

BRAND BOOK



YC

DESIGN WITH PURPOSE CRAFT WITH CARE

BRAND OVERVIEW

ABOUT YC

YC is a Moroccan-based sneaker brand dedicated to creating footwear where craftsmanship meets engineering. Each pair is handcrafted in Morocco by skilled artisans using premium, responsibly sourced materials. Our design philosophy is rooted in minimalism, durability, and conscious livingmaking sneakers that are as timeless as they are comfortable.

CORE VALUES

- **Precision** – Every detail matters.
- **Purpose** – We design with intention, not trends.
- **Craftsmanship** – Handcrafted by skilled Moroccan artisans.
- **Sustainability** – Responsibly sourced materials, slow fashion approach.
- **Timelessness** – Sneakers designed to transcend seasons.



BRAND STORY

YC

"A sneaker should do more than complete an outfit it should carry meaning."

Founded in Morocco, **YC** was born from the belief that sneakers deserve the same level of artistry and intentionality as high-end fashion. Each pair reflects a fusion of artisanal techniques and engineered comfort, designed for those who value subtle sophistication over loud branding.

Our collections **LAYL**, **NAHAR**, and **LAYL & NAHAR** embody the contrast and harmony of life: night and day, black and white, calm and clarity.

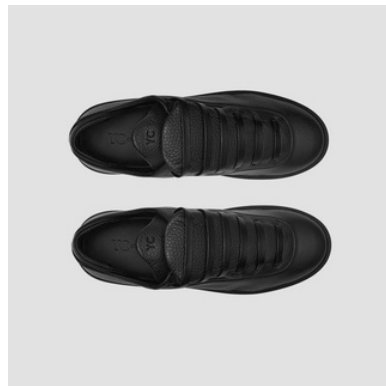
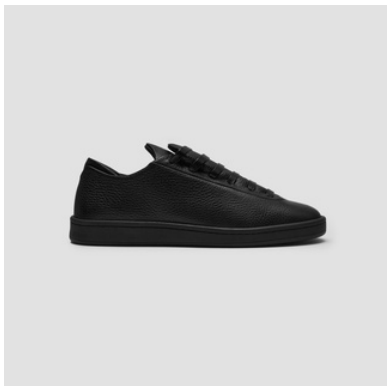
With premium Italian leathers, meticulous hand-finishing, and an uncompromising attention to fit, **YC** creates sneakers that are more than shoes they're a quiet statement.



YC-LAYL

All-black premium leather sneaker inspired by stillness, depth, and understated elegance.

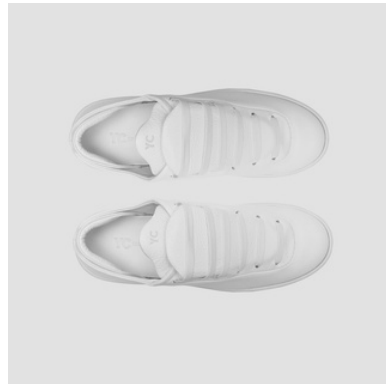
- Sleek silhouette, minimal detailing.
- Italian full-grain leather upper.
- Handcrafted in Morocco.



YC-NAHAR

All-white premium leather sneaker inspired by clarity, light, and effortless simplicity.

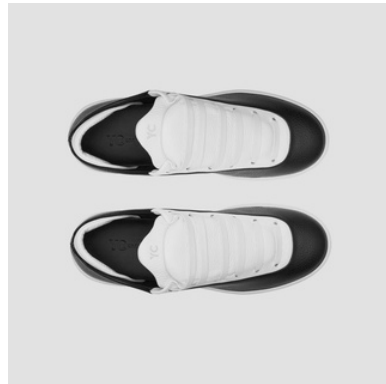
- Crisp white profile, clean lines.
- Italian full-grain leather upper.
- Handcrafted in Morocco.



YC-LAYL&NAHAR

Black-and-white sneaker representing balance, contrast, and timeless duality.

- Signature split color-blocking.
- Italian full-grain leather upper.
- Handcrafted in Morocco.



PRODUCT FEATURES

- **Materials:** Italian full-grain leather, natural rubber soles, premium leather laces.
- **Construction:** Handcrafted in Portugal, traditional shoemaking techniques.
- **Comfort:** Achilles-support heel notch, padded insole, engineered fit.
- **Sustainability:** Responsibly sourced materials, limited production runs to reduce waste.
- **Origin:** Designed in Barcelona, handcrafted in Morocco.



WHOLESALE OFFER

Gender: Man and woman

Order Minimum: 15 pairs per color.

Lead Time: 10-12 weeks (depending on stock availability).

Retail Price: 350€

Wholesale Price: 160€

Payment & Terms: 50% upfront / 50% on arrival.

