



# Say Rose

FOCUS ON PREMIUM DIGITAL PRODUCTS FOR WOMEN

# Brand Source



Black & White

Cool & Minimal

Drab

While the traditional 3C sector remains dominated by cold, stark blacks and grays, SayRose was born. We identified the pain points of 18-35 year-old women in tech consumption: They crave products that blend stylish aesthetics with high efficiency and practicality, yet the market rarely offers both in one.



Chic

Premium

Warm

SayRose is a rising brand specializing in light luxury tech for women. We fuse light luxury jewelry aesthetics with smart technology and AI experiences to create electronic products that blend style, intelligence and emotional value.

# Value Proposition



## Emotional Vessel



## Scene Magic



## Social Enablement



Process emotions with you  
and be your emotional anchor.



Infuse daily scenes with surprise  
and transform ordinary moments  
into quality experiences.



Elevate Your Social Edge, Expand  
Your Network and Enhance Your Worth.

# Brand Philosophy



Technology with warmth, just like perfume and jewelry

Attitude

We refuse to sacrifice functionality for aesthetics, just as we refuse to compromise practicality for beauty and self-expression

Chuxin

To let every woman feel the exclusive charm of digital technology crafted just for her

Vision

To make SayRose a trusted companion that is visible in her daily life, enjoyable to use, and portable to carry along

# Intellectual Property



# Hello VIKKY

**Name:** VIKKY

**Character:** Confident in Fashion, Full of Vitality.

**Feature:** Cat ears, sunglasses, shopping tote bag.

**Interest:** Enjoy shopping, delicious food, and travel.



# Intellectual Property

## VIKKY

VIKKY resonates with the modern urban professional woman, embodying her independence and passion. She is a relatable "parallel self" that women

## Product Linkage

VIKKY-image products: USB drives, handheld/desk fans, power banks.  
Upcoming: notebooks, tote bags, phone cases & other peripherals.

## Online

1. VIKKY-themed atmosphere decor for live streaming rooms
2. VIKKY storylines and short narrative videos

## Offline

1. VIKKY-themed check-in spots at stores, shopping districts, and parks
2. Pop-up events: VIKKY's Lifestyle Cabin



# About Us

## VCOS Technology Co.,Ltd.

We specialize in providing professional online business operation services for brand companies. Brands we operate include: Lenovo, Yinengzhe, Mechanical Revolution, thinkplus, Yuemi, Tsinghua Tongfang, Omron.

## Shenzhen VCOS Technology Co., Ltd.

We specialize in brand direct-operated product business.  
Brands under operation: SayRose, MUCW



Shenzhen VCOS Technology Co., Ltd.  
Located in Shenzhen, Guangdong Province



VCOS Technology Co.,Ltd.  
Located in Pinggu District, Beijing

# Company Size



**As a professional 3C e-commerce team  
creating best-selling products is our mission and source of pride.**

Guided by the core values of "Professionalism, Responsibility, and Efficiency", we are committed to becoming "the most trustworthy 3C product operation enterprise".

**5.25m**

Company Sales Volume (2024)

