

JOY

INTEGRITY

WONDER

CO-CREATION



**BRAND  
BOOK**

# CONTENT

JOY

INTEGRITY

WONDER

CO-CREATION

## 01



### BRAND CULTURE

A lifestyle we've agreed upon together.

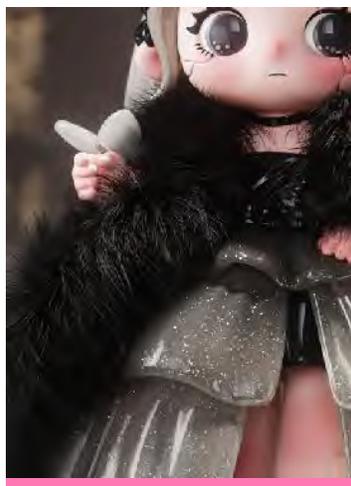
## 02



### IP INTRODUCTION

WAKUKU、ZIYULI、  
SiiNONO、PIDOL...

## 03



### MARKET

Online&Offline

## 04



### CO-BRAND

The infinite possibilities of IP

## 05



### CONTACT

Official WeChat,  
Xiaohongshu, Weibo, Mini  
Program, Douyin, Tmall

01

BRAND CULTURE

JOY

INTEGRITY

WONDER

CO-CREATION



# BRAND CULTURE



## ABOUT HERE

### HERE

HERE is dedicated to creating art-level trendy toys that inspire joy and emotional resonance. The HERE brand offers global users an immersive experience that blends artistic value with emotional warmth, continuously conveying a joyful and engaging brand culture.

### A lifestyle we've created together

Upholding the brand philosophy of "Joy, Integrity, Wonder, and Co-Creation," HERE is building a vibrant ecosystem that connects creativity and emotion, collaborating with global trend toy enthusiasts to co-create, share, and spread dreams.

The birth of HERE signifies our transformation from a single cultural creative company into a global platform for trendy toy art and fashion IPs. Through IP incubation and the fusion of fashion and trendy toys, we provide users with a joyful, sincere, curious, and co-creative spiritual home.

# You can "pass through the rift" anytime to visit this island, coming and going as you please.

## Why do people pursue joy?

Because joy is the feeling of "being present", not the kind of joy expressed through loud laughter. Humans are, by nature, living beings meant to experience and feel. Without perception is that of a machine. And the most direct feedback from perception is joy.

## Why do people seek sincerity?

Because integrity is the state of lowest friction within us. Not because it is noble, but because it is humanity's most fundamental desire. It requires no education and no deconstruction. Just like lying in the sun, playing with water, doodling, or wearing a funny hat—you can't explain why, but you simply want to do it.

## Why are we drawn to wonder?

Because wonder is a sign that one is still willing to experience the world. It's not about mastering something, but about "wanting to see if there could be other possibilities." True wonder isn't greed—it's a gentle approach.

## Why do people cherish co-creation?

Because co-creation is the echo of emotions between people. When you share an idea, it is responded to and extended in another form. Joy is thus magnified, integrity is thus seen, and wonder is thus sustained. Co-creation is not about possession but about sharing—not about synchronizing, but about resonating. In that moment of co-creation, we all shine. Our presences, together, shape a more complete form of the world.



# CORE COMPETENCE

01



## IP Incubation and Ecosystem Integration

- Precise Positioning: Building the Core IP Matrix.
- Professional Incubation: Empowering IP Development from 0 to 1.
- Open Collaboration: Creating a Diverse IP Landscape.

02



## IP Influence Construction

- Building a comprehensive IP communication ecosystem.
- Developing and operating a social media matrix.
- Optimizing traffic utilization.
- Executing creative strategies.
- Integrating online and offline channels.
- Consolidating and leveraging communication resources.

03



## Full-Scope Product R&D

- Grounded in Trendy Culture .
- Guided by Artistic Excellence .
- Driven by Community Needs .
- Building Product Leadership in the IP Industry .
- Establishing the Essential Foundation for the IP Product Ecosystem.

04



## Integrated Supply System

- Strategic Partnerships with Leading Industry Manufacturers .
- Priority Production Scheduling .
- Comprehensive Quality Control Systems.
- Year-Round Production Capacity Stability.

05



## Comprehensive Channel Coverage

- Over 10,000 global retail outlets.
- Social media platforms and mini-programs.
- Complete online channel coverage.
- Multiple strategic offline partner channels.

# 02

JOY

INTEGRITY

WONDER

CO-CREATION

## IP INTRODUCTION



## PROPRIETARY IP



WAKUKU



ZIYULI



PIDOL



MEMIMO



FUNII



KILIKILI



AWHY



FILA



RAMY



DD.G

## LICENSED IP



SiiNONO



impopo pix



CHIMITAN



ZHEGOU



YEAOHUA



VIVIMANI



Clomii

# WAKUKU

---

"Daring to push the boundaries " is something everyone has tried, but how many truly cross that edge?

The innocent and adventurous wild child WAKUKU embodies your desire for this intriguing "rebellion," breaking the norms.

Through the IP of WAKUKU, the designer aims to help everyone rediscover the joy of being wild and carefree, encouraging us to embrace our mischievous side once again! Let's shout out our slogan: WAKUKU!!!

