

‘I am most proud when K-beauty has positive impact on the world’

Lee Olesya from Uzbekistan, CEO of OLLEE and participant in 2025 Future Leaders Conference

“The need for Korean cosmetics that can be comfortably used in the Central Asian climate led to the creation of OLLEE,” said Olesya Lee, founder and CEO of the Korean skincare brand OLLEE, which she founded in 2020 and named after herself. On May 29, she met with Yonhap News Agency and explained the starting point and philosophy of her brand. She participated in the 2025 Future Leaders Conference and is a female entrepreneur who has successfully established K-beauty in not only her country of residence, Uzbekistan, but also in Kazakhstan, Kyrgyzstan and Russia. She is gaining attention for her product strategies tailored to the local climate and skin characteristics.

She said that her participation in this year’s conference was particularly meaningful. “The overall atmosphere was very encouraging, and the speakers’ insightful lectures were very inspiring. I was able to gain a lot of useful information, and I want to take a lot of this energy back home. I am deeply grateful to the Overseas Koreans Agency for providing this opportunity.”

Pride in positive impact of K-beauty on world

Lee emphasized the need for the government’s strategic efforts to strengthen the next-generation Korean network.

“I think the government should actively develop educational programs so that the next-generation Koreans can acquire expertise and practical capabilities in their fields. In addition, it is necessary to provide support for startups in order to create an innovative business ecosystem.”

She expressed her intention to contribute to her homeland based on her professional experience.

“Based on my experience as a startup entrepreneur, I am trying to mentor aspiring entrepreneurs and contribute to enhancing the



Olesya Lee, CEO of OLLEE in Uzbekistan

brand image of the Republic of Korea and revitalizing the economy by expanding my business in domestic and international markets.”

Lee said that she was able to maintain a deep sense of pride in her Korean identity and traditional culture through her grandparents.

“When I see our traditions, culture and beauty industry having a positive impact on the world, that pride grows even more. It is a great joy to share the cultural power of Korea, which combines tradition and innovation, with people around the world.”

She also serves as the head of the charity division of the Koryo-in Business Club and is actively engaged in volunteer work for the elderly in nursing homes and in supporting talented youth in sports to pursue their dreams.

Olesya Lee, CEO of OLLEE in Uzbekistan, is pioneering a new path for K-beauty, focusing on the Central Asian market. She is more than just a businesswoman; she is a K-beauty diplomat who spreads culture and values, and is a bridge connecting her roots in Korea with the rest of the world. 