

Student Beans Marks 21st Birthday With Exclusive Limited-Edition Student Offers and One-Day Leeds Pop-Up Event

- Student Beans, one of the world’s leading student discount platforms, celebrates its 21st birthday with an exclusive Leeds pop-up event on June 4th and a week-long digital campaign starting June 1st.
- The in-person birthday celebration will take place at Trinity Leeds shopping centre on June 4th, hosting a range of exclusive offers, merchandise and prizes, including Neo Macbooks, for students that attend.
- Some of the biggest limited-time offers will be available online at Student Beans during the campaign, from brands incl. NewBalance, LOOKFANTASTIC, Dyson and Sephora.
- Students across the UK, who have the Student Beans app downloaded, have free entry to the in-person birthday event.

[28 May 2026 10am BST] Students across Leeds and the surrounding areas are invited to celebrate as Student Beans, one of the world’s leading student discount platforms, turns 21. To mark the milestone, the app, part of Pion, is launching a week-long birthday campaign from 1 June, featuring its biggest-ever limited-edition retail discounts alongside an interactive in-person pop-up event in Leeds city centre.

Taking place on Thursday 4 June at Trinity Leeds from 11am–5pm, the in-person event will feature games, giveaways and exclusive student perks as Student Beans celebrates more than two decades of helping young people save money on the brands they love. Students attending the event will also have the chance to win major prizes, including brand vouchers and Neo MacBooks, through a series of interactive games.

As part of the campaign, students can unlock limited-edition discounts of up to 35% off selected brands by downloading the app, alongside enhanced birthday offers from leading retailers. Highlights include an exclusive 21% discount from The Body Shop, more than double its usual student offer, and a 15% limited-time boosted offer at New Balance.

The celebration comes as students continue to feel financial pressure amid rising living costs, with Student Beans aiming to help young people stretch their budgets further while rewarding them with memorable experiences.

Sheeva Fallahi, Content Strategist at Student Beans, said:

“Turning 21 is a huge milestone for Student Beans, and we want to celebrate by giving back to students in a big way. Leeds has a fantastic student community, so it felt like the perfect place to host our birthday pop-up and bring together incredible offers, prizes and experiences all in one place.”

Entry to the event is free for students who have downloaded the Student Beans app. Visitors without the app will be able to sign up on-site via scannable QR codes available throughout the activation.

The Student Beans 21st Birthday offering will launch for a week-long period, from the 1st June to the 7th and will be available across both US and UK territories. The in-person campaign is exclusive to UK audiences.

For students looking to access the Student Beans birthday campaign offerings, download the app [HERE](#) and attend the Trinity Leeds event on the 4th June.

About Student Beans

Student Beans is Pion's world-leading student discount marketplace, helping millions of students save on the brands they love since 2005. Delivering more exclusive offers than any other platform, Student Beans gives brands the verification, data ownership and insights to understand, engage and grow loyalty with student audiences.

About Pion

Pion is a verified-audience marketing platform, helping brands run and promote offer programs, verify customers and reach new audiences, whilst keeping full ownership of their data and customer experience. Growth, without compromise.