



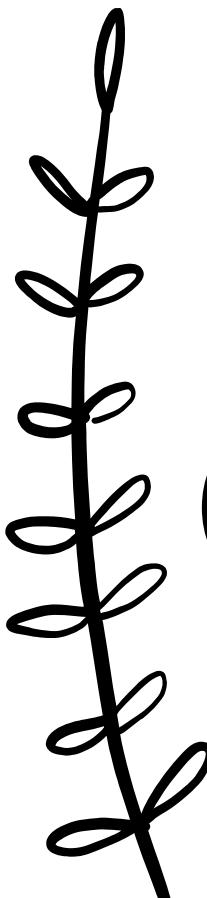
CAIM

DECEMBER 2020

DANA
YAMAN

telling us about her life

CAIM-MAGAZINE.CO



Caim

WELCOME

Cool to see you again in this issue.

I'd like to welcome you all to the second issue of CAIM magazine. This magazine will serve as an extension of a woman that will tell us her story. Everything have been written exclusively for the magazine.

WE HOPE YOU ENJOY THE STORY OF DANA YAMAN

STELLA MELATON
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**"Make yourself known
the way you are "**

DANA YAMAN

She is a central Lebanese girl
currently living in Turkey.



hello,

I am Dana Yaman.

I am an ambitious person whose driven by her own values and principles. I believe that each and everyone is alive for a certain purpose and is here to make a change. People in this life have a unique identity that creates them for who they are. Different characters, skills, personalities that distinguish them. The fingerprints of all the humans differ. So, each person, leaves a different mark in his life. Welcome to my world, where you will discover which mark I am going to leave one day.



WHO DO think you are

Everyone associates themselves to a brand, in the following pages I am going to explain mines and give a slogan to each one as I describe it. What are yours?

Zara is like my childhood friend. I grew up with this brand and I feel it is part of me. I can reflect my personality and myself by wearing their clothes. Zara, just as me, focuses on simplicity, transparency, innovation and is committed to satisfy the desire of the other. Sustainable growth is a value that the brand shares and it is where I see myself the most.



ZARA

-An everlasting one-



- **Special**
- **Outgoing**
- **LOYAL**
- **Elegant**
- **Positive**
- **Sociable**



PANGAIA

- Comfortable & Conscious -

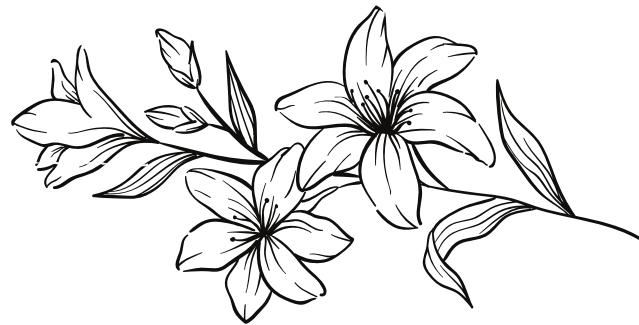
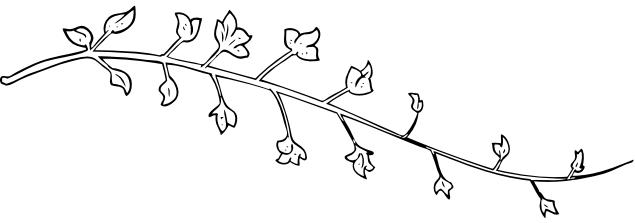
Definition of saving the environment. Definition of being comfortable

wherever you are. Definition of always fighting

for what you want. Pangaia is

committed to its people, to its place, to the planet. I am comfortable with who I am, I am conscious socially and environmentally. I will

always stand for my rights



Fragonard

PARFUMEUR

- Where charm & respect meet -

Maison Fragonard, who has traveled in time since its inception in 1926, is successful

- its capability to adapt to each era and it is attached to values and principles.
- opened its doors to travelers around the world with different cultures.
- proudly serves as one of the symbols of a joyous, sunny, fragrant France.
- uses flowers for their scents
- organized, respect the image of a woman

