

# Forbes

## K-Beauty Emporium Olive Young Opens In The U.S.—Here’s What To Buy

Amber Kallor | May 29, 2026

Olive Young, a top beauty and lifestyle retailer from South Korea, is making its official debut stateside with a flagship store in Pasadena, CA. The 8,647-square-foot space is now open for business, as is the brand’s new site dedicated to U.S. customers.

The retail giant, which operates more than 1,400 stores in South Korea, carries over 5,000 products from 400 brands, says Rena Kim, global communications lead for Olive Young. Its assortment spans buzzy K-beauty favorites (such as Biodance and Mediheal), Olive Young’s private labels (including Colorgram and Bioheal BOH) and global brands (like Urban Decay and Lancôme). To help shoppers navigate the vast curation and personalize product recommendations, complimentary scalp and skin analysis scans and product testing stations are available on site.



Olive Young, South Korea’s top beauty and lifestyle destination, is making its official debut in the United States.  
Olive Young

Olive Young, which is akin to a K-beauty Toys“R”Us, invites customers to touch and play with everything from tech-y devices to toner pads. While Kim says approximately 70% of the store is dedicated to skincare, the shelves are also stocked with makeup, fragrance, haircare, tools, colored contacts, supplements, snacks and more. Customers can expect to uncover new finds every time they walk through the door, as the retailer plans to refresh its stock every two to three weeks, says Kim.

**Dr. Kimberly Lee**, a board-certified facial plastic and reconstructive surgeon in Beverly Hills, notes that constant newness is a big part of Olive Young’s appeal. “They rotate products based on what’s actually popular in the market and offer a unique, try-first shopping experience with a heavy emphasis on testing, discovery and accessible indie brands that often go viral before reaching global beauty chains,” she says.



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Olive Young

The new Pasadena outpost, however, is just the beginning of the company’s expansion. Olive Young is slated to open a second location at the Westfield Century City mall in Los Angeles next month. The retailer is also partnering with Sephora this fall to create a “dedicated zone” of K-beauty products online and in stores across the U.S., Canada, Hong Kong, Singapore, Malaysia, and Thailand.

“Olive Young is like Starbucks in how pervasive it is in South Korea,” says deputy editor Jane Sung, who has visited the country several times. While K-beauty staples may not be as easy to grab as a venti latte just yet, the retailer’s rapid growth suggests Americans are getting closer. In the meantime, we suggest adding these expert-approved picks to cart.



OLIVE YOUNG

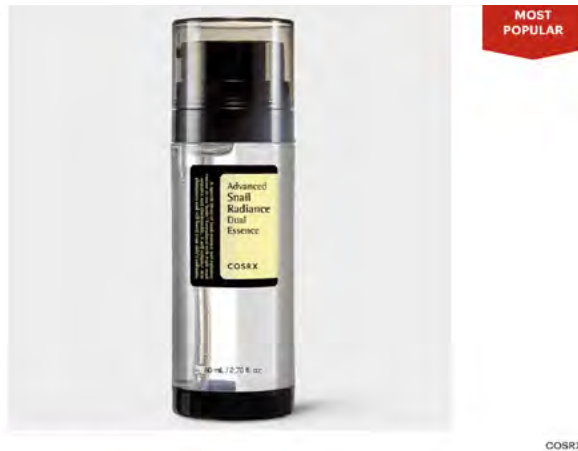
Dr.G Green Mild Up Defense Mineral Sunscreen

SAVE \$3.00 (13%)  
AT OLIVE YOUNG US

Shop At Olive Young

It's nearly impossible to talk about Korean beauty without mentioning sunscreen, as the country continues to set the benchmark for cosmetically elegant formulas that people want to use on repeat. "Korean consumers are extraordinarily discerning about texture and wearability, which pushed formulations far beyond the thick sunscreens many Americans grew up with," says Dr. Elise Min, a Beverly Hills board-certified plastic surgeon.

Because SPF is regulated by the U.S. Food and Drug Administration, you won't find the same exact formulas that are stocked by Olive Young overseas, but Kim says many of the U.S.-approved versions come close. Min likes Dr.G Green Mild Up Defense Mineral Sunscreen for sensitive or post-procedure skin. "After lasers, microneedling or surgery, or in patients prone to pigmentation, I tend to prefer formulations that are gentle, calming, and easy to tolerate consistently," she says.



CosRx Advanced Snail Radiance Dual Essence

[Shop At Olive Young](#)

According to Lee, one of the many things that Olive Young is known for is its "ingredient-savvy curation." If you haven't already tried this staple, she recommends adding moisturizing snail mucin to your skincare routine. The CosRx Advanced Snail Radiance Dual Essence contains snail secretion filtrate, which helps give the skin a "glass-like appearance," she says. The lightweight formula also features brightening niacinamide, plumping sodium hyaluronate and soothing allantoin.



Unove Deep Damage Repair Hair Mask

[Shop At Olive Young](#)

Dr. Eunice Park, a dual board-certified facial plastic surgeon and founder of Airem Aesthetic Spa in New York City, says the Korean approach to haircare is much like skincare in that there is a “strong focus on scalp health, hydration, proteins and long-term hair quality rather than just styling.” One of her favorite products is the Unove Deep Damage Repair Hair Mask, which has become a breakout star globally. “I love it because it gives the hair an incredibly soft, glossy, glass-hair finish without feeling heavy or coated,” she says.



OLIVE YOUNG

Dr. Althea Aqua Marin Jelly Mist

SAVE \$4.00 (20%)

AT OLIVE YOUNG US

Shop At Olive Young

“From an aesthetics perspective, Olive Young feels less like traditional retail and more like a live incubator for the future of skincare innovation,” says Vanessa Lee, a cosmetic registered nurse and founder of The Things We Do, a medical spa in Los Angeles. During a trip to South Korea with Kim and Khloé Kardashian, the pro picked up Dr. Althea Aqua Marin Jelly Mist. “This is the perfect throw-in-your-bag mist for instant hydration and a refresh that cools, plumps and wakes up tired skin,” she says. The viscous formula is infused with mineral-rich sea water, moisturizing hyaluronic acid and skin-strengthening vegan PDRN.



OLIVE YOUNG

Clio Kill Lash Superproof Mascara

SAVE \$3.00 (17%)

AT OLIVE YOUNG US

Shop At Olive Young

If your lashes need a lift, the Clio Kill Lash Superproof Mascara may be able to help. “This dream mascara actually holds the carefully crafted curl I do on my super straight lashes,” says Sung. According to Olive Young’s U.S. website, one tube is sold every five seconds in South Korea, and we anticipate the formula will fly just as fast in the States.

<https://www.forbes.com/sites/forbes-personal-shopper/2026/05/29/olive-young-us-launch/>