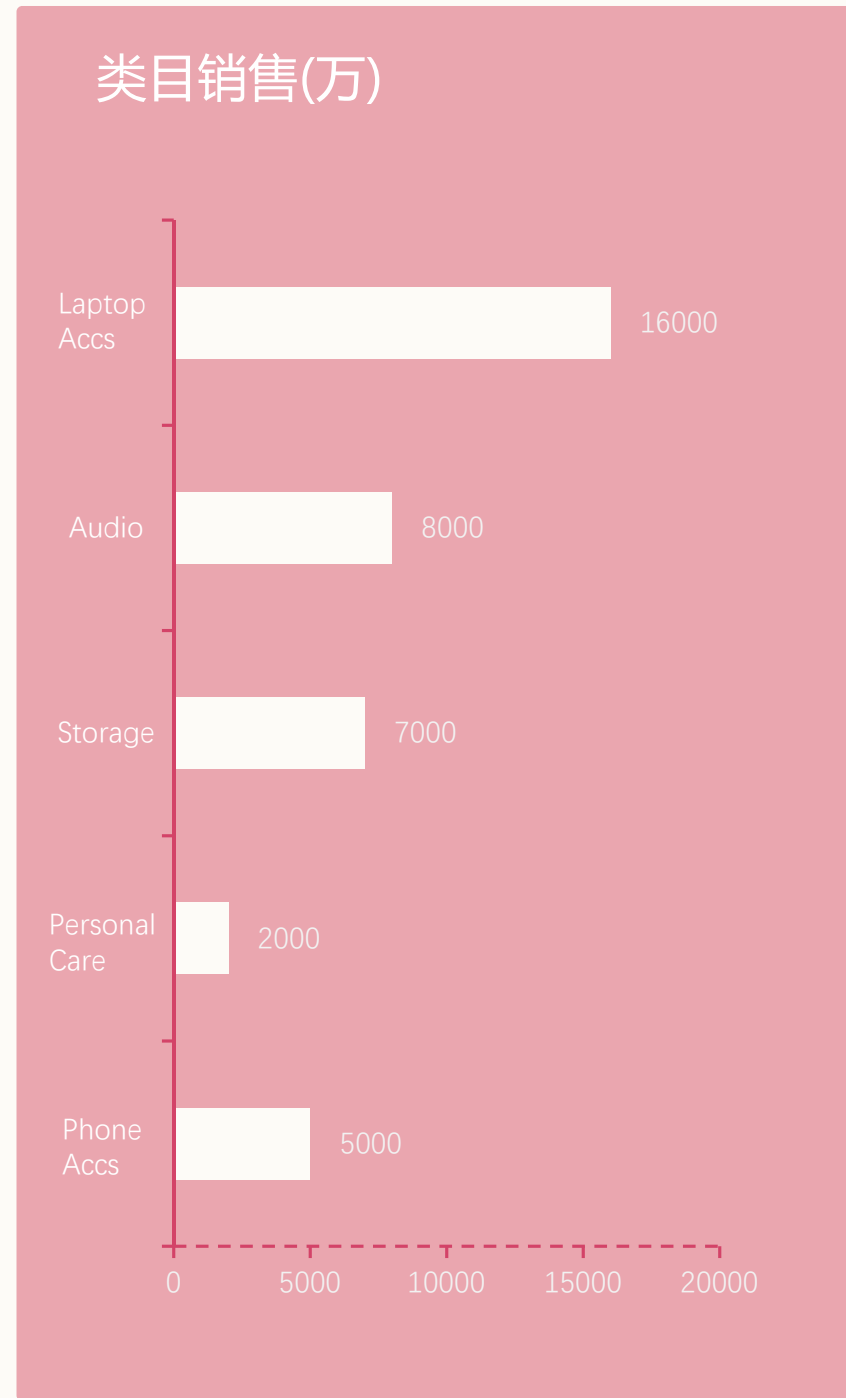
**0.29B**

Company Turnover (2024)

**157 ppl**

Number of Employees

# Company Size



