

ROARINGWILD®

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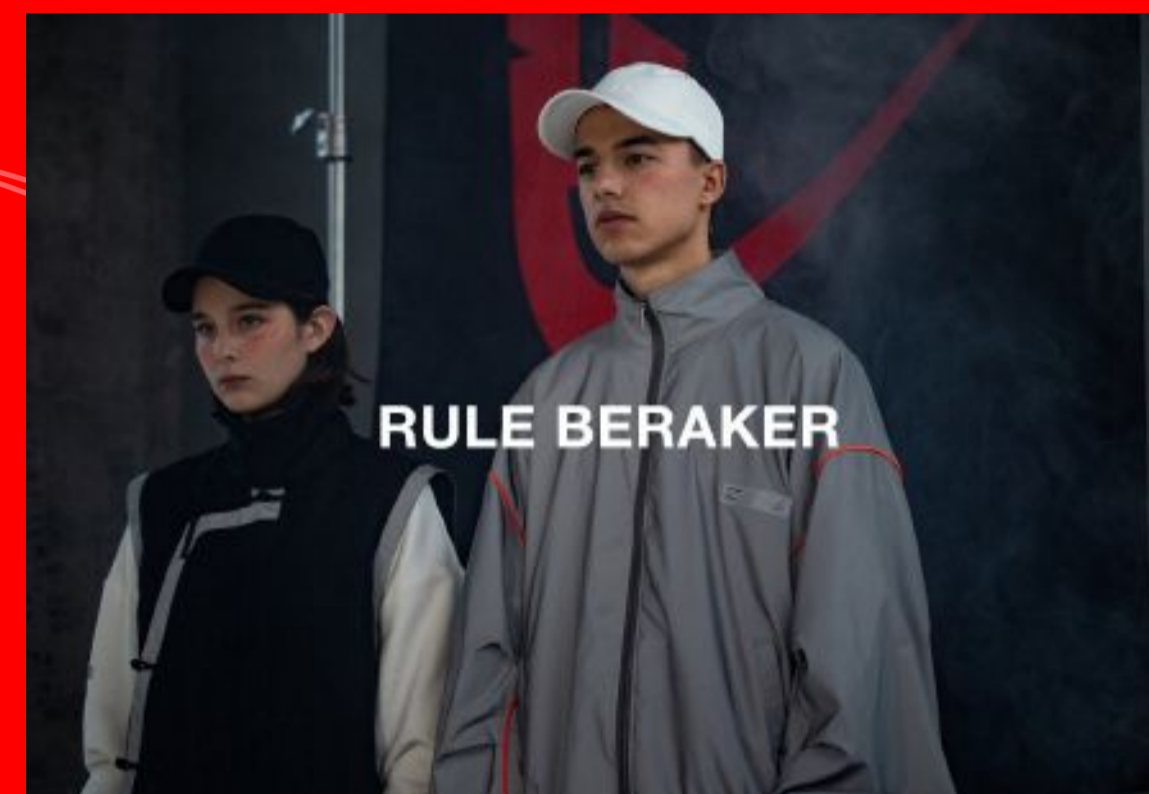
ROARINGWILD 成立于2010年，注重细节的深度构思，以可塑性极强的设计手法打造丰富的产品体系，对产品进行多维度的表达，是一个以 URBAN STREET 风格为主的街头服饰品牌。同时也是一个关注生活、艺术、音乐等领域，致力于创造与传播本土青年文化的平台。品牌更像是先行者，秉持着街头文化的生活理念，通过“ROAR”咆哮的态度鼓励青年人表达自我。用辩证的视角看待社会议题，将服装作为载体进行表达传述，创造属于新世代的生活态度。

Established in 2010, ROARINGWILD focuses on the in-depth conception of details, creates a great product system with flexible design and expresses products in multiple dimensions. It is a street-wear brand based on URBAN STREET style. At the same time, it is also a platform dedicated to the creation and dissemination of local youth culture in the fields of life, art and music. The brand is more like a forerunner, adhering to the life philosophy of street culture, and encouraging young people to express their own opinions through the attitude of 'ROAR'. We consider the social issues from dialectical perspectives. The clothing is regarded as a carrier to create the life attitude belonging to the new generation.



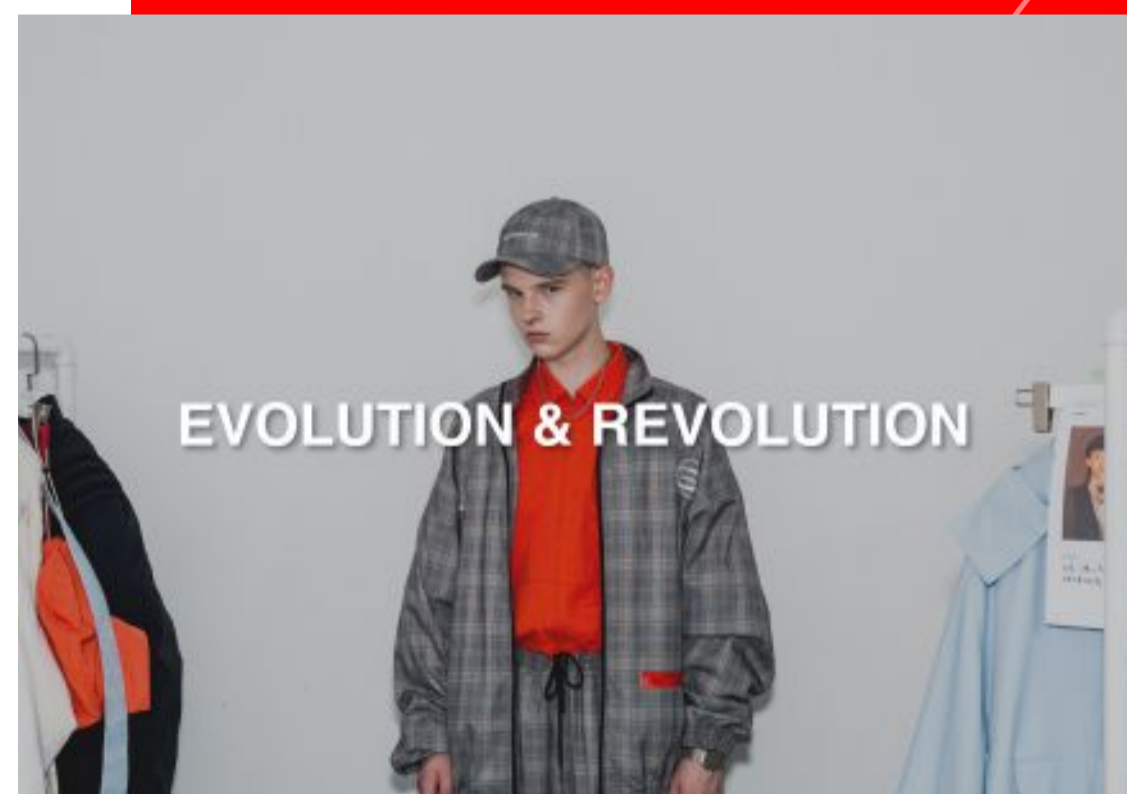
URBAN HOTBOX

2019AUTUMN/WINTER URBAN HOTBOX



RULE BREAKER

2019SPRING/SUMMER RULE BREAKER



EVOLUTION & REVOLUTION

2018AUTUMN/WINTER EVOLUTION & REVOLUTION

MARKOVIC WITH CHINESE CHARACTERISTICS
IN THE NEW CENTURY2018SPRING/SUMMER MARKOVIC WITH CHINESE
CHARACTERISTICS IN THE NEW CENTURY

季度概念 SEASONAL CONCEPT

不仅仅是服装产品，更重要的是通过产品去传达一种表达自我的理念。灵感来源于生活，每一个季度概念都承载着关于自我，关于我们所生活环境以及社会形态的思考。

It is not only about how to make products, but more importantly to express ourselves via products. Our seasonal concepts talk about the self-reflection & the thinking of our living environment and the discussion of social ideologies.

AW2019 LOOKBOOK



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SS2019 LOOKBOOK



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AW2019 PRODUCTS INFO



ROARINGWILD®

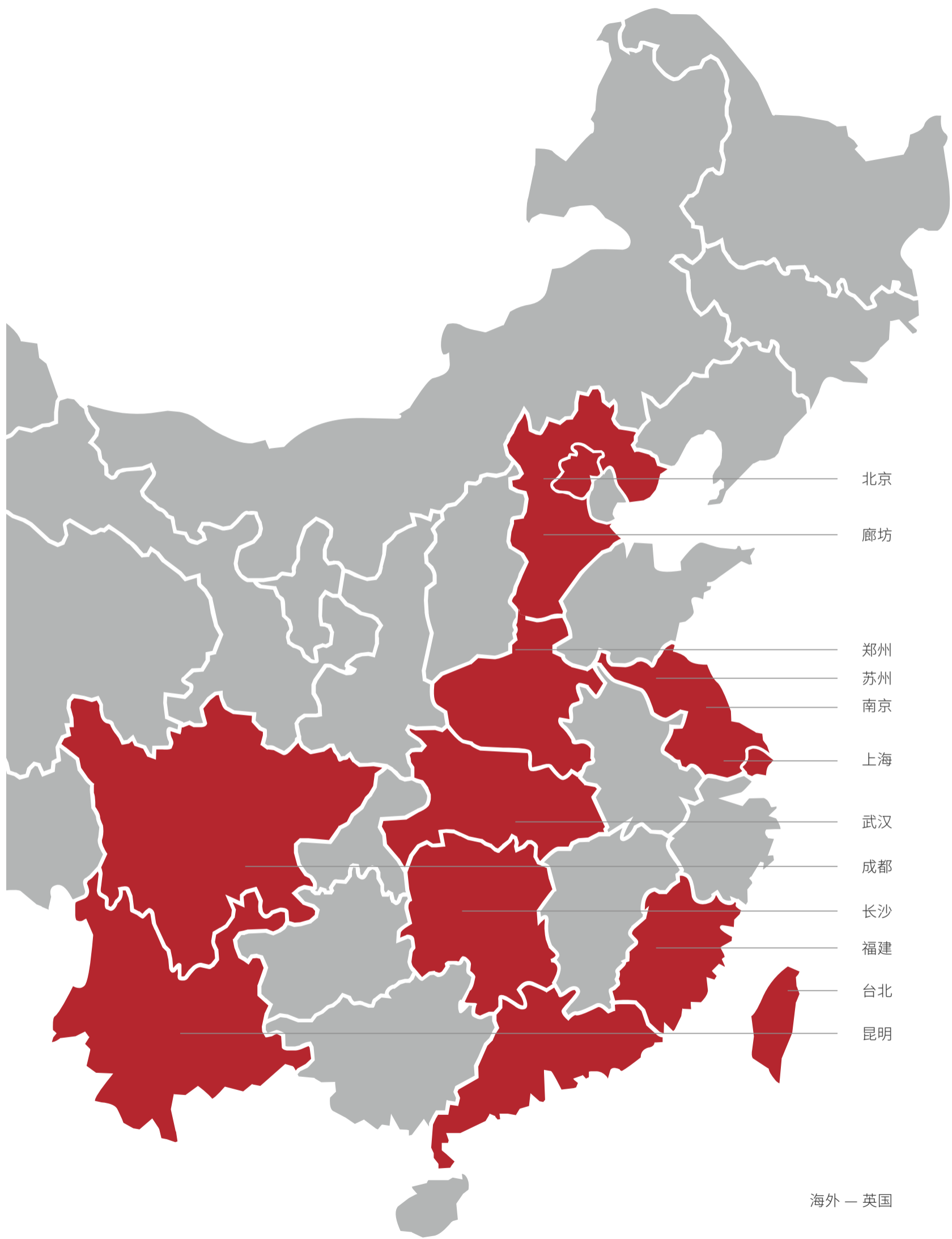
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SS2019 PRODUCTS INFO



ROARINGWILD®

ROARINGWILD®



合作伙伴 PARTNERS

ROARINGWILD® DEALERS

线下全国十余家潮流集合店铺经销代理

YOHO!

