



PORTFOLIO

公司简介

SocialCloud

LET THEM TALK ABOUT YOU

[WWW.SOCIALCLOUDCHINA.COM](http://WWW.SOCIALCLOUDCHINA.COM)



# THE COMPANY

## About Us

SOCIAL CLOUD is a fresh marketing and Public Relation firm in China, USA, Italy and Korea that provides pr and marketing support for businesses of all sizes a cross fashion, food and beverage and entertainment area in China, UK, Italy, Korea and USA. Our team analyze, strategize, research, design, implement, support, write and carry a unique perceptive view to support your business. SOCIAL CLOUD takes care of an extensive range of customers from many businesses. Our clients are one-person enterprises, start-ups, small and mid-sized companies and established businesses. "Let them speak about you". Social Cloud's mission is to offer creative solutions to meet your marketing and communication needs. We are specialized in public relations, branding, marketing, paid media, trans-media, social content, graphic design. Social Cloud brings your unique vision to reality. Contact us today to improve your business.

## 关于

SOCIAL CLOUD 作为一个市场营销和公关公司，为各种行业不同规模的企业提供营销支持。我们的团队以独特的视角，分析数据，制定战略，调研市场，设计并实施计划，提供支持，撰写报道，最大程度地帮助拓宽您的业务。Social Cloud将把您独特的愿景转化为现实。我们专注于以下市场：中国，英国，意大利，韩国和美国。SOCIAL CLOUD 负责的客户范围广泛，其中包括专业服务公司，餐饮，时装，批发商，当然也包括零售商。我们的客户包括一人企业，初创企业，中小型公司以及老牌企业。“让他们讨论你”。SOCIAL CLOUD 旨在为满足您的市场与沟通需求，提供创新性的解决策略。我们致力于公关，品牌推广，市场营销，付费媒体，多媒体，社交内容，平面设计。SOCIAL CLOUD 将带给您一个审视事实的独特视角。现在就跟我们联系，我们将提升您的业务，最大化您的利润！

## Su di noi

Social Cloud è un'azienda di marketing e ufficio stampa con sede in Cina, USA, Italia e Corea che fornisce supporto marketing e comunicazione ad aziende di ogni dimensione nei settori moda, enogastronomia e spettacolo in Cina, Italia, Gran Bretagna e USA. Il nostro team analizza, ricerca, progetta, elabora strategie, implementa, e supporta il vostro business con una prospettiva unica nel proprio genere e "fuori dagli schemi". "Lasciate che parlino di voi" è il nostro motto. La nostra missione è quella di offrire soluzioni creative per soddisfare le vostre esigenze di marketing e comunicazione. Siamo specializzati in pubbliche relazioni, branding, marketing, pubblicità, trans-media, social media, grafica, eventi. Social Cloud fa diventare realtà la vostra "unique vision". Forniamo ai nostri clienti un servizio di alta qualità e studiamo soluzioni personalizzate in grado di soddisfare tutte le esigenze e desideri.



## WHAT WE DO 我们的作为

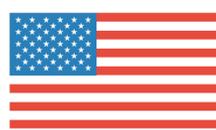
PR  
Social Media  
Branding  
Marketing  
Influencer marketing  
Events  
Cooperation

