Brand Manual

通往Z世代心灵的艺术文创品牌

AN ART & CULTURAL CREATIVE BRAND BRIDGING TO GEN Z'S SOUL

闪乐

SHANLE LAB

(PRODUCT BROCHURE)

Brand Manual

LIST OF PRODUCTS

(A NEW SPECIES ARRIVES)



A CUTTING-EDGE TREND LAB FOR GENERATION Z.
A CATEGORY REVOLUTION FROM "CLOTHING AND ACCESSORIES" TO "SKINCARE AND TRENDY TOYS".



(CARRIER)
+
(ADD-ONS)



Core Business Model: A High-Attachment Trend Ecosystem

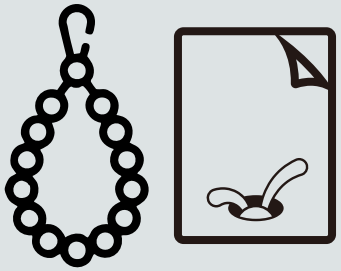
Beyond Single Products — Building a Gen Z Customization Ecosystem Through Carriers + Add-ons

CARRIERS



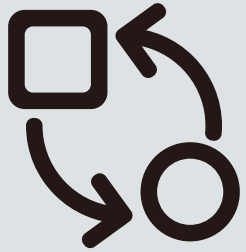
A variety of trendy bag silhouettes. Designed for everyday styling and self-expression

ADD-ONS



Interchangeable straps, transfer stickers, and charm accessories. Driving high attachment sales and repeat purchases.

INFINITE IMPACT



Consumers aren't buying just a bag. They're buying a customizable style system.

A Visually-Driven Carrier Matrix

DOPAMINE TOTE SERIES

Bold colors and tactile textures. Designed for maximum visual impact.





DENIM BAG SERIES

A retro-inspired streetwear essential. Made for versatile everyday styling.

JELLY BAG SERIES

Transparent textures with. An effortless summer vibe.





FROSTED JELLY BAG SERIES

Semi-transparent matte textures. With a clean futuristic aesthetic.

Material Clash: From Classic Denim to Avant-garde Functionality

Breaking away from the limitations of single standardized products, GENZ builds its own exclusive LEGO ecosystem with "carrier + accessories".



(DENIM BAG)

Vintage feel: Classic washed denim with distressed and aged details, exuding a street style vibe.

Exclusive nameplate: The leather nameplate design enhances the overall quality of the product and increases its premium value.

Material Clash: From Classic Denim to Avant-garde Functionality

Breaking away from the limitations of single standardized products, GENZ builds its own exclusive LEGO ecosystem with "carrier + accessories".



(FROSTED JELLY BUNS)

Functional Aesthetics: Semi-transparent frosted material, minimalist yet with a futuristic feel.

Graffiti Canvas: The smooth surface provides excellent space for creative secondary creations such as original art stickers and marker DIY.

More carrier matrices

Breaking away from the limitations of single standardized products, GENZ builds its own exclusive LEGO ecosystem with "carrier + accessories".



COLORFUL
PU LEATHER BAG



COLORFUL
JELLY BAG

More carrier matrices

Breaking away from the limitations of single standardized products, GENZ builds its own exclusive LEGO ecosystem with "carrier + accessories".