有货线上商城
www.yohobuy.com



毒APP
www.poizon.com



NEW PROJECT CENTER
www.newprojectcenter.com

官方渠道 OFFICIAL

ROARINGWILD 新天地旗舰店 INFINITUS STORE / SHANGHAI

上海市黄浦区湖滨路168号无限极荟广场
Infinitus, No.168, Hubin Road, Huangpu District, Shanghai, China

ROARINGWILD 国贸汇体验店 ITC STORE / SHANGHAI

上海市华山路1901号国贸汇 ONE ITC
LG2-206&207, ONE ITC, 1901 Huashan Road, Shanghai, China

ROARINGWILD 深业上城旗舰店 UPPERHILLS FLAGSHIP STORE / SHENZHEN

深圳市福田区深业上城小镇 L3 层 T3068 铺
T3068, Level 3, Town, UpperHills, Futian District, Shenzhen, China

ROARINGWILD 壹方城体验店 UNIWALK STORE / SHENZHEN

深圳市宝安区宝安中心区新湖路99号壹方城店1楼L1-069
L1-069, Uniwalk, No.99, Xinhu Road, Bao'an District, ShenZhen, China

ROARINGWILD® WEBSTORE

品牌官方商城
roaringwild.net

ROARINGWILD® TAobao

品牌官方淘宝商城
szrw.taobao.com

ROARINGWILD® Tmall

品牌官方天猫商城
roaringwild.tmall.com

ROARINGWILD®

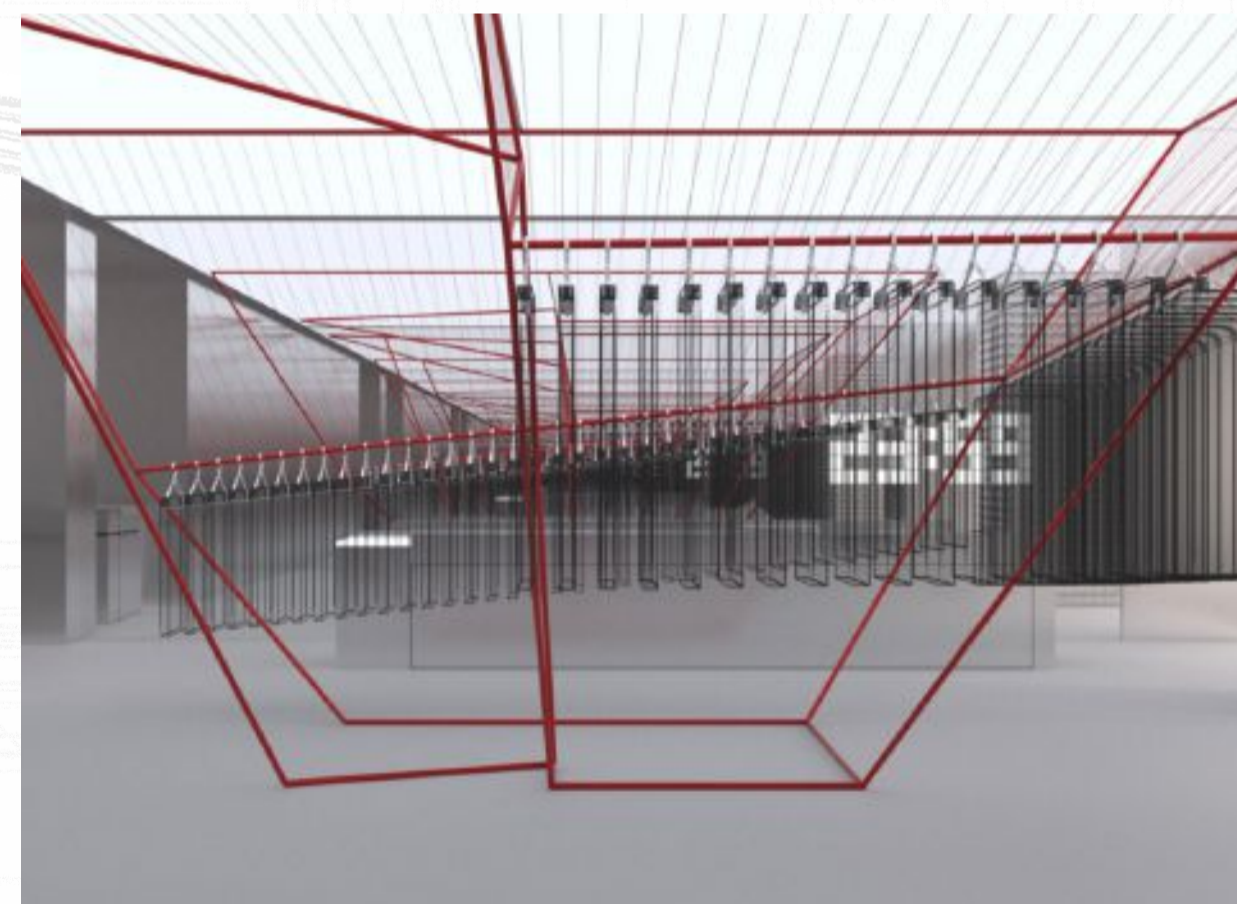
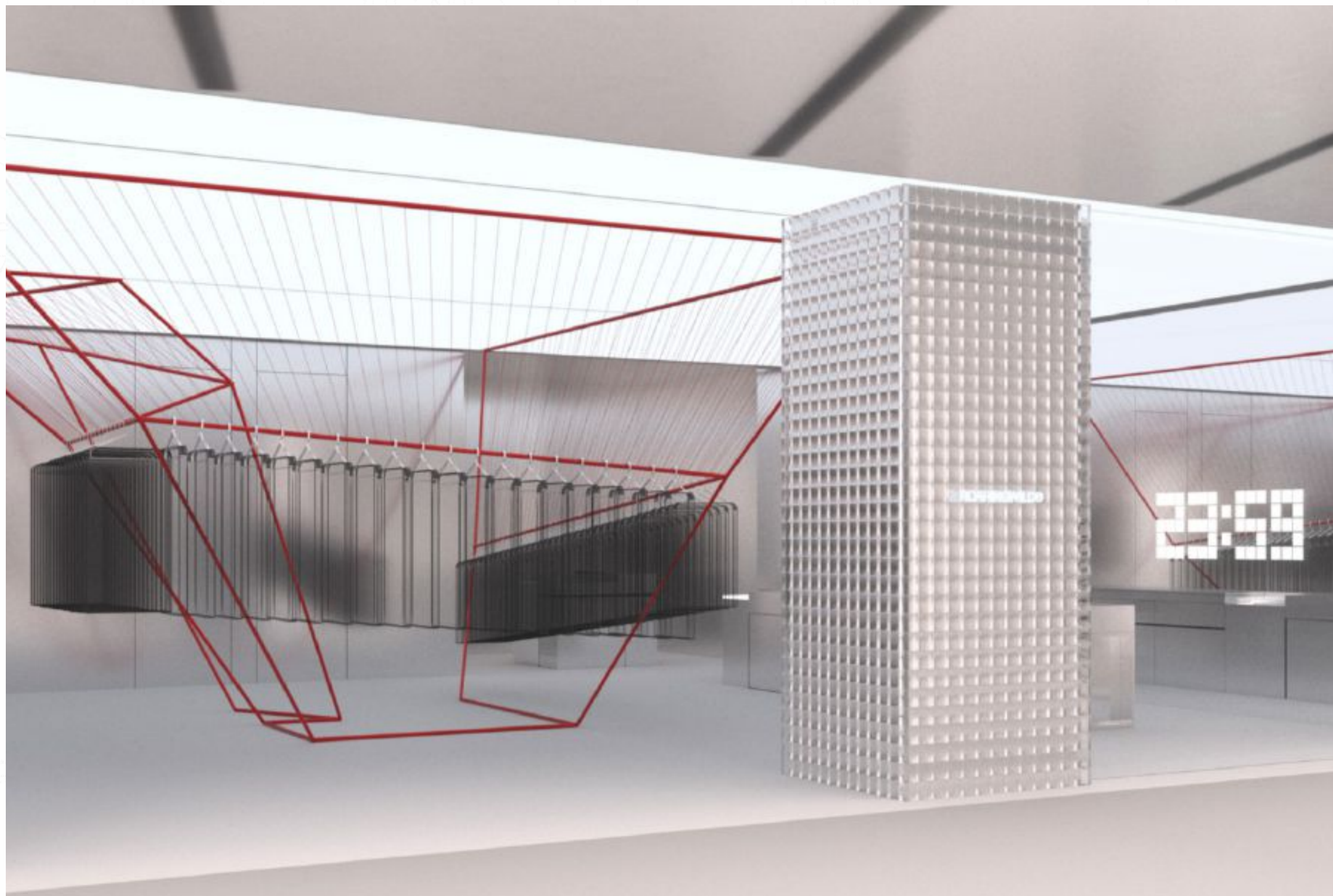
ROARINGWILD®



ROARINGWILD®

ROARINGWILD 新天地旗舰店
INFINITUS STORE / SHANGHAI

上海市黄浦区湖滨路168号无限极荟广场
 Infinitus, No.168, Hubin Road, Huangpu District, Shanghai, China

