

YAKKY

2022
BRAND BOOK



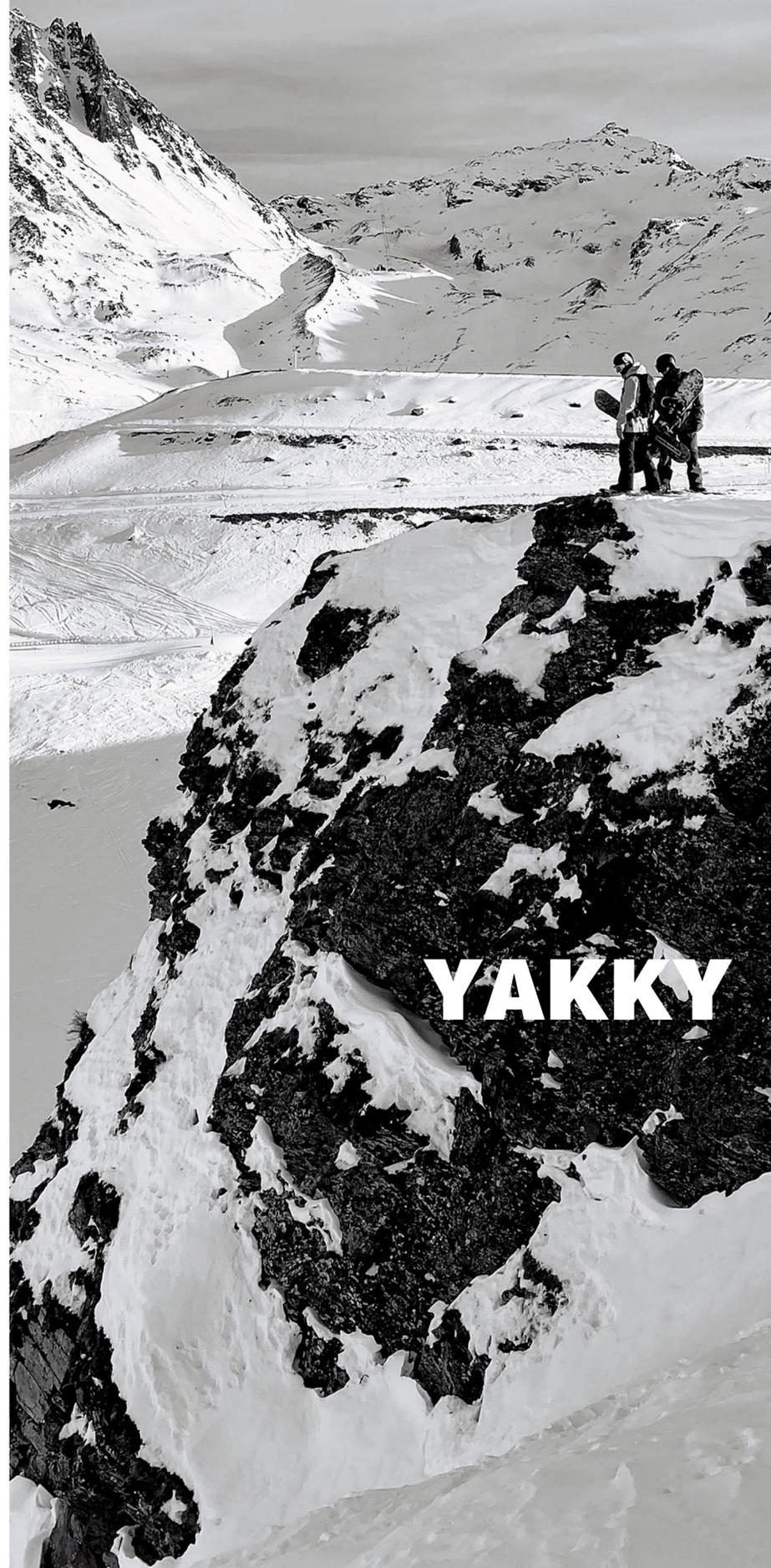
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ABOUT YAKKY



YAKKY's goal is to combine fashion with function

A deconstructive approach to give new life and strength to clothing

A unique style of "Snow Fashion" for snowboarding lovers

BRAND
SLOGAN



“ WHY GET ALONG ”

THE FAMILY

YAKKY currently has more than 20 dealers and over 100 dealer stores.

YAKKY Family appears more and more frequently in ski resorts, which deeply affects the current snowboard fashion trend and is affected by it.