The fearless and free-spirited wild child



# ZIYULI

---

Her height is the cutest height, her age is forever sixteen, and her weight is a secret you don't need to worry about~ With big eyes and slightly baby-faced charm, she appears sweet and adorable.

Yet, she is just like many ordinary girls: playful, a bit scatterbrained, loves to daydream, and sometimes gets a little loud. She embodies that

“girlhood heart” we all struggle to grow out of.

For those who wish to have Pear by their side, may you always retain the cuteness of a girl!

The Chinese princess who grows up with you



# MEMIMO

---

Memimo is a superpowered girl who can delve into the realm of the human subconscious. She traverses through the chaotic fabric of time and space, encountering a variety of quirky and whimsical beings, and gradually falling in love with the strange and adorable wonders of the unknown.

In these worlds built from fanciful imagination, logic need not exist, and common sense can be turned upside down. With each journey, Memimo quietly collects forgotten memories and unfulfilled wishes, hoping one day to reignite those lost lights in the gaps of dreams.

The superpowered girl born from the tides of dreams and emotions



# PIDOL

---

He is an optimistic and brave little one who is also quite mischievous. They enjoy traveling and exploring in this wondrous world while making new friendships along the journey. PIDOL possesses a special skill called "Fusion," which allows them to merge with various mystical creatures and transform into different forms. The designer's vision is to create a fantastical world where everyone can discover unknown beings together. Those childhood dreams left unfulfilled can now continue, as we embark to discover our own mystical creature. At its core, PIDOL's "Fusion" concept celebrates collaborative creation, offering endless creative possibilities through the unique appearances of mystical creatures.

Fusion with fantastical creatures & adventurous spirit



# FILLA

---

FILLA is a curious fairy girl who observes human life every day, eager to experience it for herself. When no one is watching, she transforms into a human girl, attending classes, participating in club activities, and sharing gossip and whispers like any ordinary girl. Sometimes, her clumsiness causes her to accidentally reveal her unique ears, nearly exposing her true identity as a fairy.

Through the creation of FILLA, the designer aims to revisit the joyful moments of campus life with everyone. In that repetitive yet delightful academic environment, perhaps there's a fairy girl named FILLA hiding right beside you!

A curious fairy deer girl



# FUNII

---

Where do people go when they fall asleep? Perhaps they fly to a world above the clouds! But what kind of residents live in this cloud realm?

The round and fluffy FUNII Fairies reside on Dream Islands in the clouds. Depending on their nightly mood, they randomly assign different dreams to those who arrive. Sometimes it's a magical castle journey, other times it's an exhilarating adventure, and if you're lucky, you might even experience a thrilling horror story!

The Fairies also take care to protect each dream they create. If your dream is so wonderful that you wish to sneak it back with you, they will be there to stop you just in time!

## Healing little sprite



# RAMY

---

Meet the fiery and vibrant RAMY, a sassy girl who fills her days with freedom and fun. Her life is quite similar to ours—going to school, working part-time, walking her dog, and chatting with friends about the latest gossip. However, her approach to life sets her apart; no matter what happens, "loving herself" is always her top priority. She dresses according to her own style and communicates based on her mood.

Some might perceive RAMY as "headstrong," but on the journey of life, who can truly afford to be a little "rebellious" for themselves? We hope that anyone who encounters her can embrace life as boldly as RAMY does, adding spicy to their everyday experience and living freely!

Loving herself is always the most important thing.



# KILIKILI

---

Hi, I' m KILIKILI, but you can also call me K-Li K-Li. I' m a feisty girl with a bold personality and a cool attitude! Passionate about fashion and trends, being unique is my signature.

Only creative hairstyles and dazzling outfits can express my love for challenges.

My life is my stage – I always enjoy showing who I am and discovering new things.

KILIKILI - bold personality + Y2K



# AWHY

---

AWHY is an adorably absent-minded little thinker, constantly pondering "a hundred thousand whys"—but his questions are always delightfully peculiar.

Why can't a squeaky chicken sing opera? Why can't there be snowmen in the south? AWHY's imaginative mind often wanders off in unexpected directions, sometimes even transforming his thoughts into bubbles that carry him through a world of whimsical daydreams.

The designer created AWHY to bring to life the playful and impossible fantasies we've all once wondered about. Who says our beautiful daydreams have to stay imaginary? Reach out to AWHY—let him guide you to touch that world of daydreams.

**Lnnovative product line Mini blind boxes**



# DD.G

---

## About DD.G

DD.G is a chameleon girl who expresses her personality through endless outfit transformations: cool one day, sweet the next, and a sophisticated big sister the day after. You can never guess what style she'll show up in next time.

But despite the wardrobe changes, one thing never changes—her motto: “Wear what you love. Become who you want to be.”

Her latest color collection has already launched. Join her—let's become the version of ourselves we love the most!

Endless styles, waiting to be unlocked.



# SiiNONO

---

SiiNONO is an alien from the warm and carefree planet Hacci. Shy by nature, SiiNONO blushes with excitement whenever encountering something new and intriguing.

One day, while playing with friends, SiiNONO accidentally drifted off course and got lost, unexpectedly landing on Earth. This marked the beginning of a delightful journey full of surprises and discoveries.