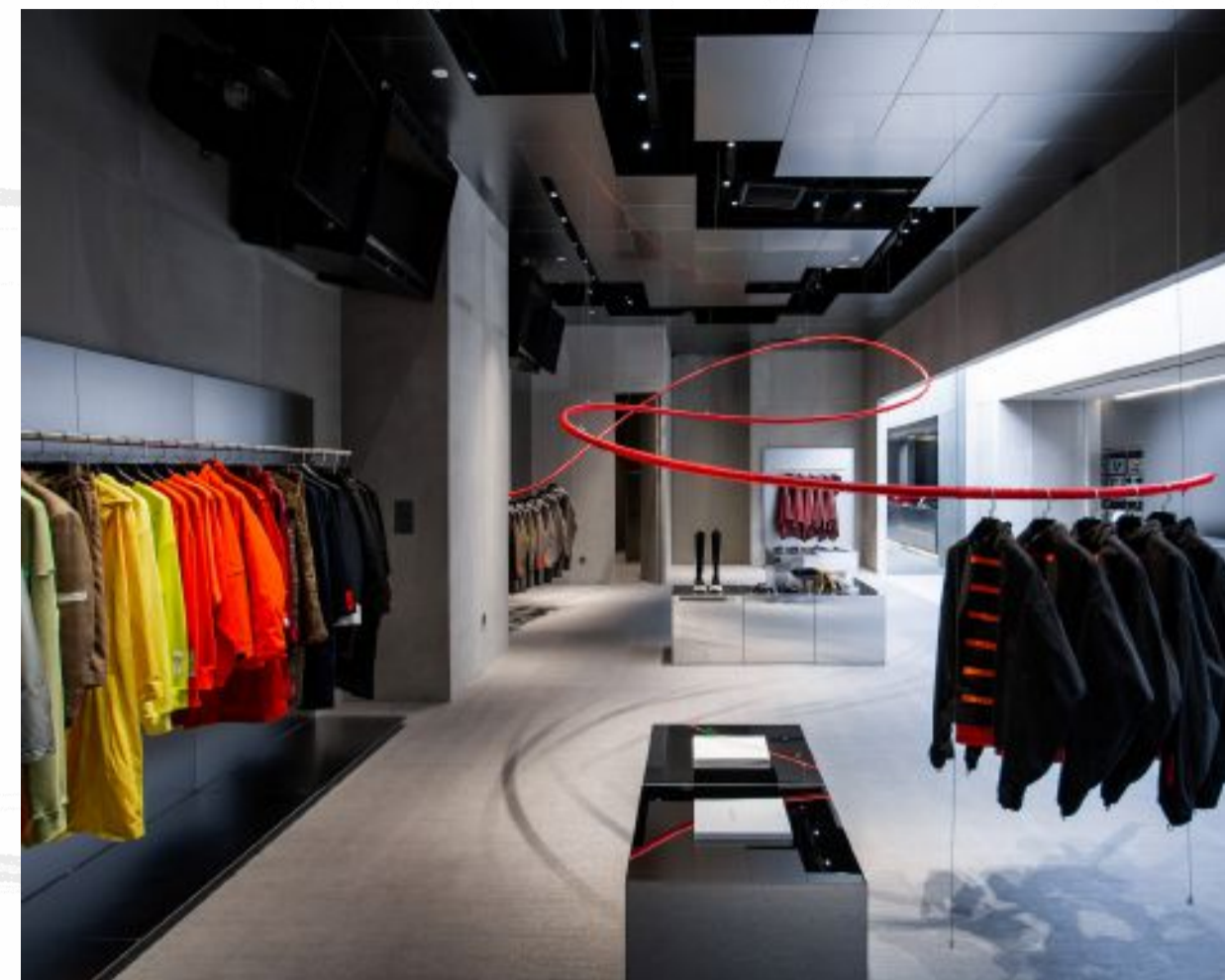


ROARINGWILD®

ROARINGWILD 国贸汇体验店

ITC STORE / SHANGHAI

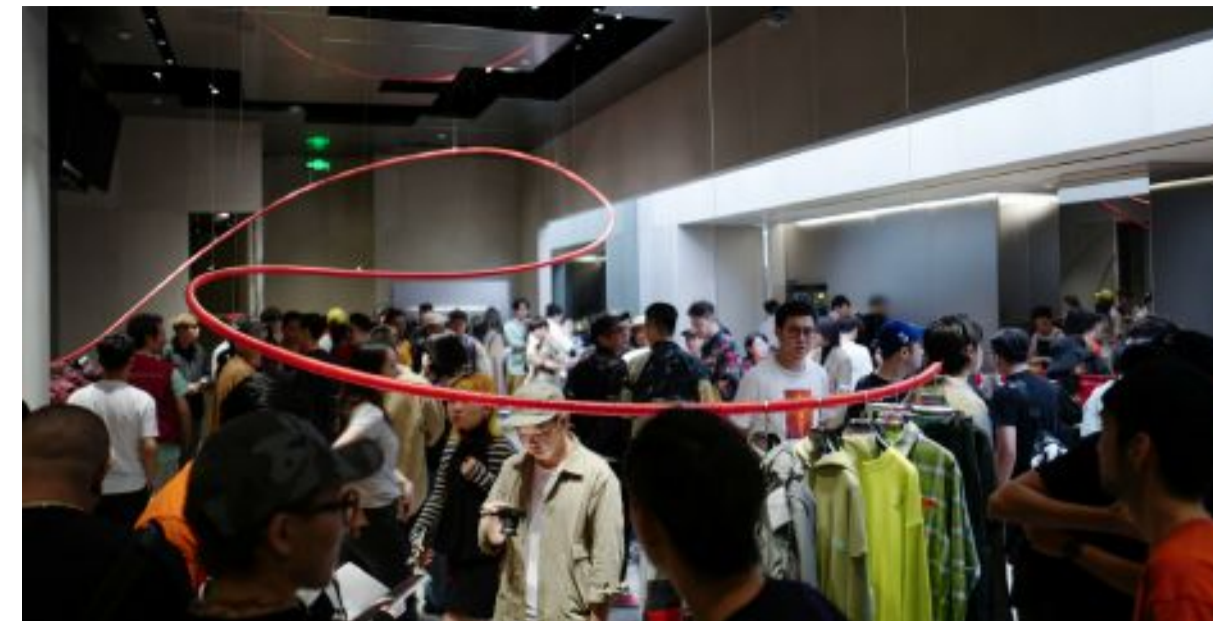
上海市华山路1901号国贸汇 ONE ITC
LG2-206&207, ONE ITC, 1901 Huashan Road, Shanghai, China



ROARINGWILD®

ROARINGWILD 深业上城旗舰店
 UPPERHILLS FLAGSHIP STORE / SHENZHEN

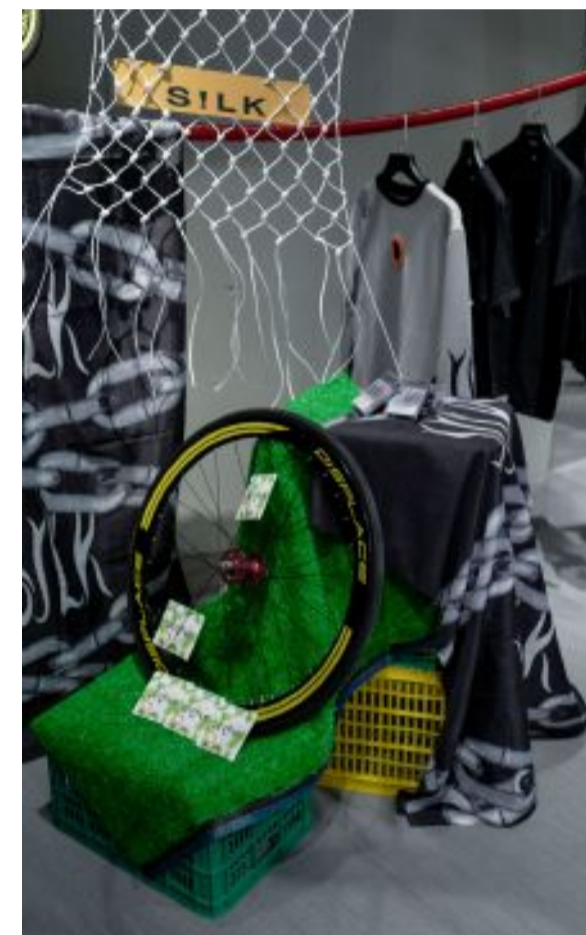
深圳市福田区深业上城小镇 L3 层 T3068 铺
 T3068, Level 3, Town, UpperHills, Futian District, Shenzhen, China



UPPERHILLS FLAGSHIP STORE OPENING

新店再次与东仓建设联手设计，以金属色为主调打造超现实工业风格，独栋商店被全铝外立面所包裹，酷似“金属盒子”。内部结构以代表品牌名称的红色流线型R字贯穿，具有极强的品牌辨识度。结合质感出众的复古开盘机，多媒体视觉装置以及无限延伸的镜面，营造出极具复古未来气息的体验空间。ROARINGWILD 专注于青年文化的发掘与拓展，将定期邀请艺术家于新店合作活动与展览，打破传统零售的固有模式，将本间旗舰概念店作为深圳文化新据点。

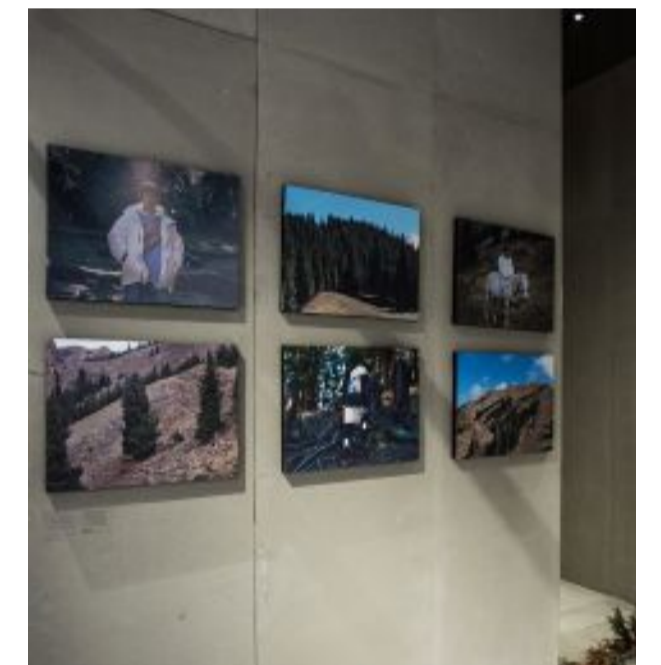
The new store is designed by Dongcang Construction to create a surreal industrial style with metal color as the main theme. The whole store is wrapped by the all aluminum facade, which is like a “metal box”. The internal structure runs through with the red streamlined “R” representing the brand name, which has a strong brand identification. Combined with the retro opening machine, multimedia visual device and infinite extension of the mirror, we creates a very retro future experience space.