MAGNETIC CARD HOLDER



LEATHER CARD CASE



PASSPORT HOLDER



PLUSH BAG



DENIM PASSPORT HOLDER



POPSTICKER

SHANLE Lab's Exclusive Accessories Universe



RETAIL PRICE
2.9$ USD

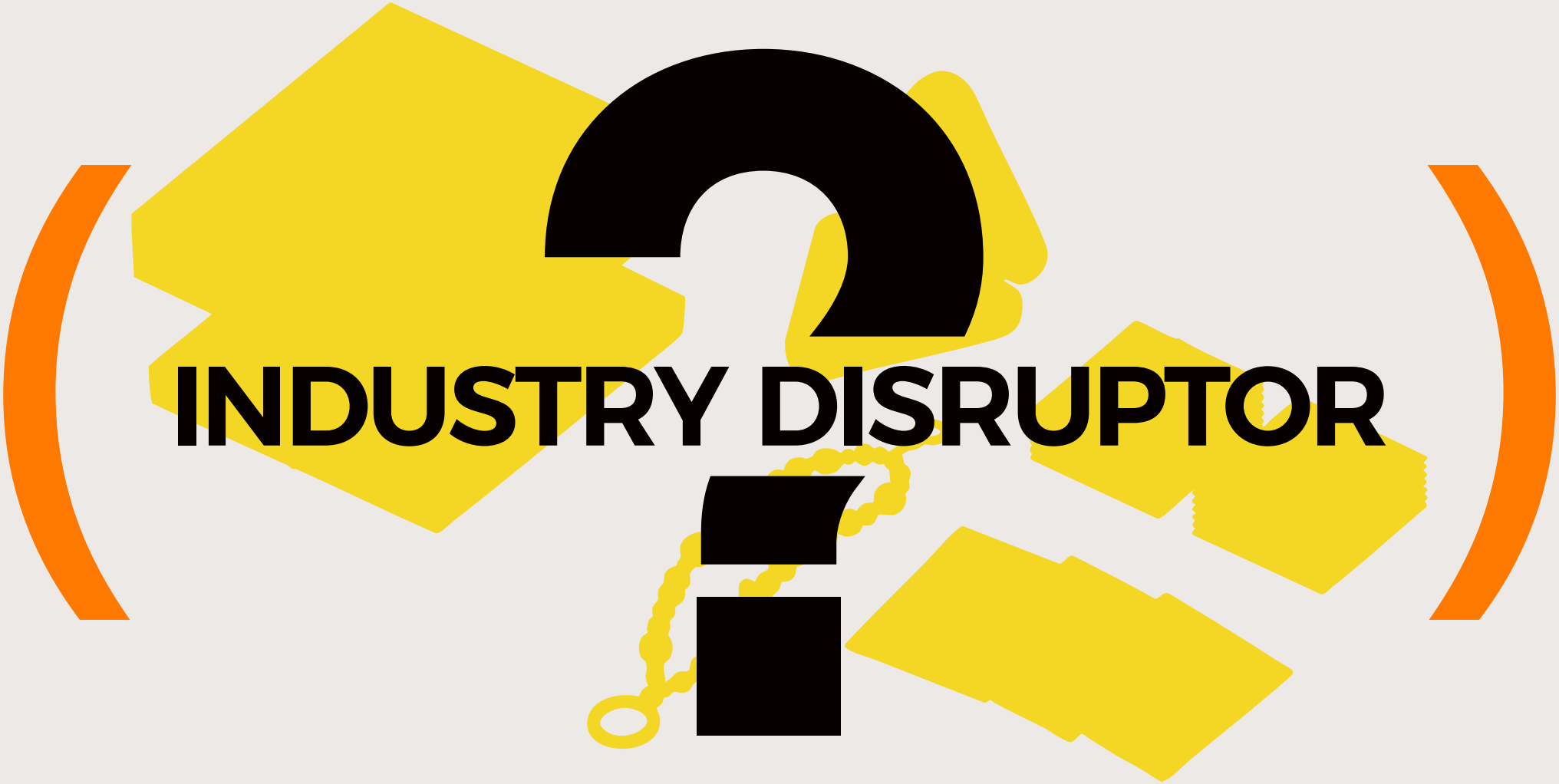
RETAIL PRICE
16.9¥ RMB

WHOLESALE PRICE
**1$** ~~1.1$~~
only in the IBTE

SHANLE LAB's Exclusive Accessories Universe



More styles are currently under supervision...


INDUSTRY DISRUPTOR

THE WORLD'S FIRST FOUR-IN-ONE SUPER CONCEPT



01 DECORATIVE HANGING CHAIN



02 ACNE COSMETIC BOX





03 SPECIAL ACNE PATCHES



04 DIY CULTURE

This isn't just selling a box of skincare products; it's selling a highly viral "GENZ social currency." This unprecedented category integration has built an impregnable competitive moat.

