



Lillian Yai Yai Knipp

Bio of a hairdresser who follows her passion and inspires others by using your God given talents -

I was raised by amazing parents who not only introduced me to business strategies, but most importantly taught me biblical principles. My daddy always told me, remember the golden rule! I thought that meant purity, as gold is pure. In my adult life he told me the real meaning. The man that has the gold makes the rules! Great! As I was a busy child from fourth grade Girl Scouts thru sixth grade cheerleading, volunteering for American Red Cross, participating in wheel chair square dancing at the Florida Strawberry Festival as well as visiting nursing homes often. Continuing sports throughout school with track & field, soccer and cheerleading. I moved on to leadership skills and held positions in many service clubs, including President of Keyettes my senior year. I structured fund raisers, held meetings, made decisions that affected the entire group and brought a union of friendship in a peer pressure environment. To build my resume I auditioned for Ms. Florida Strawberry Queen, Ms. Florida Model and was a finalist in both. At sixteen, I attended Barbizon Modeling School. Upon graduating I received a scholarship to the Advance Professional Program, finally becoming a Modeling Instructor for the Company. During that time I also performed modeling jobs for many clients in the Tampa Bay area. After which, I created my own modeling academy. Holding the position of Fashion Show

Coordinator for several malls performing seasonal Fashion Shows and mannequin modeling gave me the opportunity to share my experiences with my students.

I became a certified aerobics instructor at the age of 16 by Total Body Fitness, continued to teach throughout my adult life and competed in many competitions. I produced my own aerobic and fitness TV show as well as a make-over show titled, High Jack Hair TV. I performed countless infomercials with the same information that I now write and hosted radio advice show as well.

My family moved West and I attended college for business. Upon realizing that college had too many limitations for me, I wanted to reach high and build my dream! At this time I attended Cosmetology College and became certified as a hairdresser/artist at the age of 20. Now my passion was fueled. Being around modeling, I realized my love for fashion. I then designed my first salon at the age of 22 and began my training. The West Coast style was much different than the East Coast style. I blended the techniques and created my own "style" of design.

I have a restaurant background as well. I worked and managed for BRINKER CORP during my college years. Became intrigued by

their level of excellence in service, I proceeded to study the RITZ theory. I tend to pick up the books titled, marketing, super service, entrepreneur etc. I guess we all follow our passions and simply perfect them!

Many of my certifications include specializing in REDKEN and SEBASTIAN - L.A. for 18 years. I became a SEBASTIAN Makeup Artist, REDKEN Certified Artist, REDKEN Master, REDKEN International Symposiums NYC, opportunity to join the REDKEN ARTISTIC TEAM NYC and decided to build my own label and franchise. I obtained a JINGLE INTERNATIONAL NYC - LONDON Certified for International Design & Color with Michael Anthony NJ, countless private classes with Tony & Guy, Vidal Sassoon, Ruth Roach, Graham Webb London, Tressa, Certified with Beth Minardi for International Colorist with multiple brands, CHI certified, Mizani Hair Straightening Certified, Brazilin Blow Out, Raquel Welch pieces and extensions, Hot Heads Certified Ft Lauderdale FL, Top Secret pieces and extensions Certified Las Angeles, Hair replacement vendor , spray tanning and more.

I have owned and operated many businesses for 20 years - International Salon, Spa, Fitness, Modeling, Bistro and Wine Lounge. I have been a lifestyle/fashion columnist for several years now and syndication is on the way. I am launching publication of several books this year to share the passion of hairdressing.

My clothing design background has evolved from many years of being on the runway and fitting models with clothing that just doesn't sculpt the body! I sat down with my fashion design books and sketched exactly what each body type should be wearing. You will not believe what I discovered. The figure flaws actually spelled my family nick name! This is

where the YAI YAI concept began. When I attended Mercedes Benzes FASHION WEEK Bryant Park, NYC I could not believe the fashions, artsy but not wearable for the average person. Some of the attendees I saw were celebs like Paris Hilton, Jo Pesci, Bernadette Peters...pretty cool.

I decided to create a clothing line that is customized to fit your body type... hence; YAI YAI BODY TYPE Couture was born. The meaning of the YAI YAI Concept is that everyone is a unique creation; each letter in YAI YAI is a different body silhouette in which we customize their style! I then proceeded to TRADEMARK and brand our stores by creating products with laboratories in LA and NYC, hair care, mineral make up, body and skin care. I decided to leave the challenge of clothing manufacturing and hair color line for last. YAI YAI Concept evolved from the West Coast, to the East Coast, to a franchise platform of YAI YAI International . The YAI YAI brand is proud to be green, certified organic, recycles with refill stations and is not tested on animals. Most importantly, we finalized our non-profit foundation titled YAI YAI FOR HUMANITY, funded by the purchases of our YAI YAI brand products. After 20 years of great cities and great fashion, I created YAI YAI Academy the art of hairdressing & modeling. Now, I can share my passion and the gift of the beauty industry.

I now travel and trend watch, creating my own SIGNATURE STYLE COLLECTION for spring & fall.

Lillian Yai Yai Knipp / YAI YAI International

One of My Favorite Quotes... Vision without Action is Fantasy, Action without Vision creates Chaos, Vision with Right Action is Transformation, See the Future and Plan Backwards!