DISPLACE POP-UP

ROARINGWILD 集合厂牌 Closing Ceremony, SILK, 4ART AESTHETICS 在深业上城门店开展「DISPLACE」限定 Pop-Up 活动。「DISPLACE」所指的是一种以品牌自身价值和精神为核心，跨领域或者跨地域不受限于一种媒介的传达方式。在这种审美核心的驱使下，任何创意单位的想法是流动的，承载想法的形式和载体也可以是多变的。希望通过这次 Pop-Up 活动，让大家认识这几个新锐并且跨领域的优秀厂牌。

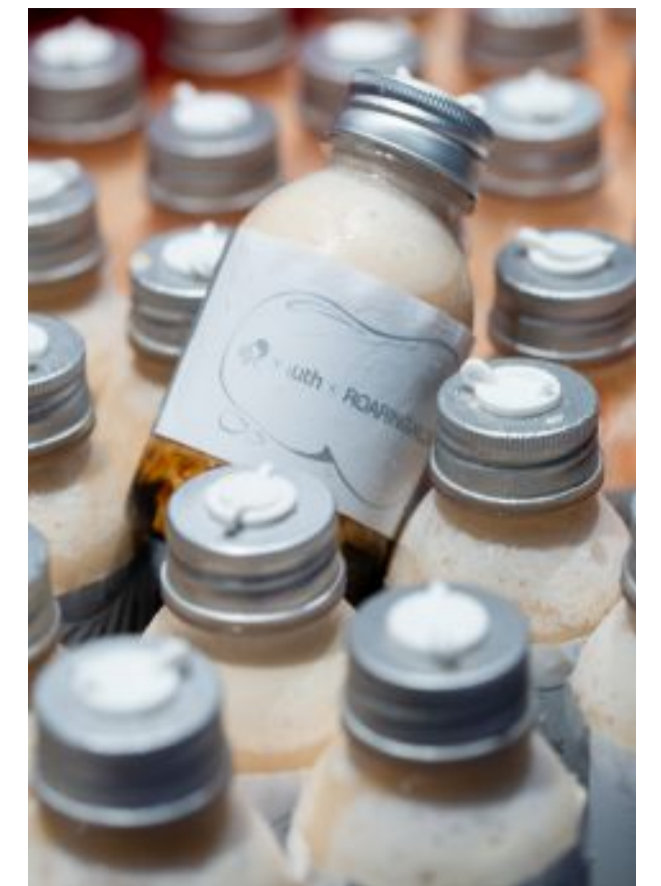
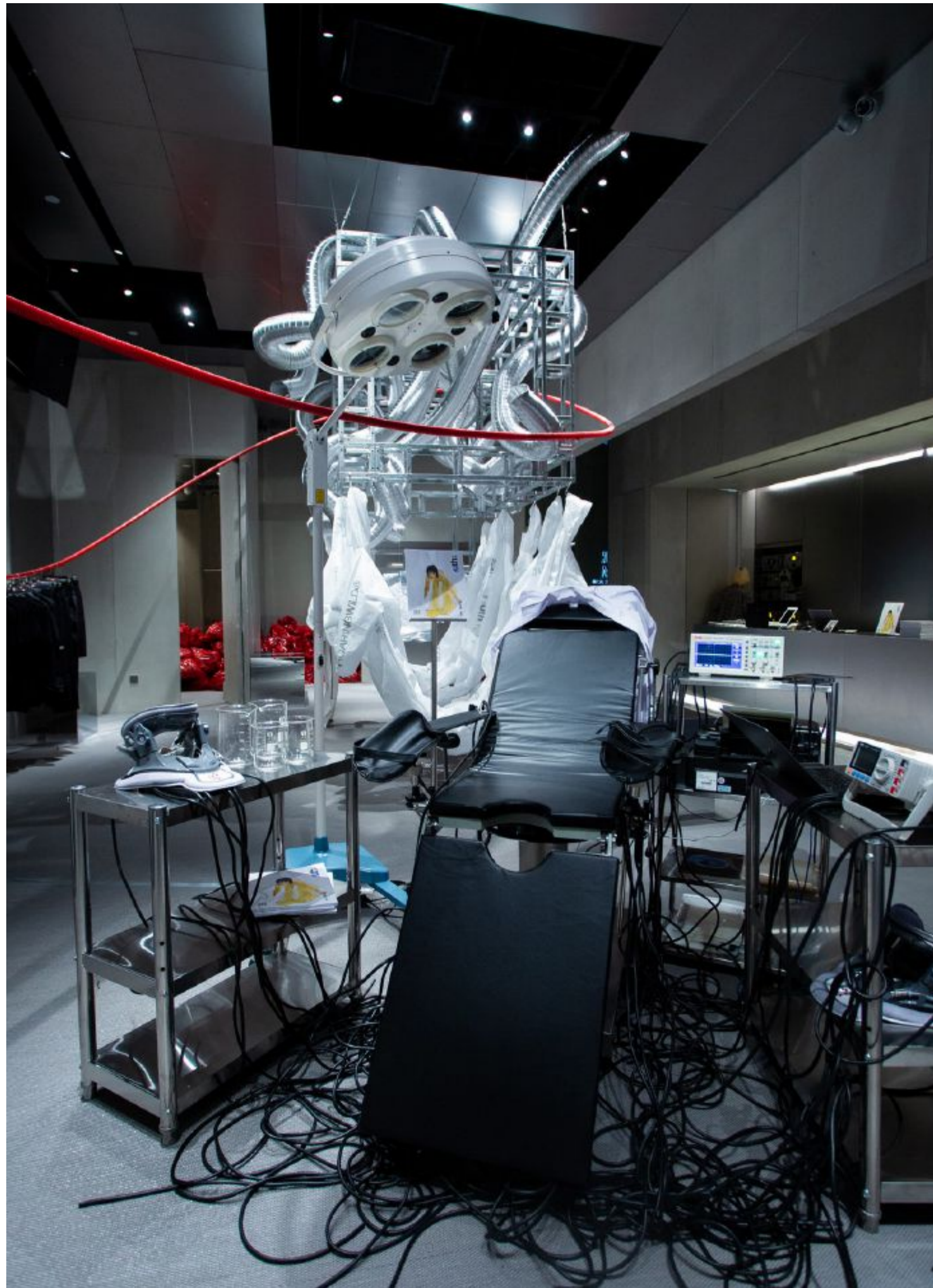
Roaringwild presents you our new Pop-Up events including 3 labels : Closing Ceremony, SILK, 4ART AESTHETICS. <DISPLACE> indicate the way how they build their label in a cross-disciplinary strategy, it means every creative unit can be able to express their core value without the limit of a single form.



ROARINGWILD X HESHENG 摄影展

ROARINGWILD 此次联合摄影师何生与造型师 Hero，延续了 2018 秋冬季系列从自然元素中汲取的灵感，在位于新疆的博尔塔拉蒙古自治州进行造型特辑拍摄。将源自街头的服饰通过不同的造型搭配在山峦叠嶂的景观下重新演绎，透过何生的镜头探索身处自然环境中的「户外美学」。

ROARINGWILD, in collaboration with photographer Hesheng and stylist Hero, continued the inspiration of the 2018 autumn/winter series from the natural elements, and shot the modeling special in Bortala Mongolian autonomous prefecture in Xinjiang. The clothes from the street will be re-interpreted under the landscape of mountains through different modeling collocation, and explore the "outdoor aesthetics" in the natural environment through the lens of Hesheng.



ROARINGWILD X UTH X 喜茶 城市白斑派对

7月12日当天，这场由 ROARINGWILD 与 :uth 带来「城市白斑」主题派对，正是应对城市「白斑病」（白斑：文化发展缺失造成的部分空白）所提供的处方，我们意图帮助你重拾自己的个性，为年轻人们带来更有态度的治疗，从而实现对「城市白斑」的填补。

On July 12, our theme party, ROARINGWILD: uth "urban white spot", is to deal with the city "leukoderma" (white spot: culture development caused by the missing part blank) provided by the prescription, we intended to help you regain your character, for young people to bring more attitudinal treatment, thus filling the "city of white spot".



ROARINGWILD®

ROARINGWILD 壹方城体验店
 UNIWALK STORE / SHENZHEN

深圳市宝安区宝安中心区新湖路99号壹方城店1楼L1-069
 L1-069, Uniwalk, No.99, Xihu Road, Bao'an District, ShenZhen, China



UNIWALK STORE OPENING

新店在设计上由 ROARINGWILD 联手东仓建设设计师梁永钊共同操刀，店铺设计以一个巨型的楼梯结构贯穿全场，正面角度形成一个代表品牌名称大写的「R」，不仅打破了实体零售枯燥的陈列布局，也成为这间店铺的灵魂所在。

ROARINGWILD shop and its physical presence were created to break the mold of the typical, boring retail layout; from the artistic, minimalist layout of the items to the giant staircase structure and cleverly-constructed hidden space, this shop has soul.



UNDERNEATH THE NOISE 城市文化展览

开展 underneath the noise 企划，是源自于私心，太多主流的媒体想告诉你他们规划好的台词以及脚本，告诉你这是最 underground 的，这是最酷的，但我想证明这座城市有属于他自己的声音，我们对这个社会文化的发展负有责任，这个社会对文化的偏见以及误解也有我们的过错。

The project "underneath the noise" is derived from the selfishness, many mainstream media want to tell you the lines as well as the script they planned, to tell you that it's the underground, it's the coolest, but I want to prove that this city has his own voice, we share the responsibility for the development of the social culture, and we also have our fault to the social prejudice against cultural misunderstandings.

