



# YUNSAM

Deduct the unique world of fashion with exquisite craft

**Create the most outstanding operating company in the women's clothing**



"Shaanxi Yunsam Clothing co., LTD., founded in 1994, is a brand operator which focuses on the high-end and semi-high-end fashion women's clothing and accessories products.

Yunsam Clothing' s marketing channel whose main center is Xi' an focuses on the nortehwest of China, steadily radiating throughout the country. Company has more than 50 independent stores, covering the large and medium-sized cities in Shaanxi, Gansu, Qinghai, Shanxi, Henan, Hunan, etc. In the meanwhile, we have established a good win-win cooperation relationship with the local market and the shopping malls.

Yunsam is the perfect synonym of the fashion trends, with Boutique including the clothing, jewelry, shoes, bags, glasses, and more representative classic life style categories. Its operating international and domestic well-known brands consist of MAXRIENY, VIOLONWEAR, NOFEER, SIERLI, SEVABLM, SBO, Stylebutler, Who 's Who, ATOS, ANNA RACHELE, ANNA RITA N, ILOVE Mi, WEIRAN, TENFUN, etc. Different product combinations of various brands can meet the personal requirements of characters with high taste of fashions from different sides.

Yunsam upholds the business philosophy of "people-oriented, business-publicized" and has cultivated a passionate and creative professional marketing team which is made up of about 300 nuclear employees over the past twenty years. Our main business departments include Joint Brand Marketing Division, Buying Brand Marketing Division, Buyer Brand Marketing Division, Outlets Marketing Division, Network Marketing Division, etc. We aims to forge the leading position of the clothing fashion in the northwest with the combination of the outstanding teams.

Yunsam lays more emphasis on shouldering the corporation' s social responsibilities and constantly engages in a variety of charities. Yunsam, with the leading products, convenient channel and grateful attitude, constantly strives for the one after another brilliant in the fashion industry . "

# About us

Founder of the fashion life

## Business Orientation

The most outstanding brand operator in China

## Brand Management

National brandname :

MAXRIENY VIOLONWEAR NOFEER

SBO SIERLI SEVABLM ILOVE米

未然 TENFUN Violon.味+

Violon/ Popcorn Violon/lemon.slice

International Brandname :

Style butler

ANNA RACHELE

ANNA RITA N ATOS

WHO' S WHO

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## The brandname ever endorsed by our company

GIRDEAR   DUNNU   GUETES   ELLASSAY   NAERSI   YINER

CAGLIARI EXCHANGE   JESSIE   KAKO   pozo   S.N.bouquet

Bernini   KISTINA   KAVON   K.S   JIMANNO

# About us

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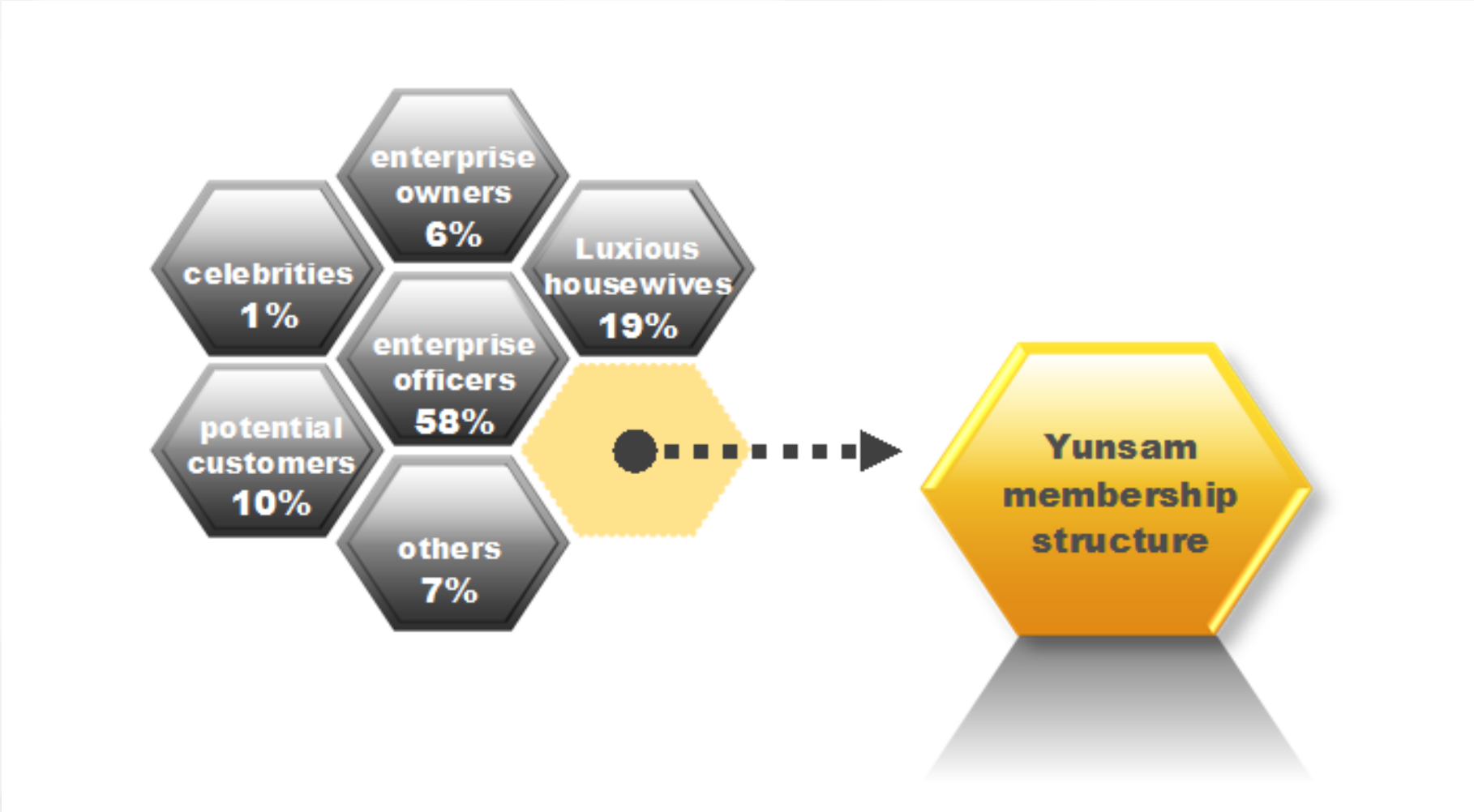
## Brand Awareness

