

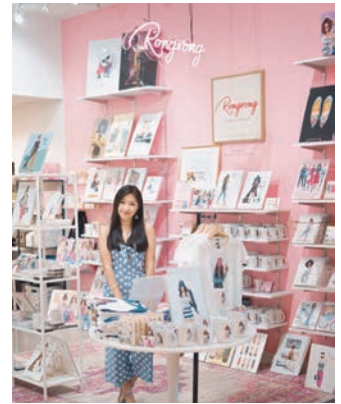
Rongrong

**chic fashion  
art for  
everyday life**



the future is female

# Behind the Brand



**F**ashion artist Rongrong DeVoe is a Chinese native. She moved to the US in 2009 to pursue her dream career as an artist. She has been drawing as long as she has been talking! This childlike imagination continues today as she seamlessly weaves storytelling into all her work. Her art process involves a variety of tools including watercolors, markers & acrylic. This Fashion Institute of Technology alumni and former fashion designer has worked with top fashion/beauty brands and has been featured in world renowned publications such as Vogue & InStyle.

## Engaged Community

200k social media and email subscribers

## Demographic

Female, Millennial and Gen Z

## Press

Vogue  
InStyle  
Forbes  
The Every Girl  
BuzzFeed  
WhoWhatWear

## Collaborations

Louis Vuitton  
Nordstrom  
Me & My Big Ideas  
Ulta Beauty  
Target  
Macy's



# Brand Vision



Rongrong is about empowering women of all colors, sizes and shapes to celebrate life in a fashionable, chic way.

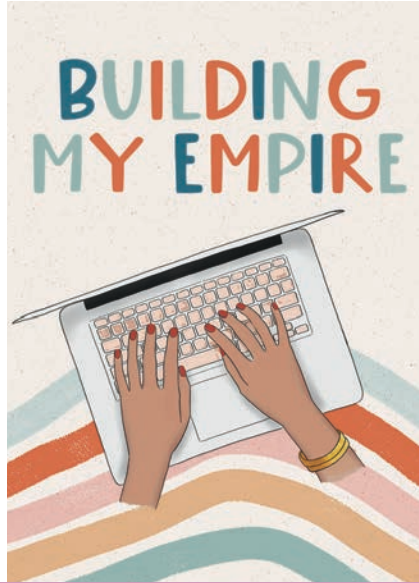
The illustrated ladies are fun, confident, caring and love wearing colorful, trendy outfits while conquering the world but this realm is not just for fashionable ladies!

Her world would not be complete without fun and colorful patterns, sweets and coffee, cute animals and beautiful nature. These are essential for the fun and colorful world we all want to live in!

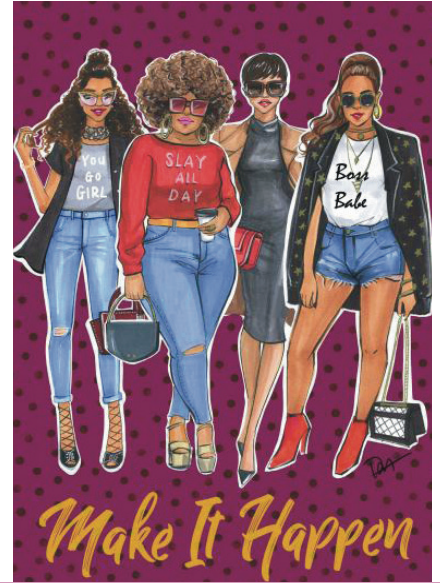




FASHION



EMPOWERMENT



DIVERSITY



HOLIDAY



FRIENDSHIP



MOTHERHOOD

# FEATURED IN



LOVE

Rongrong's Fashion Illustration has been featured in Vogue, In-Style, and Buzz Feed. She was named one of the top fashion illustrators to follow on Instagram. Her clients include Chanel, Dior, Neiman Marcus, Target, and Maybelline New York. She provides live sketching services for events, parties, and runway shows including New York Fashion Week.



 **dokitoky15**  
Active now

Replied to your story



I work for marshalls and let me tell you all of customers love your art work.....!!!!!!! Congratulations 🍷

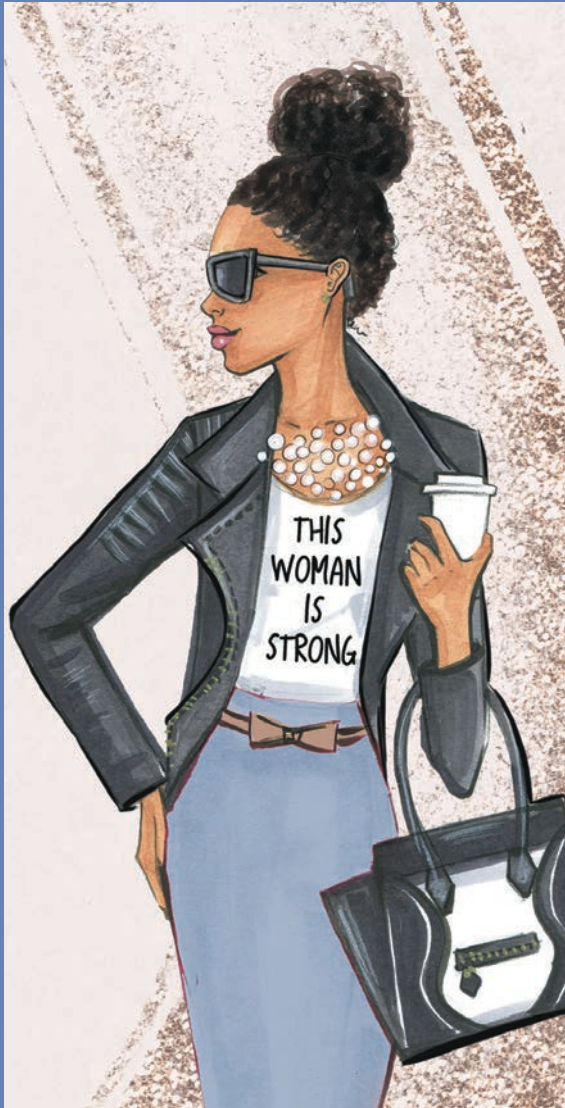


Wow!! Thank you so much!