URBAN STREET



SS2020
SILENT SPRING

AW2019
URBAN HOTBOX

AW2018
EVOLUTION & REVOLUTION

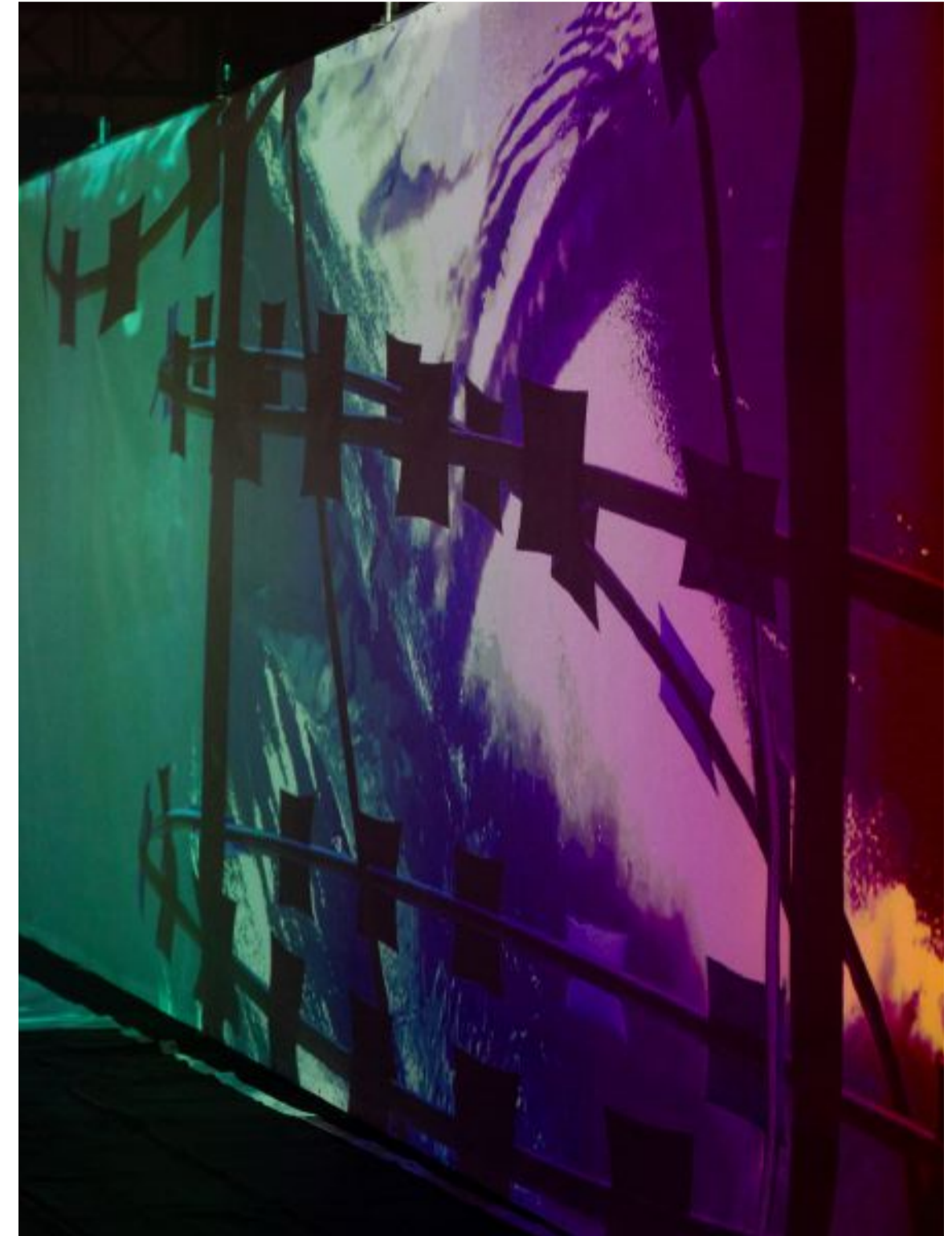
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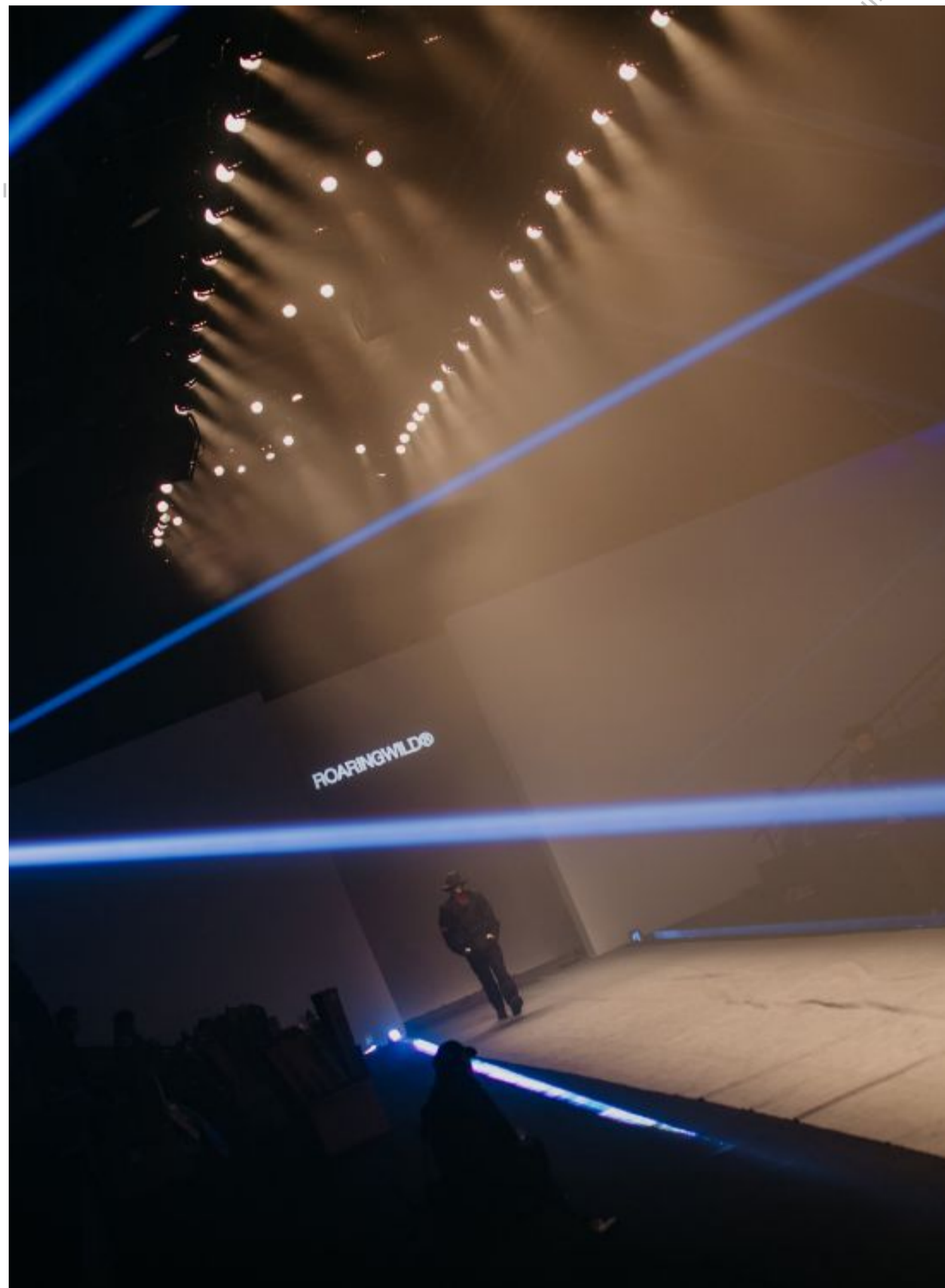


