

C-BEAUTY New Kid! YNY, The Unbounded Dapper Brand



New York City, Jan 3, 2021 (Issuewire.com) - Made for world-class dappers, Yanshiyin(also known as YNY)originated from China. YNY takes inspiration from the combination of concept art and urban lifestyle, delivering products ranging from designer makeup, edgy fashion, and art deco to worldwide buyers. The brand regards itself as an outsider of the beauty & Fashion industry, but stand on the balance of an unbounded field. YNY's themes and products are bright & bold spirited, aiming to convey the lifestyles and attitudes of "Mad Dappers".

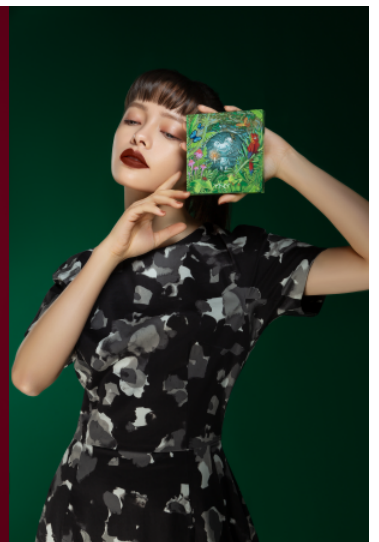
Mad Dappers, as described by YNY official, refer to "the young city elites who have independent fashion tastes and have strong passions towards what they love for life, they always "dress" well inside-and-out and be prepared to live every day to the fullest, with their bright energy and loving vibes, they can and will always breakthrough the impossibles."

To build connections with its Dapper audiences, Yanshiyin initiated an art toy MADAPP(Mad+Dapper) as its brand representative as well as the new lifestyle icon. MADAPP, the ox horn elf is made of spirits and passions of adventurers and is the embodiment of strength, love, and courage. Expel the established future to light-years away, MADAPP walked through the black holes and came back from the mysterious future universe to trace the origin of YNY's world of "Dappers". With the slogan

“BreakThrough”, YNY’s products are all based on the story of aggressive MADAPP as if the brand is casting a big 5D movie with each product as MADAPP’s adventure story in the world of *Mad Dappers* and consumers as both audiences and participants. With the fast-growing Ciber community and the media excessively calling for self-expression, YNY believes that their Dappers need extra and special private space to be awakened of true selves, that is why YNY’s products are simple and straight on the surface while complicated inside right enough for audiences to indulge themselves with MADAPP for discovery.

YNY’s design keeps a consistent edgy, buzzard, aggressive posh style. With YNY’s belief that the pure state of childhood and aspiration for the future world is the most empathetic for all, its product themes inspire from the collapse of classic children animation movies and futurism video games. MADAPP Ox Horn Velvet Lipstick with new series “The Origin” mapped out a story of the beginning of YNY’s journey of adventure. The lipstick line is composed of 5 themes inspired by the elements and scenes in the world origin. With its lip color named Light, Lava, Cactus, Magnet, Engine, and its horn design represent “BreakThrough” every barrier, the Ox Horn Lipstick shows a high level of positive vibes and numerable passions in a delightful way. Another eye-catching product series is the MADAPP Treasure Hunter Face Color Shadow Palette, the series features MADAPP as a gold hunter searching for the best facial weapon in the world. The overlapping packaging design imitates the process of the adventure: going into the woods, finding the cave, and digging for the golds and gems. It is innovative in a way that this surprising packaging experience provides consumers a sense of “treasure hunting” participation as if they were with MADAPP.

Besides the beauty category, YNY also has a variety of fashion & lifestyle products, such as limited MADAPP art toys, MADAPP sweaters, home decor, etc. “The position of an outsider is the best for an observer” as said by its founder, with different insights merging into an innovative field, the young dapper brand breaks into the unknown territories while always keep a high-quality standard.



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Source : Yanshiyin Cosmetics

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