Yunsam is mainly based in the northwest of China and has basically covered most of the cities in Shaanxi Province. In the meanwhile, it has established the distribution channel in the capital cities of the northwest provinces, such as Gansu, Qinghai, Ningxia and so on.

The 80% of the women living in the capital cities, over the age of 20, have been able to form the cognition of Yunsam. The women consuming over 5000 RMB on clothing have reached the

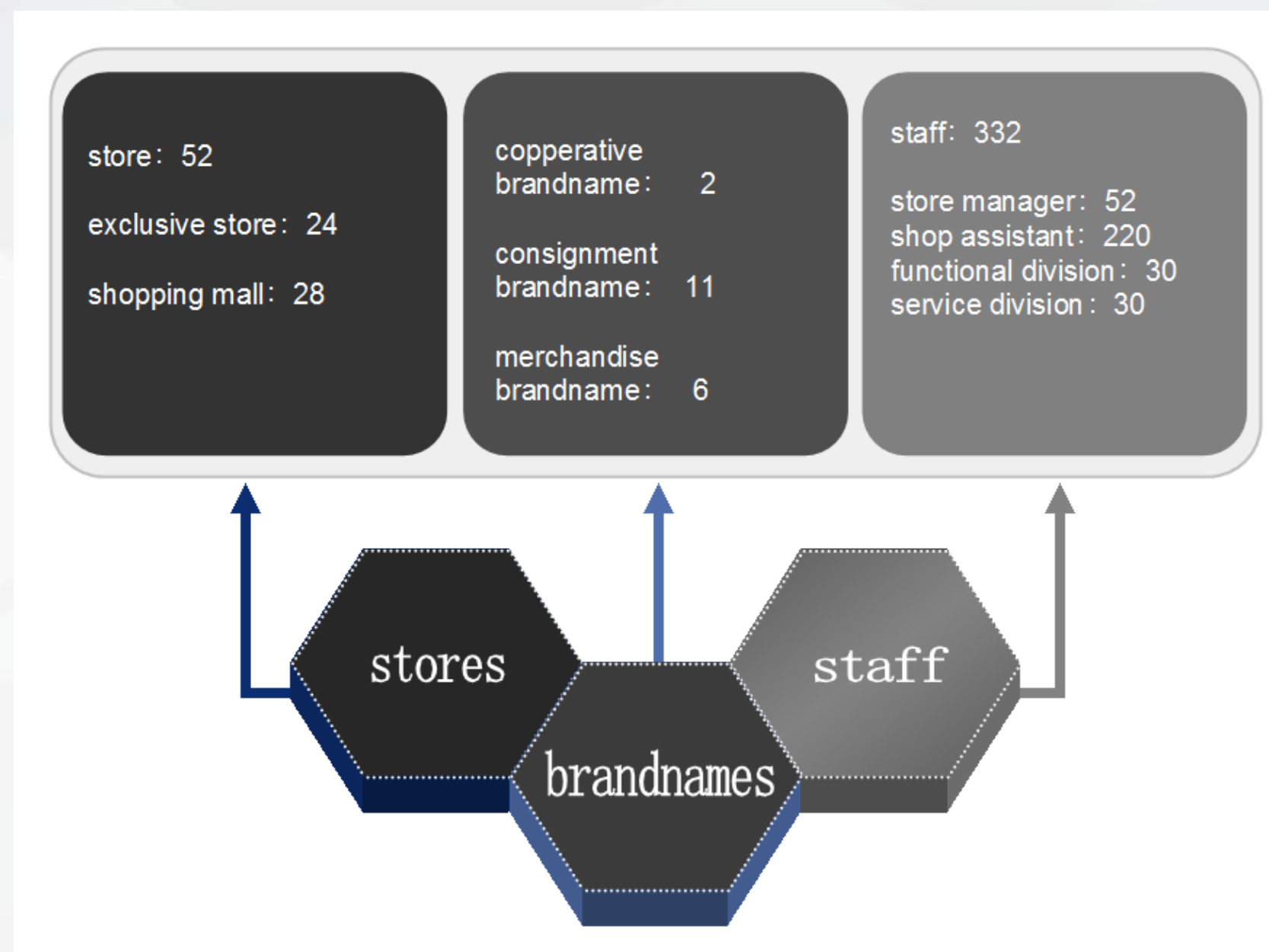
brand awareness of Yunsam in the regional cities to 80% extent.

