

“ ——— WHERE
REFLECTION
MEETS ———
PERFECTION ”



WHO IS IMPRESSIONS VANITY?

MISSION

Our mission is to make our clients feel like the superstars they are. From the products we create to our customer service, we ensure that everything we produce is top-notch quality, and that everyone is treated with love and care. We strive to set the example of letting your beauty glow and shine from within.

THE COMPANY

Impressions Vanity takes much pride in creating quality pieces to bring sparkle and smiles to the homes of thousands worldwide. Founded in 2014 by CEO Kevin Choi, Impressions Vanity quickly became a loved brand due to the strong emphasis on always putting the brand's customer community first. Impressions Vanity continues to break the mold in the industry by releasing beautifully designed items that are well thought-out and innovative. When it comes to design and technology, Impressions Vanity holds pride in launching the newest styles for customers to enjoy.

EXPANSION

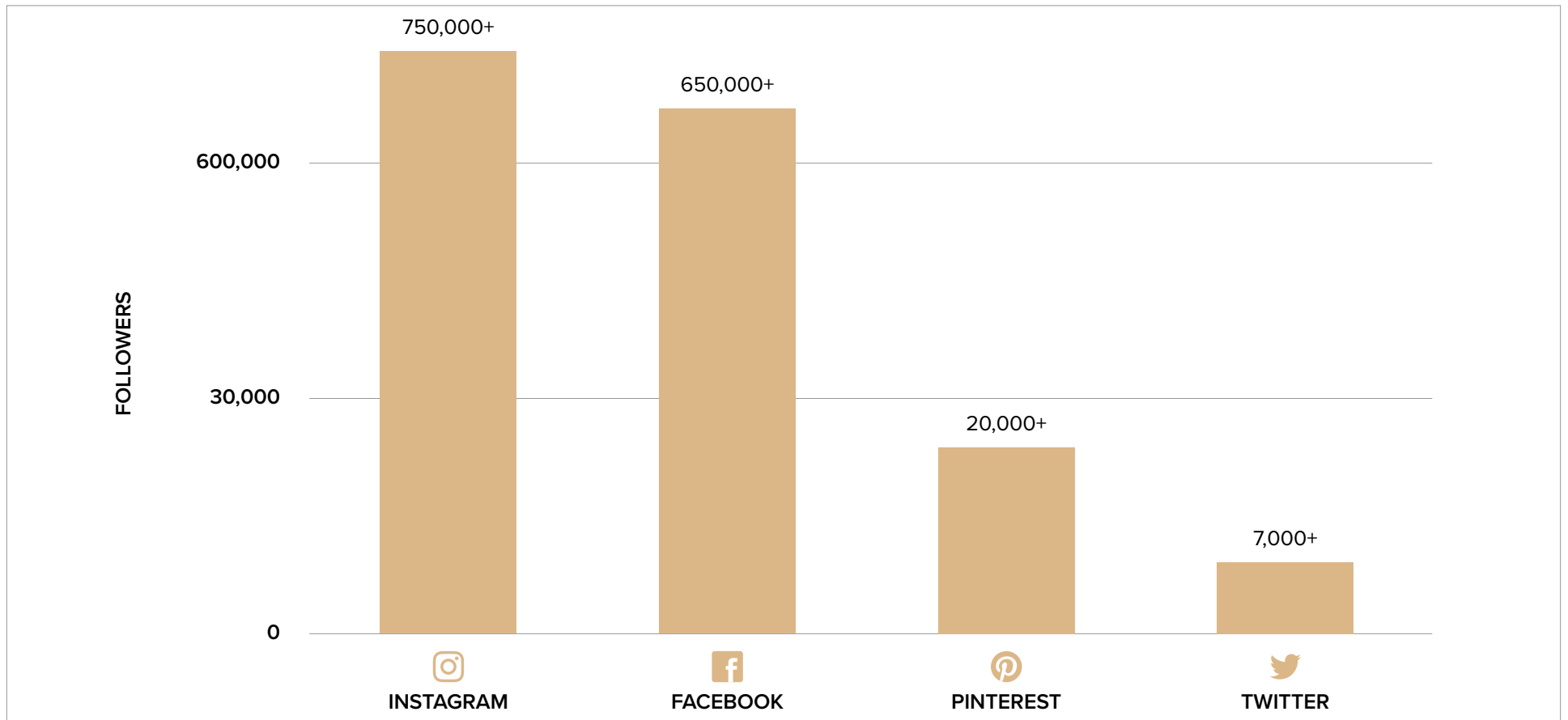
Our lifestyle and item offerings are expanding much success and demand! Each item we introduce will be featuring newer styles, newer technology, to enhance customer experiences unlike ever before!