To adapt to Earth's climate, SiiNONO grew a fluffy coat of fur. Attracted by the adorable rabbits in the forest, SiiNONO even took on the appearance of a lop-eared bunny...

Optimistic by nature, SiiNONO firmly believes that friends will find it and continues to explore Earth joyfully and fearlessly!

Imperfect, yet uniquely adorable.



# impopo pix

impopo pix has a sweet yet cool exterior with a mysterious and unknown inner world. Often a bit "quirky," they are filled with curiosity about everything. They love using magic to transform into different creatures, experiencing the joys of various lives.

Accompanied by their one-eyed cat friend, Kiki-maru, impopo pix embarks on a mystical journey, weaving through the spaces between night and dawn. They might just encounter you in some corner of the world.

impopo pix-looking sweet and cool,  
mysterious and unknown within.



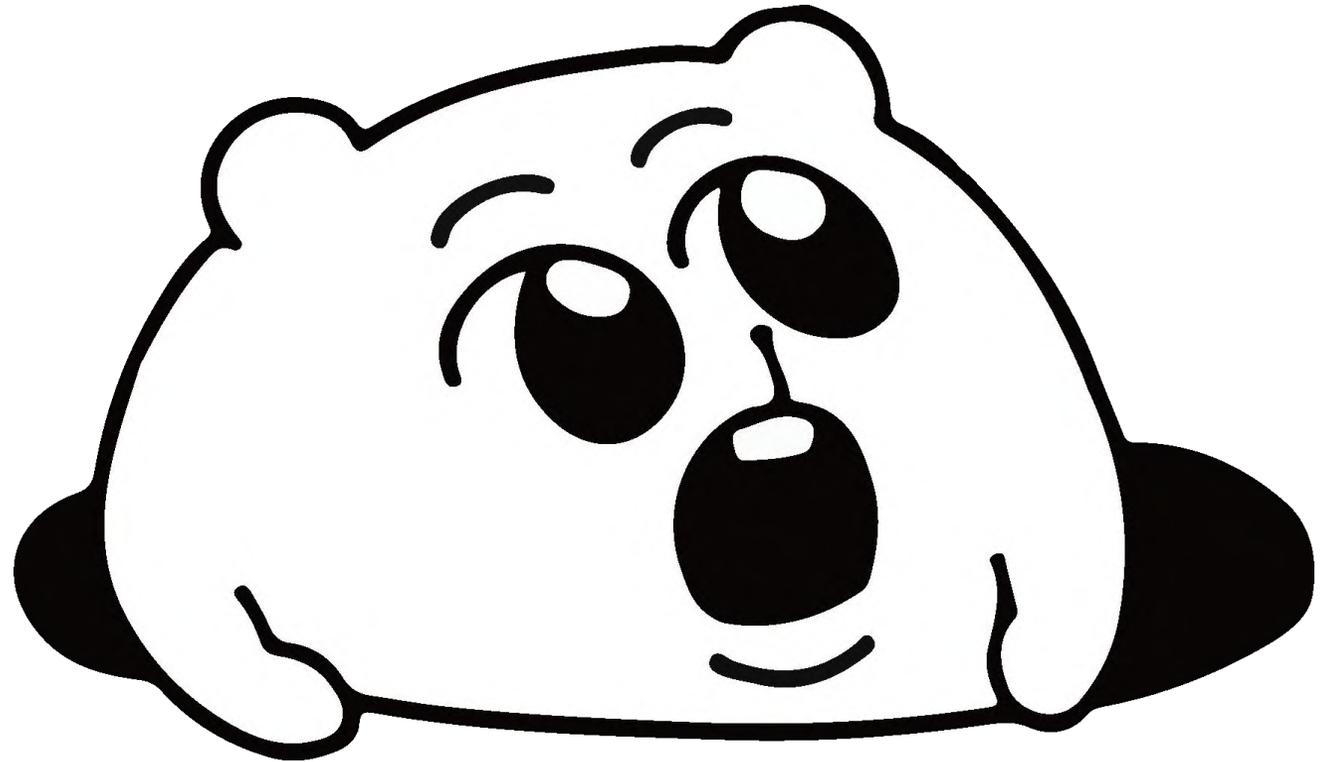
# CHIMITAN

---

CHIMITAN is a character created by Japanese artist Anya in 2019, inspired by her pet hamster. Within the first month of its debut on LINE stickers, it quickly soared to the top of the monthly MVP rankings.

CHIMITAN is beloved by young people for its rich body language and expressions, as well as its unique language system—CHIMI Language.