PRODUCT PRICING

PIMPLE PATCH STYLING KIT U.S VER



RETAIL PRICE
24.9$

WHOLESALE PRICE
only in the IBTE
9$

PIMPLE PATCH STYLING KIT CHN VER



RETAIL PRICE
12.9$

WHOLESALE PRICE
only in the IBTE
5$

PIMPLE PATCH BASIC VER U.S VER



RETAIL PRICE
8$

WHOLESALE PRICE
only in the IBTE
3.5$

PIMPLE PATCH BASIC VER CHN VER



RETAIL PRICE
6$

WHOLESALE PRICE
only in the IBTE
2.4$

More than just acne patches, They're a must-have for GENZ.

Breaking with convention and turning awkwardness into trend: OOTD





Targeting the Gen Z demographic's extreme pursuit of appearance and individual expression, SHANLE LAB has launched a revolutionary product—a unique acne patch gift set. It's not just a skincare emergency solution.

(IT'S ALSO A PORTABLE FORM OF SOCIAL CURRENCY AND A STYLISH ACCESSORY)

When "Skincare Pain Points" meet "Trendy Accessories

We refuse to hide acne; we want it to be your Style.

	SHANLE ACNE PATCH GIFT BOX	TRADITIONAL ACNE PATCHES
POSITION	High-Value Fashion Accessory + DIY Play	Invisible Skincare (More transparent is better)
SCENE	Outdoors, Photoshoots, Social (Anywhere, Anytime)	Sleep / At-Home
EMOTION	Confidence, Shining, Unique	Embarrassment, Hiding
COMMERCIAL VALUE	High Price Point, Strong Social Viral New Blue Ocean	Low Price Point, Low Premium Standard Product

Gift Box Anatomy:
The Sincerity of an ALL-IN-ONE Full Configuration





HIGH-QUALITY STORAGE BOX

Custom-designed triangular shape, built-in high-definition.
A makeup mirror that is portable and has a high-quality feel.

DUAL SERIES ACNE PATCHES

A TOTAL OF 36 ITEMS

Two separate packages featuring different designs. A total of 12 designs, 36 original designs in total, more for the same price.





EXCLUSIVE TRANSFER STICKER

A SET OF 3 PIECES

DIY materials prepared for secondary creation.
Show unique personality.



DETACHABLE PHONE STRAP

A delicate chain that can be combined with a storage box to form.
High-street items can also be worn as everyday outfits with your phone.

A Styling Revolution:
The Versatile Accessory That Breaks Boundaries



(FREE DECONSTRUCTION)

Used as a personal accessory. The chain can be seamlessly integrated with the pimple box, or used independently.
Use the chain separately as a phone/bag chain, and put the box separately in a pocket.



(SPACE MAGIC)

More than just a container for acne patches. After the acne patches are used up, the high-quality built-in mirrored triangular box seamlessly transforms into a "mini jewelry box" for women, perfectly storing earrings, rings, and other small accessories.

Social Currency and Guka Culture



(FULL SCENE ADAPTATION)

Two distinct design styles. Whether for everyday outings, parties, or photo opportunities, there's always a pattern to catch the eye.



(TRANSFER GAMEPLAY)

Comes with 3 transfer stickers. In the Asian trend of "everything can be made into a pudding," it allows consumers to participate in secondary creation, making their pudding box truly unique.





The closed loop of the Internet of Things trend

When the carrier meets the accessories. Every SHANLE GIRL becomes a walking fashion show.

Original art stickers, customize your bag's visual appeal.

Acne patch storage box transformed into an OOTD highlighter pendant.

Beaded lanyards combine practicality and aesthetics.