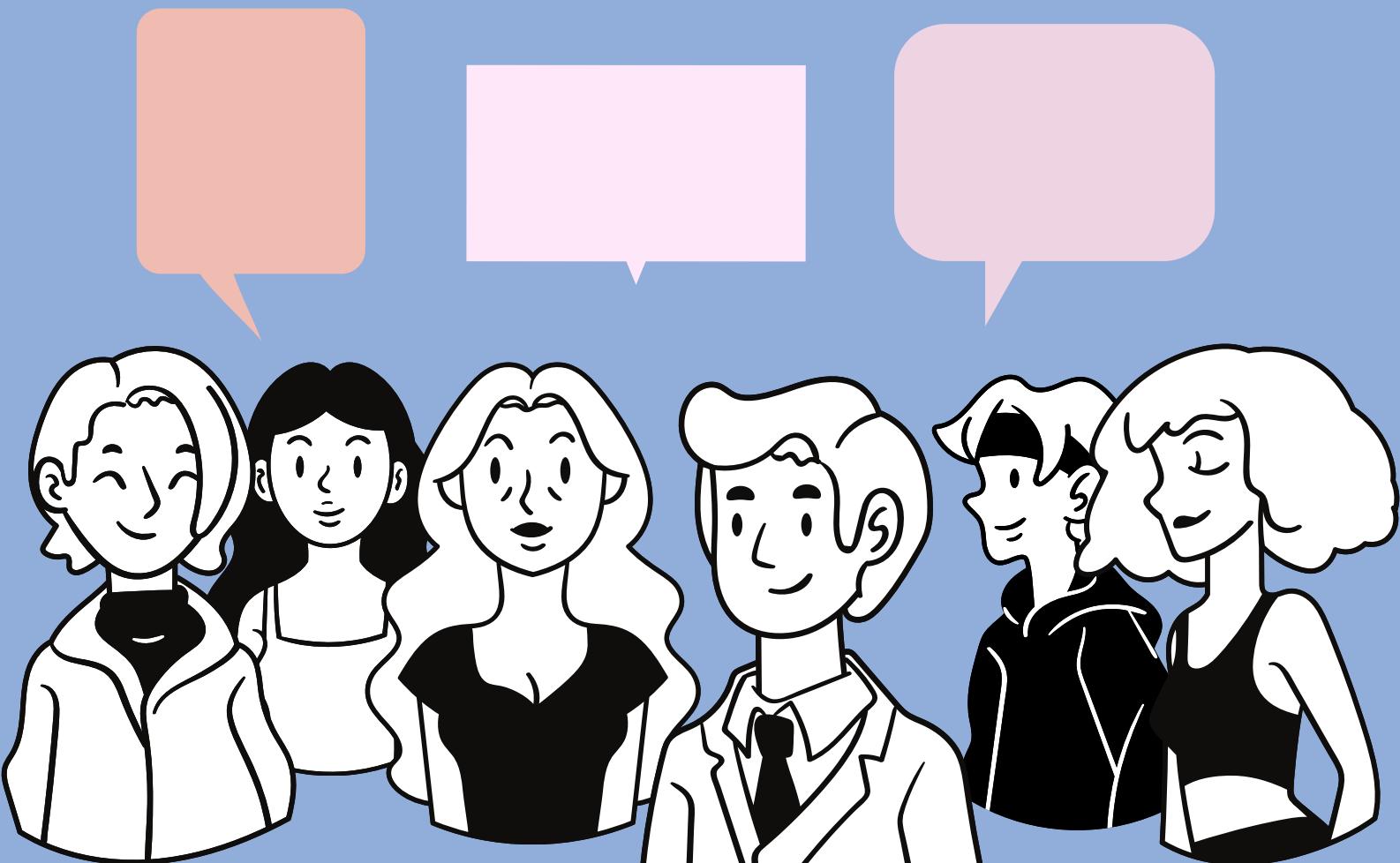
I am the biggest fan of flowers, they are a source of power for me. Even if flowers do not talk , they do a lot. They are important in our lives. To add on, I proudly see myself as a respectful person that knows how to deal with others and respect all humankind. I can quickly adapt to changes and be organized at the same time.