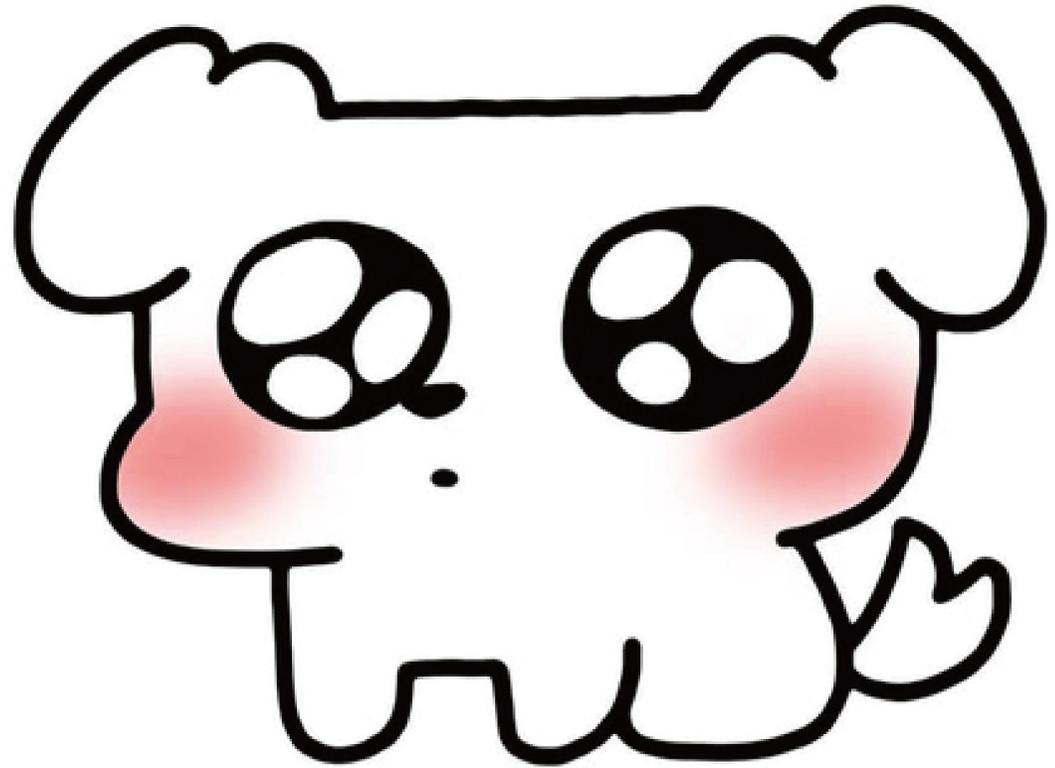
A round and chubby super cute hamster.



# ZHEGOU

---

ZHEGOU, true to its name, is an undefined free spirit created by the author JiAH. Embracing the philosophy of "being undefinable, avoiding inner turmoil, expressing freely, and living life to the fullest," ZHEGOU loves life and humanity, and is dedicated to sharing love and freedom with all its friends. It serves as a voice for conversations, providing comfort in solitude, and helps humans convey their unspoken emotions through stickers, dispelling inner conflict and negative feelings!



Avoiding inner turmoil, loving freedom, and boldly being oneself.

# YEAOHUA

---

Xin Yea(新嘢) is actually a personality that emerged from Midun'er as a means of self-protection. The character "新" (Xin) embodies a sense of unawareness and exploration of the unknown, akin to a first-contact experience—this is the most crucial aspect of its name. The character "嘢" (Yea) comes from the cosmic system of YEAOHUA, which many may not know is written in Chinese as "嘢噢啞." This term was created by artist Agan and does not hold any substantive meaning; however, it exists like Jehovah—a presence of infinite uniqueness and singularity, embodying high nobility within Agan's own spiritual world. Just like a safe space reached by parting the darkness, it represents a vast, wild, and passionate existence. One can always witness its dazzling and indescribable flowing energy. The "嘢" in "新嘢" is infinitely intertwined with "嘢噢啞," making it the most important presence beside Midun'er.

Bizarre dual eyes | Retro psychedelic | Eccentric personality | Multiverse



# VIVIMANI

---

The "[VIVIMANI Urban Girls]" series features the eccentric girls from artist Agan's dual-eyed world, navigating through a vibrant array of urban scenes. They create their own vibe, thriving in this magical era. These urban trendsetters delight in pleasing themselves and sharing their unique charm, while possessing an inner strength filled with vitality. Their curiosity for new experiences mirrors the first rays of dawn bursting forth in nature—like playful young creatures eager to explore.

Party princess | City gin | Urban trendsetter | Vibrant dopamine



# Clomii

---

Innocent, curious, a bit clumsy and forgetful, yet brave and kind.

Loves to play with Rainne, enjoys sweet treats, and sings loudly.

Able to resonate with human emotions, collect emotional particles, and contribute to the balance of Sky Island.



The little sprite of the Cloud Family, from the Cloud Tribe.

# ILLUSTRATION BOOK



ZIYULI-HE ESOTERIC FABLE



SiINONO-WANT TO TELL  
YOU  
A SECRET SERIES



WAKUKU-FUZZY TRENDY  
FUN PARTY SERIES



WAKUKU-FOX & BUNNY  
TRICK  
OR TREAT SERIES



WAKUKU-ON A ROLL SERIES



RAMY-SPICY GIRLS BLOCK



KILIKILI Y2K ONLINE



IMPOPO-PIX-VEILED NIGHT  
CHRONICLES SERIES



FUNII-WANDERING  
IN WONDERLAND



MORE...