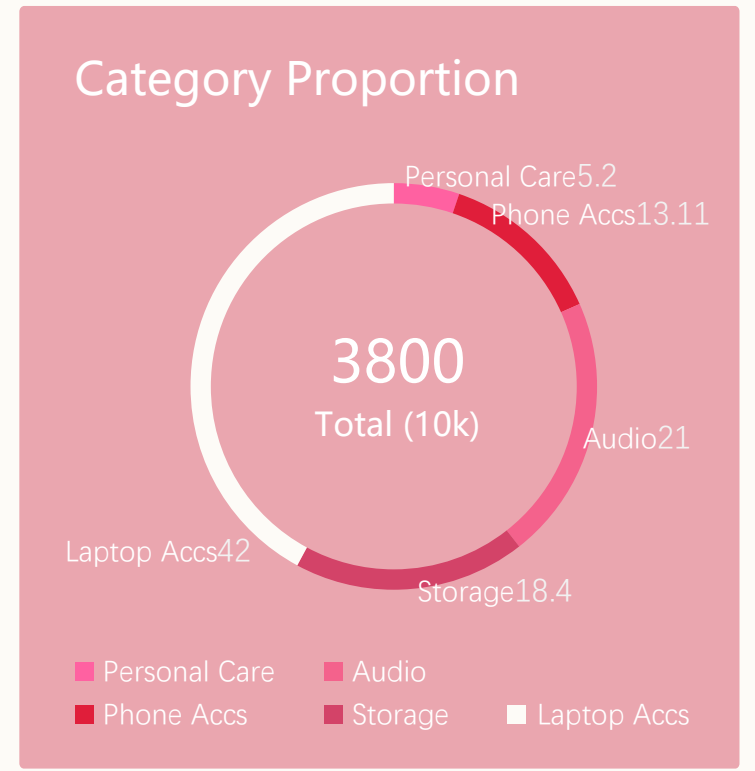
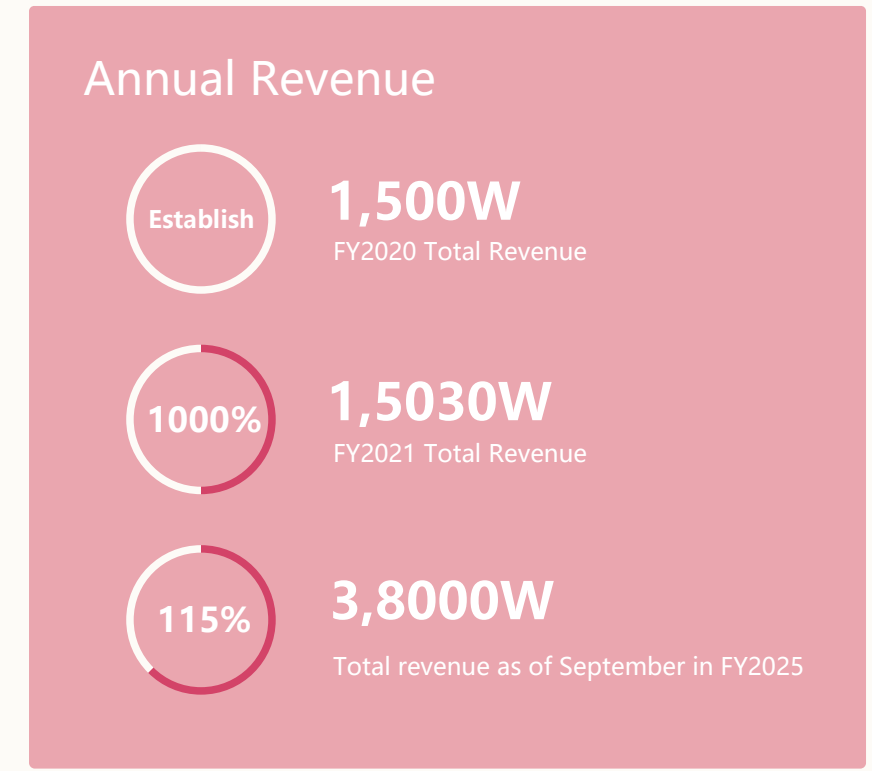
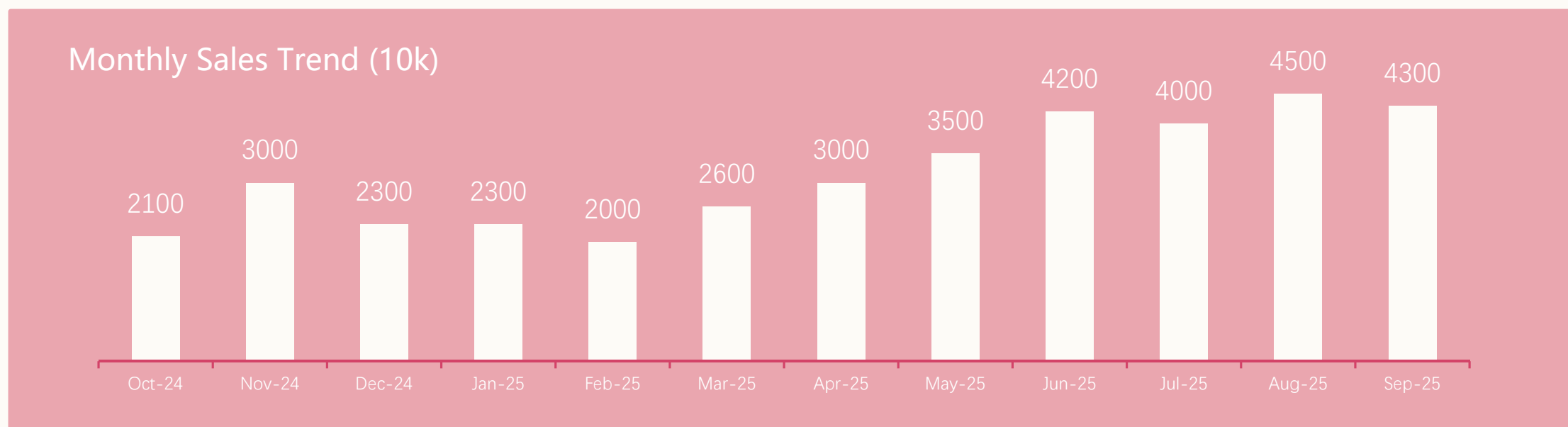
## FY25 Total Revenue: 380 Million