## OUR AUDIENCE 我们的受众

  
18- 45 years old

  
18- 45 years old

  
22- 50 years old

  
22- 45 years old

  
20- 45 years old

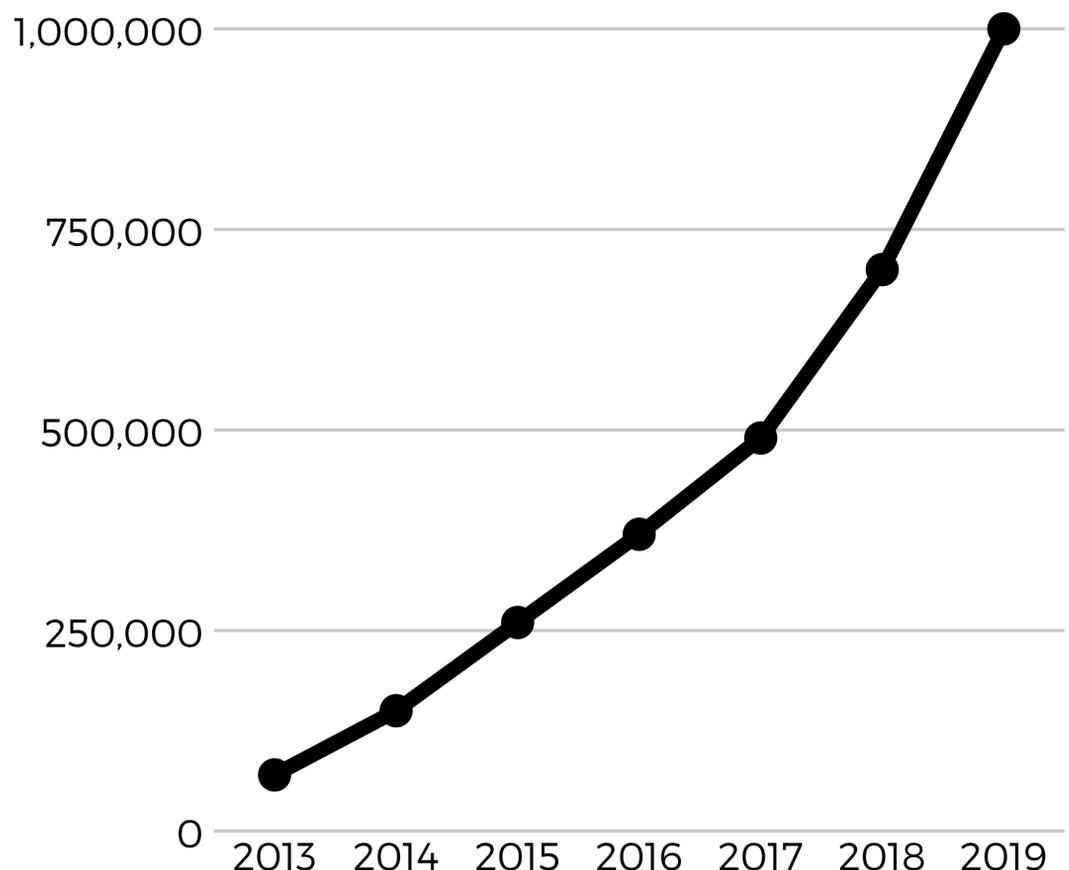


## OUR REACH 我们的范围

Customers show a variety of preferences when it comes to the methods of marketing which they will positively respond to. A wrong assumption might lead to a business adopting the wrong marketing strategy which will result in a loss of revenue, time and some potential customers. This is why we reach your potential customers in different ways, tailor-made for your brand and your target.

涉及需积极应对的营销方法时，顾客会表现出各种各样的偏好。错误的设想可能导致企业采用错误的营销策略，这将导致损失收入、时间和一些潜在客户。这就是为什么我们要以不同的方式接触潜在客户，根据客户的品牌和目标度身定做。

I clienti target mostrano una varietà di preferenze quando si tratta di metodologie di marketing a cui risponderanno positivamente. Un'ipotesi errata potrebbe indurre un'azienda ad adottare la strategia di marketing sbagliata, con conseguente perdita di entrate, tempo e alcuni potenziali clienti. Ecco perché raggiungiamo i tuoi potenziali clienti in diversi modi, su misura per il tuo brand e il tuo obiettivo.



**MEDIA MENTION AND INTERVIEWS**  
以下媒体和网站提及并推荐  
**MENZIONE SUI MEDIA E INTERVISTE**

<https://www.lasicilia.it/news/sicilians/35766/da-catania-a-shanghai-il-successo-di-ambra-si-chiama-social-cloud.html>  
<https://www.redat24.com/2016/11/16/social-cloud-china-sbarca-a-catania/>  
<http://www.beshopping.it/2016/06/smart/made-italy-sui-social-cinesi-lidea-successo-viene-dalla-sicilia>  
<https://gds.it/articoli/societa/2016/06/06/marchi-italiani-sui-social-orientali-successo-per-lidea-di-una-siciliana-45080463-fd89-4b38-92f8-803f8b8ee9a8/>  
<https://inchiestasicilia.com/2017/05/31/presenza-italiana-in-cina-trend-in-crescita/>  
[https://www.sohu.com/a/126593745\\_409256](https://www.sohu.com/a/126593745_409256)  
<http://www.globusmagazine.it/aprira-social-cloud-italia/#.XoMz3tMzYU0>  
<http://i2mag.com/social-cloud-china-expanding-italy-new-branch/>  
<https://www.press-release.it/2016/11/15/211600/>  
<https://www.comunicativamente.com/Comunicazione/56793/Apertura+social+cloud+in+italia.html>  
<https://www.italianoivunque.com/2020/06/imprenditrice-in-cina-dalla-sicilia-a-shanghai-il-business-social-di-ambra-schilliro/>  
<https://www.informazione.it/c/3BB08383-C504-4C54-8B4E-D9D93FF53C5D/APERTURA-SOCIAL-CLOUD-IN-ITALIA>  
<https://www.bebopradio.it/siciliana-crea-nuovo-social-marketing/>  
<https://cytick.com/coming-soon-the-second-branch-of-the-marketing-and-pr-company-social-cloud/>