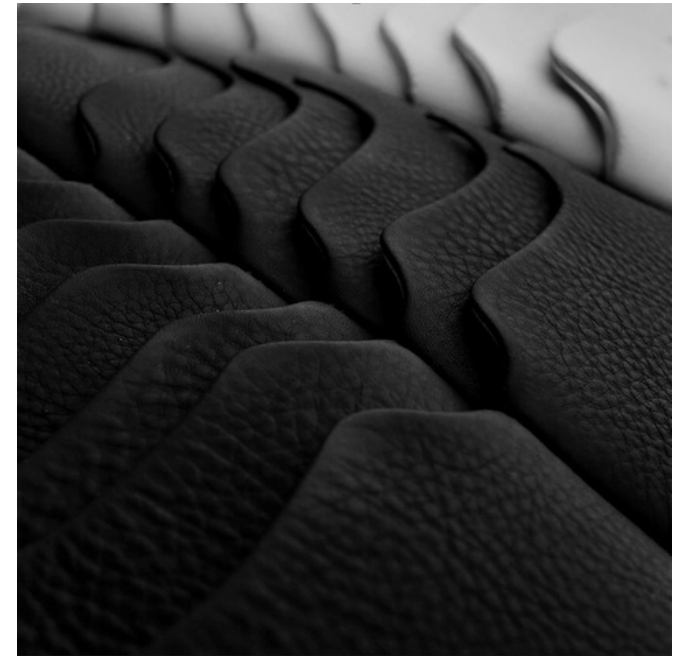
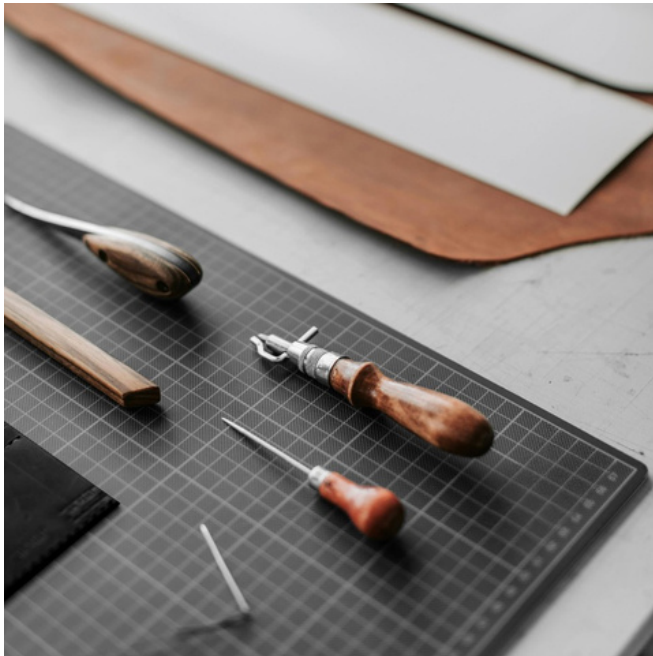
Packaging: Minimal premium box, branded dust bag included.



SUSTAINABILITY COMMITMENT

Crafted with passion, perfected through precision. At **YC**, we merge age-old artisanal techniques with modern innovations to create sneakers that redefine everyday luxury.

Every pair undergoes meticulous craftsmanship, from sourcing premium materials to assembling each component with expert precision. Our sneakers are designed with comfort, durability, and aesthetics in mind blending minimalist silhouettes with bold details that elevate the urban sneaker experience.



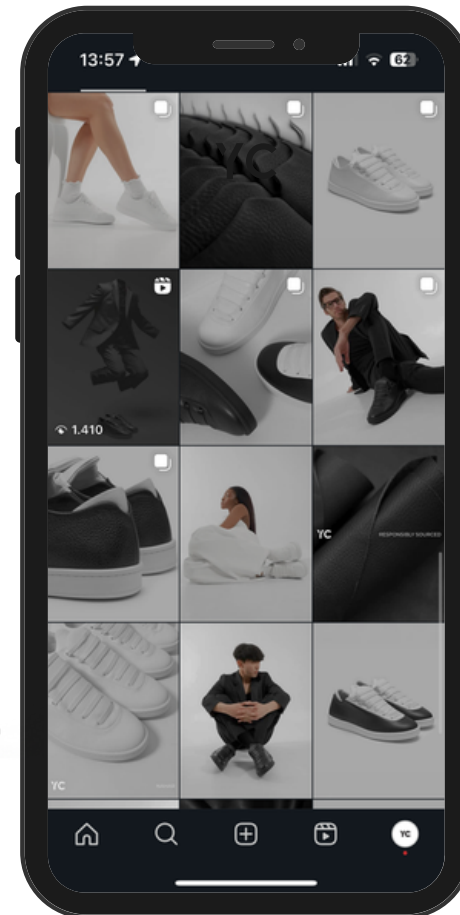
SOCIAL PROOF

INSTAGRAM: @YC___OFFICIAL

Growing community of conscious style enthusiasts across across the globe

WEBSITE: WWW.YCOFFICIAL.COM

Shipping worldwide services



ORDER INFORMATION

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THANK YOU

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WALK YOUR STORY