

ROSEMAN TIC





PURE

ROMANTIC

PASSIONATE



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BRAND 01

BRAND INTRODUCTION



ABOUT FOUNDER

Born at the end of March, I'm an Aries with the ENFJ personality. I long for **freedom** like the wind, able to carry away the fragrance of flowers and settle wandering thoughts.

Our design, steeped in the delicate perfume of **Suzhou's** timeless gardens, weaves romance into its very fibers, breathing life into the most tender of reveries.

In crafting each piece, I glimpse the very essence of life. I've come to realize that my body is a sanctuary for myriad species, with life flourishing within me and **blossoming** on my skin.

Fashion stands as a testament to **romance**, interconnecting every facet of the human form. Deconstruction doesn't signify an end, but rather a **rebirth** within the fabric's very fibers.



CHANG SUN

A woman with dark hair, wearing a headband with white flowers and green dots, and two large red crocheted roses on the sides. She is wearing thin-framed glasses and has a soft smile. Her hands are near her face, and she is wearing a light-colored top. The background is a solid dark brown.

ROSE MANTIC

BRAND STORY



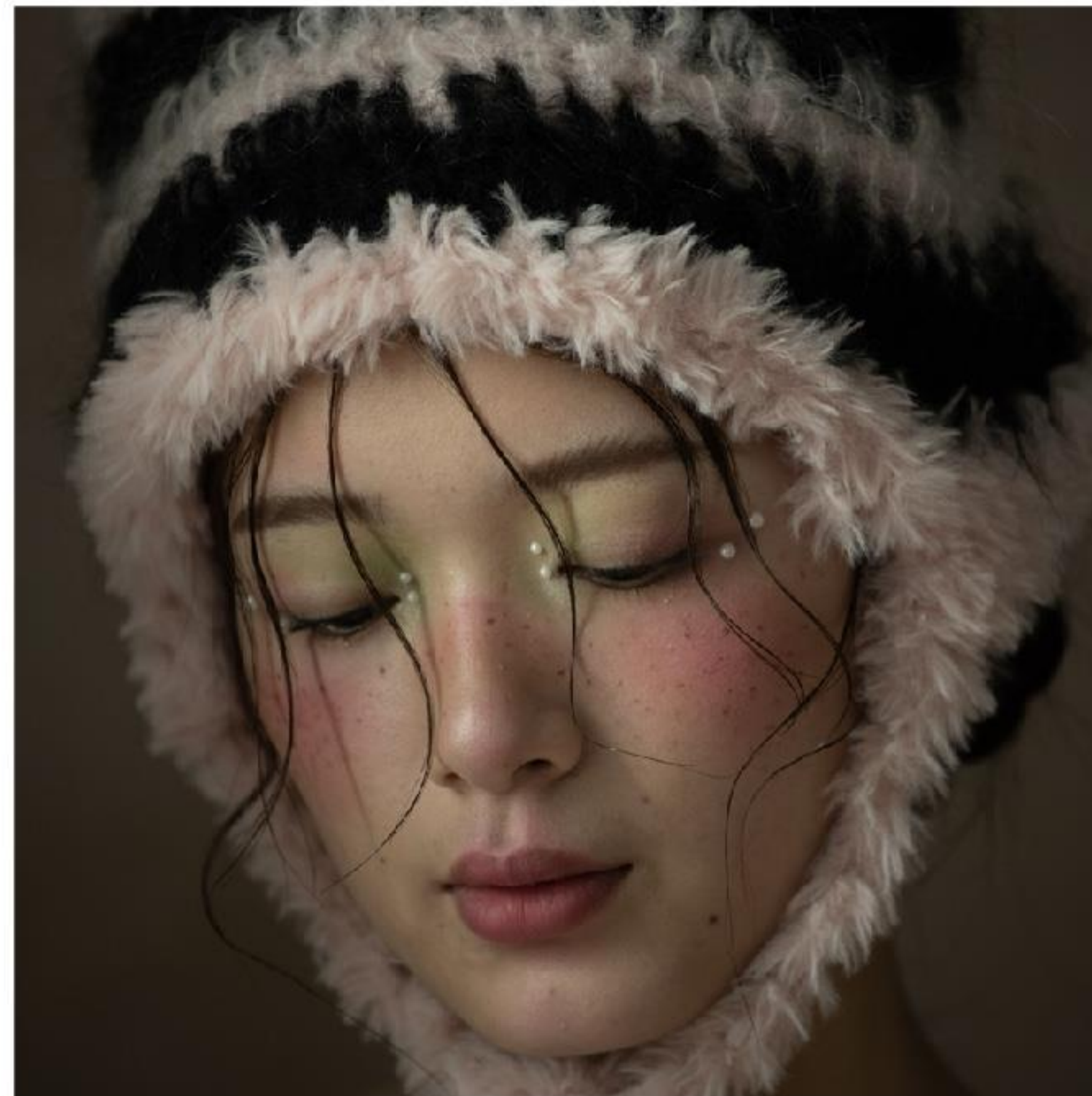
ROSEMANCIC is a brand crafted for those who pursue **softness** and **elegance**.

We seamlessly blend traditional knitting techniques with the humanities, art, and fashion, interpreting a perfect fusion of modern Chinese aesthetics and European classical styles.

Our mission is to create an image that showcases Eastern beauty while resonating with global trends, all while emphasizing a deep connection to local cultural roots.

Brand concept

"ROSEMANTIC" is a portmanteau of "rose" and "romantic", encapsulating the allure of roses. Inspired by blossoming flowers, our designs undergo multiple artistic transformations, culminating in a distinctive knitted aesthetic. These flowers, both tangible and ethereal, embody an unparalleled vitality and beauty.





From its inception, ROSEMANTIC has been nourished by the tenderness of **love**, growing like a living entity. The graceful figures and delicate emotions of women have given our brand its **soul**.



Our journey begins with a simple skein of yarn. We utilize **natural wool** and **cotton**. Nature has bestowed upon us all we need, our role is to unveil its inherent beauty.

It feels like falling into **warm clouds**,
the precious **cashmere** fabric
from high-altitude regions,
forming a **natural** and **elegant** aura.



TIMELINE

2022 summer

Marked the inception of my crochet accessory designs, spanning bags, hats, gloves, and apparel.

2023.05

ROSEMANTIC born and launched on Little Red Book

2023.12

After the birth of the "Shakespeare's Rose" series, the brand went viral and became a bestseller on Xiaohongshu. This success propelled ROSEMANTIC from bespoke creations to scaled production. December 2023 saw 500 units sold within a month, despite limited availability.

2022 Winter

By winter, my "Snow White and Red Rose" earmuff design captivated nearly 80,000 viewers on Xiaohongshu. Inspired by the outpouring of admiration and anticipation, I began conceptualizing my brand and e-commerce platform.

2023 Fall/Winter

During this season, the brand has launched many winter products which are available on the official website. Private orders for ready-to-wear garments were also ordered on the official website. Also, brand has set up a production team.

2024 Spring

ROSEMANTIC offline stores in preparation.

VISION

To emerge as the
preeminent creative
knitwear brand of
our era

MISSION

To make a
connection between
every soul through
the artistry of
crochet

VALUES

Identity

Romantic, gentle, innocent, and meticulous

Knitting Ethos

Nurturing the soul through knitted artistry

Cultural Characteristics

Rooted in Chinese heritage, embracing global aesthetics

Innovative Spirit

Seizing every opportunity for creative advancement

Corporate Culture

Fostering mutual respect, recognizing individual potential, and embracing innovation

Customer Commitment

Viewing feedback as a catalyst for continual improvement

Responsibility and Mission

Infusing each knitted piece with our unwavering dedication and purpose

USP Unique selling proposition

Brand Features:

Innovative Design

Transforming knitwear into wearable poetry, reminiscent of A Midsummer Night's Dream

Heritage and Innovation:

Breathing new life into traditional craftsmanship.