Yunsam adopts the business model with the combination of the comprehensive brand shop and single brand shop, focusing on the advantages of the variety formats, like the exclusive shops, department stores and shopping malls. Therefore, Yunsam has more available brand names, more elegant and comfortable environment and the VIP exclusive services to meet the customers' requirements.



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**Creat the fashion**

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## Store display

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### R y n s a

Combine the essence of the European and  
American fashion brand

Promote the unique products and new business  
model

Create the fashionable relaxing shopping  
experience



### R y n s a W.D.

Select different brand fashion, accessories,  
jewelry, leather bags, and shoes, etc. for you  
carefully;

More fit the unique fashion mind  
reflect your exclusive fashion



### R y n s a . K

Line is optional but pay attention to simplicity

Combine the beautiful modeling of the classical  
and the neoclassical function

Adopt the American pastoral decoration style

Emphasize the clean and comfortable style  
cumbersome and luxury



### Brand image store

Manifest the brand and the service advantages

Reflect our unique

Show the personality and unique by the different  
brand styles

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**R y n s a**

Yunsam international store, Floor 1, Jindi square, Yanta District, Xi' an

Yunsam international store, Floor 1, Saige international shopping mall, Xiao zhai, Xi' an

Yunsam international store, Floor 1, Wanda square, North Daming Palace, Xi' an

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Yunsam culture salon, Maple new city, Tuanjie road, Xi' an

Yunsam brand comprehensive store, Lihua building, No. 2  
Gaoxin road, Xi' an

Yunsam brand comprehensive store, Taoyuan Road, Xi' an

Yunsam brand comprehensive store, Floor 5, Shijijinhua  
shopping mall , No. 3 Renmin Road, Xianyang

Yunsam brand comprehensive store, North street, Xining

Yunsam brand comprehensive store, Floor 4, Guomao  
shoping mall, Linwei District, Weinan

Yunsam brand comprehensive store, Floor 2, Ankang Era, No.  
61 Xinganzhong Road, Ankang

Yunsam brand comprehensive store, Floor 4, Yanan  
department store, No. 2 Daqiao Street, Yanan



**R y n s a W . D .**

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## Rynsa.K

Yunsam Rynsa.K, B2, Saige international  
Shopping mall, Xiaozhai, Xi' an

Yunsam Rynsa.K, Floor 1, Wanda square,  
North Daming Palace, Xi' an

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### MAXRIENY

MAXRIENY, Floor 3, Saige international Shopping mall, Xiaozhai, Xi' an

MAXRIENY, Floor 3, Jinying internationall shopping mall, Gaoxin District West, Xi' an

MAXRIENY Exclusive store, No. 35, Taoyuan South Road, Xi' an

MAXRIENY, Floor 3, Baisheng Department store, No. 101, West street, Xi' an

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## SIERLI

SIERLI, East area, Kaiyuan Department store, Zhonglou, Xi' an

SIERLI, Floor 5, Shijijinhua shopping mall, No. 3 Remin Road, Xianyang

Yunsam Exclusive store, Taoyuan Road, Xi' an

SIERLI, Floor 4, Guomao Department store, Linwei District, Weinan

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"A diamond ring needs the filleting and a pair of dexterous hand to let a small stone send out vigorous lights, which is the craftsmanship."

"A good guitar needs the musicians to debug continuously, using the most keen ear to find the most beautiful notes in the process of continuous running-in, which is the craftsmanship."

"A set of suitable dress for you, from your personal taste, saturates your interpretation of the fashion to let you experience the professional personality dress collocation, which is the craftsmanship of the Yunsam. "



## Training system

Possessing a professional instructor training team with more than ten years' experience.

Focusing on training and internal communication and combining the practicing with the outdoors camping.

According to the nature of the store and different characteristics, conducting the targeted training to the target management



## Extended camping training

The company has organized the hiking since 2004.

So far, a total of five rounds , 28 batches, more than 1200 people have participated in the activity.

The hiking aims to make our staff approach the nature, relax themselves and cultivate the spirit of mutual help, positive dedication.



## Charity • Release

Yunsam people treat our everyday life with the spirit of "positive, optimistic, prudent"

In July 2004, our chairman Mr Wang Juncheng donated to build a primary school in Yangjiahe village, changwu, shaanxi province in his own name.

Company employees are active in passing the love in different periods, different regions in various ways.



## Embrace the fashion

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## Contact us

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[www.yunsam.com.cn](http://www.yunsam.com.cn)



[yunshang1994](#)