2020 STATS ON SOCIAL MEDIA

ALL PLATFORMS ON AVERAGE

- **Instagram:** 700,000+ followers
- **Facebook:** 650,000+ followers (568,020 people like)
- **Twitter:** 7,000+ Followers
- **Pinterest:** 20,000+ followers



THE **GROWTH** OF IMPRESSIONS VANITY

INNOVATIVE AND ADAPTIVE

Impressions Vanity's products are innovative and adaptive. Aided by consumer-centric marketing strategies, we have elevated the what was once niche Hollywood Vanity Mirror concept into a product that is now fast becoming a household staple among not only makeup pros but beauty enthusiasts as well with a number of salons and beauty schools following suit, creating a rapidly-expanding market demand for complementing products.

On top of creating unique, high-tech products like our highly-coveted SlayStation Vanity Table and Tabletop Series that are designed and manufactured, within the company's own facilities, to seamlessly integrate with bestselling products.

THE START

2016 marked the opening of the company's first-ever retail space, a pioneering concept of a physical location dedicated to all things vanity. Designed not only to generate foot traffic revenue but also as a warm place to strengthen relations with clientele and partner relations with some of beauty's elite personalities prominently featured on larger-than-life illuminated displays.

On December 2017, we opened our second store, located on the west end of the famous Melrose strip, Impressions Vanity's flagship store will have Melrose

"lit" like never before. In most recent years, Impressions Vanity has been placing much focus on building partnerships, brick and mortar, wholesaling and international growth. Expanding beyond the United States into Canada, Australia and the United Kingdom has amplified our reach, captivating consumers with a passion for all things beauty related.

OUR COMMUNITY

Our mission of making our clients feel like the superstars they are developed a passionate community of highly engaged, socially active fans. On top of our passionate community, collaborating with many great influencers and brands has positively resulted in a large following of over 1.2 million combined social followers and growing.



PRODUCT SPOTLIGHT



TOUCH PRO LED MAKEUP MIRROR W/ BT AUDIO+SPEAKERPHO& USB CHARGE

COLOR(S):     

- Bright LED lights with adjustable brightness
- Control the light with the touch sensor
- Bluetooth speakers

our popular classic!



ROYALE PETIT MAKEUP MIRROR

COLOR(S):   

- LED lightstrip with adjustable brightness
- Magnetic ball joint for 360° turning
- Qi wireless charging base



1 MELODY 9-INCH ROUND DUOTONE MAKEUP MIRROR W/ BT SPEAKERS

2 MELODY DUOTONE MAKEUP MIRROR W/ BT SPEAKERS

COLOR(S):     

- LED lightstrip with adjustable brightness
- Switch between warm, cool, and natural lighting
- Bluetooth speakers

PRODUCT SPOTLIGHT — *HELLO KITTY*



HELLO KITTY EDITION TOUCH PRO
LED MAKEUP MIRROR W/ BT AUDIO+SPEAKER
& USB CHARGE

COLOR(S): ☒ ☐ ☐ ☐ ☐

- Heart-shaped LED lights and Hello Kitty etched on the mirror
- Control the light with the touch sensor
- Bluetooth speakers