Oct 2024 – Sep 2025

**100+ ;**  
Top 20 Bestsellers

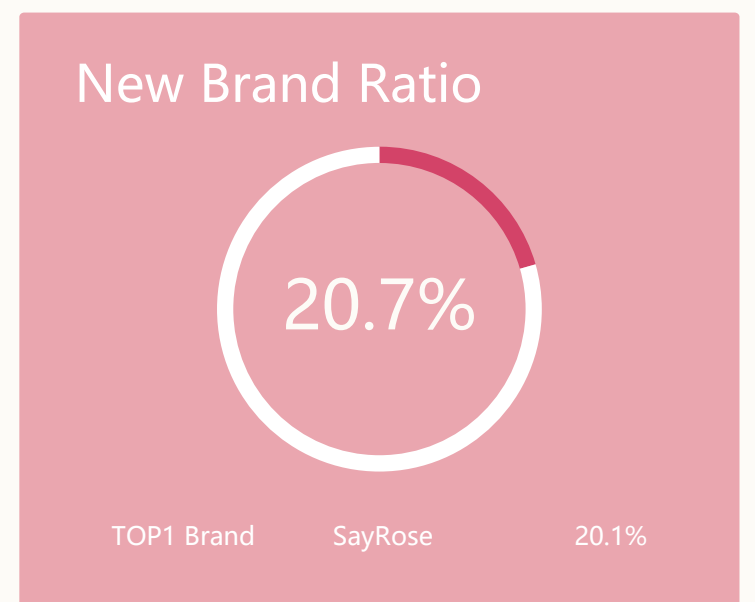
**1400W+件**  
Total Sales

**100+**  
Premium Supply Chain



### Direct Sales Shipment Amount

Brand	Amount
Erazer	0, 9526W
Lenovo	1, 8371W

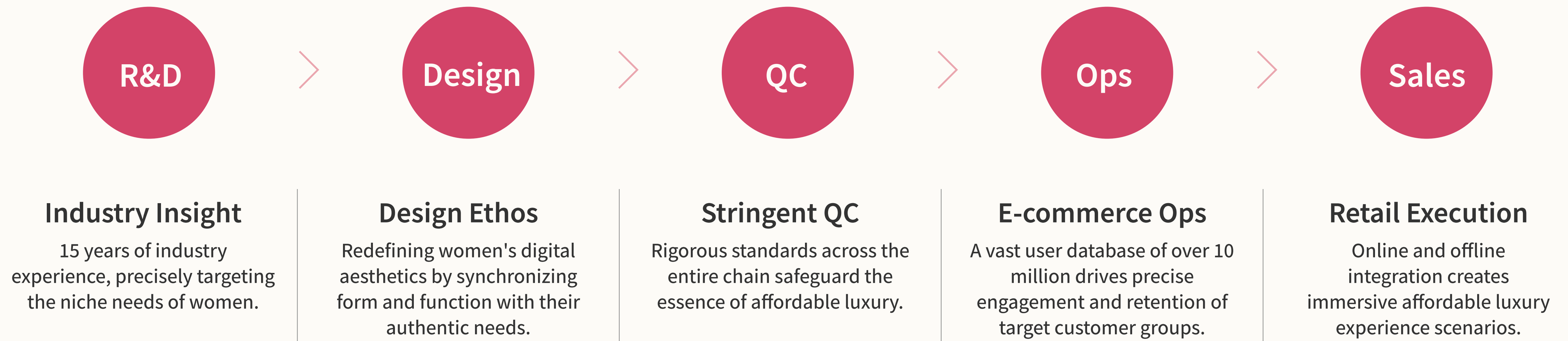


# Brand Advantages



**Our founding team, deeply rooted in the 3C industry for over a decade, has built a robust closed-loop supply chain that solidifies our edge in affordable luxury digital gadgets**

SayRose founding team: 15 years in 3C industry. We meet women's light luxury digital needs, with "stunning looks + solid utility" as our competitive edge.



# Core Strengths



## A Digital Innovation Brand from a Female Perspective

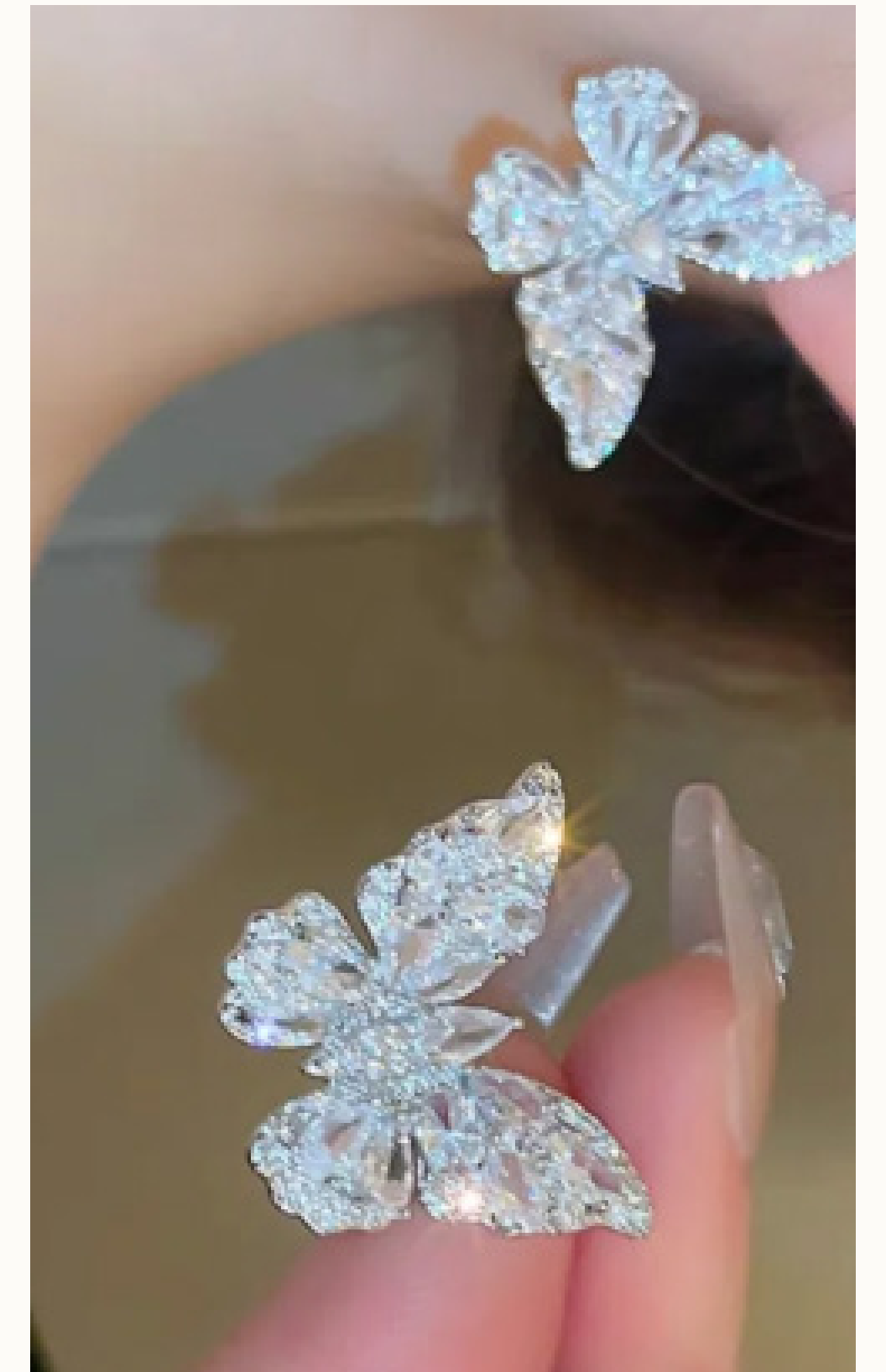
Product aesthetics and functional logic exclusively designed for women  
Comprehensive detail optimization covering visuals, tactile feel, sound quality, and interaction

## Multi-Platform Sales & Exposure Capabilities

Multi-channel exposure on Tmall, Douyin, TikTok, Amazon, and other platforms  
Solid foundation in content creation and social media dissemination

## AI Empowerment + Emotional Experience

AI voice functions integrated into selected new products, Building an ecosystem of smart accessories for women centered on the concept of "technology with healing power"



# Product Philosophy



## Love at First Sight Comfort in Every Use

At first glance, it captures your heart with an irresistible charm; With prolonged use, it brings lasting comfort that fills you with ease.

