

Say Rose

Focus on premium digital products for women

Welcome to the digital world of SayRose



Charming at first sight,
delightful in daily use

fashion

affordable
luxury

Warm
Bodies

FASHION

AFFORDABLE LUXURY

WARM

About SayRose

QUALITY

AESTHETICS

EMOTION

Founded in 2025, SayRose stems from our unwavering pursuit of **the three core values: Quality × Aesthetics × Emotion** for women's 3C products.

At a time when traditional 3C digital products are dominated by rigid black and gray tones, women often struggle with a dilemma when choosing digital accessories: **it is hard to balance stylish looks and practical functionality**. They desire designs that match their personal taste, yet also need efficient daily performance—but dedicated options are scarce on the market.

Thus, SayRose came into being. We abandoned the cold stack of technical parameters, and instead focused on the emotion of colors, the language of lines, and the story of materials, integrating aesthetics into every design detail.

At SayRose, aesthetics and practicality are never separated.

Original intention

To create 3C products that truly understand women

Breaking the stereotype of “digital = tool”, we design with **fashion, affordable luxury and warmth** at our core. We turn cold tech into tasteful, warm daily essentials, so women always feel: **Digital is made for me.**

FASHION

AFFORDABLE LUXURY

WARM



耳机是送给
世界的风格名片



SayRose

Brand Attitude

We never trade function for looks, nor sacrifice aesthetics and personality for practicality.

SayRose is a must-have for a beautiful life. More than just accessories, it is your daily companion that delivers looks, utility, and emotion all in one.

Emotional Vessel · Scene Magic

Emotional Vessel

Warm designs soothe daily tiredness, turning cold tech into a caring companion. Scene

Magic

Made for study, work, and daily life, our products blend style and performance perfectly.

Morning

Office work

SayRose Vision

Empower women globally with refined living
Deliver all-in-one curated lifestyle solutions for women

Morning • Commute • Office • Night

Business trip

Before sleeping

Brand IP: VIKKY



Hello VIKKY

Your Guide to Curated Living

VIKKY embodies independent, passionate urban professional women — a relatable alter ego. As SayRose's warm IP, she is your lifestyle guide and comforting companion, styling life with taste and grace. She eases refined burnout with gentle company, filling daily moments with quality and warmth.

Personality: Empathetic, efficient, practical, elegantly authentic. Loves shopping and all refined things



VIKKY IP Application (Product)

Build emotional entities from visual identity to user experience.

Build emotional entities through image and experience. VIKKY-themed products integrate her animated logo, custom sounds in startup and prompts, turning items into collectible emotional treasures.



IP DOLL

POWER BANK

SPEAKER

3C DIGITAL PRODUCTS

Build a narrative universe and deliver healing power

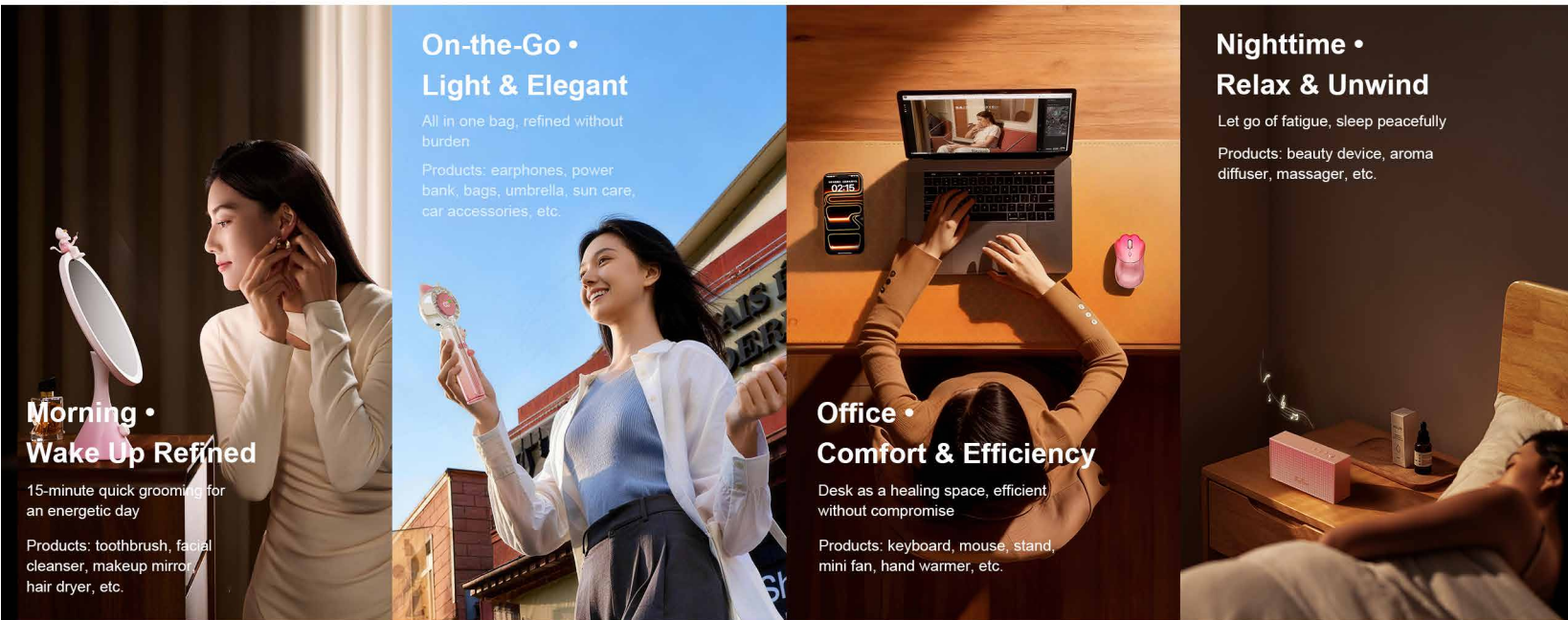
VIKKY IP Application (Content)

