

Beauty Is A Beast Unleashes Bold New Era: The 2011 Blog Favorite Rebrands for the Modern Trendsetter

Tampa, Florida Feb 16, 2025 ([IssueWire.com](https://www.issuewire.com)) - *Beauty A Beast Unleashes Bold New Era: The 2011 Blog Favorite Rebrands for the Modern Trendsetter*

Beauty A Beast, formerly known as *Vicariously Me*, is making waves in the beauty industry with a powerful rebrand designed to captivate today's modern trendsetters. Since its launch in 2011, the blog has been a trusted source for beauty lovers seeking the latest in **natural hairstyles, acrylic nail designs, designer fashion, lifestyle, and celebrity news**. With a fresh identity and a bold vision, *Beauty A Beast* is setting new standards for beauty blogging, blending style, empowerment, and innovation.

A Legacy of Beauty, A Future of Influence

For over a decade, *Beauty A Beast* has inspired beauty enthusiasts with engaging content, trend-driven insights, and expert advice. Originally launched as *Vicariously Me*, the blog built a loyal following by celebrating self-expression through beauty and fashion. Now, with a rebrand that embodies confidence, power, and fearless style, *Beauty A Beast* is reaffirming its commitment to delivering cutting-edge content for beauty lovers worldwide.

"This rebrand is more than just a name change—it's a movement. We wanted to create something that reflects the bold, unapologetic essence of modern beauty," says Qualah, Founder of *Beauty A Beast*. *"From high-fashion looks to must-know beauty hacks, our platform is evolving to match the energy of the trailblazing individuals who define beauty on their own terms."*

What's New at Beauty A Beast?

- **Expanded Beauty & Fashion Coverage** – From **trendy natural hairstyles** and **stunning acrylic nail designs** to the latest runway-inspired looks, *Beauty A Beast* continues to be a go-to destination for beauty and fashion lovers.
- **Exclusive Remy Hair Wig Collection** – The blog now features a curated selection of **premium Remy hair wigs**, offering high-quality, celebrity-inspired styles for beauty enthusiasts.
- **Shoppable Content** – Readers can explore curated fashion picks with **direct links to popular women's apparel and products**, making it easier than ever to achieve the latest looks.
- **Empowering Beauty & Lifestyle Features** – With a mission to inspire confidence, *Beauty A Beast* showcases stories that celebrate individuality, success, and beauty from the inside out.

A Must-Follow Beauty Blog for Today's Trendsetters

With its bold new direction, *Beauty A Beast* remains dedicated to **delivering top beauty trends, expert styling tips, and must-have fashion finds** for its growing audience. Whether readers are looking for the latest celebrity beauty looks, step-by-step tutorials, or insights into luxury fashion, the blog continues to be a trusted resource.

For more information, visit www.beautyabeast.com and follow *Beauty A Beast* on social media for daily beauty inspiration.

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