## New Audience

Let women feel the exclusivity of "digital technology crafted just for me"

## New Creativity

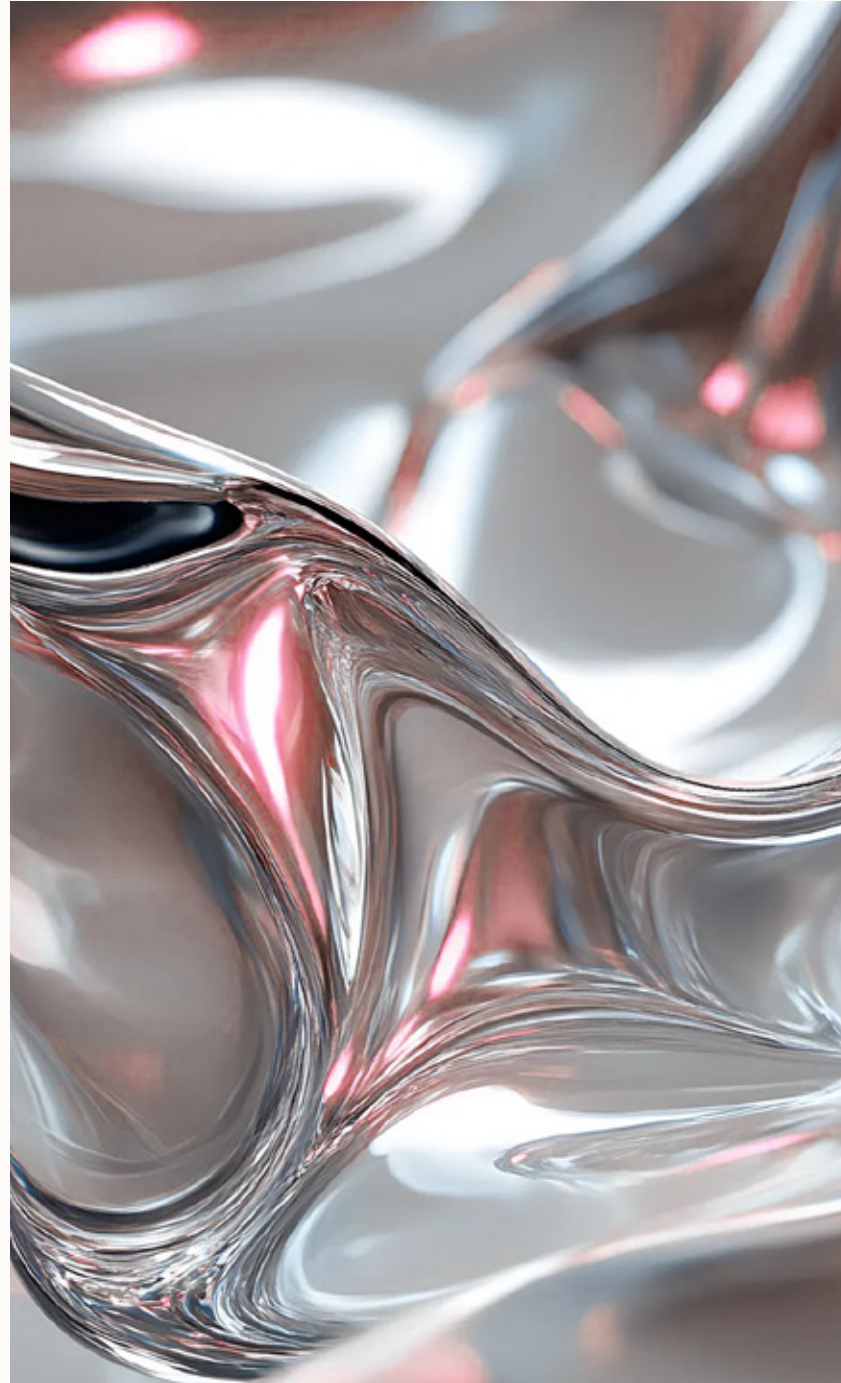
Turn tech products into exquisite items that complement women's wonderful lives

## New Scenarios

Combine product functions with new scenarios to create more beautiful living spaces.