**社交媒体网 - SOCIAL MEDIA**



socialcloud\_marketing



SocialCloudChina



SocialcloudCh



social-cloud-marketing



socialcloudpr  
socialclouditalia



socialcloudch



socialcloudch

**客户推荐 - CLIENT TESTIMONIALS**

“ Social Cloud为我们提供了出色的服务和支持。我们强烈推荐Social Cloud”- VascoIn

“很棒。快速、准确、有用。高质量和专业的工作。卓越的服务和能力。”泰安温泉(Thai-on Spa)和普吉岛酒店的市场经理Robbie Timme

“很高兴与Social Cloud合作，如果您需要市场营销和推广合作伙伴，我向您推荐Social Cloud。我为所提供的工作感到非常高兴，并期待下一个项目的进一步合作。”  
Raffaele Bonito, Julia Wedding的首席执行官

“出色的经验和超出预期的增值服务也很棒。我们需要广泛的受众群体，Social Cloud工作效率极高，在紧迫的截点前准时并高质量的提供了服务”。首席执行官Ammbr

We firmly believe that creating conversations is all about to make sure that it's your business that people are talking about. We are specialized in developing effective communications strategies that will build your brand portfolio and increase its awareness among the final public. Our team is able to provide copy writing and press releases as well as many other services should you ever need it. Our media relations and press office expertise ensure you a strong about across the key print and online media. We target the online and offline versions as well as social media channels of the following types of media to ensure the raise of awareness of your about:

- NATIONAL PRESS
- TRADE PRESS
- VERTICAL / SPECIALIZED PRESS
- LOCAL PRESS
- INTERNATIONAL PRESS

# 公共 关系

Ci impegniamo a sviluppare strategie efficaci di comunicazione in grado di costruire il tuo portafoglio e aumentare il brand awareness tra il pubblico finale. Il nostro team è in grado di creare comunicati stampa, occuparsi del copywriting, organizzare conferenze stampa e offrire esposizione mediatica. Le nostre relazioni con la stampa e le competenze giornalistiche vi assicurano una forte presa su tutta i media chiave. I nostri target sono online e offline, nonché social media appartenenti agli influencers e bloggers. Possiamo offrire copertura su:

- STAMPA NAZIONALE
- STAMPA SPECIALIZZATA
- VERTICALE
- STAMPA LOCALE
- STAMPA INTERNAZIONALE

# PR

## MEDIA RELATION UFFICIO STAMPA

我们坚持把你的事业打造成别人愿意讨论的话题 我们并承诺发展有效的传播策略来打造品牌形象，提高知名度。 我们团队擅长与公共关系并能提供文章和新闻稿撰写和其他一切你所需的服务。 我们提供客户社交媒体战略，内容创作，线上活动和媒体策略。我们的媒体关系和新闻办公室将保证你成为纸媒合数字媒体的新宠。我们目标锁定线上线下媒体和所有社交平台，通过媒体渠道来让更多人认识到你的品牌

- 国家新闻
- 商贸新闻
- 热点新闻

PEUTEREY  
PEUTEREY PRIVATE SALES EVENT  
Press release

The luxury casual wear Italian brand Peuterey is glad to announce an exclusive week of special sales where located in Peuterey Kerry Centre flagship store, from December 12<sup>th</sup> until 23<sup>rd</sup>, 10am- 8pm, all the guests will discover the beautiful FW14-15 women's and men's collection and they will enjoy a great shopping experience. Up to 80% discount on all products. Peuterey Flagship Store, Boutique No. 51-01B, Jing Kerry Centre, 1515 West Nanjing Road, Shanghai.