SS2020
SILENT SPRING



SS2020
SILENT SPRING





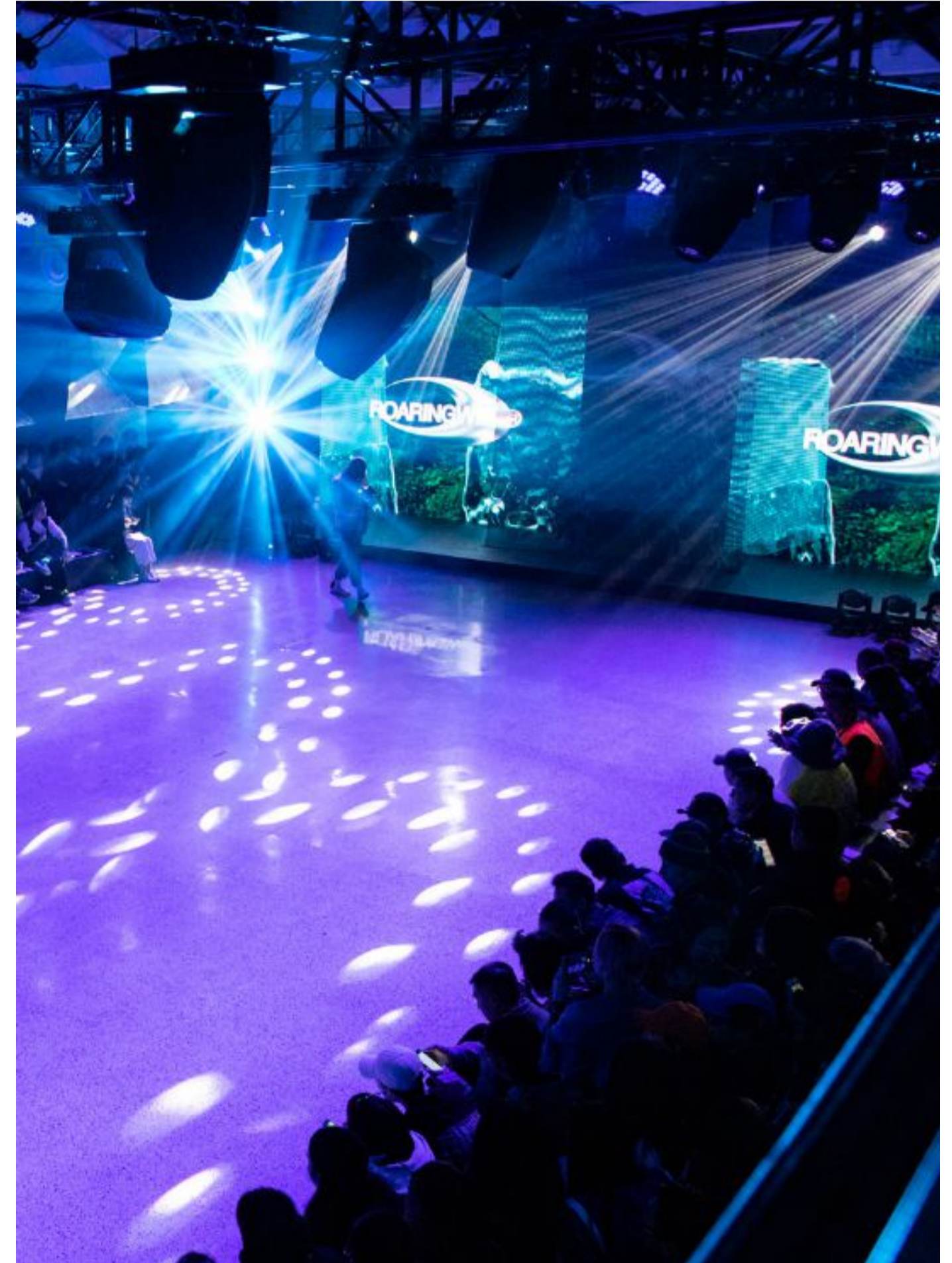


ROARINGWILD®





AW2018
EVOLUTION & REVOLUTION



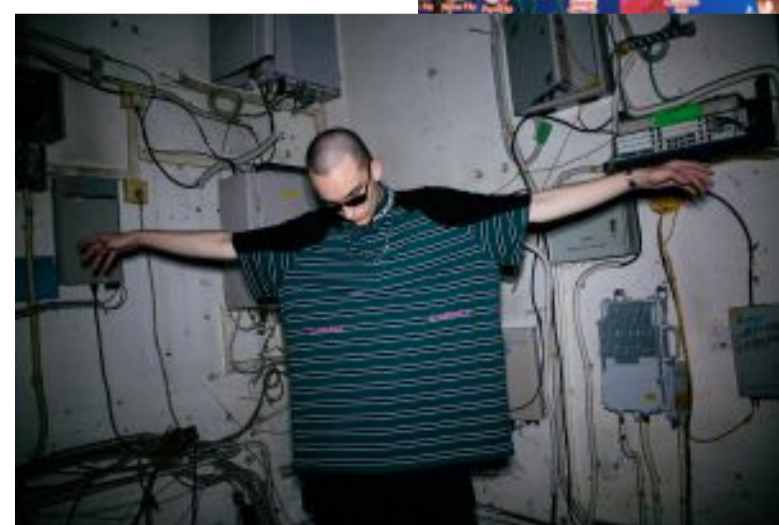
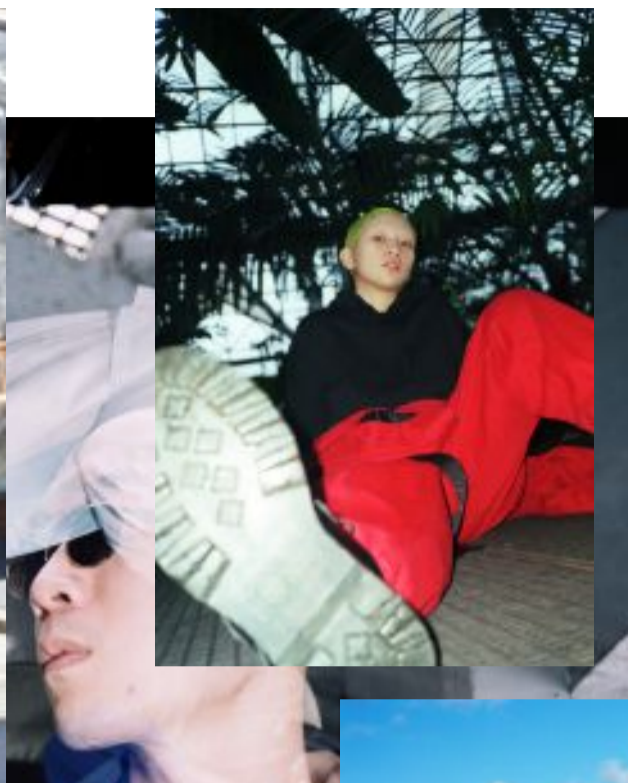


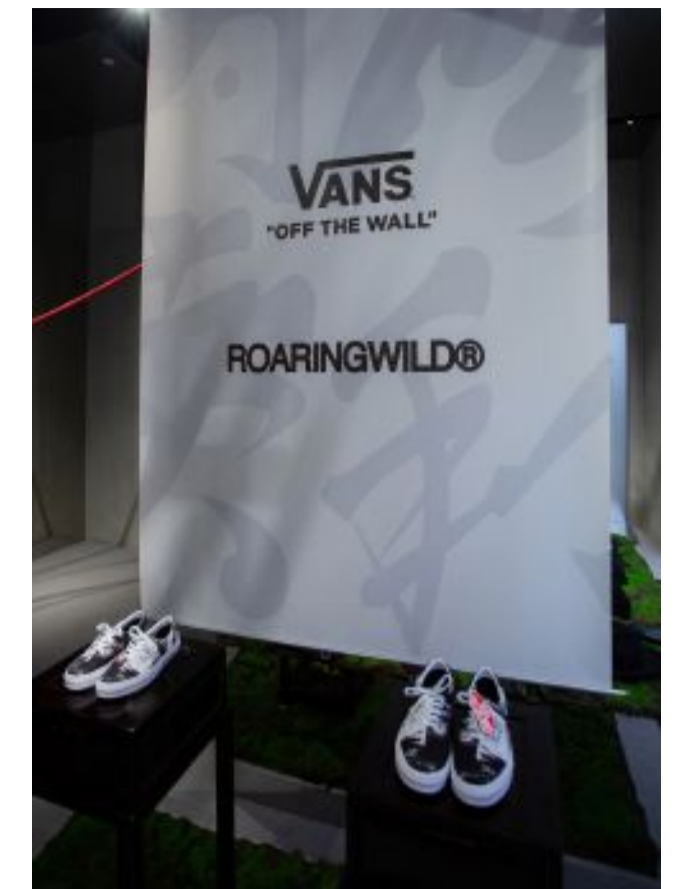
WORLDWIDE CHINA LABEL

植根于中国本土的街头品牌 ROARINGWILD，同时也是一个展示青年文化的平台。以服装为思想载体，涵盖文化、艺术、生活、现场等诸多领域，向全球展现亚洲新生代的生活理念，以具有前瞻性及真实性的视觉带来世界各地的精彩内容。

As a street brand rooted in China. ROARINGWILD is also a platform to express youth culture including art, life-styles and other different fields. Clothing is regarded as a carrier to present the life concepts of Asian new generation to the world. We also present exciting content globally in a forward-looking and authentic way.



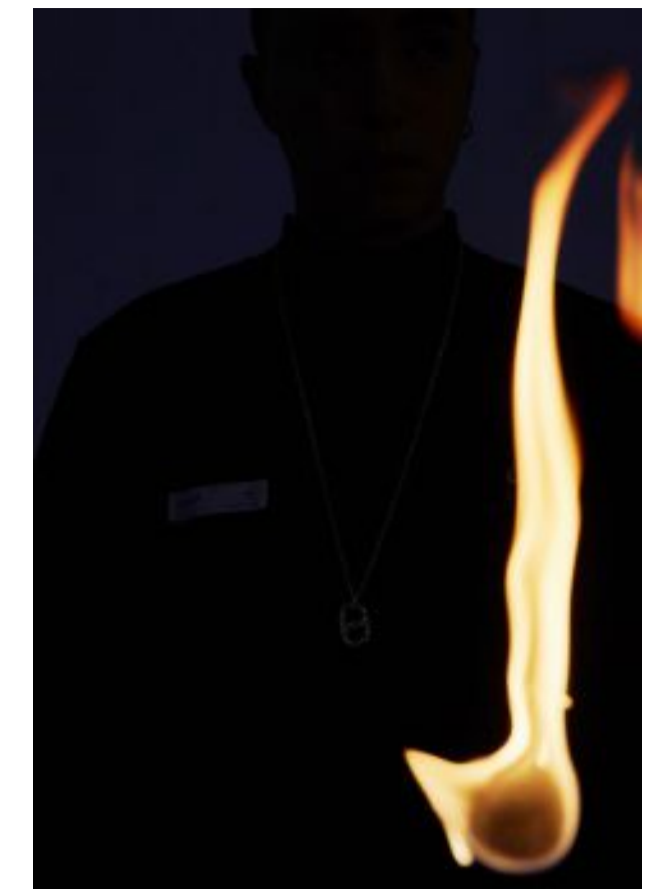




ROARINGWILD X VANS 联名企划

ROARINGWILD 首次携手 VANS 合作联乘鞋款，以「以和为贵」为主题打造全新 VANS Era。本次合作系列灵感来源于街舞精神中的「PEACE AND LOVE」，街舞中常出现的 BATTLE 不是真正的对抗，是基于和气至上的交流切磋而非分出高低胜负，如五千年历史传承下来的文化「以和为贵」，相比对抗和争斗，我们更提倡和睦相处，强调人与人之间的关系以「礼」相待，互相理解及包容。

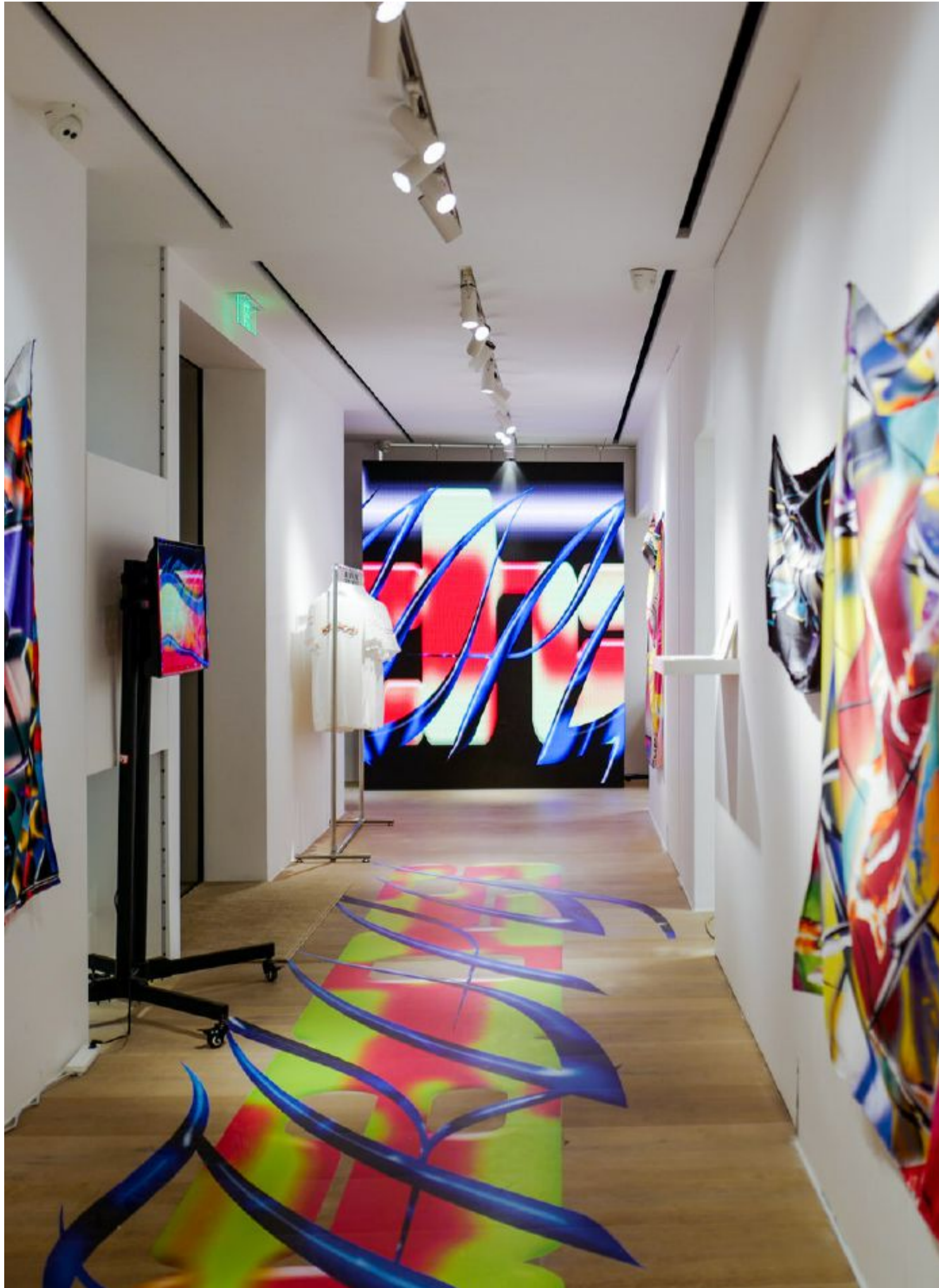
ROARINGWILD has teamed up with VANS for the first time to create a new VANS Era with the theme of "Harmony is the most precious". The inspiration comes from the spirit of street dance spirit-- "PEACE AND LOVE". In street dance BATTLE is not the real confrontation, it is based on exchange and communication, but not competition. Such as the five thousand-year-old traditional culture "reconciliation", compared to fight and struggle, we advocate the harmony, and emphasize the relationship of the people like mutual understanding and tolerance.



