



2018 March
Celebrating the Strength of IESE Gentlewomen



Who are you?

Brilliant MBA students, PhDs, faculty members and partners from the IESE community.
Coming from more than 60 countries,
with diverse professional backgrounds and personal passions.
Each of you is unique in your own, individual style.
But all of you are equally brave, intelligent, beautiful and full of purpose.
You are the modern Gentlewomen.

We want to capture your moment at IESE.
Your personality, your ambition and your beliefs.
We invite you to come and have a free portrait photo taken.
Accompanied by a short quote of yours,
the picture will be made into a poster and framed, as a gift from us to you.



A woman in a dark blue, sleeveless dress is shown from the waist up. She is wearing a gold-colored bracelet on her right wrist. Her right arm is extended towards the right side of the frame, and her left hand is visible at the bottom. The background is a solid, light beige color.

Event details

What to do?

Join us in a convenient moment during the day.
Get a free portrait photo and a some good laugh.

For the photo, please wear a few pieces from YIN Jewelry collections to support the brand launched by your fellow alumna, and enjoy 20% off any purchase (offer exclusive for IESE community).

Date & Place:

WED March 14, 09:00-11:00, 15:00-18:00
South Campus Terrace (To be confirmed)

How to prepare for the event:

Fill in this google form to register. <https://goo.gl/forms/tIJNHNnbiNIJ6Bfm1>
There's no specified dress code or make up. Be yourself, show us what makes you feel comfortable and confident!

Photo style demo

A portrait photo. A quote from you to share your understanding about modern professional gentlewomen.
#YINgoldtattoo



Photo credits: Sannhet Studio



“ Don't be lured away from timeless design and good craftsmanship by trends that come and go. ”

Olga Grodniewicz | Poland | Art Curator



Host



YIN Jewelry

Founded by Ayur Ying WU, IESE MBA 2018

#YINgoldtattoo

Endorsed by



Women in
Business
Club



RETAIL &
LUXURY CLUB



YǐN

MY GOLD TATTOO

YǐN隱 is an 18-carat gold fine jewelry brand established in 2014.
Inspired by the cosmos and designed during travelling around the world,
It combines minimal, delicate style and timeless design
with over 3,000-year heritage of high quality goldsmith craftsmanship in China.

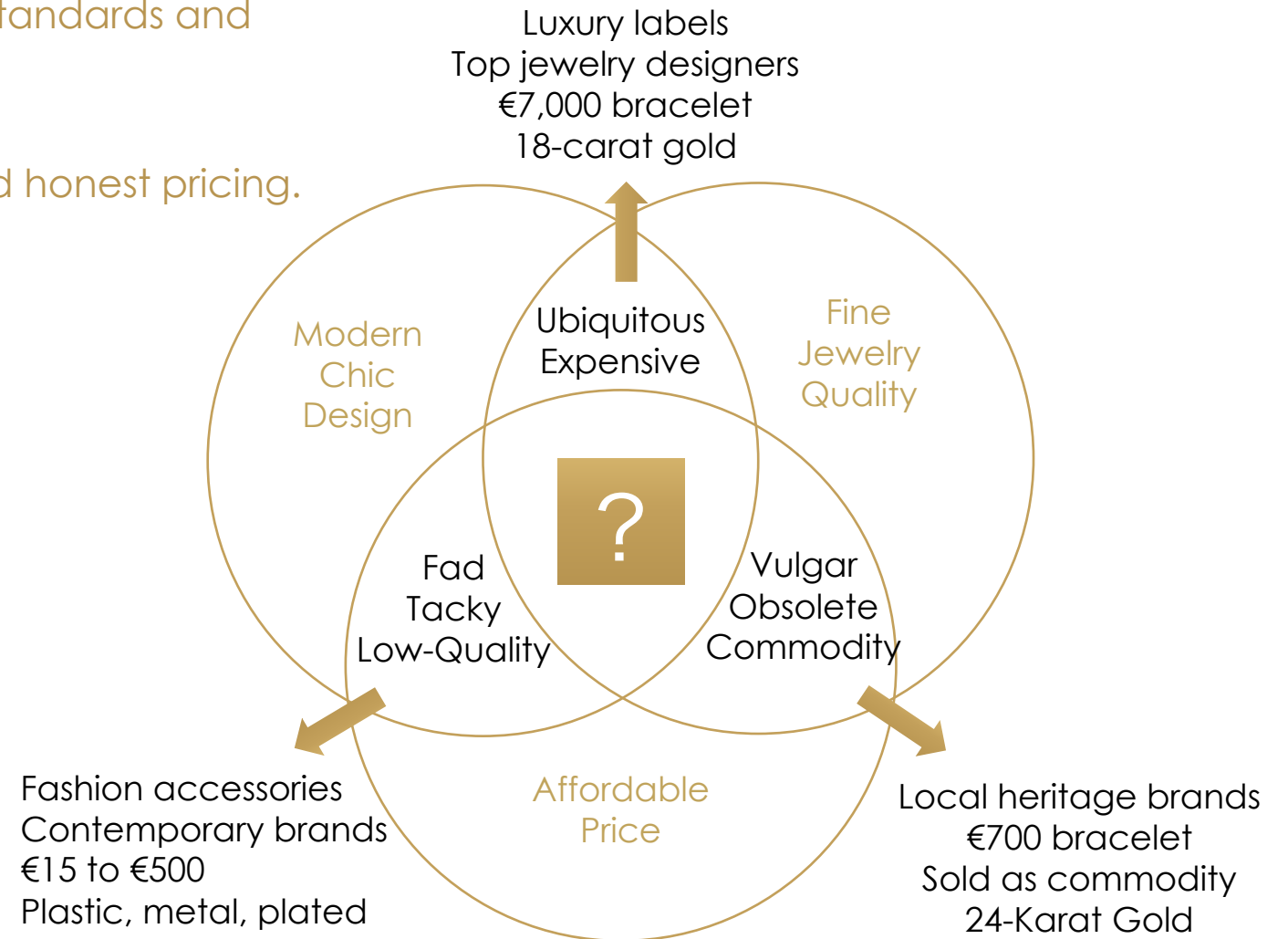
The character YǐN隱 in Chinese means subtle and modest,
embodying also a grand wisdom and feminine strength.
Each collection is born with a homophone that tells a unique story.