To celebrate the private sale event, Peuterey will hold a party in Bar Rouge, together with MVP Shanghai, on the 12<sup>th</sup> of December from 11pm.

Check the official Weibo and Facebook "Peuterey private sale event", Social Cloud (ID: Socialcloud) and MVP (ID: MVP\_Shanghai) official Wechat account, we are giving away 2 tickets per account (one invitation allow 2 guests) for the VIP private sale (not open to the public) on the 12<sup>th</sup> of December from 12pm. The 16 VIP guests will be welcomed with complimentary drink while they will have the possibilities to make shopping and choose among the whole Peuterey collection.

意大利奢侈休闲服装品牌PEUTEREY将荣幸地向您宣布我们独家发售的，位于PEUTEREY静安中心旗舰店的一周特卖会。自12月12日起至21日止，上午10点至晚上8点，所有到访客人都将欣赏到精美的2014-15秋冬系列。低至8折的超低价和更将为您提供前所未有的购物体验。PEUTEREY静安中心旗舰店，总编号51-01B，上海南京西路1515号。

为了庆祝此次独家特卖会，PEUTEREY将于12月11日晚11点起在Bar Rouge举行派对派对，当天将官方微博，以及Facebook "PEUTEREY PRIVATE SALE"，Social Cloud (ID: Socialcloud) 以及MVP 官方微博 (ID: MVP\_Shanghai)，每位用户有机会获得2张至VIP独家特卖活动的入场券 (每位入场券可允许2位客人)。VIP独家特卖活动时不对外公开，将会在12月11日中午12点举行，16位VIP客人将在挑选PEUTEREY全副服装系列之余，享受免费精美特饮。

About Peuterey  
Founded in 2002, Peuterey is the flagship brand of the Peuterey Group. Design, innovation, and quality are the hallmarks of a company which stands out for its elegant, yet relaxed style reinterpreted by contemporary "luxury casual wear" products. Driven by a philosophy which merges glamour, comfort and performance, the project underlying Peuterey gives shape to a global style which fits every look, season, and mood.

关于 PEUTEREY  
Peuterey成立于2002年，是Peuterey集团的旗舰品牌。Peuterey设计奢侈休闲风格，以优雅且带些休闲的混搭风格著称。驱动其品牌理念的是将奢华、舒适和性能相结合。Peuterey的设计理念塑造了全球风格，适应任何场合和季节，并创造出所有所需。每个精心设计的系列都体现了。

CONTACT: 联系我们:  
Social Cloud  
PR and Marketing firm  
info@socialcloudchina.com  
021- 61356580