People watch every step you do. They tend to watch your every move. They want to know who you are. Let them know, but be yourself and show your real you.

what ARE

**PEOPLE SAYING
ABOUT YOU?**





ZARA

At the same moment that I associated myself to Zara, my colleagues did as well. I wasn't surprised since as I told you before it is seen directly that I belong to Zara's family. Well, they described this association using the following words:

Fashionable/Trendy/Adapt quickly/ Growing/ Reflection/ Styles/ Attached to values and principles/Elegant/ Simple

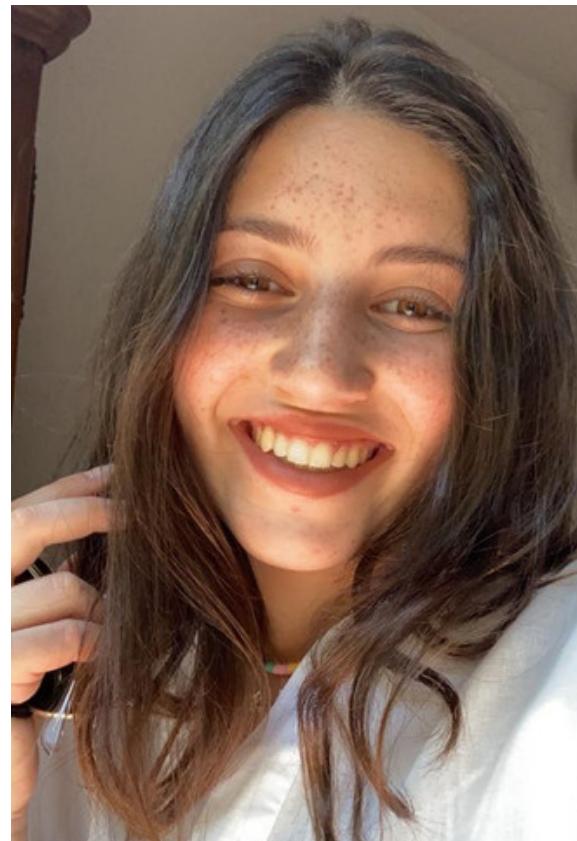




I am known to be a "Kid lover". I enjoy being around kids. They bring happiness and joy wherever they are. My colleagues saw that I do care about the life of a little child and seeing them happy is what I enjoy the most. They associated me with LEGO since I am caring, funny, love education and kids, give time and effort to shape a good future for the little ones.



Lastly, they associated me with DOVE. Why? Dove is simple and soft but has a good impact. They told me that I am soft, simple, innocent, caring and beautiful inside out. At the same time, they said that I am confident, empowered and give a positive impact wherever I am.



Brand archetypes

1

THE INNOCENT

"Life is simple and simplicity is Elegant

2

THE LOVER

Creates intimate moments, inspires love, passion,
romance and commitment

3

THE CREATOR

" If it can be imagined, it can be created

WHO
inspires me

LET US SEE!



NESLIHAN ATAGUL

Turkish actress



She is so self-confident that it doesn't take long for her to mesmerize everyone around.

While most of the people can't attach a meaning to their existence all their lives, Neslihan made this "life decision" around the age of 7-8. She is confident about what she wants and nothing can stop her.

HARVEY SPECTER

Character in "Suits"



Many people appreciate this character.

He has full control of his own life. He persuades people with logic. He is a goal-oriented and ambitious, He has an out of the box way of thinking and an intelligent strategy to come up with an ultimate solution : he is systematic thinker

PRINCESS TIANA

Fictional Disney movie



Unlike many Disney princesses, Tiana doesn't dream of finding true love - she has a relatable goal and married to her dream of owning a restaurant, she aspire to a career: a reflection of woman empowerment - she works really hard and countless hours to save up for a down payment - she believes in success through hard work

MY TEACHER

Mounay Al Hafi



She is down to earth even if she is super intelligent. She sees potential in others and knows how to deal with everything. She is always patient and is sure that one day, her dreams will come true, but everything happens at a different time.