HELLO KITTY LED RECHARGEABLE
MAKEUP MIRROR

COLOR(S): ☒ ☐ ☐ ☐ ☐

- LED lightstrip outlining the adorable Hello Kitty
- Magnetic ball joint for 360° turning
- Qi wireless charging base

TOP **CELEBRITIES** WE'VE WORKED WITH



BEYONCÉ

@beyonce
138M followers



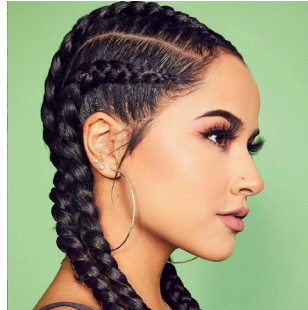
JENNIFER LOPEZ

@jlo
109M followers



LADY GAGA

@ladygaga
36.3M followers



BECKY G

@iambeckyg
19.5M followers



MADISON BEER

@madisonbeer
13.2M followers



LIZZO

@lizzobeeating
7.4M followers



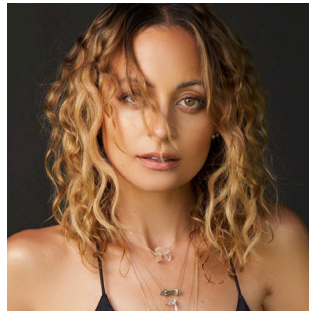
CHRISTINA MILIAN

@christinamilian
5M followers



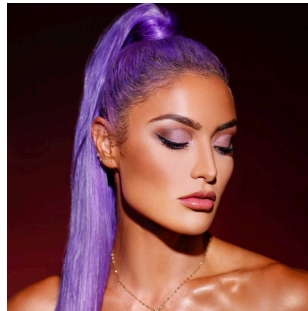
**ADRIENNE ELIZA
HOUGHTON**

@adriennebailon
4.4M followers



NICOLE RICHIE

@nicolerichie
4.3M followers



NATALIE EVA MARIE

@natalieevamarie
4.2M followers



LILLY GHALICHI

@lillyghalichi
3M followers



TRISHA PAYTAS

@trishapaytas
2.5M followers

TOP AFFILIATES



MANNY GUTIERREZ

@MannyMUA733
4.5M followers



TAMANNA ROASHAN

@dressyourface
2.5M followers



LARA LEE

@larlarlee
2M followers



LAURA G

@laurag_143
1.7M followers



CHRISTEN DOMINIQUE

@christendominique
1.5M followers



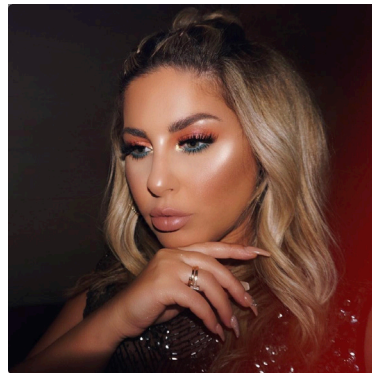
MAC DADDY

@mac_daddy
1.5M followers



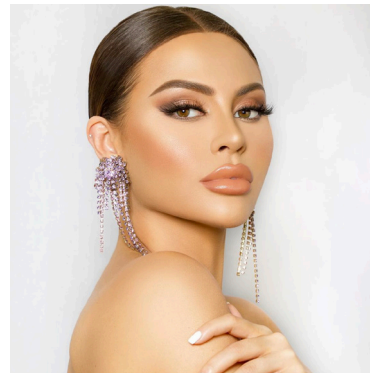
SADIA SLAY

@sadiaslayy
1.4M followers



SOPHIE SHAB

@TrendMood1
1.3M followers



JADE MARIE

@JadeyWadey180
1.1M followers



BRITTANY BARRAGAN

@brittanybearmakeup
735K followers

TOP **INFLUENCERS** WE'VE WORKED WITH



MANAL SHAIKH
@WakeUpandMakeUp
11.6M followers



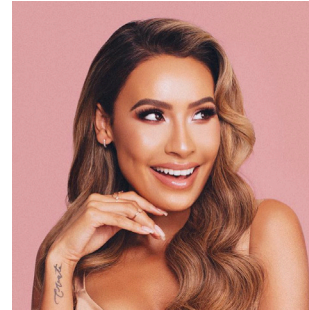
SHANE DAWSON
@shanedawson
10.8M followers



