

## Lyfestyle is the Best Style!

Yeat has finally done it. Earlier this year, the release of his album *2093* had marked his highest placing on the Billboard 200 at number two. However, we could all tell Yeat was not satisfied with this and wanted that number, and sure enough he would do just that.

On October 18, Yeat dropped his fifth studio album *Lyfestyle* and the mass population loved it with some even calling the album his best one to date. The public loved the album so much that it was able to collect 89,000 units and soar to the number one spot on the Billboard 200. This album was a collection of 22 songs that included features from Don Toliver, Kodak Black, Summrs, and Lil Durk. However, these features alone were not all that helped push the album sales.

Yeat's webstore also sold vinyl and CDs; the latter being sold in deluxe box sets. To the average person no one could see any appeal in buying the CDs unless just to have a physical copy, but each box set included a surprise. There were three different versions of the deluxe box sets, and each version had its own two unique bonus songs. The first contained the songs "Style Lyfe" and "Back Thèn," the second contained "5Brazy" and "Barbarian" and the third contained "Graveyard" and "Gonë". In addition, Yeat's webstore also had two versions of exclusive versions of the digital download album. The first contained the bonus song "Project Lyfestyle" and the other contained four bonus songs: "Project Lyfestyle," "For Lyfe," "Night Come" and "5Brazy Remix," with a Quavo feature. These bonus songs gave the fans a real incentive to purchase all the different versions of the album on his webstore which boosted his units purchased tremendously. It was a long time coming for Yeat to get his first number 1 placing and it is only going to go up from here as he continues to takeover the mainstream.