LET'S CREATE A NEW ERA OF GENZ FASHION

SHANLE LAB looks forward to unlocking unlimited business potential with you

PRODUCT PRICING

CHEWY STICKER

RETAIL PRICE

5.9$ U.S ver

3.9$ CHN ver

WHOLESALE PRICE

only in the IBTE

1.3$

PUFFY STICKER

RETAIL PRICE

5.9$ U.S ver

3.9$ CHN ver

WHOLESALE PRICE

only in the IBTE

1.3$

PIPI STICKER

RETAIL PRICE

7.9$ U.S ver

4.9$ CHN ver

WHOLESALE PRICE

only in the IBTE

1.7$

ARTIST COLLABORATION SERIES

WE LOVE ART AND PURSUE IT TOGETHER WITH OUR GOOD FRIENDS FROM SHANLE LAB



品牌手册

Brand Manual

ATOMO FAFA

ATOMO FAFA is a digital IP art project from SANTU METAVERSE in the Metaverse.
Created and developed by contemporary international avant-garde artist Santu Song (SANTU SONG).
With FA Flower as the core, it implies the birth of the universe.



型号:SLL-ART-019



型号:SLL-ART-020



型号:SLL-ART-021



型号:SLL-ART-022



型号:SLL-ART-023



型号:SLL-ART-024


型号: SLL-ART-097


型号:SLL-ART-098


型号: SLL-ART-103


型号:SLL-ART-104


型号:SLL-ART-099


型号:SLL-ART-100


型号:SLL-ART-105


型号:SLL-ART-106


型号:SLL-ART-101

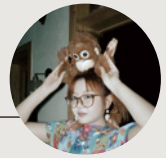

型号:SLL-ART-102


型号:SLL-ART-107


型号:SLL-ART-108

A DIRTY MONKEY

Independent illustrator



The personal creative style is unique. Used to express pictures with relaxed visual language and likes to try different ways of expression.



型号:SLL-ART-046



型号:SLL-ART-047



型号:SLL-ART-045



型号:SLL-ART-048



型号:SLL-ART-049



型号:SLL-GL-001



型号:SLL-GL-017

ZHONGBUER CAT TEMPLE

Cartoonists、curators and cultural and creative exporters



Zhongbuer Cat Temple is a white short - tailed lucky cat with curled whiskers. It is a spirit beast symbolizing happiness and good fortune. Its name implies the cat slave's unswerving loyalty to the cat. Zhongbuer Lucky Cat is the first - generation abbot of Cat Temple, guiding the believers of the Cat Sect to gain tranquility from chaos, detachment from prosperity, and sustenance from loneliness.



型号:SLL-ART-055



型号:SLL-ART-056

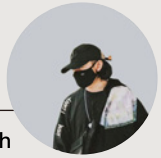


型号:SLL-ART-057



型号:SLL-ART-058

SONG SANSUI



Fan Qingsong, graduated from the Fashion Design major of Zhejiang Sci-Tech University / Fashion Institute of Technology, State University of New York. Traveling across China with Song Sansui®, exploring cities and "digging pockets".



型号:SLL-ART-025



型号:SLL-ART-026



型号:SLL-ART-031



型号:SLL-ART-032

MUCHENG

Tomato Dog Diary is a happy puppy created by Mucheng, the principal of Mucheng Illustration Studio, based on "daily inspirations". The works excel at capturing another parallel world, blending what is seen, heard, and thought into creations, full of childlike healing vibes.





型号:SLL-ART-039

YOOFIRE



YOOFIRE is an original hat brand founded in Guangzhou in 2021.
Products are created based on themed illustrations®, aiming to make outfits more vibrant, interesting, and soulful. In this age of confusion, express yourself and unleash energy through YOOFIRE.
YOO, put your hats up!



型号:SLL-ART-050



型号:SLL-ART-051



型号:SLL-ART-052

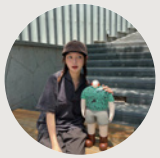


型号:SLL-ART-053

GEORGE

Master of International Law, Graphic Designer, Illustrator

An original IP created by illustrator Liangshu in 2020. With the goal of seeking "a sense of comfort" in a high - pressure life, George helps people find some lovely little joys in the day - after - day ordinary life.