ROARINGWILD X JONY J 联名企划

此次 ROARINGWILD 联合说唱音乐人 JONY J 以「 Gambler 」为主题推出限定系列。现实生活的许多变数，让人必须顺应社会进行改变。而部分顽固的「 Gambler 」则不接受所谓的改造，以自我认可为标准实现价值，保持野生野长。以 JONY J 与 ROARINGWILD 出发，两个不同领域进行不同角度的碰撞，以「 Gambler 」的身份呈现表达“顽世不躬”的态度。

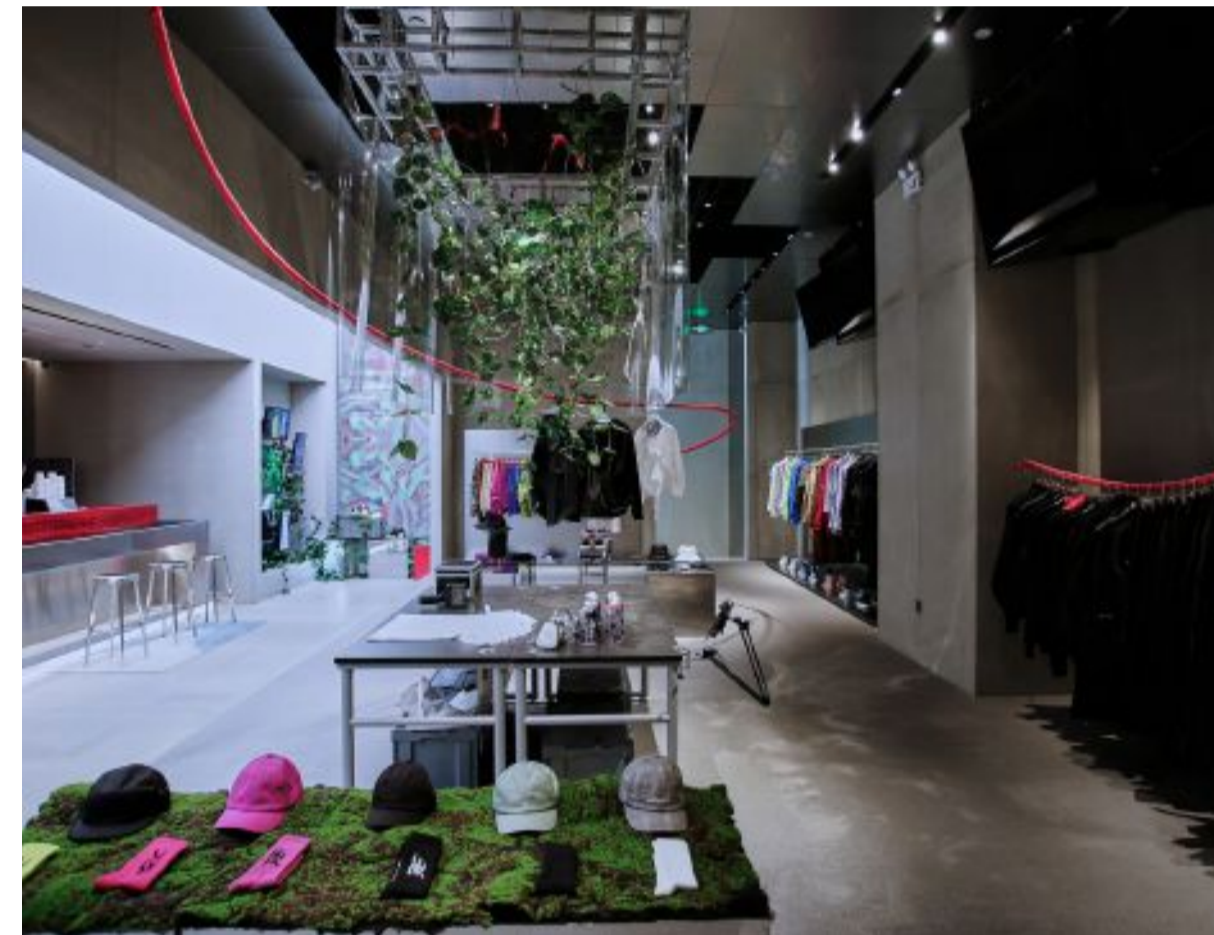
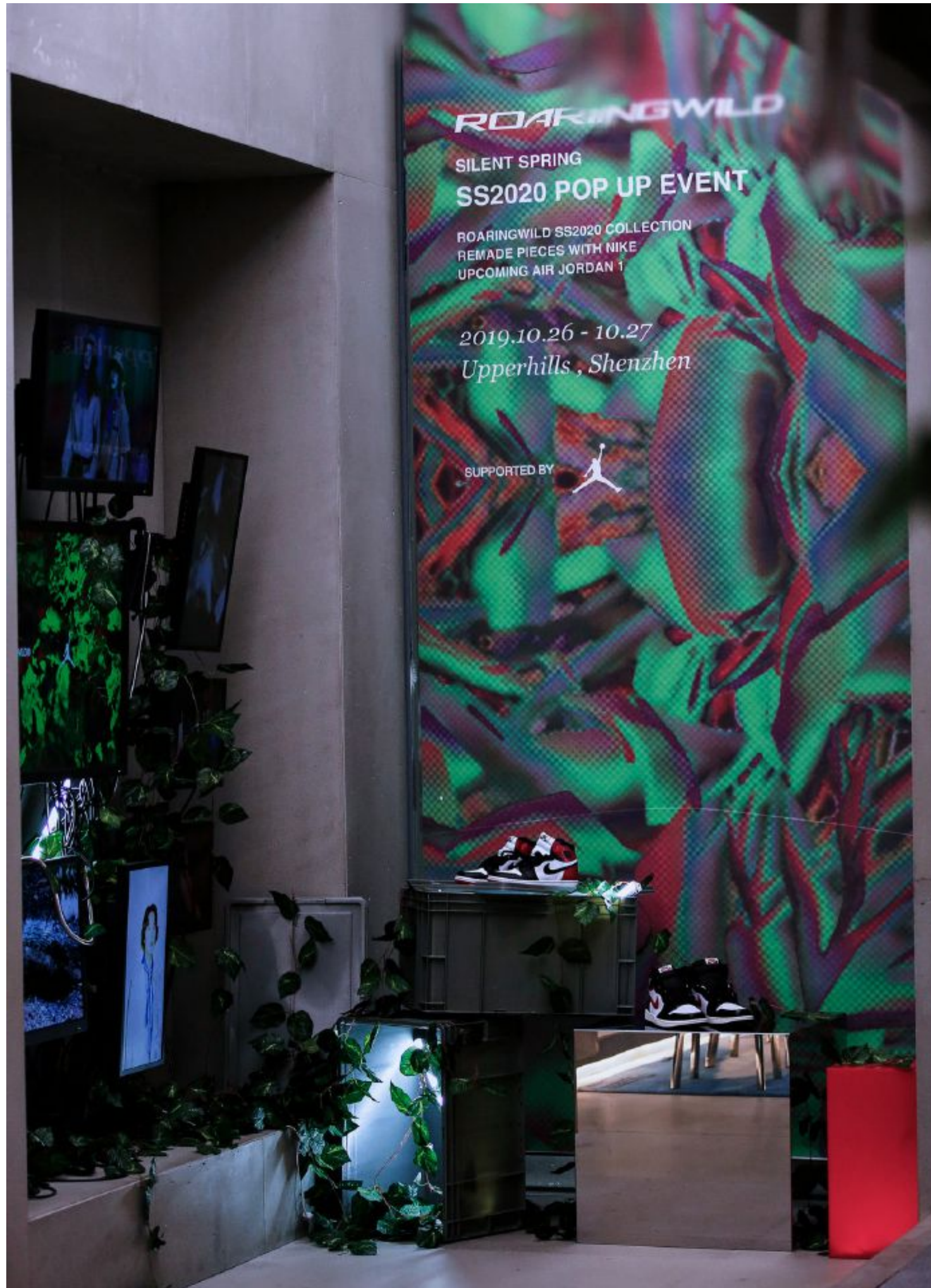
This is ROARINGWILD 's limited series with rapper JONY J under the theme “ Gambler ” . Many real life variables make people adapt to social change. Some stubborn Gambler, however, refuse to accept modification and live up to themselves. Starting from JONY J and ROARINGWILD, two different fields collide from different angles, presenting “ unbowed ” attitude as “ Gambler ” .



