BRINGING K-BEAUTY TO LIFE IN NEW YORK

The activation comes as Korean beauty continues to expand its influence in the U.S. market, moving beyond trend status and becoming an increasingly important part of the American beauty landscape.

Seoul to Soho was developed to give consumers and creators an opportunity to experience that innovation in a more immersive way — bringing together products, brand stories, beauty technology and elements of Korean culture within one physical destination.

For participating brands, the model creates multiple opportunities for exposure. A consumer may discover and purchase a product inside the store, while a creator experiencing that same product can introduce it to an audience many times larger than the number of people who could

physically visit the space.

That multiplier effect sits at the center of Toilet Paper's approach.

"The opportunity is to connect physical engagement to measurable digital performance," said John Miyoshi, Co-Founder and Chief Creative Officer of Toilet Paper. "We're not looking at an activation as a standalone moment. We're looking at the content it generates, the conversations it creates, the audiences it reaches and the actions that follow. When those touchpoints are designed as one connected ecosystem, the physical experience can become a powerful driver of digital engagement and ongoing brand performance."

A CREATIVE CONCEPT SHOP BUILT AROUND BIG IDEAS

Seoul to Soho also represents the broader model behind Toilet Paper, an independent creative concept shop built to develop ideas and then bring them to life across the channels best suited to make them successful.

Rather than beginning with a predetermined media channel or deliverable, Toilet Paper starts with the concept.

From there, the company develops the activation around what the idea requires — whether that means a physical pop-up or experiential event, a creator-led campaign, a TikTok Shop affiliate program, social commerce strategy, content production or an integrated combination of online and offline experiences.

With particular experience across beauty, K-beauty and creator commerce, Toilet Paper works with brands to bridge creative thinking and execution — taking concepts from the initial idea through production, activation and amplification.

Seoul to Soho is one example of that philosophy at scale: an experiential retail environment that simultaneously functions as a brand-discovery platform, creator gathering place and content engine.

SEOUL TO SOHO CONTINUES THROUGH SEPTEMBER 6

Seoul to Soho is open at 13 Crosby Street in SoHo, New York City, through September 6, 2026, offering consumers, creators and members of the beauty community an opportunity to discover participating Korean beauty brands and experience the activation in person.

[Follow Seoul to Soho on Instagram](#)

ABOUT TOILET PAPER

Toilet Paper is an independent creative concept shop that develops big ideas and builds the strategies, campaigns and experiences that bring them to life. Working across beauty and other consumer categories, Toilet Paper partners with brands to turn creative thinking into execution

across integrated campaigns, brand activations, creator and social commerce programs, content, digital experiences and other innovative ways to engage consumers. Toilet Paper works with brands across the U.S. and internationally.

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