



SHINE LIFE
ITALY

乐享善品精致生活馆



Shanghai



Florence



About Shine Life

Shine Life comes from an international business experience, cultural competency, and strong network of relationships to enhance the global competitiveness of Made in Italy.

Shine Life is a new wholesale business that focuses on brand development on Chinese Market of design-focused Italian companies.

Our mission:

Through an efficient organization in Florence and Shanghai, Shine Life brings in China a wide selection of small Italian brands featured by quality, design, handicraft values and competitive price.

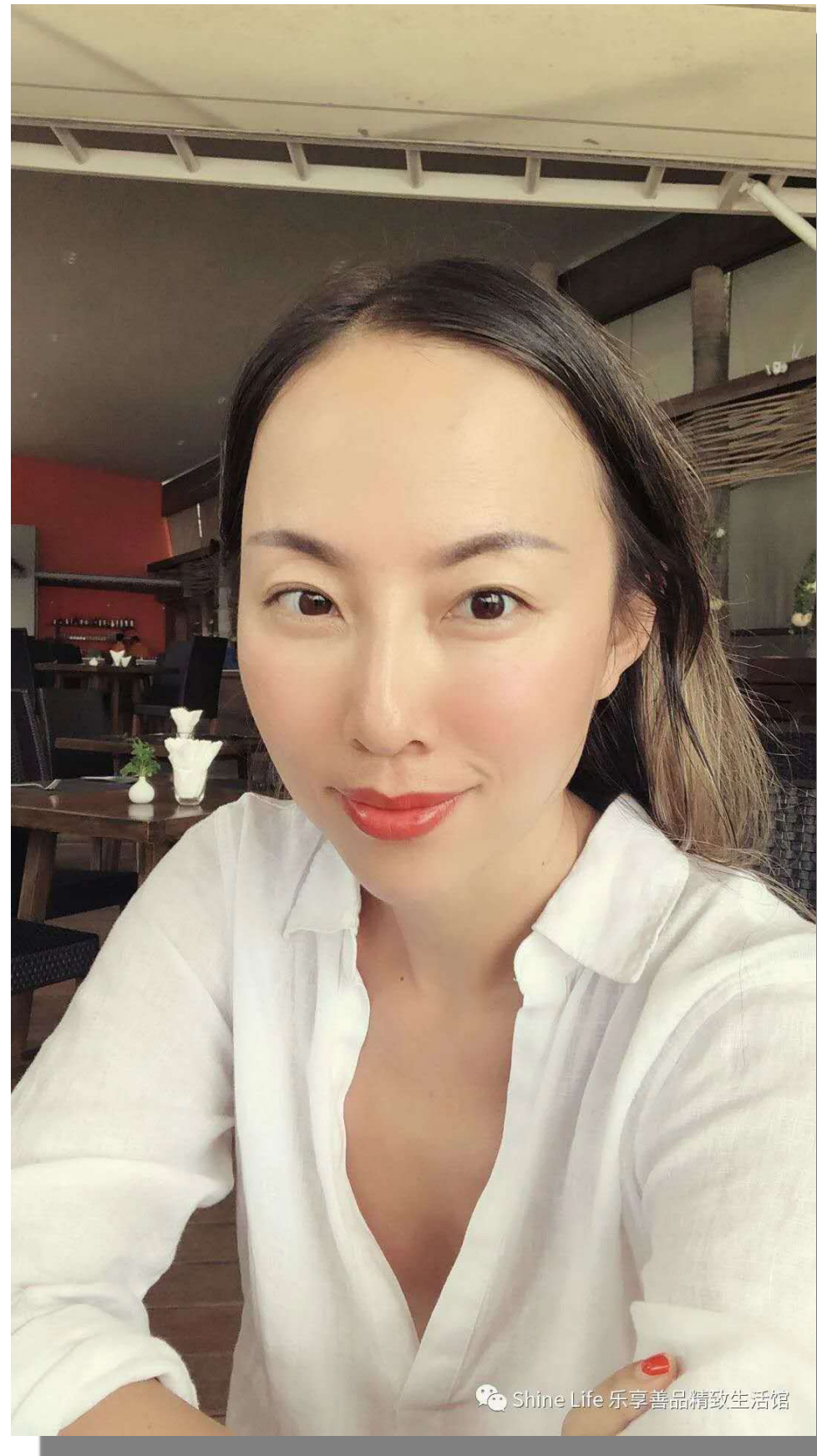
Our vision:

Introducing in China a new Made in Italy collection where the luxury, elegance and respect of the tradition are the new brand.



Who we are

Recognizing the connection between Made in Italy perception of quality and Chinese players' need of an efficient distribution of Italian products, Maria Elena Angeli e Lan Zhao created SHINE LIFE.



Lan (Elena her western name) lives in China, Shanghai. She has a strong experience on Chinese market.

"I love Italian lifestyle and design, and Shine life is our project to bring in China the best of Made in Italy, creating an efficient & competitive on line and offline channel".

Maria Elena lives in Italy, Florence, and has close relationships with Italian companies, knowing very well their products. Since 2015 she has been working on Chinese Market.

"I deeply respect Chinese culture and I am happy to select the best of the Made in Italy addressed to Chinese people".

Our strategy

Shine Life proposes on Chinese market an Italian products multichannel promotion and shop.

Shine Life's strategy goes to fill the distance between Italian manufacturers and Chinese buyers and final clients, proposing a platform of a selection of Italian brands truly available in China.



ITALY

1. Selection the Italian products

Shine Life selects the Italian collections for Chinese clients.

2. Production and logistic

The companies produces the collection in Italy for Shine Life, every month a Shine Life Container leaves Venice with all the collection to Shanghai.

3. Distribution in Chinese territory and after sale service

Stocked in Shanghai, the Italian collections are ready for our clients. Chinese clients buy in RMB directly from Shine Life, that's a Chinese company.

4. On line and off line promotion

Shine life is always doing promotion to introduces the Italian brands on the market.

CHINA

Market Segmentation

Three great forces are shaping the future of Chinese market and its growth:

- 1 The rise of upper-middle-class and affluent households as the drivers of consumption growth
- 2 A new generation of freer-spending
- 3 Sophisticated consumers; and the increasingly powerful role of e-commerce.

Chinese market is showing a new consumer that is becoming more savvy and more demanding, with more specific and granular needs and wants. A consumer that has the “culture” to appreciate and research a product where the brand is not the symbol of exclusivity but the quality, design and unicity. They know what is out there, and they are able to “shop the world.” In addition to forming an emotional attachment, Chinese consumers are intensely focused on the value of products and services. They require that companies justify their prices. Having a well-known brand is no longer enough to win over consumers. (BCG - AliResearch report).





Our Target

- Private consumers with an international taste and knowledge of different culture.
- People with a high income and sensibility to understand the value of the products not only by the brands but quality, design, unicity of the items.
- Affluent urban consumer, women 25 to 50 years old. Upper-middle-class households (\$24,001 to \$46,000 in annual disposable income) and affluent households (more than \$46,000).
- International education or frequent relationship with foreign markets.
- A consumer that has the potential to buy an international luxury brand but is looking for something more special and exclusive. She looks for quality, stile, design, combining well known with unknown brand.



Our market channels

SHINE LIFE works on 2 different markets: B2B (business to business) and B2C (business to consumer).

B2B

Small dynamic resellers companies operating on Chinese market that look for special and different products at a competitive price. Even if Italian products, they want to buy them using an easy purchasing method - fit their culture and basic way to work.

B2C

Shine Life has a shop on line on wechat, where we do story telling of the products and we sell directly to the public.





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Contacts



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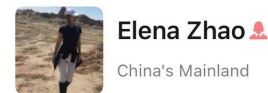
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Thank you!