40+Blind Box Products  
30+Doll Pendant Products

# 03

## MARKET

JOY

INTEGRITY

WONDER

CO-CREATION



# Official Channels

Data Cutoff Date : 2025/10/24



222,000+

Total Number of Followers  
on the RedNote Entire Platform

@奇梦岛 : 108000  
@HERE奇梦岛潮玩实验室: 220000  
@WAKUKU :5.2K  
@又梨ZIYULI :29000  
@PIDOL :11000



170,000+

Total Number of Followers  
on Wechat

@HERE奇梦岛



26,000+

Total Number of Followers  
on Weibo

@HERE奇梦岛



229,000+

Total Number of Followers  
on the TikTok Entire Platform

@奇梦岛潮玩旗舰店: 155000  
@奇梦岛与华同行潮玩专卖店: 74000

# Online Impact

Data Cutoff Date : 2025/10/24



Media Impressions  
Across all Platforms  
850,000,000<sup>+</sup>



Impressions on REDnote  
110,000,000<sup>+</sup>



Brand Topic Volume  
837,100,000<sup>+</sup>



Total Topic & Interaction Data  
10,000,000<sup>+</sup>



Number of Followers Reached  
120,000,000<sup>+</sup>



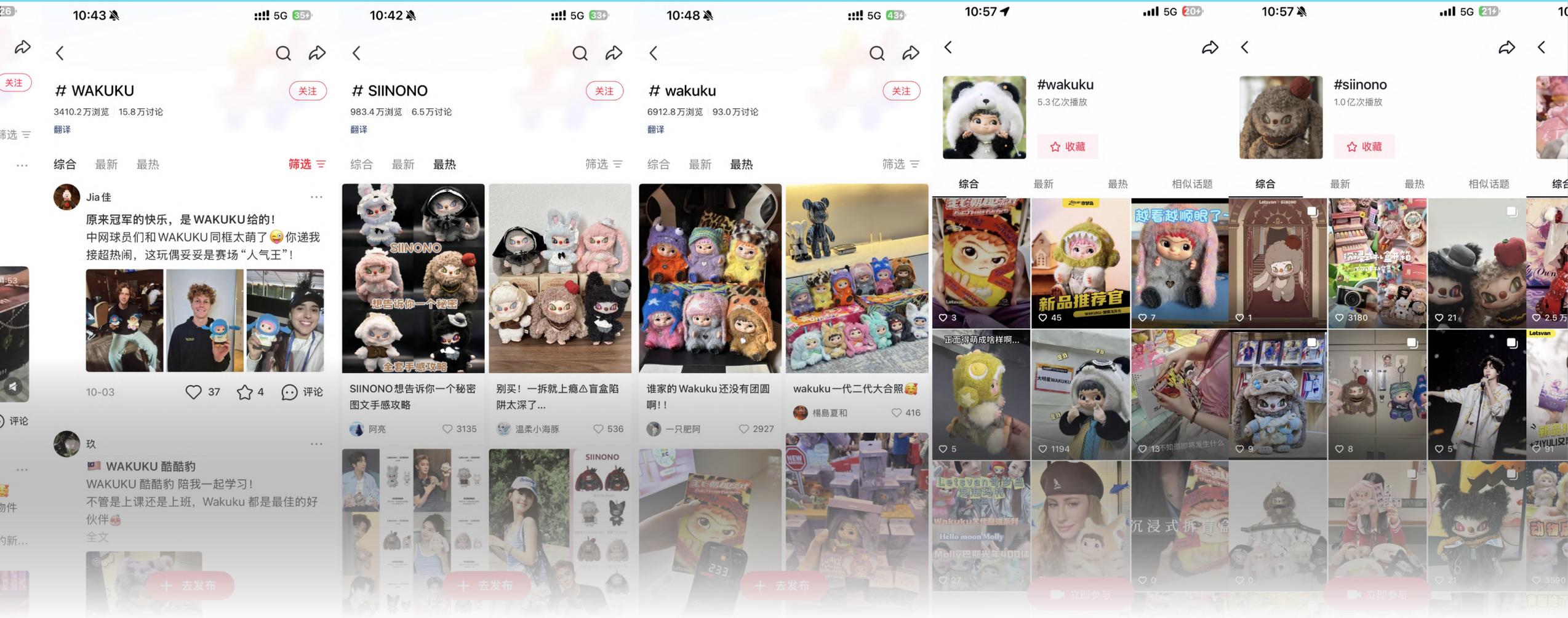
Total Number of Interactions  
20,000,000<sup>+</sup>



Core Fan Base in  
Private Traffic  
1,500,000<sup>+</sup>



Collaborated  
extensively with  
28,639<sup>+</sup>



# Ultra-high Topic Volume on Rednote & Douyin

SOCIAL MEDIA

# Hot Topics on Douyin



Data Cutoff Date : 2025/10/24

## 5.3 Million+

#WAKUKU Hits

## 100 Million+

#SIINONO Hits

## 24.64 Million+

#ZIYULI Hits

#wakuku  
5.3亿次播放

☆ 收藏

综合 最新 最热 相似话题

A grid of Douyin posts for #wakuku. The top row shows a character in a panda hat, a character in a green hat, and a character in a purple hat. The middle row shows a character in a yellow hat, a character in a white hat, and a character in a pink hat. The bottom row shows a character in a purple hat, a character in a white hat, and a character in a pink hat. Each post includes a heart icon and a number of likes.

