

# Lyko launches Mamonde – a blooming star in K-beauty

**We are taking a major step in our K-beauty initiative as we introduce the South Korean skincare brand Mamonde to the Nordic and European markets. With Mamonde, we can offer our customers advanced skincare that combines botanical ingredients with cutting-edge research.**

K-beauty is one of the fastest-growing categories at Lyko, attracting a new generation of beauty consumers who seek authenticity, innovative products with effective ingredients, and brands with strong identity and storytelling.

Mamonde blends a heritage of flower-based ingredients with advanced active components. Its proprietary Hyper-Flora™ technology extracts and enhances the benefits of floral and botanical ingredients, delivering both visible results and a sensorial experience. With a clear focus on the needs of Gen Z consumers, Mamonde provides effective solutions for common skincare concerns. Its formulations are designed to nourish, brighten, and protect the skin from external stressors, with sustainability and respect for nature at the core.

At the heart of the assortment is Rose Liquid Mask, the brand's hero product and already a cult favorite in Korea. Known for its ability to hydrate, soothe, and revitalize the skin, it uses rose water and extracts from carefully selected flowers.

The product has quickly become an international sensation and symbolizes Mamonde's philosophy of combining the power of nature with the precision of science.

Mamonde is part of Amorepacific, South Korea's largest and leading beauty group, which has been pioneering modern skincare technology for over 70 years and has created several global beauty successes.

## **Strategic partnership between Lyko and Mamonde**

Through this strategic partnership, we strengthen our position as the leading beauty destination in the Nordics and expand our K-beauty offering. The launch will take place both online and in our physical stores.

*"With our strong platform, passionate community, and experience in successful brand launches, we are the natural partner for Mamonde's European expansion. This is an important step in our vision to become the starting point for beauty,"*

says Rickard Lyko, CEO of Lyko.

*"Mamonde represents the very best of K-beauty – innovation, authenticity, and inspiration. We are incredibly proud to introduce the brand to our customers and are confident that it will be a success,"*

says Maria Silver, Category Manager at Lyko.

## **Launch activities**

- **PR event in Stockholm** – We kick off the launch with an exclusive event in our FABship Store in Stockholm, where leading K-beauty profiles from across Europe are invited to experience Mamonde in a unique way.
- **Consumer events in Stockholm, Oslo & Helsinki** – The Lyko community will get to explore Mamonde through glow booths, K-pop, giveaways, and interactive skincare experiences.
- **Guerrilla marketing** – For two days, Mamonde will “bloom” on the streets of Stockholm with spectacular floral installations designed to create buzz and engagement on social media.
- **On Saturday, September 27th**, we will start selling the products online and in stores.

## **For more information, please contact**

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Tom Thörnblom, Head of Communication & Investor Relations, Lyko  
+46 (0) 72 555 01 90, [tom.thornblom@lyko.com](mailto:tom.thornblom@lyko.com)

## **About Lyko**

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Lyko Group AB (publ) is a beauty specialist passionate about making beauty accessible, inspiring, and fun for everyone! With the market's widest assortment, a beauty playground where you can explore everything around the products, and be part of an inspiring community.

Our operations span across eight countries via Lyko.com, the Lyko app, and 33 stores in Sweden, Norway, and Finland. But we don't stop there! We manage the entire chain from product development in our labs and manufacturing in our factory in Gothenburg to warehousing and sales to hairdressers and retailers. The business employs close to 1200 people.

Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, corp@avanza.se, is the company's Certified Adviser. Visit Lyko.com for more information.

## **Image Attachments**

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[Mamonde Magazine 2476x870 1](#)

## **Attachments**

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