

Yislamoo Expands it's Online Store

Mixing Pop Art, Comics & Arabia



Los Angeles, Jun 21, 2019 (Issuewire.com) - Yislamoo expands it's online store us.yislamoo.com to include a new line of apparel, home decor & tech accessories, in addition to its original collection of Arabic wall art and posters.

Yislamoo was founded by Rasha Hamdan, a visual narrator© and a culture enthusiast. The idea behind Yislamoo is to showcase the beauty of Arabia in a fresh and contemporary outlook. The collection

contains a mix of pop art prints, typographic posters and music, and pop culture-inspired pieces. In her own words: "I'm an Arab hybrid who was raised by TV and Middle Eastern traditions. It's basically the story of many virtual nomads who are born in one geolocation but influenced by another; with time, everything melted like two primary colors mixed together to expand the color palette". The influence is clear in many pieces such as the Arabian version of The Kiss by Gustav Klimt and Pink Floyd's The Dark Side of the Moon Poster. Some pieces celebrate the beauty of Arabic calligraphy and hand lettering in a very contemporary fashion such as C'est la Vie Poster in Arabic & Love Poster. In addition to the pop culture streaks, you'll find many feminist designs to empower and inspire, such as The Future is Female poster & Dawn.

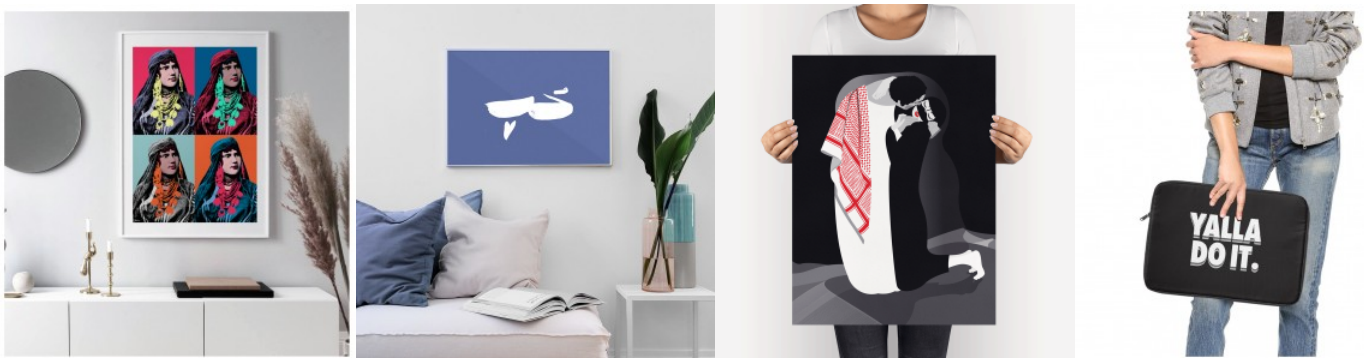
The Arabian lifestyle label is a collection of pieces exclusively created for Yislamoo. The new line spans from an apparel collection of typographic and slogan Tees, hoodies and fashionable tops to home decor pieces which includes throw pillows, and bedding in addition to tech accessories: iphone covers and laptop sleeves; is a mix of personal work and a curated collection from independent artists and is a collaboration with production houses in Los Angeles, USA. With over 200 new items; the premium designer pieces aim to add a pinch of Arabia to every corner of your home.

Established in Amman, Jordan as a business selling only Arabic greeting cards, Yislamoo has paved it's way from regional to international markets to reach people from around the globe with a craving for original and contemporary Arabic art.

The decision to launch the store for the US market is to reach more people who appreciate the unique and exclusive designs. Rasha:"Earlier, we were focused on customers in the UAE and Arabia, only to notice when our Instagram following grew bigger that more and more people from the States were clicking with our brand, it's heartwarming to see that not only people from Arabic origin are appreciating them, we received orders from Alaska, Europe, and Australia"

Yislamoo ships internationally and provides free delivery in the US on \$75+ orders

For more information be sure to visit <https://us.yislamoo.com>



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