型号:SLL-ART-068

MR.BUBBLES

Illustrations by Macao fashion artist



Delivers positive psychological hints through powder popping. Encourages people to accept themselves, believe in themselves, and face difficulties in life with an optimistic attitude.



型号：SLL-ART-040



型号：SLL-ART-041



型号：SLL-ART-042



型号：SLL-ART-043



型号：SLL-ART-085



型号：SLL-ART-092



型号：SLL-ART-044



型号：SLL-ART-086



型号：SLL-ART-109

AIRSHOW

CHINA INTERNATIONAL AVIATION & AEROSPACE EXHIBITION



It is the only comprehensive international professional exhibition of aviation and aerospace in China approved by the State Council.
With physical displays, trade talks, academic exchanges, flight performances, and dynamic demonstrations of ground equipment as the main contents. It is one of the most internationally influential professional exhibitions in the field of aviation and aerospace worldwide.



型号：SLL-SE-009



型号：SLL-SE-010



型号：SLL-SE-011



型号：SLL-SE-012



型号：SLL-SE-013



型号：SLL-SE-014



型号：SLL-SE-015



型号：SLL-SE-016

BEAGLE COMMUNE

A YOUTH SOCIAL GOVERNANCE PROJECT IN MINHANG, SHANGHAI
A NON-GOVERNMENTAL ORGANIZATION (NGO) IN SHANGHAI

Focus on beagle public welfare; improve the living conditions of laboratory beaglesAdopt retired laboratory beagles and share updates of their new homes



型号:SLL-SE-025



型号:SLL-SE-026

Ribby Bene

Ribby bene® was founded in 2024 by illustrator @Chen Naixi and his partners. Using vibrant color clashes, it depicts the intersection of reality and fantasy through the innocent perspectives of Ribby and ribby.



型号:SLL-ART-127



型号:SLL-ART-128

Birthday

Behind the hustle and bustle of the busy city, many people spend their birthdays in loneliness. During those lonely days, a birthday gift from "Birthday" warms our lives—not just "happy birthday," but happiness every day, and may all wishes come true.
noFun studio aims to build a brand that delivers warmth and beauty, allowing everyone to feel cared for and valued amid the trivialities and fatigue of daily life.



型号:SLL-ART-119



型号:SLL-ART-120



型号:SLL-ART-121



型号:SLL-ART-122

TRAVEL GROUP / POP ROCK BAND



Gone Song, Bye Bye, Will Always Be Here. Participated in the first season of The Big Band. Also took part in Singer·On The Beat. So far, 13 albums have been released. From 2022 to 2023, albums Fall in Love with Such Storms and Fall in Love with Such Madness were released successively.



型号:SLL-SE-001



型号:SLL-SE-002



型号:SLL-SE-003



型号:SLL-SE-004



型号:SLL-SE-005



型号:SLL-SE-006



型号: SLL-SE-007



型号: SLL-SE-008

OFFICE ISLAND



It is a social IP collection. Set against the daily lives of animals, it focuses on the life status of independent social individuals, redefining a joyful world in daily life.



型号:SLL-ART-111



型号:SLL-ART-112



型号:SLL-ART-115



型号:SLL-ART-116



型号:SLL-ART-113



型号:SLL-ART-114



型号:SLL-ART-117



型号:SLL-ART-118

SIGU WORKS



SIGU WORKS is an integrated IP management company focused on the global market. Centered on storytelling, the company is dedicated to sparking creative synergy with its audience. Its brand philosophy is to "bring together playful spirits and craft objects that resonate."



型号:SLL-SE-037



型号:SLL-SE-038



型号:SLL-SE-039



型号:SLL-SE-040



型号:SLL-SE-041



型号:SLL-SE-042

Memehey



Memehey is an original, heartwarming character created by artist Zhang Lelu. The protagonist is a small, jet-black cat with a simple appearance—devoid of complex facial features. It serves not only as an alter ego for the artist himself but also as an embodiment of the "sense of ease" and "feline philosophy of living" that many young urbanites aspire to.