Eco-friendly Concept:

Pioneering eco-conscious practices within the fashion industry

Tribute to the handmade team:

My handmade team is a group of **unemployed** and **retired** women at home.

The skills of crochet and knitting have not been well inherited by young people. On the contrary, in the past, this handwork was a necessary skill for Chinese women.

Before machine clothing, they needed to knit clothes for their families, so they were **very skilled** in this craft.

In China, middle-aged women are always forced to take care of family responsibilities and have no choice but to stay at home to take care of the family, children and grandchildren, but they also hope to have a job to make themselves **valuable**. I graduated from fashion and happened to be very passionate about knitting and crochet. I think we are a natural team.

They love this job very much. First, this job has **flexible hours**. They can earn some extra money while taking care of their children, and they can also enrich their lives. Second, this job makes them feel **happy**. They like to get together and chat, talk about family matters, current affairs, and sing songs.

Before this, they seemed to be forgotten by the world. In addition to the role of taking care of their families, they lost themselves. With this job, they can use their **expertise** and **passion** to get in touch with fashion trends.

I **love** my team.



BRAND 02

CUSTOMER GROUP





Naive and romantic adventurer

Coming to a new world needs to be bold and adventurous, to stay true to your beginnings, to experience the joys of life, and to touch the softness of your feelings.



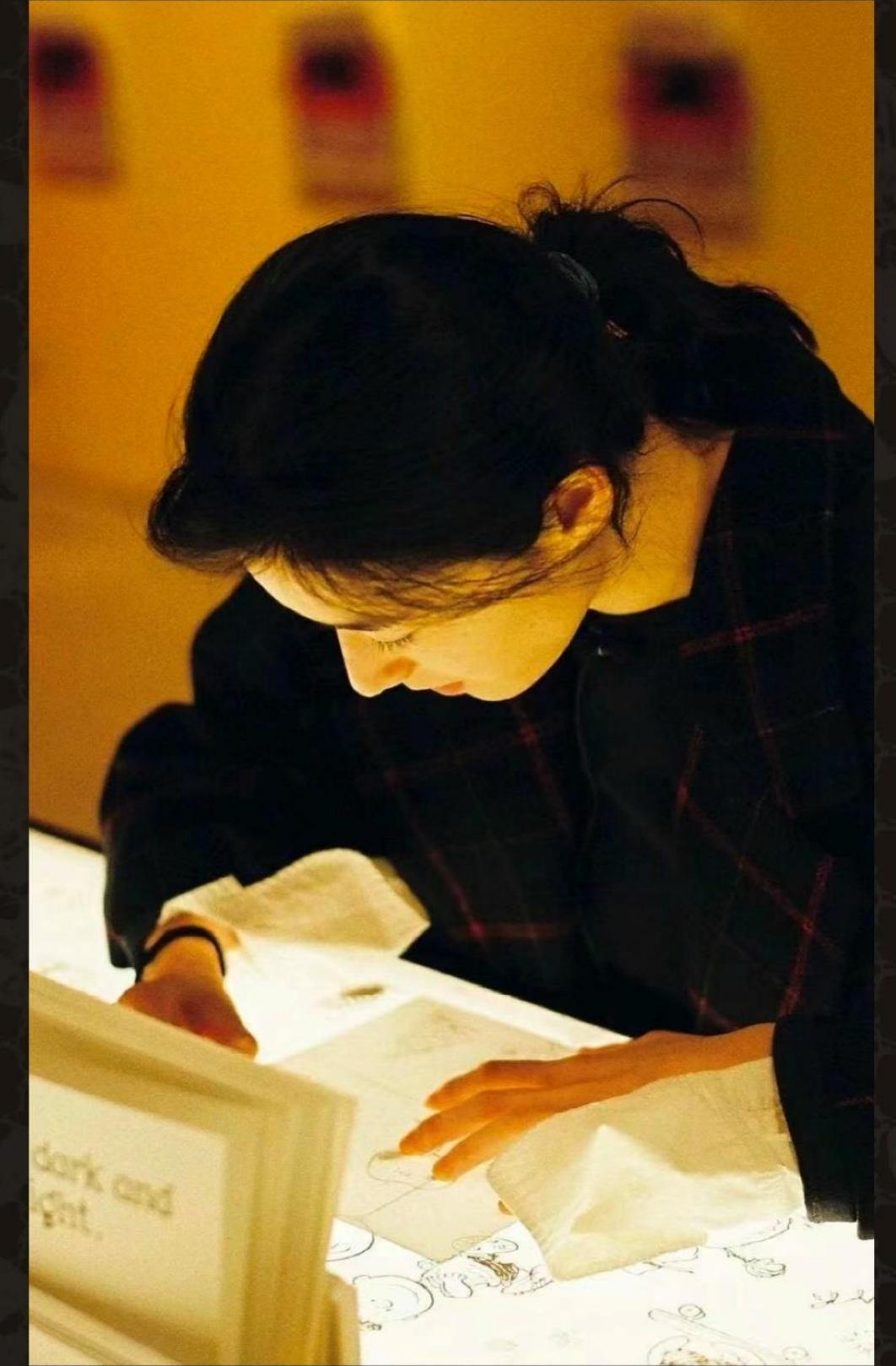
Self-driven Generation Z

Personality to please yourself, live from myself, emotional, free, mobile Internet aborigines, focus on spiritual consumption, love of niche design



Literary Dreamer

Passion for fashion, enjoy traveling and slow life, days exquisite style, romantic group of people, will be touched for literature and art.



Poet of Healing Life

Gentle, sensual and feminine. They emphasize quality, pay attention to fashion news and live loosely.

ROSEMANATIC

Product data from RED for 2023 December

Shakespeare's Rose

"Even if a rose changes its name, it is still fragrant. The only thing that I hate is your surname. You are still you even if your surname is not Montague, not your hands, not your feet, not your arms, not your face, not other parts."

Product Details

[handmade]

Material: 80% wool, 20% mohair + gold and silver thread

Payment
conversion rate
(number of
people)