#siinono  
1.0亿次播放

☆ 收藏

综合 最新 最热 相似话题

A grid of Douyin posts for #siinono. The top row shows a character in a brown hat, a character in a white hat, and a character in a pink hat. The middle row shows a character in a white hat, a character in a white hat, and a character in a white hat. The bottom row shows a character in a white hat, a character in a white hat, and a character in a white hat. Each post includes a heart icon and a number of likes.

#又梨  
2464.3w次播放

☆ 收藏

综合 最新 最热 相似话题

A grid of Douyin posts for #又梨. The top row shows a character in a pink hat, a character in a pink hat, and a character in a pink hat. The middle row shows a character in a pink hat, a character in a pink hat, and a character in a pink hat. The bottom row shows a character in a pink hat, a character in a pink hat, and a character in a pink hat. Each post includes a heart icon and a number of likes.



# REDnote Topic Popularity Level

Data Cutoff Date : 2025/10/24

## 105.58 Million+

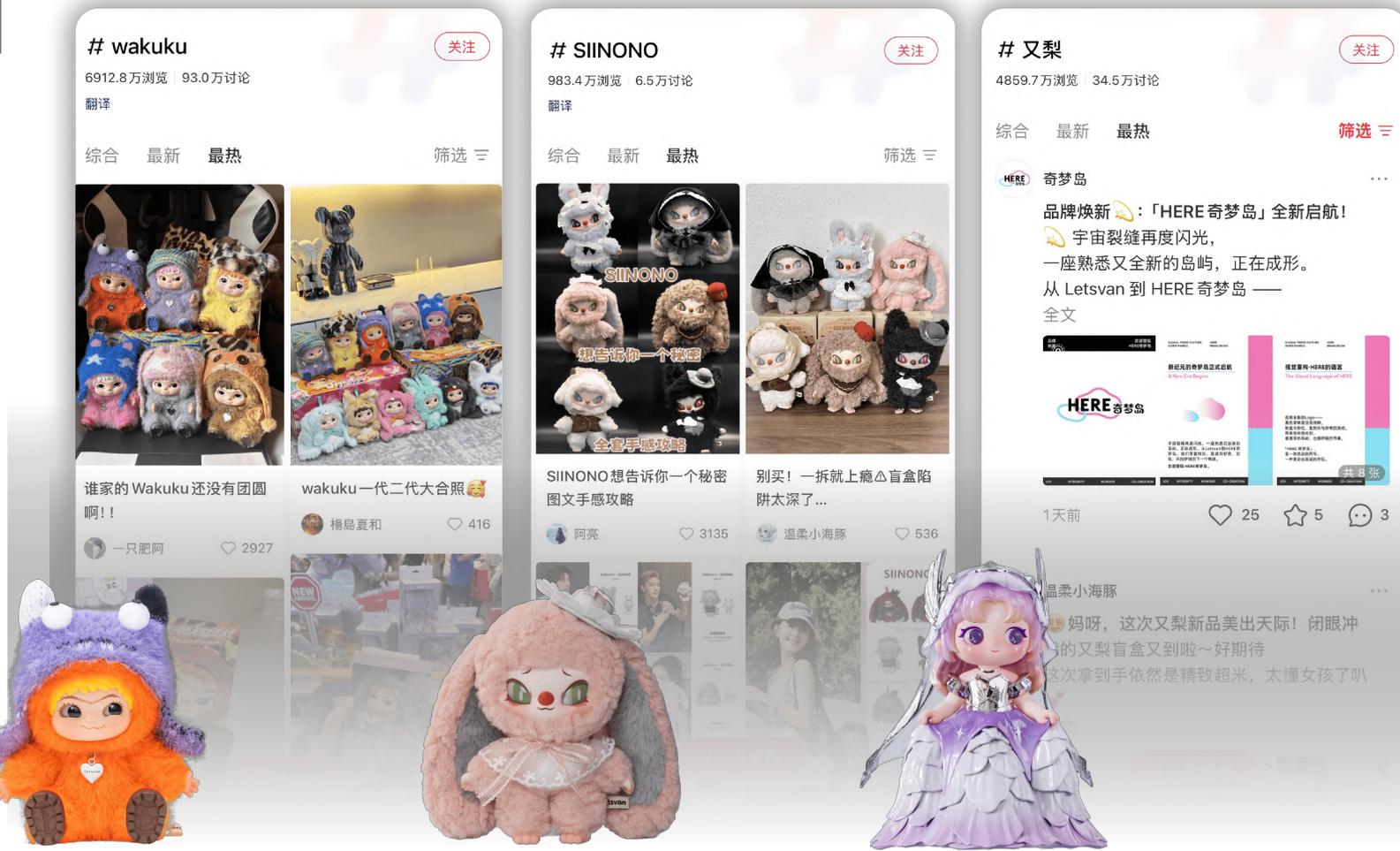
REDnote  
#WAKUKU & #wakuku Hits

## 983.4 Million+

REDnote#SIINONO Hits

## 48.59 Million+

REDnote#又梨 Hits



# Collaborations with 500+ STARS & ARTISTS

Data Cutoff Date : 2025/10/24



Yu Shuxin

Ding Yuxi

Qi Wei

Mao Xiaotong

Zhao Liying

Zhang Ruonan

Yang Chaoyue

Pu Yixing

Wen Tao



Xia Zhiguang

Hui Ruoqi

Lin Yi

Liu Yu

Shigeqintian

Song Weilong

Quan Hongchan

Huang Zihongfan

Cao Enqi

# Yu Shuxin Sends WAKUKU Across the Internet

## Ignite the Entire Internet

Data Cutoff Date : 2025/10/24