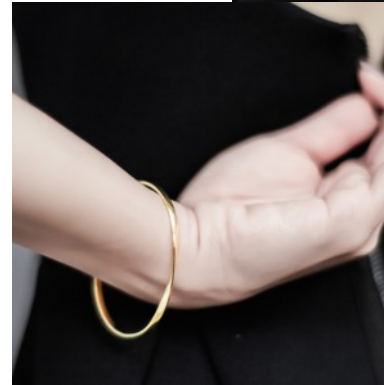
We handcraft our *Gold tattoo* pieces
with a tribute to all Modern Gentlewomen
and the people who appreciate their charisma.



YǐN隱 was founded by two young professional women, Ayur WU Ying (IESE MBA Class of 2018) and Dora Yin He. Coming from a culture with ancient love and passion towards gold, they were frustrated with the limited choice of modern jewelry that would match their taste, quality standards and budget range.

YǐN隱 unifies purest gold, essential designs and honest pricing.





YIN隱 serves as the wearer's Gold Tattoo.

YIN隱 represents jewelries with conceptual stories, subtle design and solid gold that last beyond a lifetime. Jewelries that are effortless & versatile for everyday wearing.

YǐN隐 designs rings, bracelets, necklaces and earrings for modern professional women. There are also limited editions of couple rings, signet rings, cufflinks and scarf buckets.



1%	Customized high jewelry only for selected clientele
14%	Couple rings, engagement rings, diamond rings
80%	Main conceptual collections
15%	Essential gold pieces

Main collections price point:
¥800 to ¥36,000, concentrated between ¥2,000 to ¥3,000
€100 to €4,600, concentrated between €200 to 400
VAT & Tariff excluded

Inspiration for collections

Cosmic concept
Science & Math
Travel & Exploration
Art & Culture

...

Abstract and timeless. Minimal and subtle in details.
Take our first Mobius Strip Bracelet for example.



Goldsmith Craftsmanship

The simplest is the most difficult.

YİN jewelries are handcrafted with 18 karat ethical sourcing gold and require over 13 processes to create. It is a gold tattoo that you can wear in the bath, on the beach, and even when scuba diving.

A small brand studio... a real business, though.
Managed during the same time of applying and completing MBA....



YIN
MY GOLD TATTOO



WOMEN IN BUSINESS-TEAM

From 2 bootstrapped co-founders
Who spent 2 years in a secondary bedroom,
to a 9-people team
In a loft studio of 798 art zone in Beijing.
All girls. We ought to be proud.

Lots of conflicts with social life.
Little sleep. Tough decisions. But worth it.

FINE JEWELRY BRAND

Created from the 0 concept
To 150,000 search result
10+ interviews, 2.5m video views
40,000+ total social followers.

It's a small niche, but a timeless one.
From 3,000 BC to next generations.

GROWING & SELF-SUSTAINED

Thanks to ecommerce,
we can provide fine jewelry with affordable price.
From 1 signature product in 2014,
to over €500,000 in 2017.
Avg. ticket €175, Repurchase 15%.

We are growing at our own speed and strategy.



Thank You
Instagram: @yinjewelry
#yingoldtattoo



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