1.83%

Compare to last month

21.09%

Payment amount

15, 762.00

Compare to last month

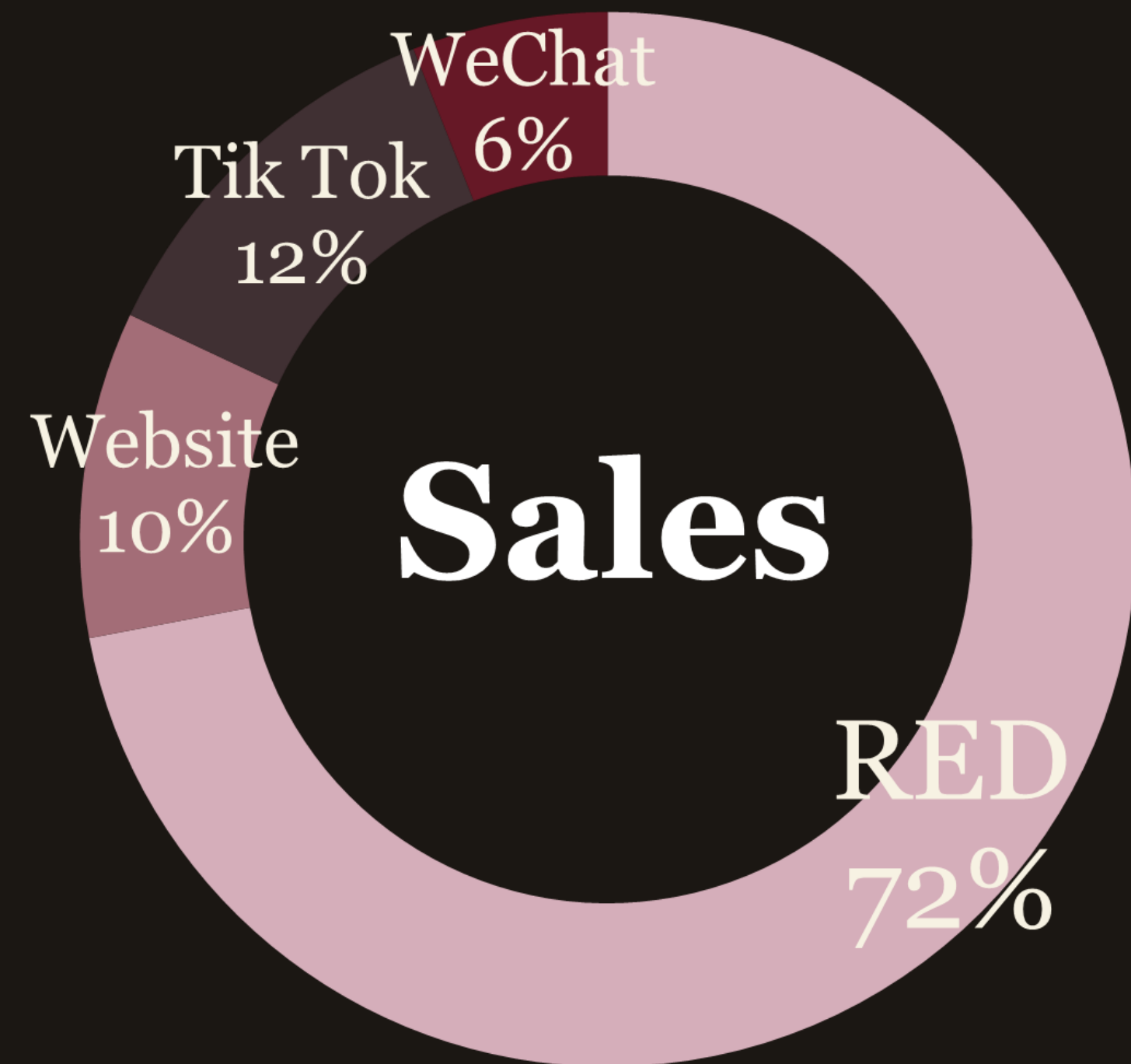
83.83%

Product page views

10, 600

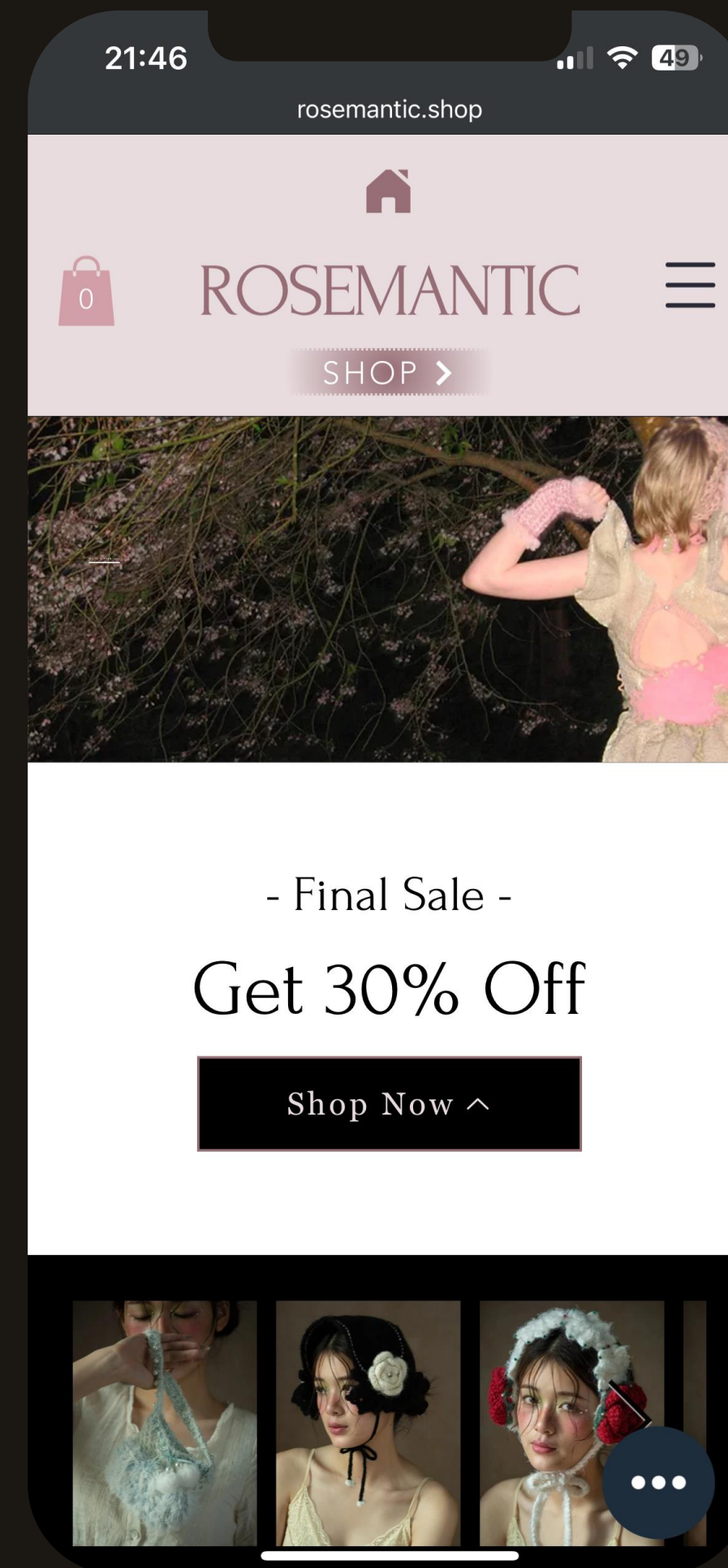
Compare to last month

110.9%



Many customers return because of the smell of the perfume, and later buy perfume and fragrance products. The smell carries with it memories.