# 100 Million+

Exposure Across the Entire Internet



WAKUKU

Copyright©HERE



# TIANXIN' S SONG 《WAKUKU》

1 Billion+

Impressions

780,000+

Topic Volume

10 Trending Topics on Weibo

TOP3 Hot Spots on RedNote

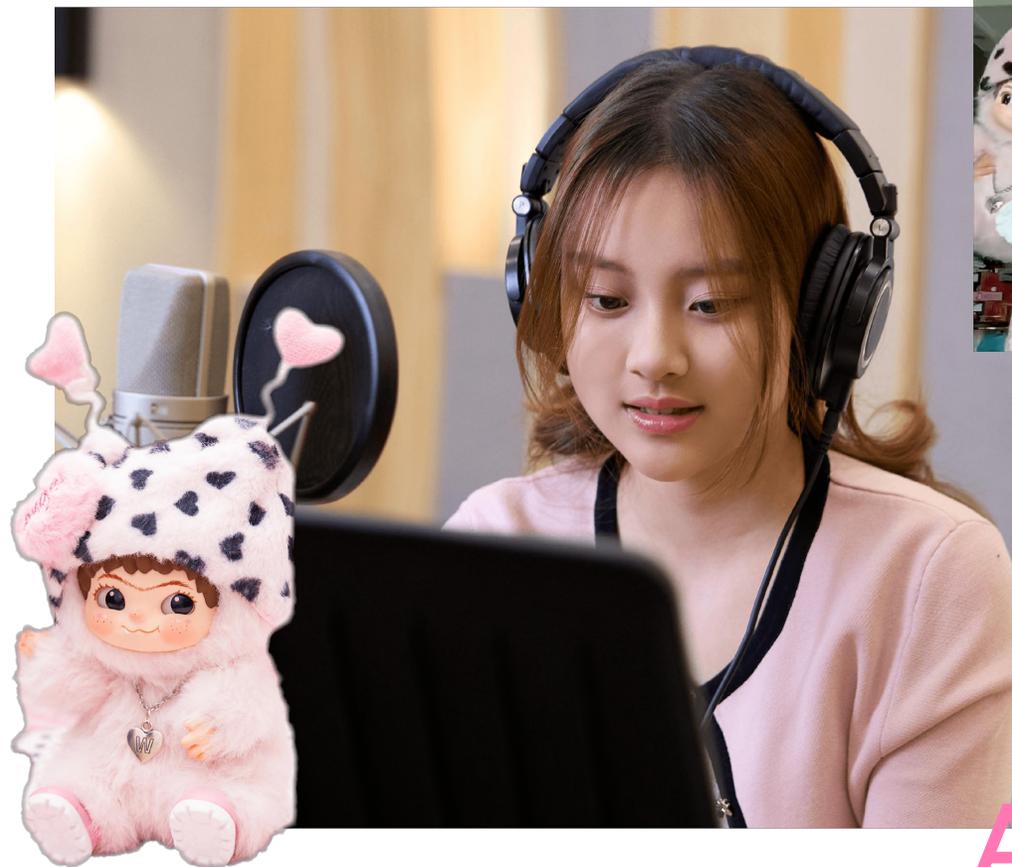
4 Trending Topics on Douyin

## WAKUKU ANGEL

Angel Pendant Card Sold Out in

Total Number of Pre-Sale Reservations Exceeded 80,000

Peak Real-Time Online Users 11,200+



ANGEL

# WAKUKU · ANGEL

---





# WAKUKU FOX & BUNNY TRICK OR TREAT SERIES





# WAKUKU On a Roll Series

## 100 Million+

Exposure Across the Entire  
Network

## TOP 1

Dominating the Douyin Sales  
Rankings

Data Cut-off Date : 2025/10/24

# WAKUKU Pandada First Release

17.87 Million<sup>+</sup>

Weibo Two Topic  
Reading Volume

12 Million<sup>+</sup>

Total Topic Views

20,000<sup>+</sup>

Personal User  
Recommendation  
Posts

Adorable Panda Power Wins Fans – Celebrities Rush to Visit



# SiINONO

## New IP First Release **TOP** Influence



Sold in 10 minutes at  
the Flagship Stores

10,000 Boxes<sup>+</sup>

Sold in 10 minutes at the Flagship Store

670,000<sup>+</sup>

Viewers Across All Platforms



# OFFLINE CHANNELS

Cut-off Date: 2025/10/24

**10,000 +**  
Offline Partner Stores

**1500 +**  
Themed Specialty  
Stores



# WAKUKU

## JOY CITY FOX & BUNNY SERIES FIRST RELEASE



# WAKUKU & THE JOURNEY OF LEGEND





# QTX ART TOY EXPO



SHENZHEN



# PTS ART TOY EXPO

SHANGHAI



JOY

INTEGRITY

WONDER

CO-CREATION

SHENZHEN



QMA ART TOY EXPO

Come Check In at the Candy Forest of HERE Dream Island!