BRAND
FAITH

UNIQUE

NEVER GOES
WITH THE TIDE

JUST BE ANOTHER SELF
IN THE DEPTHS OF THE SOUL



PRODUCT INSPIRATION

YAKKY provides each product with a sense of hierarchy and quality, with sharp and tough tailoring.

Our brand breaks through the public's understanding of traditional snowboard clothing, and shows the unique charm of snowboarding from a new perspective.



THE FABRICS

Our clothing fabrics are made of Dermizax™ , which is the original Japanese waterproof and breathable fabric technology from Toray.

20,000mm H2O or higher water repellency and breathable.

LAYER3 fabrics is used for clothing.



PREVIOUS PRODUCTS



AMERICAN INDIANS COLLECTION



YAKKY 2022-2023



Inspired by the elements of American Indian clothing, such as cloak, protective equipment and tent, this collection combines its strong contrast colors with YAKKY's typical low saturation colors to create a new snowboard fashion with exotic style.

TIGER SHARK COLLECTION



The inspiration of this collection comes from the tiger shark in the ocean, with its sharp and mysterious style.

The combination of dark and light colors enhances the sense of hierarchy.

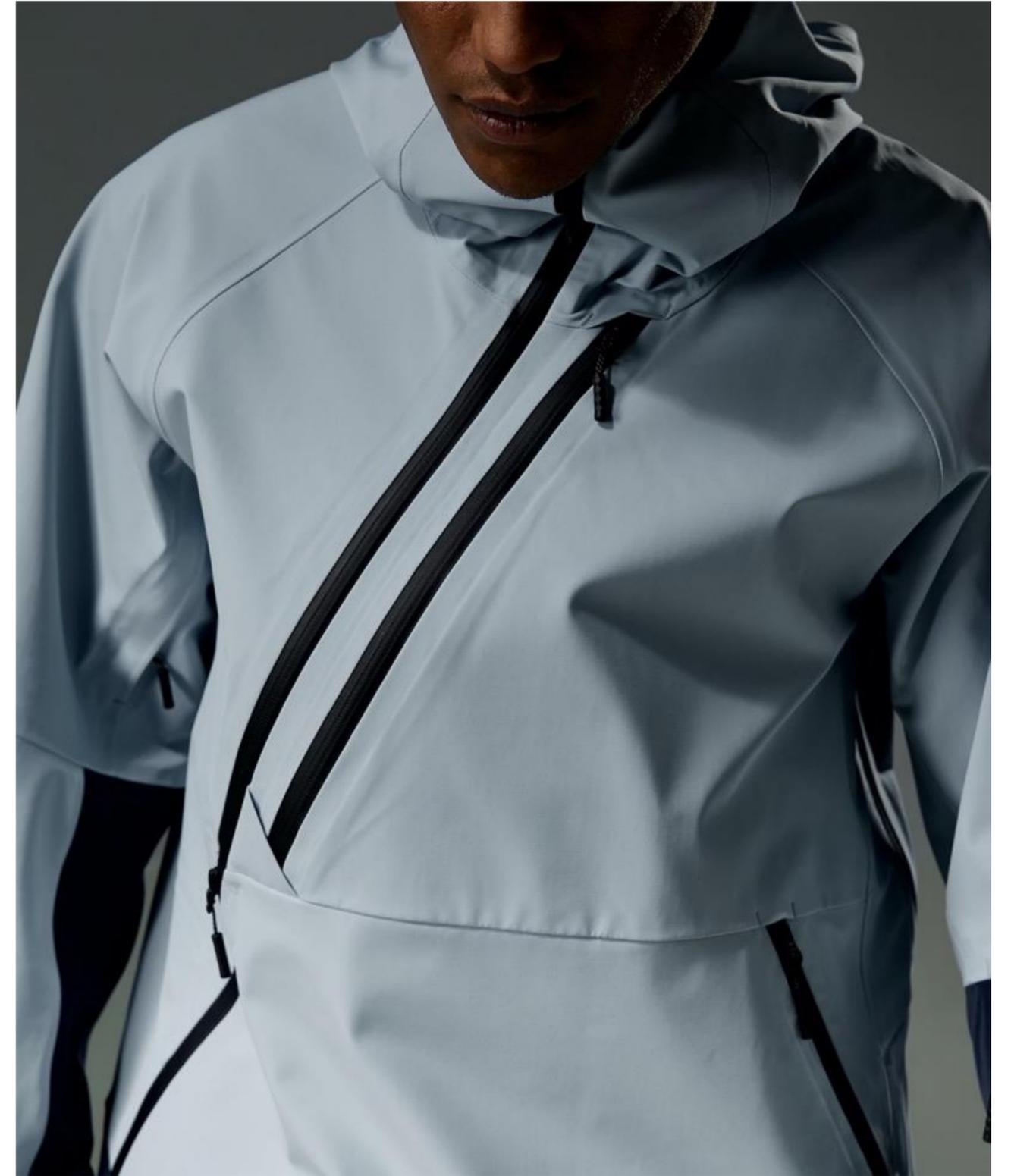
YAKKY 2022-2023

SLASHER COLLECTION

YAKKY 2022-2023

This collection adopts YAKKY's diagonal zipper design to add flexibility to traditional snowboard clothing, and the two-way zipper both can be worn and stored.

The hues of the same color are combined to present a quiet and high-quality appearance.



EDGE COLLECTION

YAKKY 2022-2023

Edge collection breaks through the traditional snow suit design, uses clothes to show the sharpness of the knife and highlights its unique personality.

Inspired by the Byzantine dress design, this clothes adopts the overlapping design of double-layer diagonal closure, and the two-color splicing method of internal and external fabrics makes it more hierarchical and expressive.



YUPPIE COLLECTION

YAKKY 2022-2023



The combination of hoodless design and diagonal zipper provides more imagination for wearing.

Snow pants with one shoulder strap show a sharp and straightforward personality, and provide shapes and wearing collocations for snowboarders.



Napoléon COLLECTION

Inspired by the French military uniforms in Napoleon era, this collection follows its gorgeous design, inherits the bravery of warriors, recalls the classic glory of the Napoleon era, and creates an elegant Snow King. The tuxedo design shows royal elegance.

Military green and navy blue, with bronze decoration, reflect the tough military uniform of the aristocracy.



BLADE COLLECTION



Edge collection incorporates the religious rituals of Byzantine fashion design.

This garment adopts the overlapping design of double-layer diagonal closure and sharp tailoring to show a higher level and more expressive force.