Website



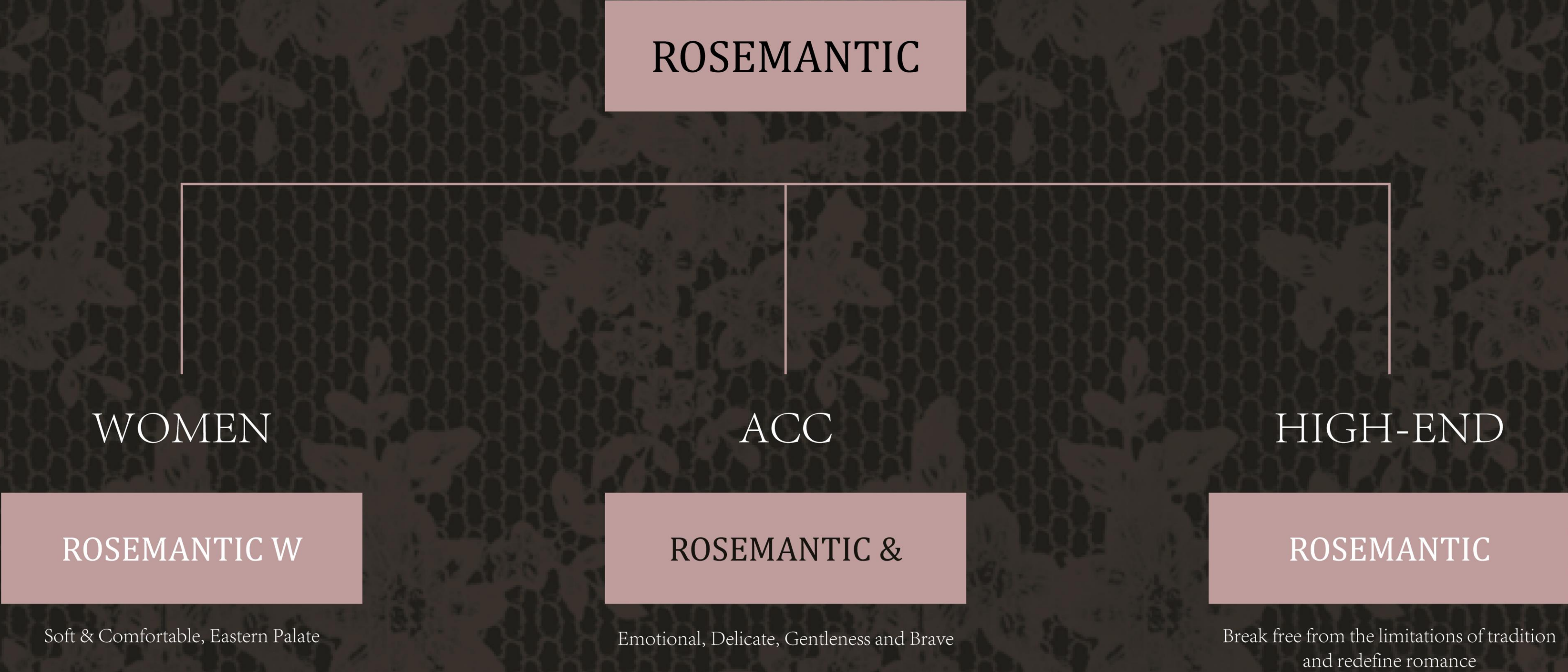
RED

BRAND 03

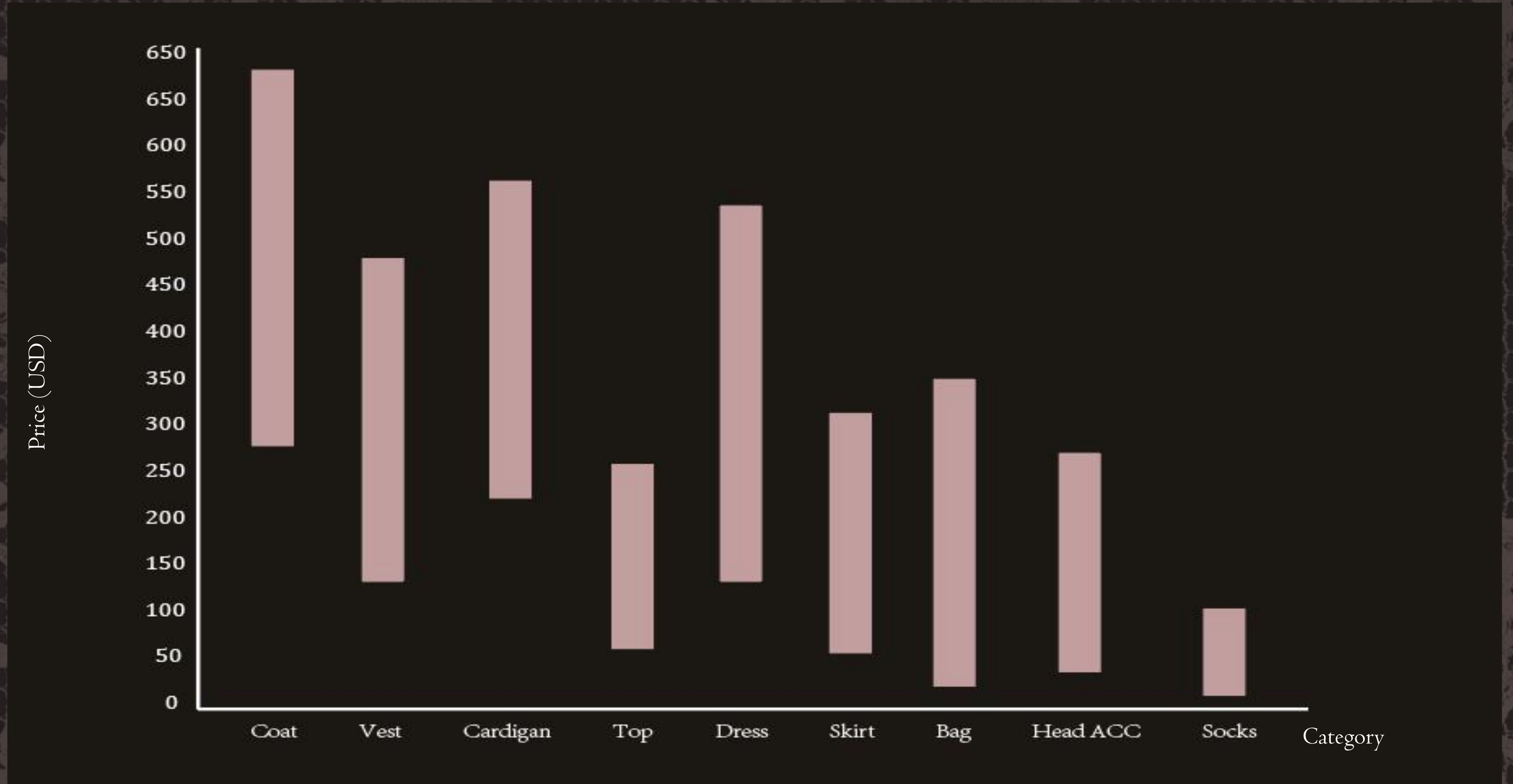
ROSEMANANTIC PRODUCTS

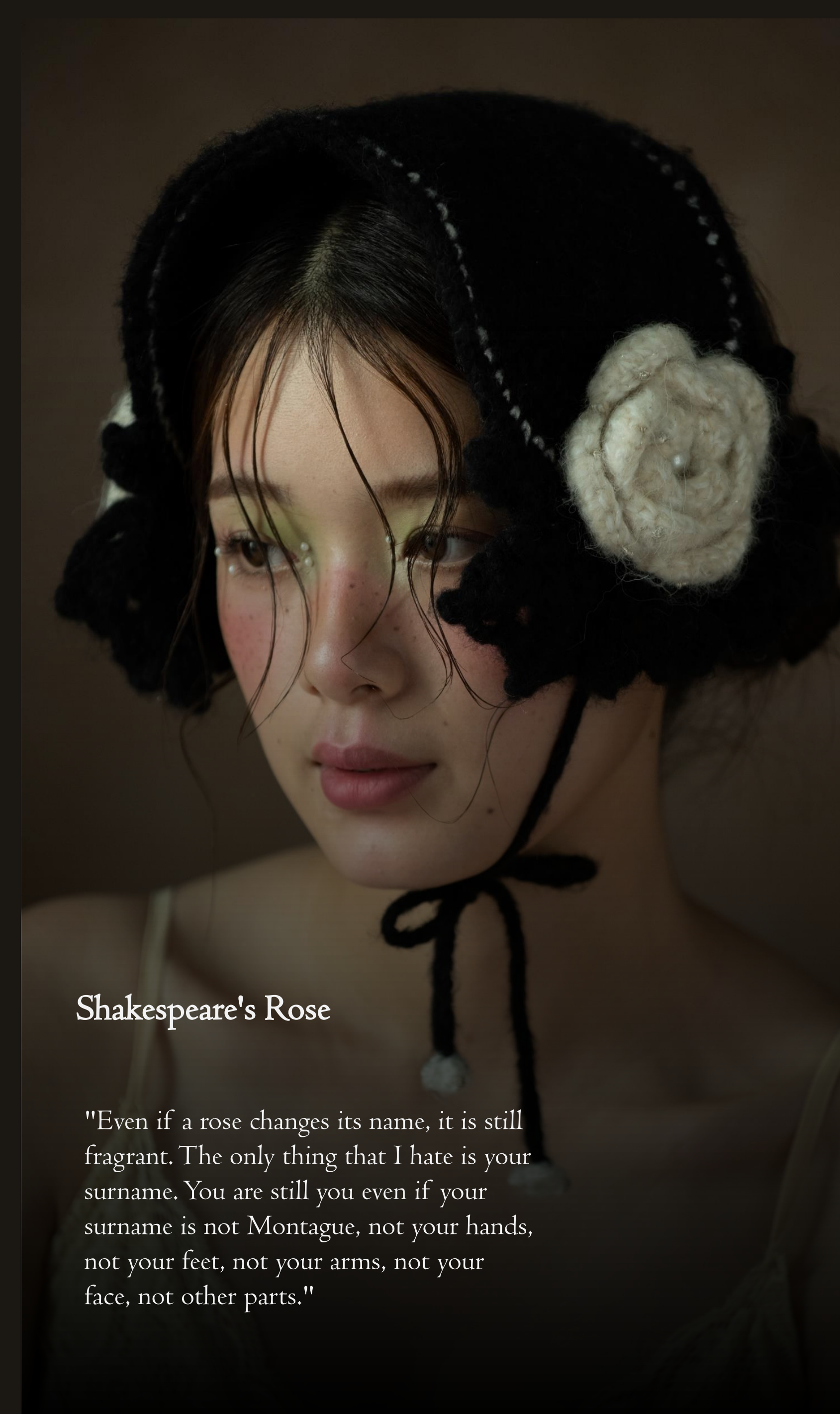


BRAND MATRIX



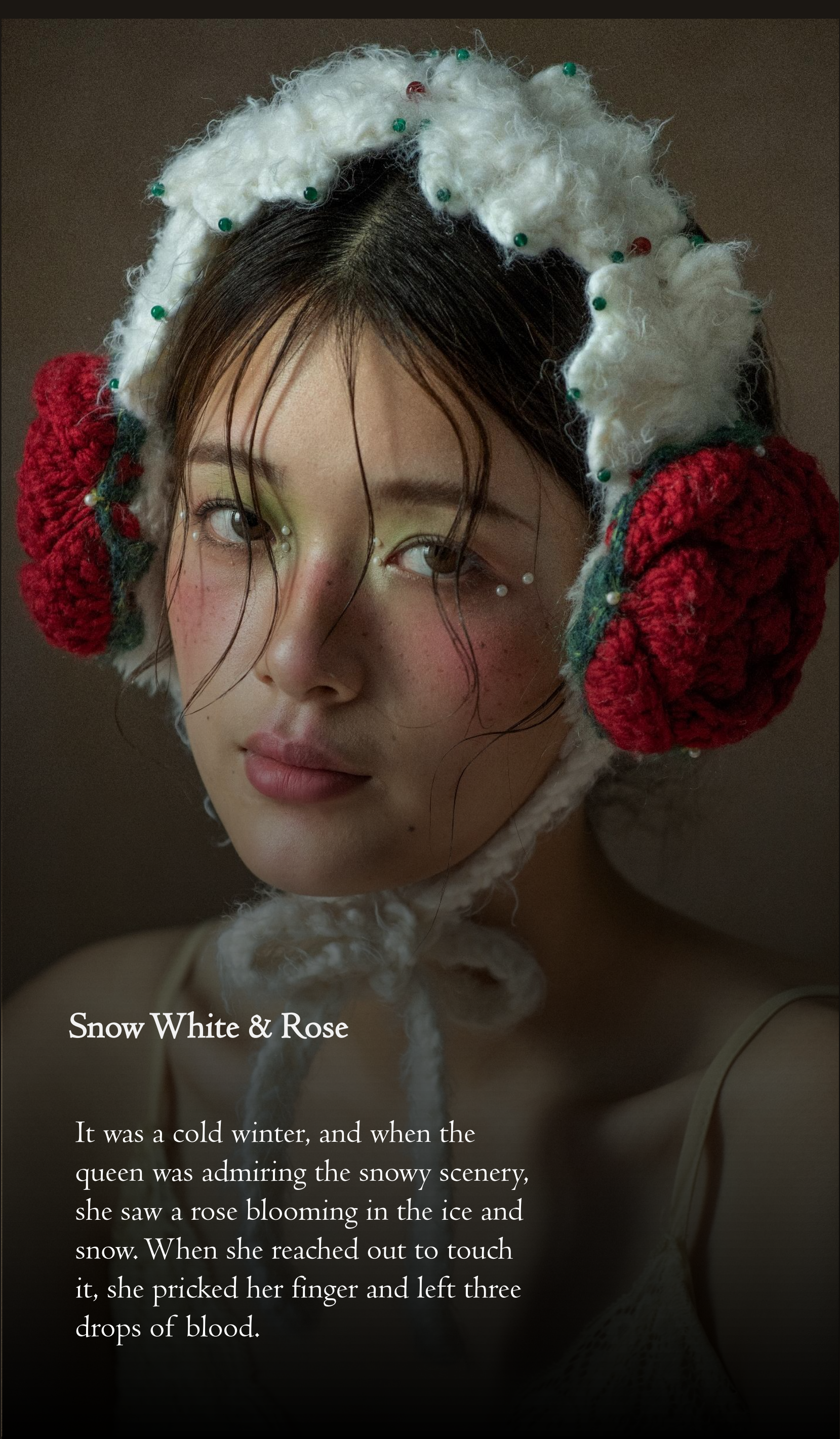
PRICE RANGE





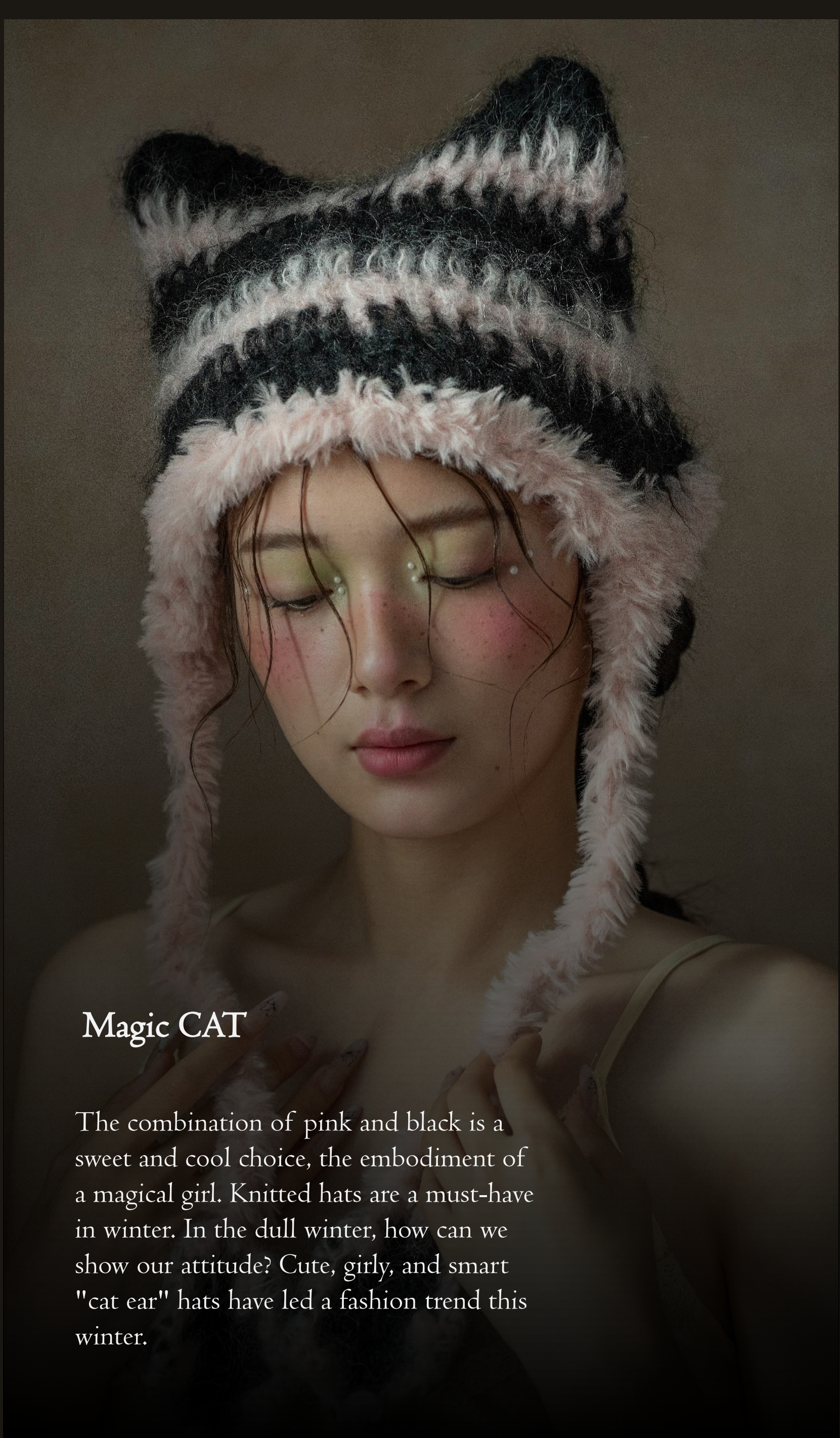
Shakespeare's Rose

"Even if a rose changes its name, it is still fragrant. The only thing that I hate is your surname. You are still you even if your surname is not Montague, not your hands, not your feet, not your arms, not your face, not other parts."