With VIKKY as the leading role, we create short videos and comics to build a narrative universe themed around **self-healing and gentle growth**, continuously conveying brand values.

We strengthen her friendly persona as a **digital bestie**, supporting daily communication and light interaction with users.



SayRose Product Portfolio & Planning



Four core lifestyle scenarios, upgrading from selling products to selling a lifestyle

SayRose Gifts
Exquisite, Practical & Heartfelt

Looks * Practicality * EmotionBy

Scenario based solutions vs traditional gifts

Long-Lasting Value: Used daily, delivering consistent emotional value



APPEARANCE

PRACTICAL

EMOTION

SayRose Offline Store Layout

Create a Women's Curated Lifestyle Experience Center and make SayRose

Different from the traditional cold hard black gray of 3C stores, the brand image of "technology with temperature, life with texture" is created by using low saturation healing color series+frosted/plush texture materials

the "Third Space" for urban women

Integrating affordable luxury aesthetics with technological functions, and centered on the four core life scenarios (Morning • Commute • Office • Night), we create an immersive experience space that is visible, enjoyable, and presentable, allowing users to directly feel our brand positioning: Full-category Lifestyle Solutions.



SayRose, B1-15, Yitian Holiday Plaza, Shennan Boulevard, Nanshan District



Store #1062, Ground Floor, Wanda Plaza, Mudanjiang



CD-NB2-24, Shenzhen Bao'an ONE AVENUE

Three-Step Offline Store Development Plan

Step 1

Experience Breakthrough & Initial Brand Awareness

Experience Breakthrough & Initial Brand Awareness
Cover core first-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen) and build the first batch of high-quality offline users.

Core Objectives

- Verify the feasibility of the scenario-based experience model and refine spatial standards for the four lifestyle scenarios.
- Establish a professional consultant + scenario styling service system and cultivate talents who understand products, women and scenarios.
- Connect online and offline data to create a seamless journey: online inspiration → offline experience → online order → in-store pickup.

Step 2

Scale Expansion & Ecosystem Construction

Expand to new first-tier and second-tier cities, reach 30–50 stores, and build a member system with 1 million+ core users.

Core Objectives

- Develop a user operation ecosystem of stores + community + content, and hold regular events such as Vikky Life Aesthetics Salon.
- Strengthen gifting positioning, launch store-exclusive gift boxes, and provide one-stop gifting solutions: Vikky IP customization + personalized cards + scenario-based packaging.
- Deepen cooperation with high-end shopping malls to become an iconic brand in women's lifestyle zones and elevate premium brand image.

Step 3

Lifestyle Leadership & Value Upgrading

Reach 100+ stores, become the top brand in women's 3C gifting market, achieve 80%+ brand awareness and 70%+ user recommendation rate.

Core Objectives

- Upgrade from "Scenario Experience Center" to Women's Lifestyle Institute and lead trends in women's digital aesthetics.
- Build the SayRose Lifestyle Alliance by partnering with beauty, fashion and home brands to expand lifestyle boundaries.
- Implement user co-creation: collect feedback via stores to support product R&D and strengthen the brand mission of truly understanding women.

DEVELOPMENT PLAN

SayRose Global Channel Layout

GLOBALIZATION



Full Coverage

Domestic + Overseas, Online + Offline, Content + E-commerce + Private Domain. We build a fully covered reach network.

Consistent Tone

Global alignment to healing□style affordable luxury; content and products adapted locally.

Data Synergy

Integrate user data across all channels to form a closed loop: User Insights → Product Iteration → Marketing Optimization.