My father started his life from zero - a self-made man. He was nothing until he became what he is from his hard work, his commitment and his patience.

He did everything to give us what we asked for and the life we are living now is the result of his achievements.

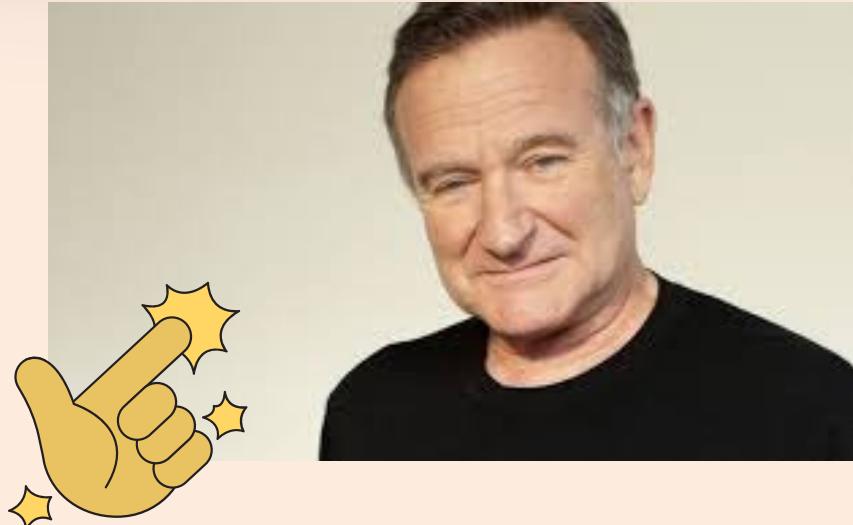


Friends
sees me
as

ROBIN WILLIAMS

WHY?

Because he:
Encourage/
Love kids/
Great teacher/
Always work
with a full
heart



BLACK WIDOW

WHY?

Because she is:
Calm/
Practical/
Responsible/
Loyal



Dee-Dee



Dexter

WHY?

Energetic/ Curious/
Loves family and friends/
Great love/ Adorable/ Very
Protective



FROM PRETTY LITTLE LIARS

Jess

FROM NEW GIRL

WHY?

Quirky/ Fun/ Sweet/
Optimistic/ Own sense of
style/ Loves children



ARIA

WHY?

Deep understanding of
people/ Empathetic/ Kind/
Caring/ Loyal/ Priority
friends and family



my brand prism

Physique

Simplicity, Elegance,
Stylish

Personality

Confident, mature,
respectful, daring

Relationship

Trustworthy,
Friendly, Lovely,
Caring

Culture

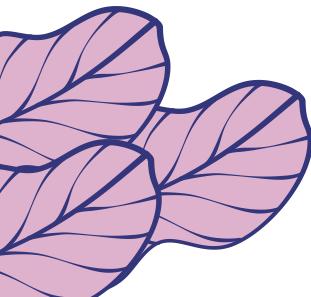
Values,
Principles,
Manners,
Equality,
Environment

Reflection

Joy, Natural,
Empowered, Modern
elegant

Self-image

Beautiful, independent,
powerful woman. I am
unique in my way



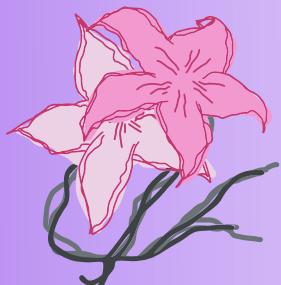
I Feel I

BELONG TO



Educational Community

They say " A man without education is like a building without foundation ". I wanna be part of the community that shares the education and get to learn at the same time.

