

New Bay Area Loungewear Brand Promotes Mindfulness and Self-Care for Busy Women

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SAN FRANCISCO, CA, UNITED STATES, January 16, 2025 /EINPresswire.com/ -- A new lifestyle brand is bringing a fresh approach to women's self-care with an emphasis on mindfulness, empowerment, and community support. You Are GLAM, launched by a local entrepreneur and mother, offers a unique blend of apparel and lifestyle products aimed at helping busy women reconnect with their inner strength and self-worth.

"Our mission is to inspire women to embrace their inherent value and prioritize self-care in their lives," said the founder of You Are GLAM. "We want to create products that are more than just items—they're tools that spark mindfulness and empowerment."

The brand's name, GLAM, stands for Grateful, Loved, Ambitious, and Mindful, encapsulating its philosophy of balancing ambition with self-compassion. Each product in the collection features symbols like lotuses and mandalas, as well as positive affirmations designed to remind wearers to slow down, reflect, and celebrate their journey.

Giving Back to Women in Need

Beyond its product line, You Are GLAM aims to make a tangible difference in the lives of women facing hardship. A portion of every sale supports women in shelters and those without stable incomes, providing comfort items to individuals in need. "When a woman invests in one of our



Lotus Meditation & Yoga Blanket

products, she's also supporting another woman's path to empowerment," the founder noted.

Building a Community of Mindfulness

Since its launch, You Are GLAM has focused on building a supportive community through its Instagram platform (@youareglamlife), which shares regular mindfulness tips, affirmations, and moments of inspiration. The brand has plans to expand its community outreach with guest mindfulness speakers and broaden its presence across social media in the future.

Early Reception

Feedback from the brand's initial launch has been overwhelmingly positive. Customers have praised the brand's focus on quality, noting the luxurious feel of its embroidered sweatshirts, soft [blankets](#), and versatile [leggings](#). The products' thoughtful designs and accessible price points have also been highlighted as standout features on their [best sellers](#).

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Per the founder, a woman, mom, and professional herself, "Our core mission is to inspire and empower busy women to embrace their inherent worth and cultivate self-care and mindfulness in their lives."

CEO



Best Seller - Resilience Sweatshirt

As the brand continues to grow, You Are GLAM hopes to inspire women everywhere to embrace their unique beauty, stay grounded in gratitude, and move through life with purpose and grace.

For more information, visit YouAreGLAM.com or contact admin@youareglam.com.

You Are GLAM
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Air Legging

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