PAULA GALINDO
@pautips
8.1M followers



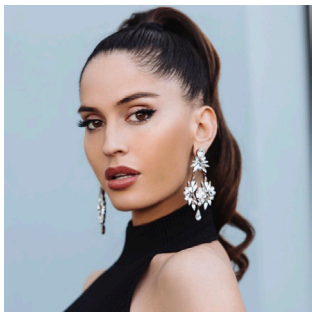
PATRICK STAR
@patrickstarr
4.7M followers



DESI PERKINS
@desiperkins
3.8M followers



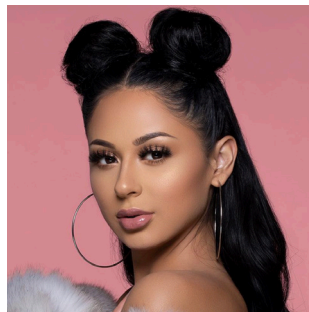
ISABEL BEDOYA
@itsisabelbedoya
3.4M followers



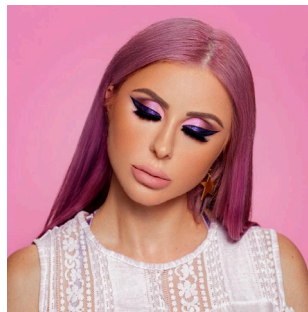
NATALIA BARULICH
@natalia
2.2M followers



MICHELLE PHAN
@michellephan
2M followers



JENNY RUIZ
@jen_ny69
1.9M followers



NORVINA CLAUDIA
@norvina
1.5M followers



AMANDA ENSING
@amandaensing
1.4M followers



JACKIE AINA
@jackieaina
1.2M followers

WHY **CHOOSE** IMPRESSIONS VANITY?

COMPANY VALUES

Aiming to constantly improve, Impressions Vanity Company values innovation, passion and diversity. We choose to live passionately, with a strong commitment of doing what we love to fulfill the needs of our diverse beauty community.

INNOVATIVE

Working nonstop to revamp our products we now have over 40 styles of our bestselling Impressions Vanity Hollywood Mirrors, each with innovative features and technology including wireless Bluetooth speakers for audio streaming, touch-sensitive control panels, pre-installed wall-mounting hardware, swiveling mirror panels, dimmer switch for accurate lighting control, side-mounted accessory power outlets and USB charging outlets.

LARGE FOLLOWING

Countless of makeup lovers, pros and beauty bloggers have fallen in love with Impressions Vanity, capturing their loyalty with the help of our attentive customer support team, distinguished brand and superior quality. 90% of trusted customers surveyed say receiving our products is a highly anticipated event, exceeding their expectations upon arrival.

INFLUENTIAL

Inspiring elegance and innovative one-of-a-kind modern designs, Impressions Vanity's products are truly an ultimate statement piece, setting trends within the industry. Our stylish designs makes us the leading developers in the beauty-furniture realm and the #1 recommended vanity mirror company in the United States.

QUALITY

Designed with quality in mind, our products are beautifully handcrafted with high-quality wood that lends to premium feel, weight and durability. We use studio-quality lighting captured by our energy-efficient, cool to the touch, dimmable LED vanity bulbs with an average lifespan of 25,000 hours providing glamorous lighting and superior clarity for years to come

MULTIPLE MARKETS

From storefronts to wholesale, Impressions Vanity tends to millions of individuals for their personal and business needs. Reaching the beauty, fashion, home interior and furniture industries throughout the United States, Canada, Australia and the United Kingdom.