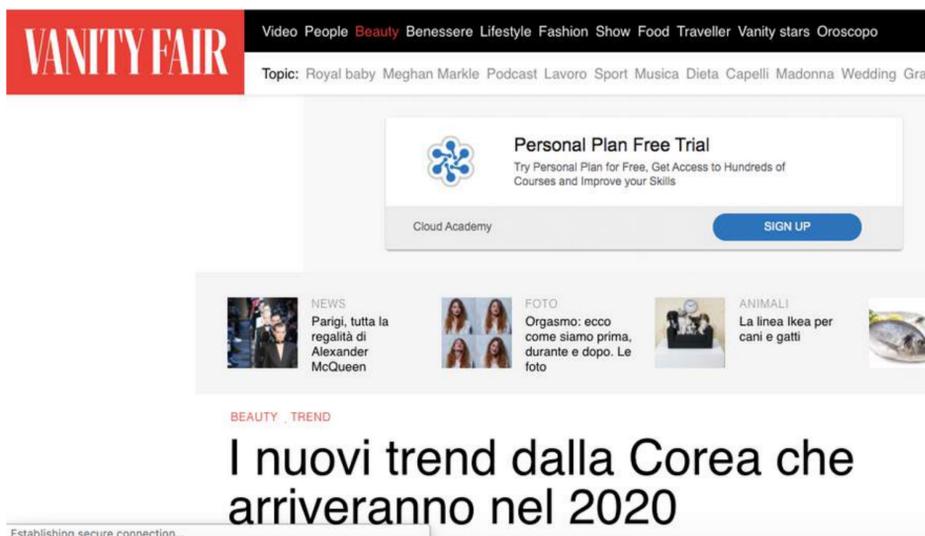


# PR UFFICIO STAMPA 公共关系

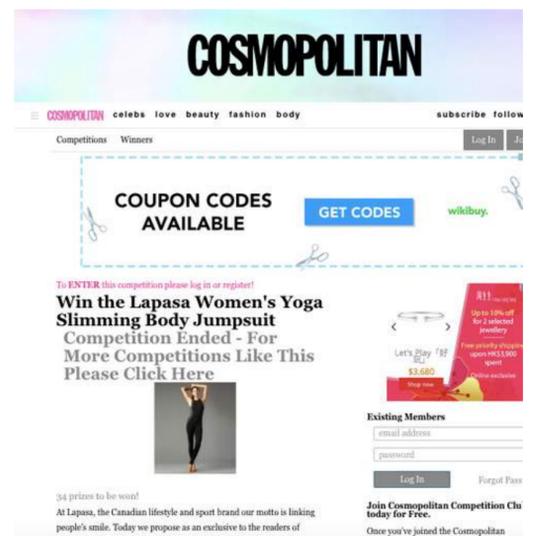
FASHION · FOOD · BEAUTY · FINANCE · LIFESTYLE · ENTERTAINMENT



VOGUE  
CHINA



VANITY FAIR  
ITALY



COSMOPOLITAN  
UK



CONCIERGE  
JAPAN



GRAZIA  
CHINA



CHICME  
USA



FORBES  
CHINA



ALL WOMEN'S TALK  
USA



CRONACHE DI GUSTO  
ITALY

联系我们获取媒体案例

CONTACT US FOR MORE PR SAMPLES IN SPECIFIC FIELDS  
AND FOR THE LINKS OF THE ARTICLES

# SOCIAL MEDIA



小红书



CONTACT US FOR SOCIAL MEDIA SAMPLES

联系我们获取社交媒体案例

Our aim is to get attention, engagement and action between your Company and its target audience on both a local and global scale and favor the readers to respond positively to your brand and communication strategy. We create a leverage social content strategy consisting in visual images and text to trigger emotional appeal among your target audience and continuously engage it. In order to do take we take advantage of analytics platforms to ensure you have the most relevant data possible to properly leverage your digital content marketing.

我们的目标是帮助公司或的尽可能多的关注,促进品牌与客户间的有效互动,使品牌在本土和国际平台上都能引人入胜。我们用有效手段使文案策划能在视觉上,文字内容上触发目标受众的情感诉求。我们用最有效的分析平台来评估品牌的相关数据,据此提供出最有效的数字营销方针。我们可以知道品牌方的那些文章和推广手段最能有效吸引受众,并以此时刻调整优化策略跟实施办法。

I contenuti sono un punto chiave per comunicare con il pubblico sui social media. Il nostro obiettivo è quello di creare attenzione, e portare i followers ad un'interazione tra la vostra azienda e il vostro target di riferimento sia su scala locale che globale e aiutare i lettori a rispondere positivamente al vostro brand. Creiamo una strategia di contenuto social influente che consiste in immagini visive e testi per innescare richiamo emotivo e costantemente attrarre nuovi followers. Per fare ciò ci avvaliamo di piattaforme di analisi per assicurarci di avere i dati più rilevanti possibili e preparare la giusta strategia.

# BRANDING



**“Sappiamo perfettamente che il posizionamento del vostro marchio riflette la vostra immagine”. Nelle nostre attività quotidiane di branding vi aiutiamo a sottolineare l'unicità del vostro marchio aiutandovi a raggiungere il vostro pubblico target. Vi assistiamo nel fare conoscere al pubblico il vostro messaggio chiave e il motivo per cui dovrebbero scegliere voi tra tutti i brand.**

“我们能清楚地为您的品牌进行定位使您的品牌能获得最好的形象”我们主要帮助客户品牌找到自己与众不同的特点,正确的定位,使受众能看到品牌的真正价值。我们帮助你提升品牌知名度,有效地传达品牌理念,让你能成功在同业中脱颖而出。



**“Sappiamo perfettamente che il posizionamento del vostro marchio riflette la vostra immagine”. Nelle nostre attività quotidiane di branding vi aiutiamo a sottolineare l'unicità del vostro marchio aiutandovi a raggiungere il vostro pubblico target. Vi assistiamo nel fare conoscere al pubblico il vostro messaggio chiave e il motivo per cui dovrebbero scegliere voi tra tutti i brand.**

## MARKETING

Social Cloud believes that the heart of any integrated marketing strategy is creating campaigns which really fit your needs...and your budget.