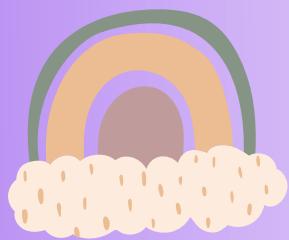


Styling Community

"Use your style as a tool to stand out and be noticed and to reinforce yourself as a professional person." I can proudly say that I have a good taste in styling. I want to be an image for other girls and want them to learn from me how to style their clothes according to their body, face and personality.

I Feel I

BELONG TO



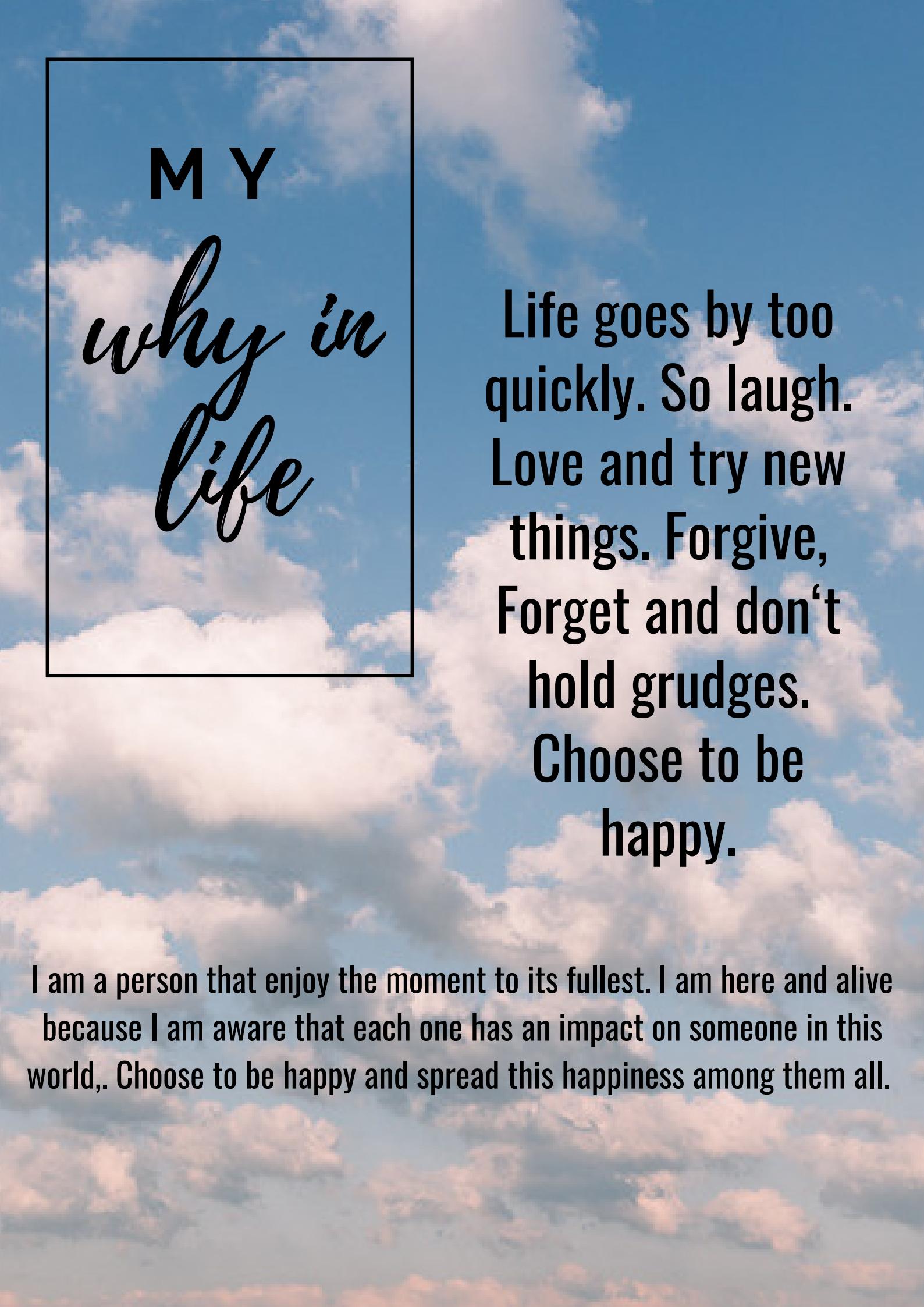
Active and Happiness

Spreading positivity and happiness is one of my core values. I want to make a change and be a source of happiness for others. I want to use my activeness and energy to share this feeling.