Snow White & Rose

It was a cold winter, and when the queen was admiring the snowy scenery, she saw a rose blooming in the ice and snow. When she reached out to touch it, she pricked her finger and left three drops of blood.



Magic CAT

The combination of pink and black is a sweet and cool choice, the embodiment of a magical girl. Knitted hats are a must-have in winter. In the dull winter, how can we show our attitude? Cute, girly, and smart "cat ear" hats have led a fashion trend this winter.



ROSEMANATIC

Beauty in the Valley



Edelweiss



2023 FW
DESIGN



Magic CAT



Shakespeare's Rose



2023 FW
DESIGN


The scarf and earmuffs
are dual-purpose, and
the red and white roses
bloom in a colorless
winter, showcasing two
styles.



2023 FW
DESIGN



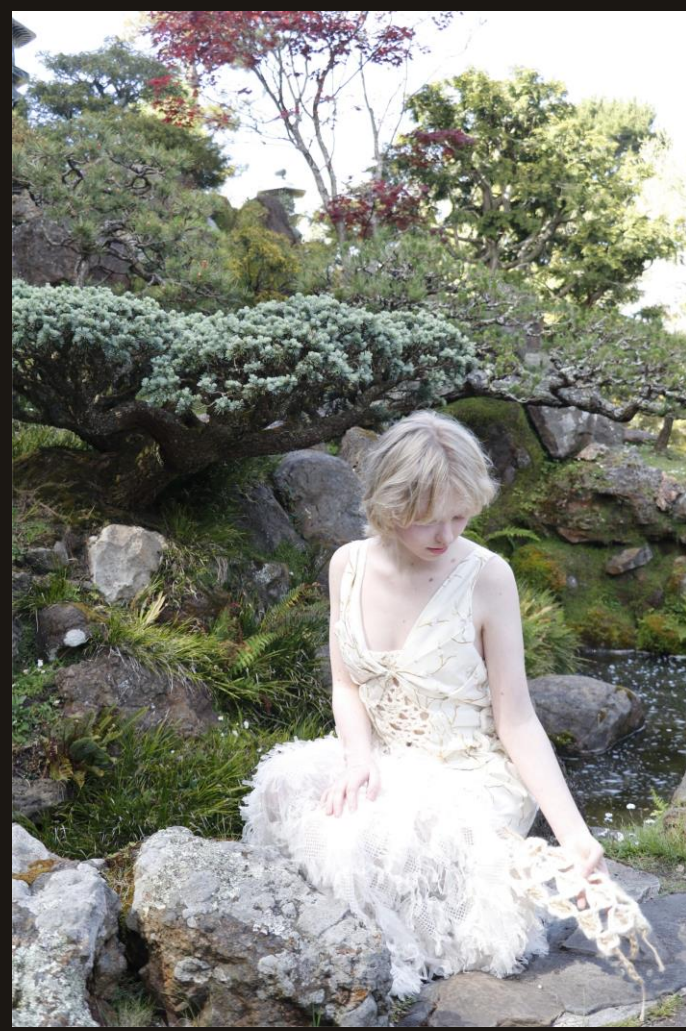
Snow White & Rose /

A woman with blonde hair is shown in profile, looking upwards. She is wearing a light pink dress with a white lace collar and a white lace headband. She is standing next to a large tree trunk, and her hands are resting on it. The background is dark, with many small, light pink flowers hanging from the branches of the tree. The overall mood is serene and romantic.

HIGH-END

Collection is inspired by the Suzhou Gardens of my hometown. They are peaceful places of natural beauty. There are also ancient man-made doors and gates made of iron that have lattice work and intricate patterns. During different hours of the day, as the sun moves through the gardens, it casts shadows through the gates onto the pavement. The patterns on these gates mirror the wisteria, cherry blossoms, and the lotus flowers in the water.

(01)
Roots & Blooms ss 2025
Collection Suzhou Garden



BRAND 04

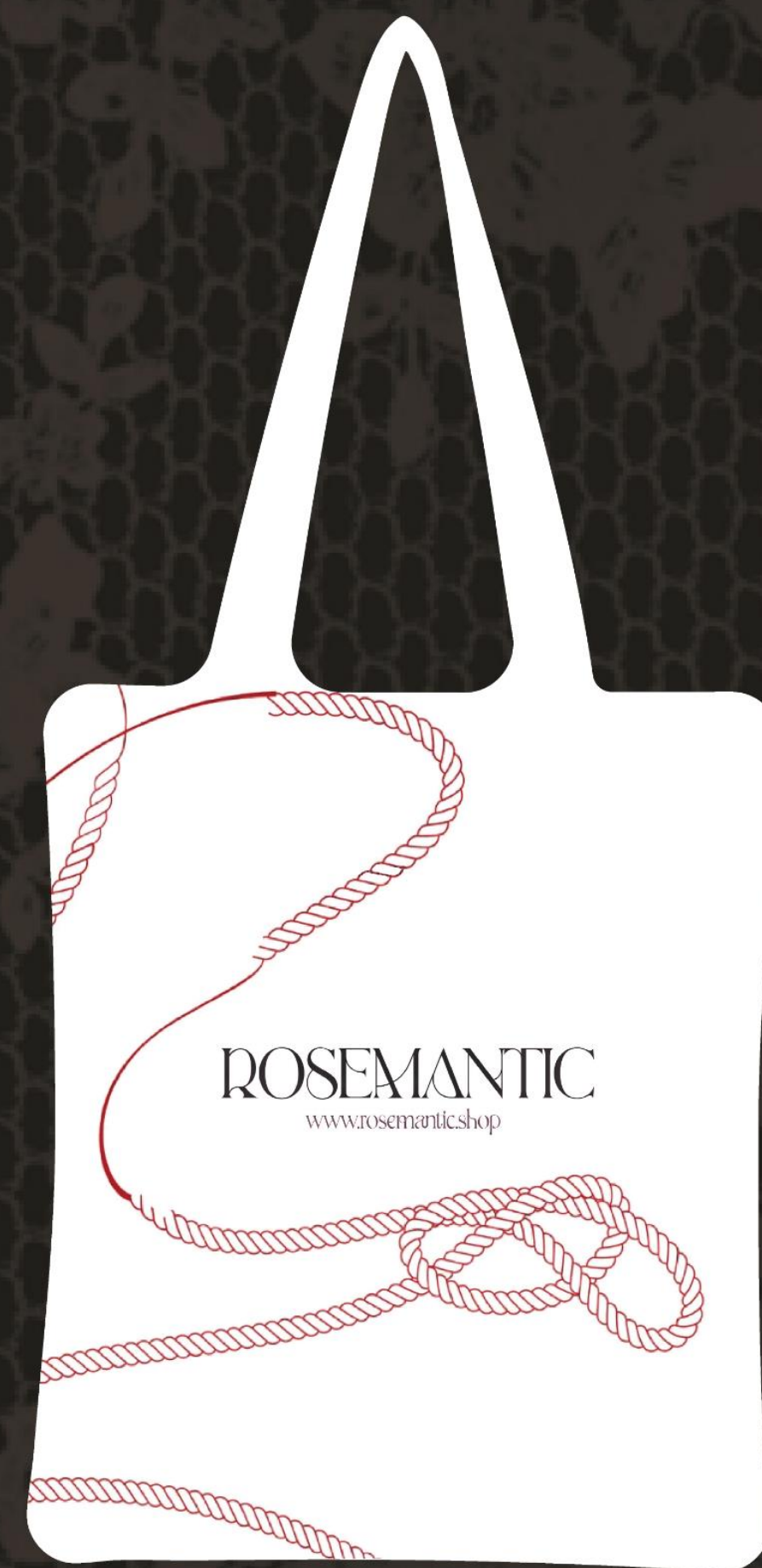
PACKING INFORMATION



ROSEMANTIC

Sustainability is the belief that ROSEMANTIC has always upheld.