Our team is always looking for new ways to innovate and get results. We project and implement your marketing strategy from the beginning to the end: the whole process involves the creation of the big idea, its planning, research and finally its realization and evaluation. Marketing plans might include a full marketing audit with a view to influence the marketing and communications strategy.

## 市场

Social Cloud相信一个有效的、协调的市场策略的核心是打造一个关乎你需求并且经济上也能负担的策划。我们的团队总是在寻找创新途径并通过以下方法或的成效。我们从策划到实施从头到尾一手打造你的市场营销策略：整个过程包含了创新点子,计划,调研以及最终的分析 and 评估。市场营销计划会先宏观观察,了解有效的市场影响,再制定出营销和传播方针。

## MARKETING

Social Cloud ritiene che il cuore di qualsiasi strategia di marketing è la creazione di campagne che si adattino alle vostre esigenze ... e al vostro budget.

Il nostro team è sempre alla ricerca di nuovi modi innovativi per ottenere risultati. Progettiamo e realizziamo la vostra strategia di marketing dall'inizio alla fine: l'intero processo comporta la creazione dell'idea, la pianificazione, la ricerca e, infine, la sua realizzazione e valutazione. I marketing plans includono una verifica di marketing completa, al fine di influenzare la successiva strategia di marketing e comunicazione.

# 市场 MARKETING



## Cross marketing

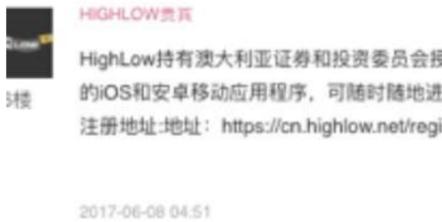
交叉营销



## Office promotion

写字楼推广

Promozione uffici



## Forum

论坛



## Newsletter

电子邮件简报

<http://ymlp.com/zkXIPQ>



## Deal/Review website

团购/优惠券/点评网

Siti coupon/recensioni



## Google advertising

Google 广告

Pubblicità Google

# INFLUENCERS

## INFLUENCER MARKETING

*A brand is no longer what we say to consumers, it is what consumers say to each other - Scott Cook*

品牌不再取决于我们告诉消费者什么，而是消费者告诉彼此什么。 - Scott Cook

*Un marchio non è più quello che noi diciamo ai consumatori: è ciò che i consumatori si dicono reciprocamente - Scott Cook*

## Who are the Influencers?



### KOLs

have developed expertise on a topic and have created relationships with their audience over an extended period.

### Daren

are very experienced and professional KOL. The term is born in 2019 and they are a group of influencers who have emerged with short videos, especially Douyin and Kuaishou.

### Wanghong

became famous because of an internet presence, but their opinions may not necessarily be trusted as experts in relation to the products being hawked. Most of the Wanghong are famous for their appearance.

**+20M**

SOCIAL  
IMPRESSION

**+15M**

SOCIAL  
ENGAGEMENT

**+5K**

INFLUENCERS  
DATABASE

### Celebrities

In recent years, Chinese celebrities have pressure to maintain a clean, positive image. Top Chinese celebrity brand endorsers assert influence across the niche public. Although their power of influence among general Chinese audiences is decreasing, their influence over one or more particular consumer segments is increasing.

## Two Jollys

### KOC

KOCs are first of all consumers who decide themselves which product they want to try and review. The size of their audience does not matter for this type of influencer. In most cases, they do not have a large audience. However, since their expertise is to give reviews, their voices are more credible and readers actually refer to their reviews.

