

MEDIA RELEASE

Hufvudstaden welcomes Yeppo & Soonsoo to Femman in Gothenburg

Korean beauty care specialist Yeppo & Soonsoo is set to continue its growth journey in Sweden with a new store in Femman, in Nordstan, Gothenburg. The store – the company’s first in Gothenburg – will open at the beginning of July.

Yeppo & Soonsoo was established in 2018 and currently has eight stores in Finland, one in Sweden, and one e-commerce store. And now they are opening their second store in Sweden, this time in Femman.

“We’re delighted that we’ll soon be able to open the doors to our latest beauty oasis. We welcome beauty enthusiasts and beginners to experience the magic in our store. With the largest selection of vegan, non-animal tested skin care, makeup, hair care and body care from Korea, and with more than 80 different face masks to choose from, we have something for everyone,” says Elisa Ahonpää-Kim, CEO and founder of Yeppo & Soonsoo.

The approximately 160-square-metre store will open on Femman’s street level in early July. With its extensive range of products, the store will offer citizens of Gothenburg the latest in Korean beauty care.

“Yeppo & Soonsoo has been given a fantastic reception in Sweden to date. Their profile and product range complements our offering in Femman perfectly, and we extend them a warm welcome,” says Malin Måhlin, Retail Leasing, Hufvudstaden.

With its central location at the heart of Nordstan in Gothenburg, and extensive range of leading brands, Femman offers visitors an unrivalled retail experience.

Gothenburg, April 25 2024

HUFVUDSTADEN AB (publ.)

Media contact:

Marie Larsson, Project Leader Markets

marie.larsson@hufvudstaden.se, +46 (0)31 71 02 33