

# AFFORDABLE BEAUTY PRODUCTS FOR ALL

## MR DON YEW

*XIAOMEI Pte Ltd*

Despite entering an industry which is hugely dominated by a few veteran companies that have more resources and knowledge which gives them certain advantages, Mr. Don Yew, Founder and CEO of XIAOMEI Pte. Ltd, remained fearless and resilient, and sought to understand how he could build a sustainable business in the beauty industry before he began working on the foundations of the company.

Mr. Yew founded XIAOMEI Pte. Ltd in 2015 as an affordable alternative to traditional channels of purchasing beauty products. They boast a huge array of beauty products from more than 80 regional and international brands, consisting of mainly fragrances, cosmetics and premium skincare lines.

The idea for XIAOMEI came when Mr. Yew realised that the beauty industry, in particular, is becoming increasingly daunting to many due to the exorbitant prices and the lack of accessibility to the products. Through XIAOMEI, he could give customers greater accessibility to many affordable beauty products.

Always placing their customers' welfare first, the company constantly engages with them to find out what they need. "We are always on the lookout for the latest beauty trends and products, which allows our customers to keep up with the latest buzz in the business," affirms Mr. Yew.

On their long-term vision and goal, XIAOMEI aims to be the most trusted and connected beauty company in Singapore and the region. "We want beauty to be accessible by all and we want to remind everyone that being beautiful can be really fun as well!" finishes Mr. Yew.



“SHOWING IS BETTER THAN TELLING. NO MATTER HOW BRILLIANT YOUR IDEAS ARE, KEEP WALKING THE TALK AND PERSEVERE THROUGH IT ALL.”

## UP CLOSE & PERSONAL

### How do you approach problems in life?

I am more resilient by nature and I work very well under stress. My mantra has always been that every problem has many solutions and I just have to find the right one. With good stress management and problem-solving skills, it makes an entrepreneur's life much easier.

### How has your past experience helped you as an entrepreneur and businessman?

I have always sought to expose myself to as many different challenges as possible since I was young. I took on several key leadership positions both in school and also beyond the classrooms, to hone myself to be an all-rounded individual.