Code Korea@Fragranze

The New Frontiers of K-Beauty

Following the great success of K-Beauty and the growing interest in Korean design at Pitti Uomo, the special area **Code Korea@Fragranze** will also take place at Stazione Leopolda, showcasing a selection of innovative beauty brands, in collaboration with the **Korea Creative Content Agency (KOCCA)**.
A must-attend event for anyone looking to explore this trend in greater depth is the Code Korea talk, taking place at Stazione Leopolda, at the UniCredit Fragranze Arena, on September 12 at 12:30 p.m.
The speakers will be **Chester Jungseok Roh** (CEO of **KYYB**, one of Korea's most innovative skincare brands) and **Susanna Macchia** (Senior Beauty Editor at **D - la Repubblica**).
Here are the brands featured in Code Korea:

DEARDOT
Natural and sustainable ingredients, clean and cruelty-free formulations. At the heart of the collection is a rare citrus fruit native to Jeju Island and rich in vitamin C: Dangyuja, which gives the serums and creams precious and unique antioxidant properties.

DERMATHOD
A professional skincare line based on biocompatible ingredients that mimic the skin's natural structure to promote deep cellular regeneration. The collection includes exfoliants, peeling pads and formulas designed to respect the skin barrier.

PUREPEAK
Highly effective anti-aging treatments in convenient stick formats, designed for those who travel or are always on the move: this is the philosophy behind Beauty on the Go and Leisure Time. Vegan formulas and sustainable packaging are designed as keyrings, making them wearable as well.

VAROL
Combining science and nature, this brand offers high-performance formulas designed to revitalize, hydrate and brighten the skin. Its iconic Ice Roll Serums combine a cooling massage with an anti-aging treatment.