Domestic platforms



Overseas platform



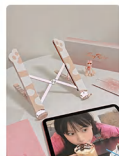
SayRose Global Channel Layout



谁懂啊！现在蓝牙音箱都进化成这样了？上…
疯狂的海狸 167



时光有了旋律，浪漫便有了具象 有些心意…
拉拉lala 188



plug 这猫爪支架太懂女孩子的心思了…
2025-12-19 162



请听你首歌 #沉浸式开箱 #轻奢数码 #…
小满 293



(: plug | 一盏小台灯 是深夜只属于我的…
橙子什么味 143



plug 谁说管理不能粉粉一嫩嫩！ 课件…
希诺Style 117



午后时光：咖啡、阳光、音乐，治愈日常…
七月元来 113



Plug “谁说管理不能粉粉一嫩嫩！” 课件…
2025-10-02 475



plug “谁说管理不能粉粉一嫩嫩！” 课件…
2025-10-02 475



谁能拒绝粉白嫩fufu的治愈系客厅啊 现在真…
迷心欧欧 1139



一盏灯，多种生活仪式感——hi，我是 Jz…
Jz的偷星日记 261



Unboxing | 这鼠标翻过来藏着猫爪肉垫！谁…
奇奇小卷 144



既然要内卷，不如给书房添一点“松弛感”…
蔡蔡蔡Ayla 126

Social Media & E-Commerce Presence

Domestic: Xiaohongshu, Douyin, Tmall, JD.com, Weibo

Overseas: TikTok, Amazon, shopify, Instagram



VLOG | 周末宅家的幸福源自于…心…
一个西式 167



pretty mouse pad
14.6K



打工日记 | 一盏小台灯有效利用的桌面…
2025-12-12 178



在春天，过了一个浪漫又温馨的生日～眼…
智在的茶书房 178



情有独钟 | 一束流光，一曲倾心 把深海…
安如的店 177



粉色控狂喜！被 SayRose粉色支架展…
小学 113



一盏灯，多种生活仪式感——hi，我是 Jz…
Jz的偷星日记 135



五合一猫爪拓展场！好看又实用 学计算机的…
好运点点点 143



Plug “谁说管理不能粉粉一嫩嫩！” 课件…
2025-10-02 475



Plug 日记 | 私人博主两个月涨粉4100+！
2025-12-12 178

SayRose Global Channel Layout

● Global Sources Consumer Electronics & Electronic Components Phase 1	Asia	Hong Kong
● Global Sources Mobile Electronics Phase 2	Asia	Hong Kong
● China (Shenzhen) Gift Fair	domestic	Shenzhen
● Eletrolar Show	America	Saint Paul
● China International Gifts & Home Expo (Shanghai)	domestic	Shanghai
● IFA Berlin – Internationale Funkausstellung Berlin	Europe	Berlin
● Global Sources Electronics Indonesia (GSEI)	Southeast Asia	Jakarta
● Global Sources Consumer Electronics (Hong Kong, Autumn Phase 1)	Asia	Hong Kong
● Global Sources Consumer Electronics (Hong Kong, Autumn Phase 2)	Asia	Hong Kong
● Canton Fair Autumn Edition	domestic	Guangzhou
● Japan IT Week Autumn	Asia	Tokyo
● Consumer Electronics Show 2027	America	Las Vegas
● Global Sources Hong Kong Spring Phase 1 2027	Asia	Hong Kong
● Global Sources Hong Kong Spring Phase 2 2027	Asia	Hong Kong

Exhibition Plan

Build a fullscope sales network of
Online + Offline + B2B

SayRose Global Channel Layout



From Domestic Hit Products to Global Brand

Already covering Asia (Hong Kong, Indonesia), Americas (Brazil), and domestic markets (Shenzhen, Shanghai). Planned expansion into Europe (Germany), North America (USA), and East Asia (Japan), forming a global layout of Asia as Core + Americas as Breakthrough + Europe as Presence — fully aligned with the brand vision of a global luxury lifestyle for women.



From 3C Accessories to Scenario-Based Gifts

Top domestic gift exhibitions — Shenzhen Gift Fair and China Gift Fair — serve as key platforms for SayRose to enter the gifting sector. They enable direct connections with gift distributors and corporate purchasers, helping SayRose upgrade from a digital accessories brand to a scenario-based gift solution provider and open a second growth curve.



From Chinese Rising Star to International Affordable Luxury

IFA Berlin and CES Las Vegas — top global consumer electronics showcases — quickly build credibility with international buyers and industry partners. They help break away from the “low-cost Chinese OEM” label and strengthen the brand positioning of affordable luxury, warmth, and fashion.

SayRose's core advantages

SayRose, based on 15 years of industry accumulation, possesses strong brand power, product power, and growth potential



Shenzhen Weikosi Technology Co., Ltd

Professional focus on brand direct sales product business

Differentiated brand advantages

Accurately targeting the female segmented market, combining "beauty+practicality+emo-



Dongguan Weidai Technology Co., Ltd

A product operation company with "3C supply chain" as its core capability

Advantages of Full Chain Supply Chain

Connect the entire process of "research and development design quality control operation sales", Ensure product quality and delivery efficiency



Vcos Technoloay Co.ltd

Professional and dedicated to online business operations for brand companies

Operating brands include Lenovo, Supernatural, Mechanical Revolution thinkplus, Yuemi, Tsinghua Tongfang, Omron.

Large user base

More than ten million precise female user data, with a strong market

SayRose · Co-create & Win-win

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