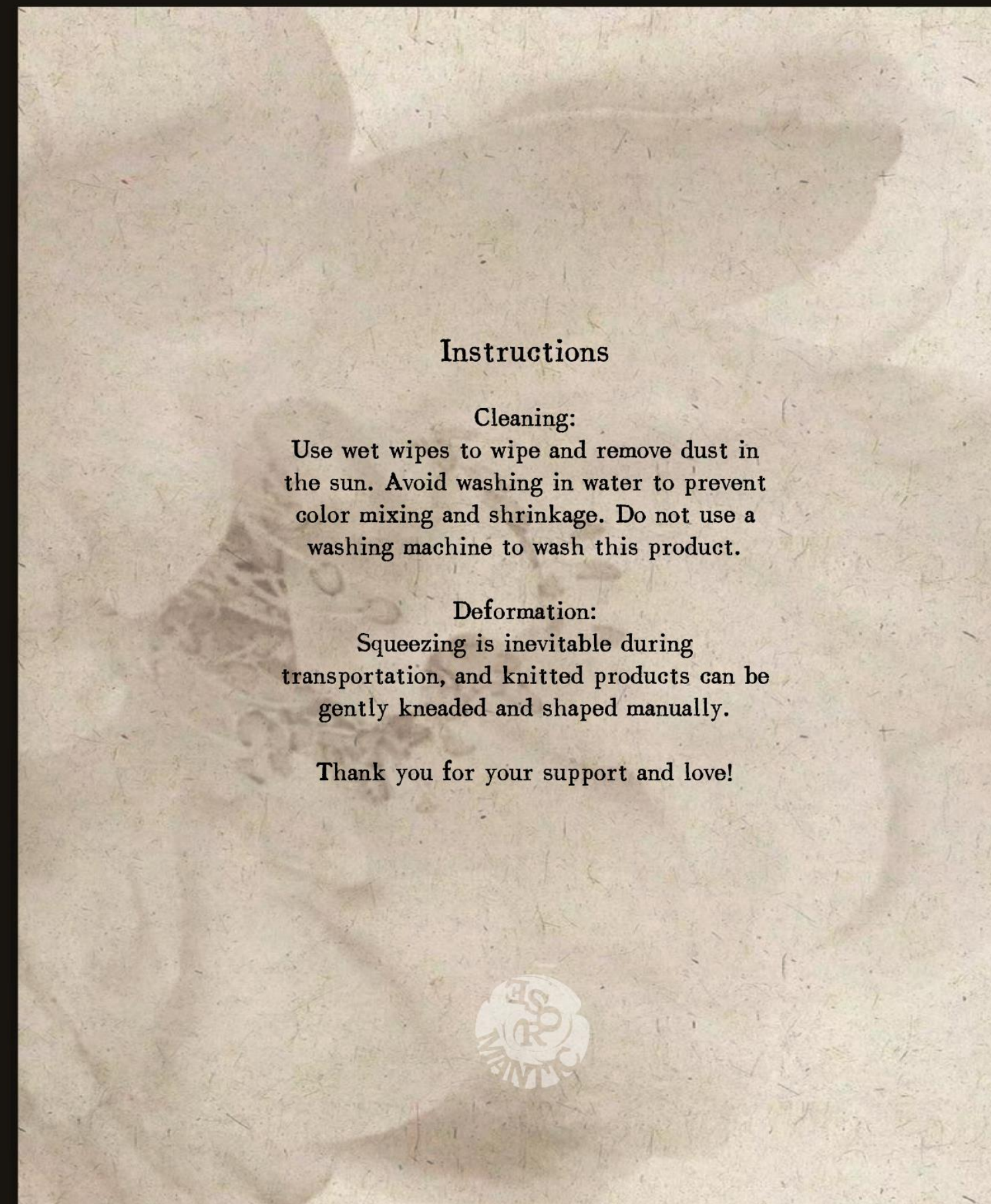
We use white linen and environmentally friendly pulp for packaging and embroidered silk bags as the lining to protect the delicate of the knitting products.





ROSEMANTIC

Long for freedom like wind
Able to carry away the
fragrance of flowers and
settle wandering thoughts



Instructions

Cleaning:

Use wet wipes to wipe and remove dust in the sun. Avoid washing in water to prevent color mixing and shrinkage. Do not use a washing machine to wash this product.

Deformation:

Squeezing is inevitable during transportation, and knitted products can be gently kneaded and shaped manually.

Thank you for your support and love!



THANK YOU



ROSEMANTIC

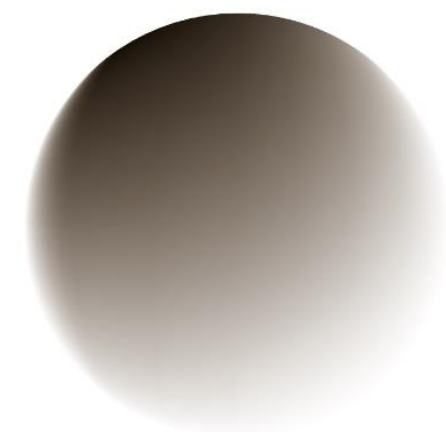
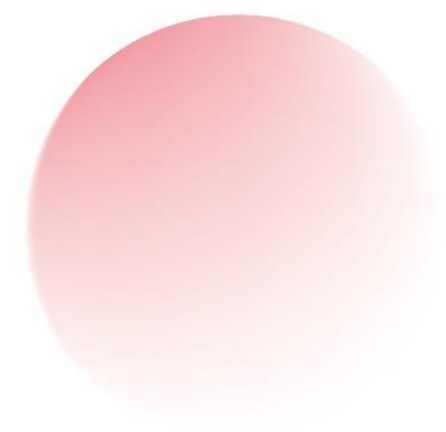
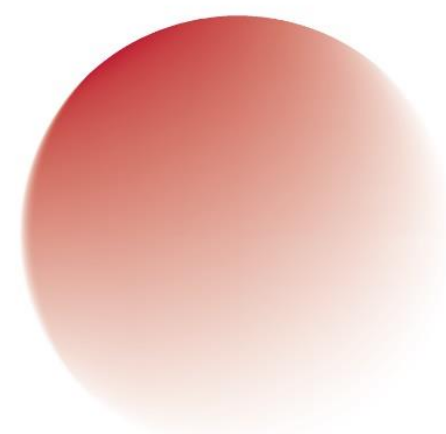