Psychology Community

Everyone needs help. Everyone feels weak at some point. Social and psychological communities are important to help people that are depressed or anxious.



MY *why in life*

Life goes by too quickly. So laugh. Love and try new things. Forgive, Forget and don't hold grudges. Choose to be happy.

I am a person that enjoy the moment to its fullest. I am here and alive because I am aware that each one has an impact on someone in this world,. Choose to be happy and spread this happiness among them all.

key moments

Key moments are not definitely good ones, It is a point in time where something happens and it stays in our heart. This moment changes the way we perceive our lives.



BREVET 2015: HAD A LOT OF FRIENDS



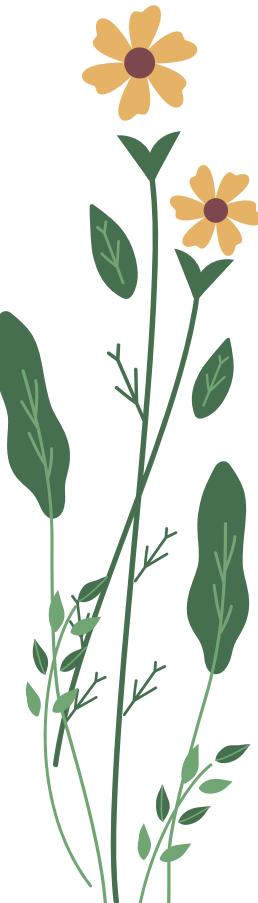
BAC 1/ 2017: PSYCHOLOGIST

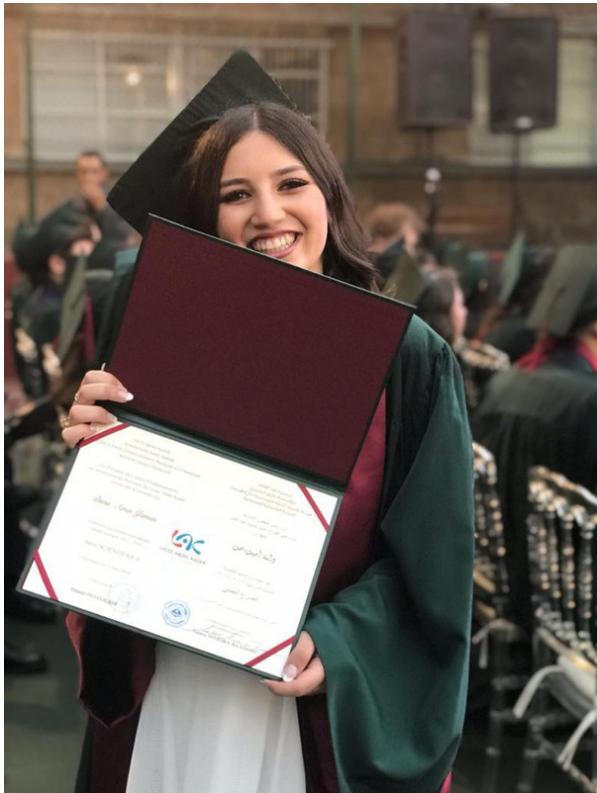
Yes, it is normal. I lost all of my friends because I figured that they weren't good to me But at the time, I didn't take it in a good way, I got into a severe depression. However, this is normal.

This changed my life actually. I began seeing things differently and I was grateful for every teaching moment. I am now powerful enough to surpass bad moments and influence.



