

From Lockdown to Look Out, World: How Two Friends Launched a Lip Gloss Brand in Turbulent Times



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Yanni Gloss will offer an eclectic array of products, bolstered by its natural, vegan, and gluten-free glosses

While many people have struggled to be in lockdown during the pandemic and have been discouraged by the political, racial, and social state of affairs, two lifelong friends decided to channel their energies into making the world a more beautiful place. The result of their hard work and ingenuity during global upheaval is their new lip gloss brand, Yanni Gloss.

Tiana Freeman and Terashon Blakemore are lifelong friends who also live and work together. When the restaurant they both worked at shut its doors due to the COVID pandemic, the two lost their source of income. Instead of sulking, they put their heads together to figure out a way to create another source of income.

In high school, the pair earned themselves the moniker “The Lip Gloss Queens.” What if, they thought,

they could turn that passion into something that could make them money while making the world a more beautiful place?

The two put their savings together and decided in April 2020 to work toward launching Yanni Gloss. With a business plan and name in place, the duo is focused on launching its first products—lip glosses that are smooth and hydrating while being as natural as possible and vegan and gluten-free, a lighter, and a holographic storage pouch.

The team has plans to eventually release additional products, including clothing, hats, and more. They hope their products will attract the attention of today's modern woman with eclectic tastes. An additional demographic, they say, are young women who may or may not indulge in a stoner lifestyle.

"We are thrilled to introduce Yanni Gloss to the world in a time when the world needs a little boost of fun and beauty," said Freeman and Blakemore. "We look forward to giving today's women with eclectic tastes an online shopping experience that allows them to shop for products based on mood and aesthetic. We can't wait to go live and share our products with the world."

Yanni Gloss will be launching soon at <http://yannigloss.com/>. Check back regularly for updates.

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For more information about Yanni Gloss or for media inquiries, please contact yannigloss@gmail.com or 678-561-6698.

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