# Product Planning

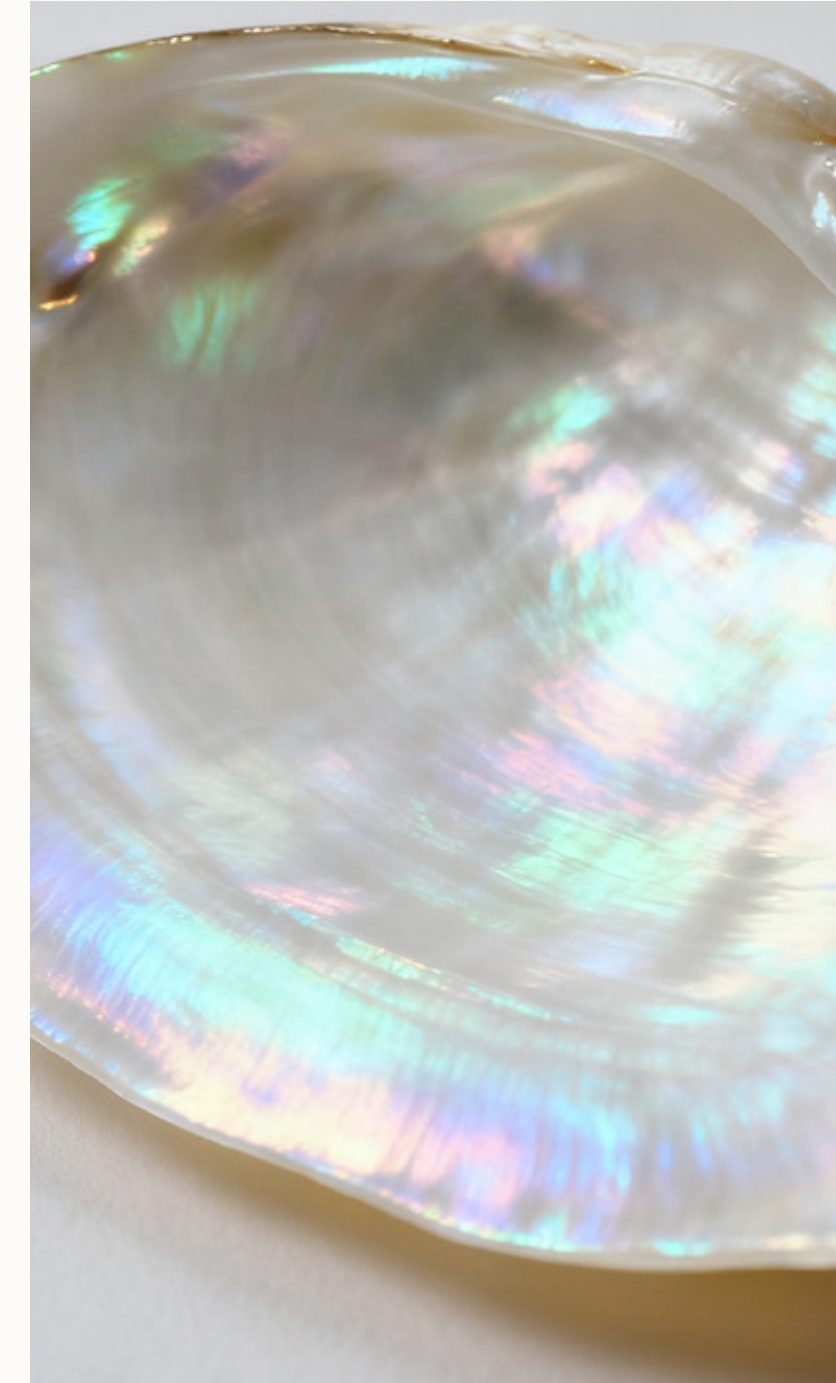


## Premium Quality

Top-tier craftsmanship combined with an unparalleled performance experience.

Craftsmanship Barrier: A top-tier combination of processes, including anodic oxidation for corrosion resistance and enhanced texture, paired with surface polishing and high-brightness, high-whiteness sandblasting techniques to create a refined and sophisticated surface finish.

Ultimate Experience: From rough prototype to final refinement, every process is meticulously controlled to ensure exquisite product appearance



## Natural Materials

Rare imported materials combined with the value of natural aesthetics.

Material Selection: Exclusively using natural mother-of-pearl sheets from imported Australian white butterfly shellfish.

Core Value: Natural shell materials inherently possess unique iridescent luster and natural grain. Each piece is one-of-a-kind, imparting a high-end custom-made feel to the product, aligning with the pursuit of the "natural, scarce, and unique" by high-end clientele.

# Product Series



## Trendy Toys VIKKY

Spark Interest  
Deliver a Stylish Vibe



## Pet Healing

Cute Pets Together  
Delivering a Sense of  
Companionship



## Chic Office

Solving Pain Points  
Delivering a Streamlined &  
Efficient Vibe



## Pearl Gleam

Exquisite Scenes  
Delivering a Sense of Healing



## Crimson Glow

Emotional Resonance  
Delivering a Sense of  
Recognition



## Heartfelt Box

Quality Living  
Delivering a Sense of Value



Practicality Meets Aesthetics, Personality Blends Creativity. Focus on Emotional & Ambient Experience Beyond Function

54 mature products 100+ SKUs

# Product Matrix



SayRose products cover multiple daily scenarios:

Category	Representative Feature	Application Scenarios
Headphones	Jewel-like Design + Noise-Canceling AI Voice Assistant	Commute & Workout Companion
Bluetooth Speaker	Fragrance Design + Ambient Light Interaction	Home Relax & Gift Idea
Power Bank	Compact & Luxurious + Smart Fast Charge	On-the-Go Power Boost
Charger	Minimalist Design + 100W Multi-Device Fast Charge	Desk & Travel Charging
Stand	CNC Craftsmanship + Multi-Angle Adjustment	Video Calls & Entertainment
Storage	High-Speed Transmission + Secure Encryption	Work Files & Travel Photos
Fan	Quiet & Gentle Airflow + USB Fast Charge	Commute & Office Cooling
Fast Charging Data Cable	Tangle-Free & Flexible + Pearl Finish	Charging & Desk Organizer
AI Smart Accessories	Voice Interaction + Ambient Mood Lighting	Daily Companion & Tech Wellness