August 2018: Character Building Camp for kids. It actually changed my personality and developed my confidence. It was the turning point of the year





Make your parents proud. Let them feel that you are worth it. Your graduation, is the moment where you start your own life, starting to be independent. It's the time of joy of your parents, they are happy that you could make it until here. For me, it was a moment of excitement but fear as well. It is the beginning of a change. Another trip was awaiting me,

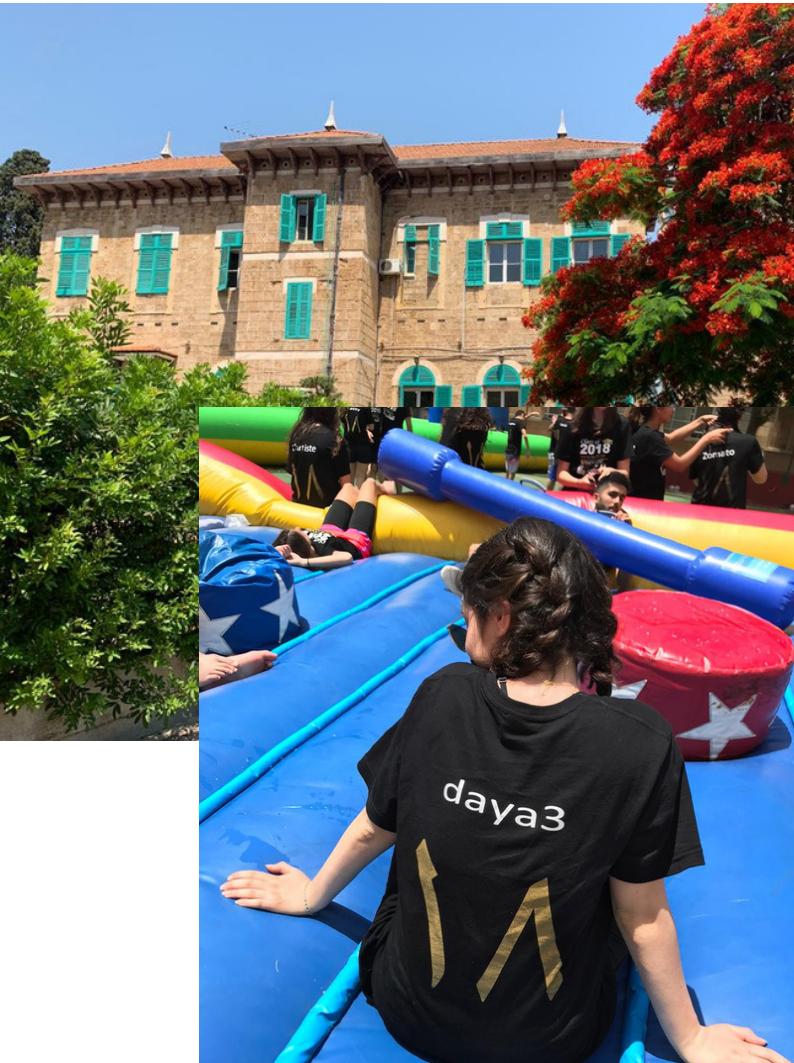


Andrea Bocelli. I admire not only his voice, but his commitment to life, Even though he is blind, nothing ever stopped him from achieving his goals. In 2019, I had the chance to watch his concert.



SEPTEMBER 2018: Met a wonderful group of friends. Jad, Hamza and Alicia are now part of my life. We do everything together.

Last day of school: 15 May 2018
Fun , Spirit, Energy.
Last day of a long journey of 15 years. Saying goodbye was the hardest part.





Family. I learned that family is the only thing that you own. It's the only pure friendship you can have. Family will be by your side, always.

Beirut Explosion: August 4 2020/ AT 6:08 p.m

It changed the life of every person in Lebanon. Death, injuries, emotions, feelings, tears...

There is no word that can describe what we survived that day. I am writing and my tears are falling. This was a nightmare. But it was also a beginning of a new life. We can only say that we are grateful that we are alive. Don't take your life for granted. You can leave at any second.



What does my
surrounding
think about me?