NINJA COLLECTION

Based on Japanese ninja clothing in Edo era.

This collection combines the design of shoulder straps, pockets and placket, which are usually used to store ninja clothing and equipment, with modern snowboard clothes.



BLACKBRIAR COLLECTION

Inspired by the Armor of ancient Chinese warriors.

The Armor leaf is expressed by blocks and buttons, and the patchwork design combines toughness and softness to make the snowboard suit feel strong and soft at the same time.



KAILAS COLLABORATION

Combining the traditional Chinese “Qi” philosophy with the unique wisdom of the East to control snow with “Qi”

The design is inspired by the Chinese Kung Fu style leg straps, belts and diagonal labels, as well as the creative application of a large number of elastic shoulder straps, nylon shoulder straps and other highly well-known outdoor materials.





The theme collection continues YAKKY's military design and shows a tough and dominant style.

Hoodless design and shorts style provide more wearing possibilities.

YUPPIE collection uses patchwork conflict lines to express lazy and lively style.

Fashion is Short, Style is Eternal.

This collection integrates military uniform, fashion elements and snowboarding, showing a tough style. Double-layer structure design can adapt to a variety of scene switching. Sharp tailoring, simple large pocket and more texture. Hoodless design and shorts style provide more wearing possibilities.

YUPPIE collection skillfully combines leisure, freedom and modern elements into the colored woven shell fabric with vertical stripes, highlighting the characteristics of fun.





The main goal of this collection is playable and wearable, practical and interesting. Detachable cuffs, large military pockets, double zippers, dovetail and other elements highlight the design style.





YAKKY wants to make a difference in the ski resort, which is a natural exhibition place.

Theme collection is inspired by Scottish style skirts with jungle hunting elements.

The double-layer pants design is more three-dimensional, making the snowboarding look looser and smoother.

The sports jacket adopts three-dimensional contour design to solve the problem of lack of imagination.

Snowboarding is a show.

A wide-angle landscape photograph of a mountain range in winter. The scene is dominated by evergreen trees in the foreground and middle ground, some of which are covered in snow. The background shows rolling hills and valleys shrouded in a thick, white mist or fog. The overall color palette is muted, consisting of greys, whites, and dark greens. In the center of the image, the word "YAKKY" is written in a large, bold, white, sans-serif font, which stands out against the darker background of the trees and mist.

YAKKY