# COOPERATION EXAMPLES

LIVE  
STREAMING



PRODUCTS  
TEST



VIDEOS  
PICTURES

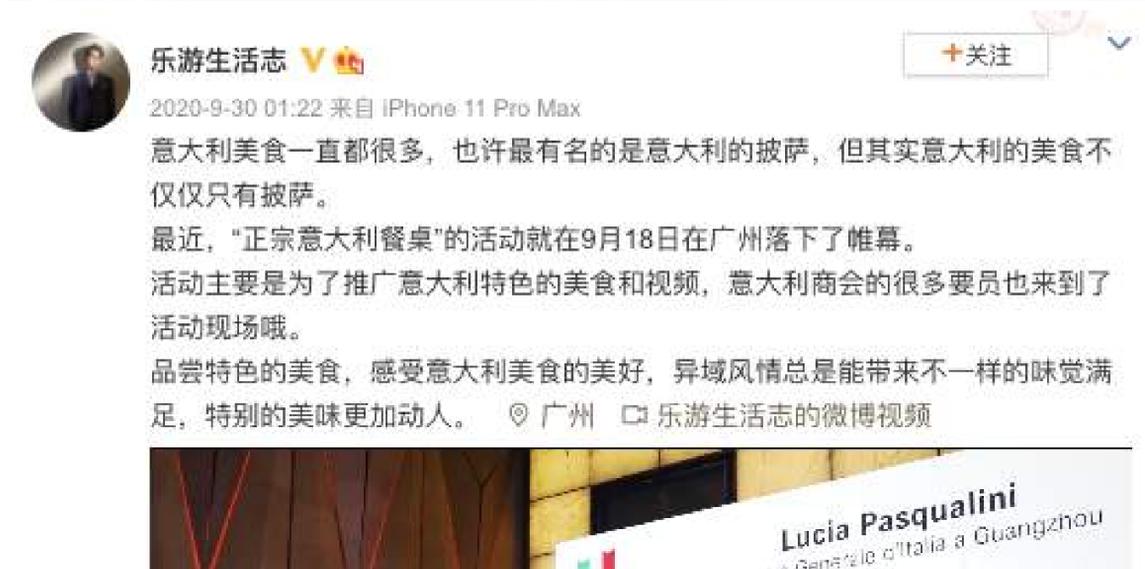


LIVE  
SALE

Taobao and Tmall included



PRODUCT  
LAUNCH



# EVENTS



## EVENTS

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## 活动

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## EVENTI

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Integrated with PR, our dedicated event management team will breathe life into an existing event or create a new one to attract new clientele, strength current partnerships and drive the news. We handle all details to ensure that our clients receive maximum results. Special events, launches, sponsorships, press conferences, private events.

结合公关和活动策划管理，我们团队将为您的活动带来活力，或者为您策划具有吸引力，增进团体合作的凝聚力并且轰动的活动。我们帮你处理任何细节问题，确保我们的客户获得最大化的结果。特殊活动、发布会、赞助活动、新闻发布会、私人派对，我们都可以一手操办。

Integrato con il nostro ufficio stampa, il nostro team di gestione degli eventi può far crescere un evento esistente o crearne uno nuovo per attirare nuova clientela, rafforzare le cooperazioni esistenti e spargere la notizia. Ci occupiamo di tutti i dettagli per garantire che i nostri clienti ricevano il massimo dei risultati. Eventi speciali, lanci, sponsorizzazioni, conferenze stampa, eventi privati. Special events, launches, sponsorships, press conferences, private events.

# EVENTS

活动

# EVENTI

FASHION · FOOD · BEAUTY · FINANCE · LIFESTYLE · ENTERTAINMENT



CONTACT US FOR MORE EVENTS SAMPLES ORGANIZED BY SOCIAL CLOUD



**COOPERATIONS**  
合作  
**COOPERAZIONI**



**COOPERATIONS**  
合作  
**COOPERAZIONI**

# Website design and development

Compelling and intuitive website design for China and beyond. Our team of Chinese and international web designers creates user-friendly websites that are interesting and informative for your visitors. Our development team implements the custom design into a secure, SEO-friendly site that follows industry-standard coding practices for websites in China and for global use.



With an optimized WordPress-based backend and custom-crafted frontend, your multilingual and/or Chinese website will provide a user-friendly experience for not only your target audience but also for those who manage its content.



With our partner Flow Asia

# SEO - SEM

The skill set to rank higher than your competition in China and internationally

Starting with in-depth online competition and keywords analysis, the team defines and implements performance-driven digital marketing strategies to increase your website's visibility and qualified search engine traffic that drives conversion. We work with you to create an SEO and SEM strategy for target Chinese markets with a focus on Baidu and key international locales.