# 04

## CO-BRANDING

JOY

INTEGRITY

WONDER

CO-CREATION



# self-portrait & ZIYULI

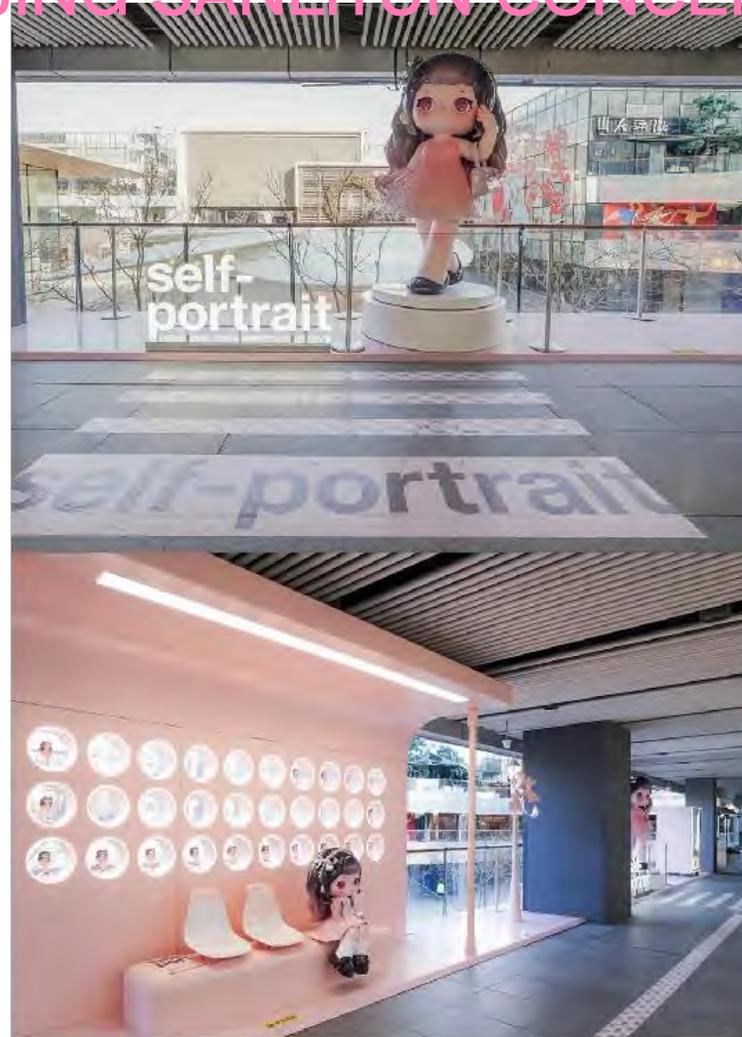
## self-portrait

ZIYULI • BOWBOW appears at the self-portrait concept store!  
Today, Princess ZIYULI is wearing a dress from the new collection!



Copyright©HERE

## BEIJING SANLITUN CONCEPT STORE



# Laurèl & WAKUKU

---

## Laurèl

WAKUKU x Laurèl

Laurèl X WAKUKU Debut at Paris Fashion Week WAKUKU transforms into assistant designer RÈ-LY, blending soft, playful charm into the geometric order of Bauhaus.

Together with Laurèl, we explore freedom within structure.



# CHINA OPEN

The phrase “Plush Doll Pendant” should all fit on one line.

Come to the National Tennis Center and snap memories with WAKUKU!

The giant, fluffy WAKUKU everyone’s talking about has landed!

WAKUKU Panda and WAKUKU Panda in Sakura Snow... every shot is an instant social media hit!



## 01 Plush Doll Pendant



## 03 Merch



Canvas tote bag



Headband



Phone stand

## 02 Freebies



Sticker

PVC transparent fan

Tote bag



Shoulder stand companio



Slap bracelet



# WAKUKU & CHINA OPEN



# ZIYULI & ROYAL CHINA BLUE AND WHITE PORCELAIN



## Huang Yunpeng

The wandering dragon weaves through the tapestry of history, bringing brilliance to ZIYULI along the way. Draped in blue-and-white porcelain, it embodies the purity of sky blue and the passion of flame. When intangible cultural heritage meets ZIYULI, let's experience the charm of tradition together.

Text on this slide overlaps with images – this should be fixed.

## JIANGXI JINGDEZHEN



# WAKUKU & UNIVERSAL STUDIOS



WAKUKU Jurassic World



WAKUKU  
How to Train Your Dragon hero and heroine



WAKUKU  
How to Train Your Dragon Night Fury and  
Light Fury

# CHI FOREST DISTRIBUTION

## 元气森林

WAKUKU Vending Machines that only sell  
Co-Branded Limited-Edition Sparkling Water, with the  
Chance to buy Super Cute Merchandise



05

CONTACT

JOY

INTEGRITY

WONDER

CO-CREATION



# Learn More



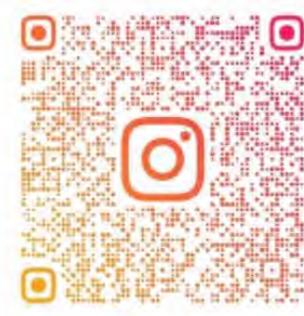
WeChat



REDnote



Tiktok



Instagram



WELCOME TO  
HERE