

Branddefinition I AM and YSTRDY

Our declaration of love to a modern, feminine lifestyle

I AM is THE costume jewelry brand for women who have fun with fashion and style and take care of their appearance. With friendly, emotive branding and a wide product range, I AM makes it easy for customers to get inspired and find the right item for any occasion.

I AM wants every woman to be proud of how she looks. This is why I AM offers fantastic jewelry and beautiful textile accessories from YSTRDY at affordable prices.

I AM is constantly reinventing itself. The product line is structured according to themes. Every two weeks, small highlights are added. The product range is extensive and can therefore satisfy even the more specific requirements. An oasis, from basics to highlights through to eye-catchers.

I AM stores are characterized by feminine elements. They are emotive and modern – places for a unique shopping experience that women will adore. I AM stores can be found in Antwerp, Barcelona, Berlin, Brussels, Budapest, Geneva, Hamburg, Istanbul, Cologne, Krakow, Madrid, Munich, Paris, Prague, Warsaw and Vienna, to name a few.

A perfect couple: I AM and YSTRDY

YSTRDY is the brand for all textile accessories in our I AM stores. Feminine, fashionable, up-to-date, versatile and surprising – this is YSTRDY, which makes it the perfect complement to our I AM jewelry line.

YSTRDY offers our customers a huge amount of variety. The product line includes a vast selection of scarves, hats, gloves, purses, wallets, belts and umbrellas. As well as these, there are seasonal articles and items for particular occasions, such as flip flops, bikinis and underwear. Accessories from YSTRDY add that certain something to our customers' outfits.

The YSTRDY collection features a whole host of themes, which are constantly changing. All articles are coordinated with one another and can also be combined excellently with the I AM jewelry line.

The perfect couple.

As the YSTRDY collection is only sold in I AM stores, the following caption should always be added to pictures of YSTRDY accessories: "YSTRDY is available in I AM stores". Please also note: The brand names I AM and YSTRDY are always written in all caps.