## CUSTOMER ENGAGEMENT

Customers, fans, and buyers rave about Rongrong merchandise and their purchases on social media. Many seek out and collect her pieces!



# PRIMARY TARGET CONSUMERS

Age: 24-54

Gender: Female

Personal Traits: Fun, Playful, Independent, Fashionable, Trendy, Stylish, Open-minded, Positive, Loves colors, Travel and nature

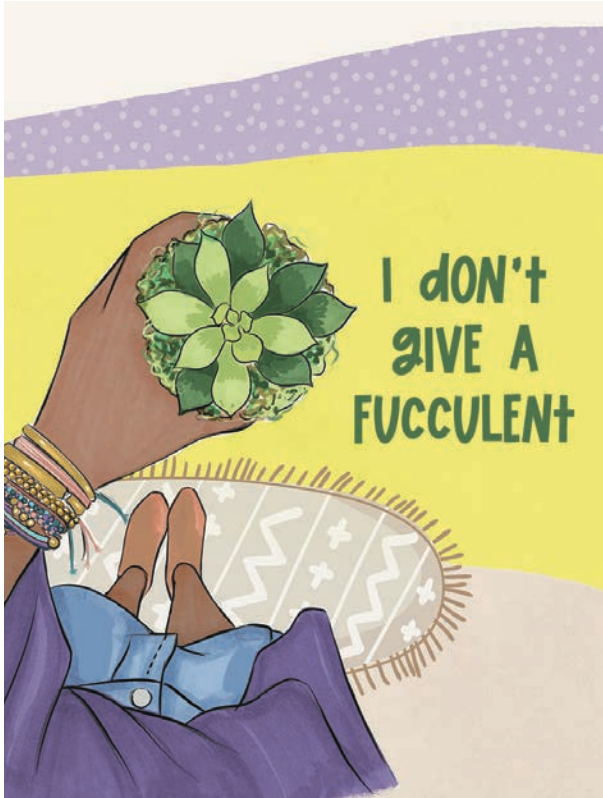
Lifestyle: These ladies love their life, career, family and friends. They are successful business women, busy mompreneurs, girl bosses, socialites and many more.

You can find them brunching with their girlfriends, attending charity galas, traveling for business or laying poolside in Miami.

Of course all these activities will be accompanied by a cup of coffee or a glass of Champagne!









## PARTNERSHIPS

Rongrong has successfully partnered with leading companies around the world, including:

Hallmark

Conair Hair

The Happy Planner

Fit+Fresh

Certified International

Sino Gift

JoAnn

Sally Beauty

Macy's

Enchante

# Why License with Rongrong



## ENGAGED COMMUNITY

Rongrong engages with her 200K fans on a daily basis. She utilizes her platform to generate buzz for new product releases, in-store events and exciting collaborations.



## TASTEMAKER

Rongrong stays at the forefront of the trend. She weaves tropical subjects, and other trending elements into her art seamlessly.



## AUDIENCE

Rongrong's art style appeals to women who love chic and fun designs to incorporate into their daily life.

# Rongrong + The Happy Planner



- Empowering and inspiring collection of dated goods, stickers, and accessories.
- Over 100 product SKUs.
- Products are sold in-store and online such as JoAnn, Hobby Lobby, Michael's
- Much of the collection sold out within a week of launch.
- Tremendous social media buzz.
- Build a cult following in the arts & crafts community.



# Rongrong + JoAnn



Rongrong and JoAnn launched an exclusive fabric collection featuring 8 SKUs of Rongrong's popular designs. Available both in-store and online.

# Rongrong + Prima



- Fashionable collection of ceramic drinkware.
- Sold in 800+ TJMaxx and Homegoods stores in the US and Canada.
- Collection generates significant Instagram buzz and sells out within a few days on shelves.

# Rongrong + Conair

— INTRODUCING —

## FRIZZ DEFENSE®

Less Frizz. Less Damage.  
Just Beautiful Hair.

**1875 watt dryer**  
\$69.99 Model 800

**1 1/2 in. hot air brush**  
\$69.99 Model BC850

**1 1/4 in. curling iron**  
\$59.99 Model CD851

**1 in. flat iron**  
\$69.99 Model CS850

**new+ exclusive**

\*When compared to other Conair styling tools without tourmaline or titanium finishes.

# CONAIR

# ULTA BEAUTY

- Special collaboration with Conair on a collection called "FRIZZ DEFENSE"
- Rongrong designed packages for 4 of their hairstyling tools.
- Exclusively sold at ULTA Beauty nationwide starting July 2019.



# Rongrong + Enchanté



A collection of cosmetic accessories and candles debut in August 2022 at 1600 Ross stores nationwide.

# Rongrong + Sally Beauty



Rongrong Certified  
International

# LET'S COLLABORATE!

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