# User Profile

<i>SayRose</i>	
Age Range	18-35 years old
Occupation	Urban white-collar, freelancers, creatives
Consumption Philosophy	Values aesthetics, experience & self-expression
Brand Preference	Apple / Dyson / niche independent brands
Purchase Motivation	Wants "stylish yet functional" lifestyle tech
Target Audience	18-35 urban middle-class females / families / tech enthusiasts
Market Positioning	Focuses on premium lifestyle tech & scenario-based experiences



# Layout Planning

## Short-term 2025

Official mall (20% share) + Tmall/JD flagship stores (20% share) + social e-commerce (60% share), with a full-channel annual sales of 30 million.

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## Medium-term 2025-2026

Open 100 directly-operated stores in popular areas of Hong Kong and mainland China, enter 10 top-tier high-end shopping malls in China, synergize online and offline channels, and participate in multiple exhibitions in Hong Kong, Dubai and mainland China.

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## Long-term 2027-2032

Synergize online and offline channels to build a market presence covering multiple countries and regions (including the U.S., Tokyo, Seoul, Vietnam, the UAE, etc.) across Asia, Europe and North America.

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# Service Scope



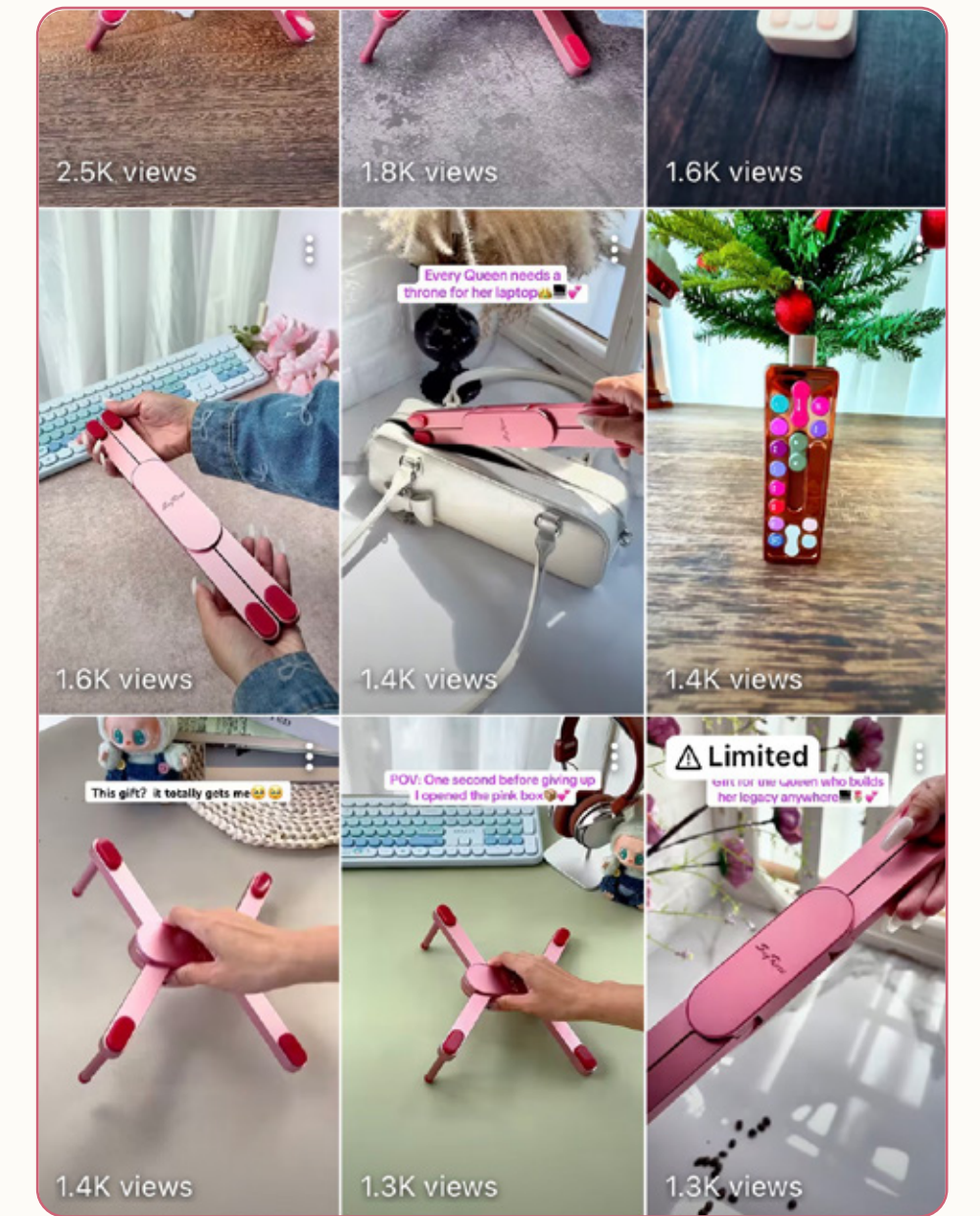
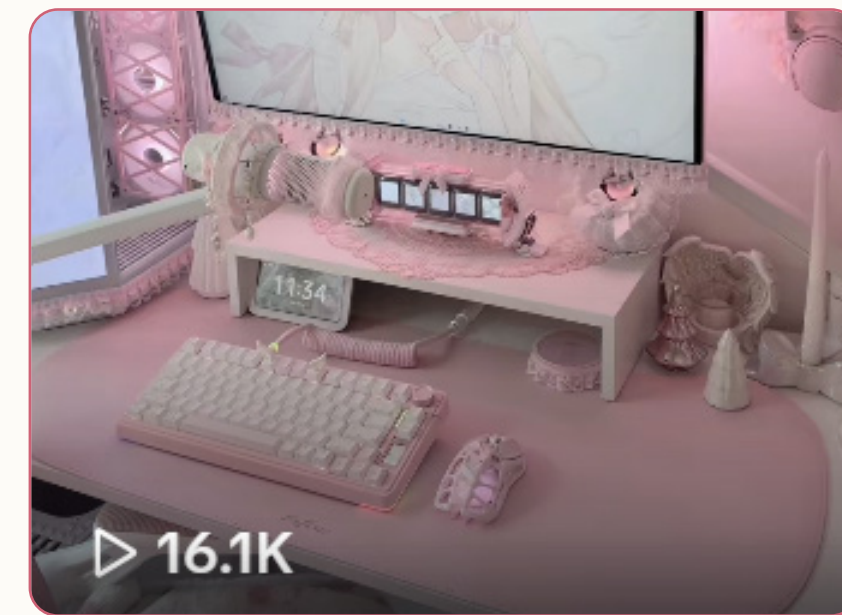
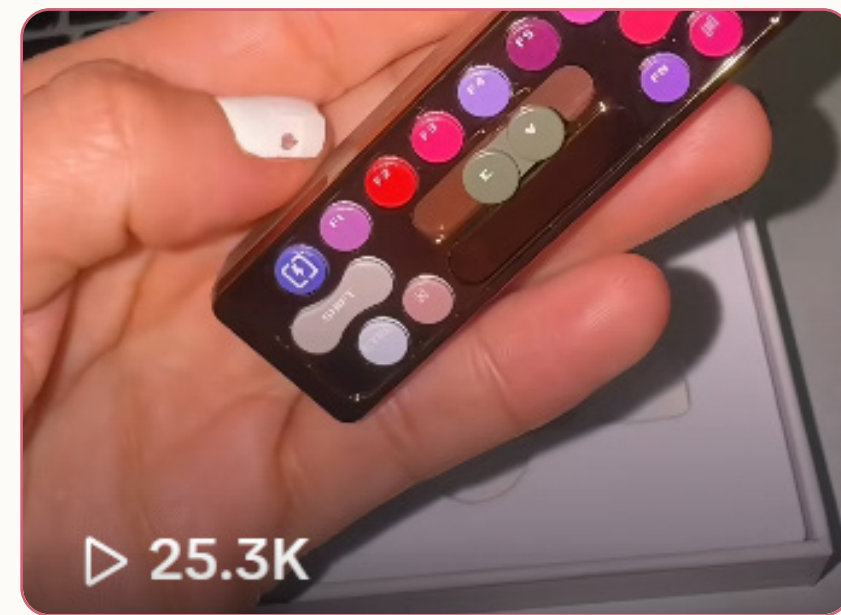
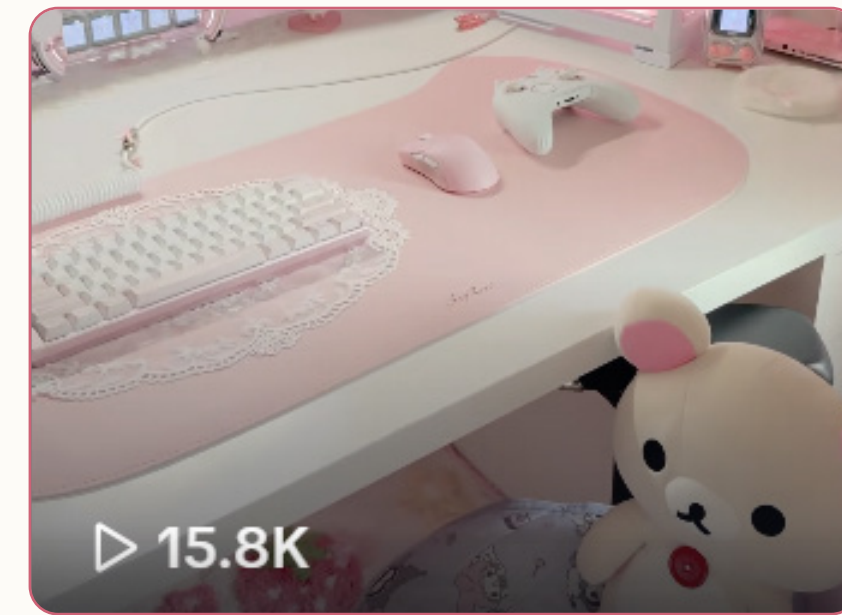
1. Distributed in over 200 countries worldwide
3. Backed by multiple product certifications both domestically and internationally

2. Highly recommended by social media influencers at home and abroad
4. The world's first pioneering 3C brand designed exclusively for women

# Global Performance Data



Recommended by domestic influencers



Recommended by overseas creators (tiktok, YouTube, Facebook)



# Thank You

FOCUS ON PREMIUM DIGITAL PRODUCTS FOR WOMEN

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