型号:SLL-SE-045



型号:SLL-SE-046

SHANLE LAB ORIGINALS
THE ORIGINAL SERIES IS EVEN MORE DIVERSE AND EVER - CHANGING

ORIGINALSERIES STICKERS

LAB KID RABBIT



型号:SLL-OD-045



型号:SLL-OD-046



型号:SLL-OD-047



型号:SLL-OD-048

ORIGINALSERIES STICKERS

LOVINGNESS



型号:SLL-OD-036



型号:SLL-OD-037



型号:SLL-OD-040

ORIGINALSERIES STICKERS

IN THE PROCESS OF GETTING RICH



型号:SLL-OD-049

ORIGINALSERIES STICKERS

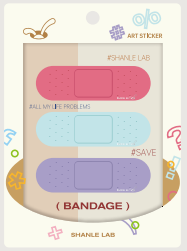
OK BAND-AID



型号:SLL-OD-053



型号:SLL-OD-054



型号:SLL-OD-055

ORIGINALSERIES STICKERS

HORSESHOE


型号:SLL-OD-058


型号:SLL-OD-059

ORIGINALSERIES STICKERS

SOOTHING THE SOUL



型号:SLL-OD-064



型号:SLL-OD-065



型号:SLL-OD-066



型号:SLL-OD-067

ORIGINAL SERIES ART STICKERS（U.S Ver）



GLOBAL HEAD IP

NEXT, WE ARE STILL MERGING AND COLLIDING WITH MORE AND MORE INTERNATIONAL BIG IPs!

GLOBAL HEAD IP

CRAYON SHIN-CHAN



型号：SLL-ART-072



型号：SLL-ART-073



型号：SLL-ART-074



型号：SLL-ART-075

GLOBAL HEAD IP

MICKEY AND FRIENDS



型号：SLL-ART-077



型号：SLL-ART-078



型号：SLL-ART-079



型号：SLL-ART-080



型号：SLL-ART-081

GLOBAL HEAD IP

STITCH



型号:SLL-ART-088



型号:SLL-ART-091



型号:SLL-ART-110



型号:SLL-ART-087



型号:SLL-ART-089



型号:SLL-ART-090

GLOBAL HEAD IP

MY LITTLE PONY



型号:SLL-ART-093



型号:SLL-ART-094



型号:SLL-ART-095



型号:SLL-ART-096

GLOBAL HEAD IP

ZOOTOPIA



型号:SLL-ART-125



型号:SLL-ART-126



型号:SLL-ART-124



型号:SLL-ART-123

GLOBAL HEAD IP

TOY STORY



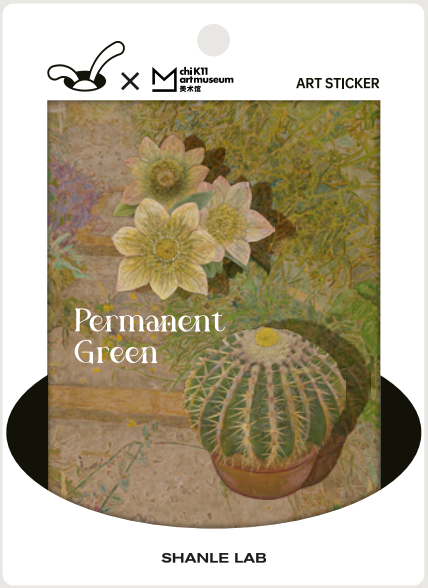
型号:SLL-ART-083



型号:SLL-ART-084

OFFLINE EVENT
COLLABORATION EDITION

SHANGHAI K11



型号：SLL-SE-030

COMMON RARE



型号：SLL-SE-027

FLUFFYCON



型号：SLL-SE-031

FOR MORE INFORMATION PLEASE CONTACT US

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WECOM

REDNOTE

INSTAGARM

AFTER-SALES SERVICE AND FEEDBACK

LOGISTICS POLICY

INVOICE TAXPOINT

SHELF MAINTENANCE

RETURN AND EXCHANGE