Overall View

- Stands for equality and positivity
- Gonna be a great future mom
- Simplicity is the key
- Have a caring, responsible and loyal side
- Determined and attached to my values and principles
- Fast learner and adapt quickly
- Give more than receive: Help everyone around
- I am curious, i always want to know more
- Hardworking and give my all
- Example of woman empowerment
- Love, affection, joy spreading

MY Boyfriend

Dana is a special someone, I knew that from the moment I met her. That smile never leaves her face, no matter the struggle she's going through, and that says a lot about her. She's also very hardworking, always prioritizing her work and studies and is a very motivated individual. You don't need to be very close to Dana to feel how friendly and kind she is, she will make it known whenever you meet you her. In addition, she is someone who is trustworthy, if you talk to her she will listen and try to understand you and help you as much as she can. But don't mess with dana, if you upset her, you will know it and believe me it won't be happy about it.

YOUR LOVE
Omar



Brand: Nike. Bringing in the best athletes in the world and offers cutting edge products. Dana has similar features as she's always looking to bringing the best out of herself. Both always find a way to outperform themselves

Character: Lily from HIMYM. Lily is a caring and loving person who is very loyal to her friends and family. Dana has very similar traits and is a very sweet person when you get to know her better.

MY TEACHER

"From the first time I saw Dana, I knew she has all what counts to be a successful person. She is a young lady full of joy who is able to overcome the hardest situations. She is enthusiastic and resilient in achieving her goals and always aims to the best. She tries to embrace her failures in order to develop her character into a more mature person." -Monay

A friend

"To know Dana is to love Dana. She is one the most genuine, caring and sweet people I've ever met and I believe that that is her strength. Her love for others and her drive to always make positive impact are what differentiate her from others. She is determined and assertive but kind and understanding."- Aya Merehbi



alicia, bestie

Généreuse

Altruiste

Sociable

Conviviale

Grand cœur

Douce et innocente

Fait passer les autres avant elle

Intelligent

Ambiance

Perceverante

Souriante

Amusante

Toujours la pour proposer de nouveaux programmes

Aime rendre les gens heureux et faire des surprises

Aime sans cesse s'améliorer

Aime prendre soin d'elle

- ALICIA BAIDA-

The brand: KitKat: elle adore le chocolat, elle est douce et rend les gens heureux, et si on a besoin d'un break, on peut faire appel à Dana pour nous amuser, et nous faire oublier nos problèmes (kitkat: have a break have a kitkat).

The Hero: Blanche neige, parce que Dana est une princesse, elle a la peau blanche comme dana, elle est innocente tout en étant intelligente, elle est douce tout en ayant un tempérament nerveux. Dana est responsable: Elle peut bien tenir une maison comme blanche neige, et aime s'occuper des autres.



MY SISTER

yasmine

DANA IS: KIND, SENSITIVE,
CALM, INTROVERT,
CARING, DELICATE, LOVES
ATTENTION, TALKATIVE
AND LOVES CHOCOLATE

Ted baker : high quality, design,
distinctive, looks like a lady

Bloom in winx club, she likes to
be the center of attention and she's
delicate.



Someone asked me one time: I feel your height in every sense in the sentences you say. What is that feeds you on this?

I said: Source, love, human. Great endurance and hope.



DIFFERENTIATION



- Mentality and culture
- Passion to work and engagement
- Motivation, joy, energy and enthusiasm
- Eagerness to learn and curiosity
- Accept failure and work on it



Lastly



I want tell you that no one is perfect and that everybody makes mistakes. But you can be outstanding when you know how to deal with you mistakes. That is how you differentiate yourself from others. Have patience, what you need will come one day. Be happy, our moments fly so fast. Be what you want to be. Be yourself. Don't let anyone judge you.

It is about what you feel, what you do, how you choose to present yourself when the situation requires you

It is about what you are looking for, what you are searching for

It is not about fulfilment but it is about what is missing
Ask yourself " How do you improve? How do you progress?
Are you searching?

That is what makes you different.

-DANA