THANK YOU

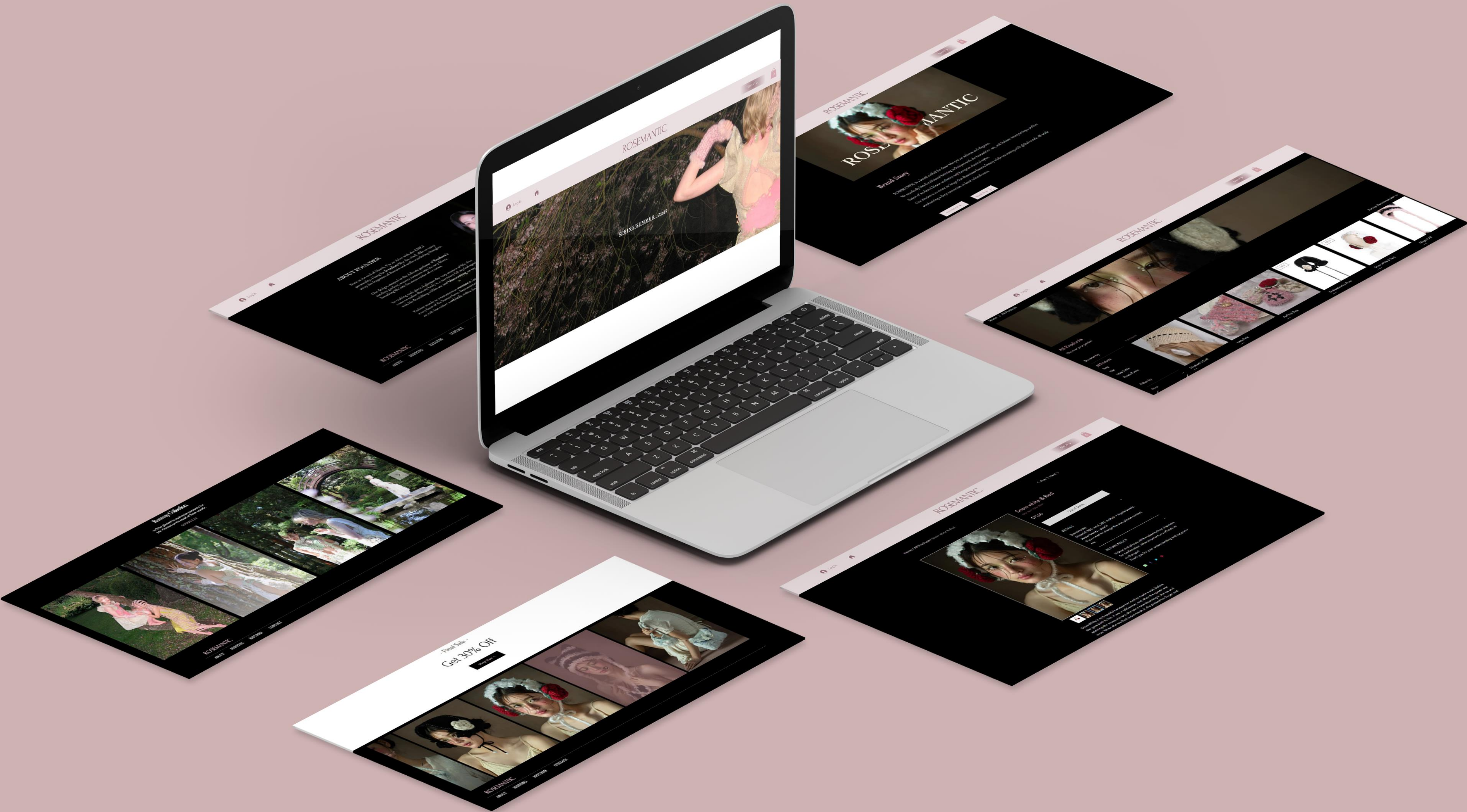




BRAND COLOR



WEBSITE



OFFLINE SHOP



ADDRESS:

9 Qingfeng Road, Luzhi, Wuzhong District, Suzhou, Jiangsu, China.
Zip code: 215129

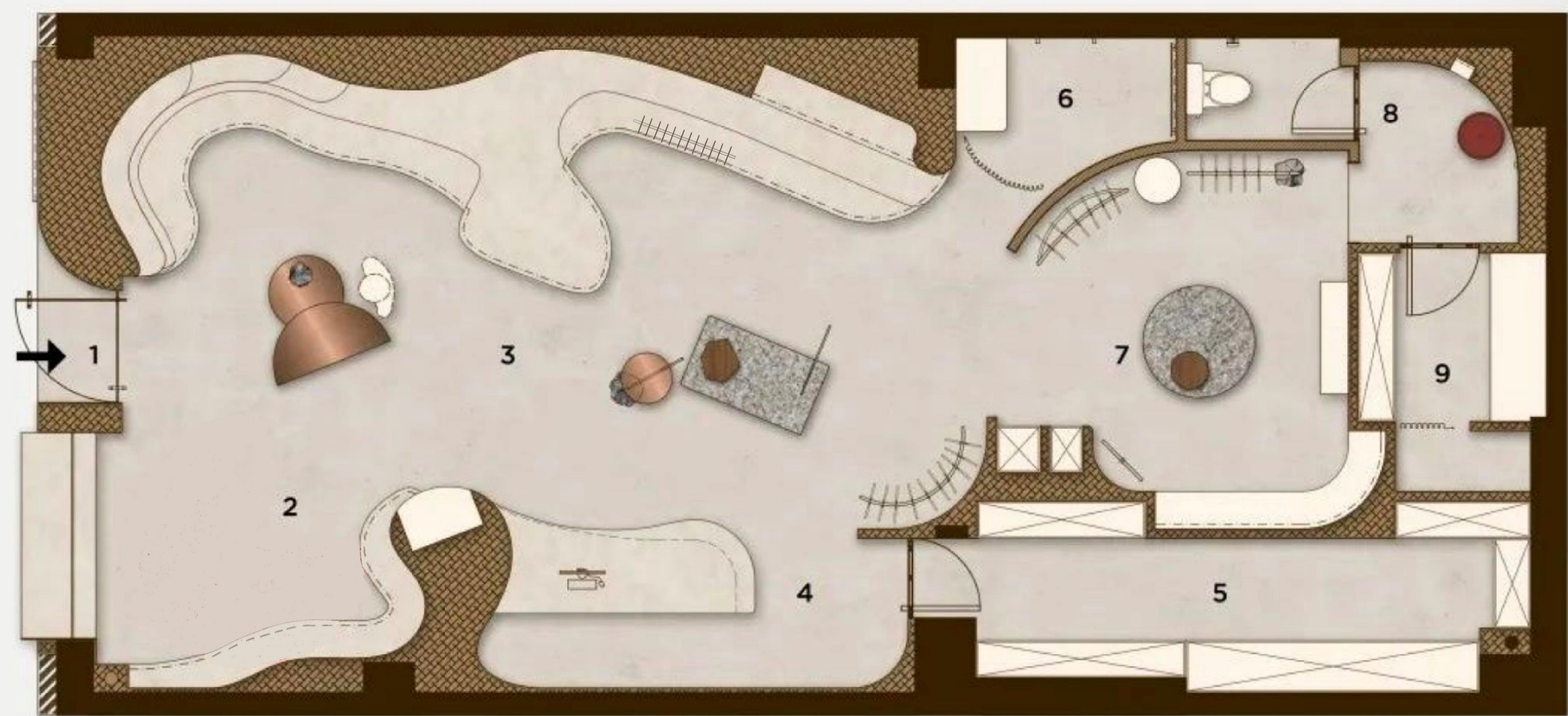
Luzhi Ancient Town

Suzhou is my birthplace and the soul of ROSEMANTIC. It is the land of gentle gardens. There is a unique Jiangnan water town in China, with small bridges and flowing water. It is a well-known gentle place.



FLOOR PLAN

ROSEMANTIC offline stores in preparation.



FLOOR PLAN

- | | | | | |
|-----------------|-----------------------|-----------------|-----------------|---------------|
| 1. ENTRANCE | 2. ACCESSORIES AREA | 3. CLOTHES AREA | 4. CASHIER | 5. WARE HOUSE |
| 6. FITTING ROOM | 7. HAUTE COUTURE AREA | 8. RESTROOM | 9. UTILITY ROOM | |

CONTACT

ONLINE SHOP

Website : www.rosemantic.shop

RED: Rosemantic

INS : ROSEMANTIC_STUDIO

E-MAIL : ROSEMANTIC.ESHOP@GMAIL.COM

OFFLINE SHOP

9 Qingfeng Road, Luzhi, Wuzhong District, Suzhou, Jiangsu, China. Zip code: 215129



YOUR EASTERN ROMANTIC
你的东方浪漫

ROSEMANATIC