## SERVICES

**WEBSITE ONSITE ANALYSIS**

**SEARCH ENGINE OPTIMIZATION FOR CHINA**

**SEARCH ENGINE ADVERTISING**

**KEYWORD RESEARCH & ON-PAGE STRATEGY IN ENGLISH AND CHINESE**



*With our partner Flow Asia*

# CLIENTS

客戶

CLIENTI



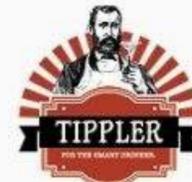
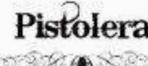
Camera di Commercio Italiana in Cina  
中国意大利商会  
China - Italy Chamber of Commerce



China Yiwu  
International Commodities Fair



Seed Academy



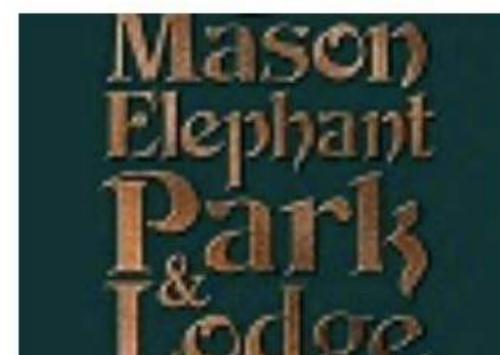
# CLIENTS

客戶

CLIENTI



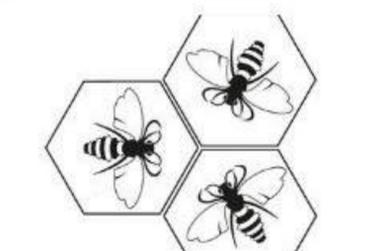
THE TASTE OF AUSTRALIA



# CLIENTS

客戶

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# CLIENTS

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10 Corso Como

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Meseta

Montrose Fine Wine

Move Shanghai

MS Paris

MVP

Peau de Fée Hair Care

OnTheList Flash sale

Shanghai Dolls

Technogym

The Fellas

Uber



# OTHER PROJECTS

## 其他案例

# ALTRI PROGETTI

20TH OF NOVEMBER FROM 6PM



15\$ entrance fee

## THE NEW MADE IN CHINA: INFLUENCERS AND MEDIA

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24TH OF OCTOBER

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THE BUSINESS THAT'S FASHION BRANDING

6-8PM  
WEWORK - 2ND FLOOR, 125 WEST 25TH STREET NEW YORK

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present



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An opportunity to mingle with people interested in finding out more about the current fashion lifestyle and business playbook in China and the U.S. Live it, learn it, love it.

3RD OF OCTOBER FROM 6PM  
WEWORK - 2ND FLOOR, 125 WEST 25TH STREET  
NEW YORK

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# THE NEW MADE IN CHINA

Exclusive Chinese event in USA. We provide the best quality driven experiences in fashion, accessories, music, the visual arts and expert insights into the world of Chinese fashion, marketing and branding. Our mission is to curate and forge modern immersive experiences where East meets West.

Evento sulla Cina esclusivo esclusivo negli Stati Uniti. Moda, enogastronomia, turismo, musica, arti visive, influencers, marketing e approfondimenti vari grazie ad esperti del mondo cinese. La nostra missione è quella di curare e forgiare esperienze immersive moderne in cui l'Oriente incontra l'Occidente.

## 新中国制造

在美创造各类独家活动，我们在时尚、饰品、音乐、视觉艺术以及对对中国时尚、营销和品牌的专业见解方面为您提供最优质的服务体验。我们的使命是在东方与西方交汇的地方，为客户量身策划和打造现代体验。



<https://www.china-fashiongroup.com/>

# China fashion group

The only platform in China for fashion professionals to share their ideas, resources and experiences with each other.

中国唯一一家供时尚界专业人士互相交流想法、资源和经验的平台。

L'unica piattaforma in Cina per i professionisti del fashion per condividere idee, risorse, esperienze.

# OTHER PROJECTS 其他案例

## ALTRI PROGETTI

A murder mystery party is a role-playing dinner where attendees dress up to match a theme or assigned characters, and then work together to solve a fictitious murder which occurs during the party.

谋杀之谜晚宴是一个主题晚宴，参加通过着装与当晚主题或所饰演人物相符的服饰，在既定剧情中大家一起试着解开一场虚构的谋杀谜案。在聚会上，所有人都必须指证凶手，理清谋杀流程和谋杀动机。

La cena con il delitto è un gioco di ruolo in cui i partecipanti lavorano insieme per risolvere "l'omicidio" che si verifica durante l'evento. Gli ospiti si vestono per essere in tema con il personaggio che gli è stato assegnato.

<https://www.murdermysteryclub.cn/>





**THANK YOU**



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