ROARINGWILD X Jonathan Castro 艺术家合作企划

ROARINGWILD 邀请先锋视觉艺术家 Jonathan Castro ,推出以本季秋冬概念「EVOLUTION & REVOLUTION」为灵感,题为「Chaos / Entropy」(混乱 / 熵)的联合展。并于9月1日在上海 Fiufu Gallery 进行个人作品展示以及 ROARINGWILD 18AW 新品展示。

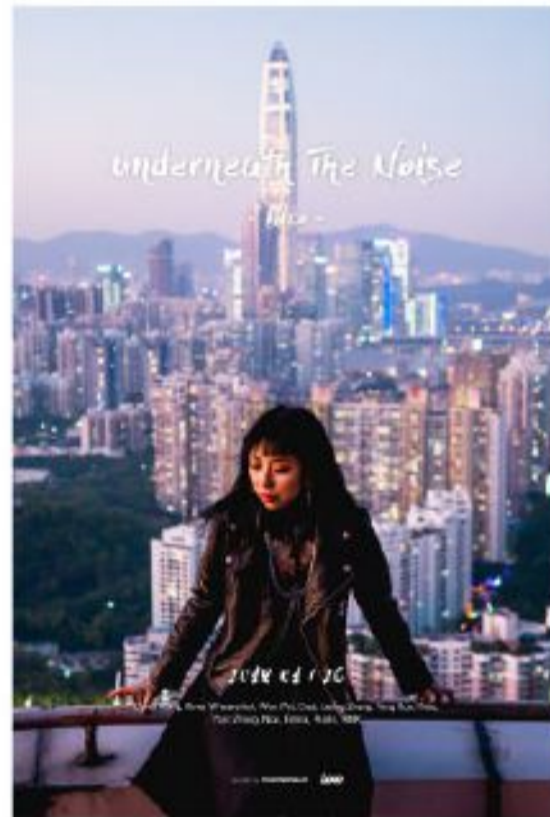
ROARINGWILD invites avant-garde visual artist Jonathan Castro to present a joint exhibition entitled "Chaos/Entropy" inspired by the fall/winter concept "EVOLUTION & REVOLUTION". On September 1, we held a personal works exhibition and ROARINGWILD 18AW new product exhibition in Shanghai Fiufu Gallery.



ROARINGWILD SS20 POP-UP (With JORDAN)

ROARINGWILD 2020 春夏系列后，周末在深圳官方旗舰店迎来了该系列的 POP UP， 门店内设计运用塑胶质感的透明挡板以及金属钢丝缠绕悬浮的植栽，搭配灰色墙面的系列产品展示和 HAND-MADE WORK SHOP 手工作坊，当中除了 2020 春夏系列之外，亦有几款联合 NIKE 改造的单品系列展示。

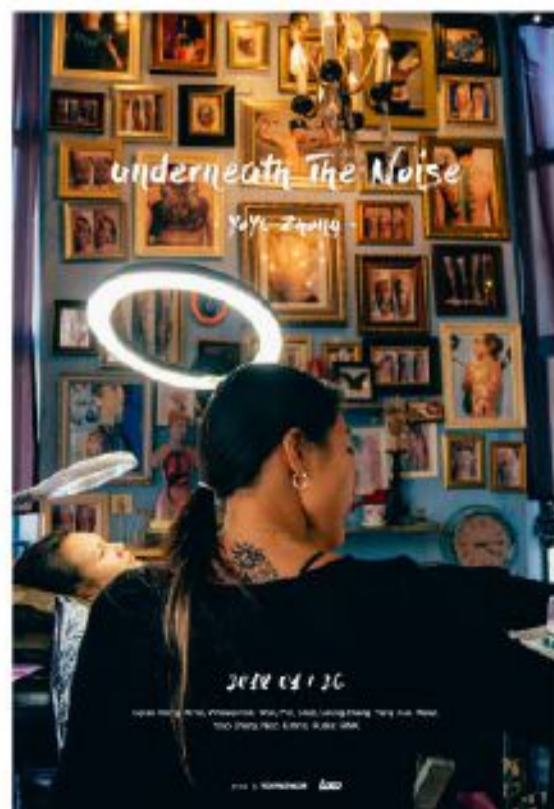
After ROARINGWILD 2020 Spring/Summer series, the POP UP of this series come out in the official flagship store of Shenzhen .In the store, transparent plastic baffles and metal wire wound and suspended plants are designed and used, together with a series of products on grey walls and hand-made work shop.In addition,there also had a few joint item of the modification of NIKE series.



本土城市文化 LOCAL UNDERGROUND

这里是本土文化的起源，也是我们的根。 ROARINGWILD 致力于本土文化的创造和传播，希望把属于城市的多样与可能，呈现给不同的年轻群体，一同感受这里特有的纯粹与玩味，也是我们对所生活环境的思考。

The story of the city is the root of our local culture. ROARINGWILD is committed to create and spread our divers local culture to the young people, so eveybody can have a deeper recognition about what happens around us.



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Editorial by 王未

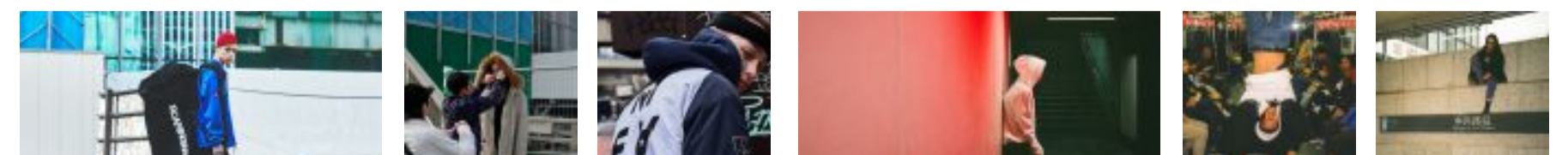


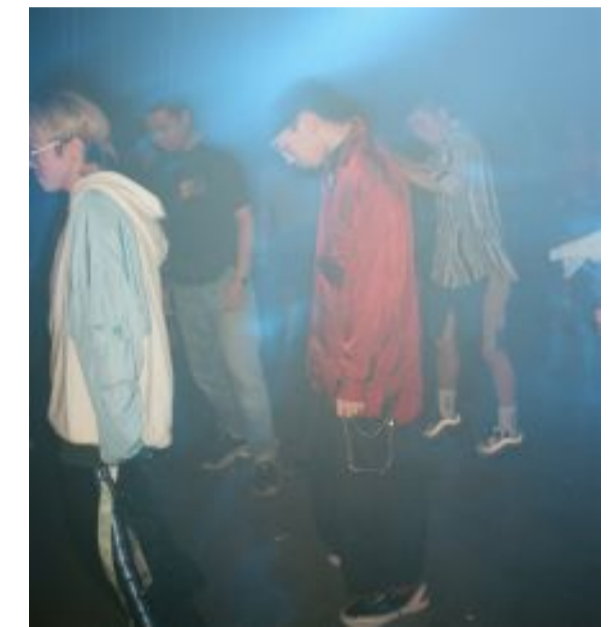
摄影师合作计划 EYESIGHT

以跨越领域的形式我们推出了摄影师合作企划，摄影师更像一个创意角色，以极具前瞻性 性和启发性的有趣视角，营造具有独特个人风格的 ROARINGWILD 先锋视觉形象。

The eyesight project is to collaborate with creative photographers who stands out in their own fields. They use their own ways to create pioneering visual experience of ROARINGWILD from forward-looking and inspiring perspectives.

More





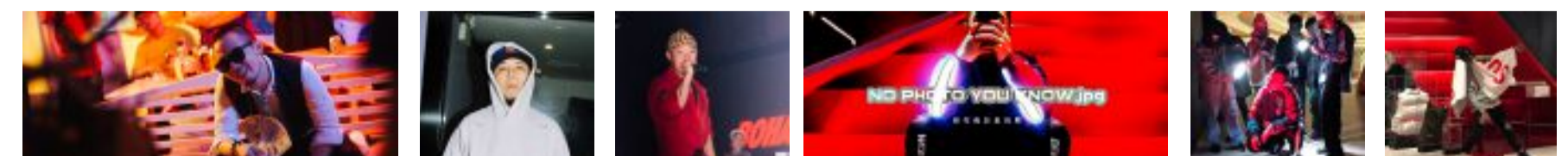
UNIWALK STORE OPEING AFTERPARTY

音乐 MIXTAPE

围绕不同的生活方式，ROARINGWILD 同时也关注最新音乐事件及其背后的文化场景。除了与不同领域的音乐人合作、采访等，也拥有自己的音乐厂牌 HILL STUDIO，不定期发布 MIXTAPE，通过音乐诠释我们推崇的生活方式与态度。

ROARINGWILD also focuses on latest music event which is relevant to different kinds of lifestyles and the cultural scenes behind them. We not only have cooperation or interview with musicians from different fields, but also have our own music label called HILL STUDIO. We will publish new mixtape from time to time to express our lifestyles.

More





ROARINGWILD WORLDWIDE - Vietnam

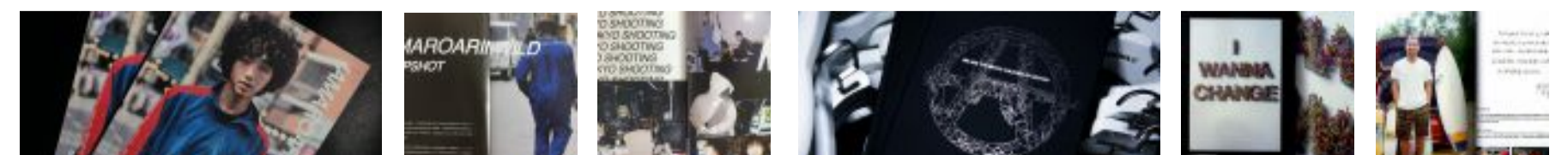


青年发声 VOICE

ROARINGWILD 鼓励新生代向公众发声，希望年轻人用自己的声音向体制与条框抗衡。制作实体刊物《ROAR》、开设 STRANGER 栏目等，围绕年轻人的兴趣热点，探讨尖锐话题，记录并传播他们的声音。

ROARINGWILD encourages the new generation to express their attitudes to the public, hoping that young people can use their own voice to fight against the system in order to get rid of the bondage. We help creators to spread their voice through < ROAR > magazine and the 'STRANGER' program, etc.

More



**2019**

- 11月 ROARINGWILD X JONY J 联名企划
- 10月 联合 Nike 于上海时装周 Labelhood 会场发布 SS2020 系列
- 9月 Roaringwild X Vans 合作系列及线下派对发布
- 6月 Grind the city 本土街头文化活动及滑板纪录片发布 / with Boardhead
- 4月 URBAN HOTBOX POPUP STORE
- 3月 联合 Jorban Brand 于上海 Concepts 展示秋冬系列
- 3月 上海时装周发布 2019 秋冬系列 / Supported by Yoho, Jordan Brand
- 1月 #FFF POPUP STORE 限定店

2018年

- 12月 DISPLACE POPUP 厂牌合作限定店

- 10月 ROARINGWILD UPPERHILLS 深业上城店开业
- 10月 上海时装周发布 2018 秋冬系列 / Supported by Blank
- 9月 ROARINGWILD X OIL 先锋音乐派对
- 9月 ROARINGWILD X JONATHAN Castro/Entropy 上海艺术家联展
- 04月 “别在我店里拍照” MV发布 - HILL STUDIO
- 02月 UNDERNEATH THE NOISE 城市文化展览
- 01月 城市文化项目 UNDERNEATH THE NOISE 纪录片

2017年

- 12月 CARPE DIEM 独立设计师跨年游击派对
- 11月 ROARINGWILD 一方城店铺开业
- 10月 ROARINGWILD X OPPO 上海旗舰店形象升级计划

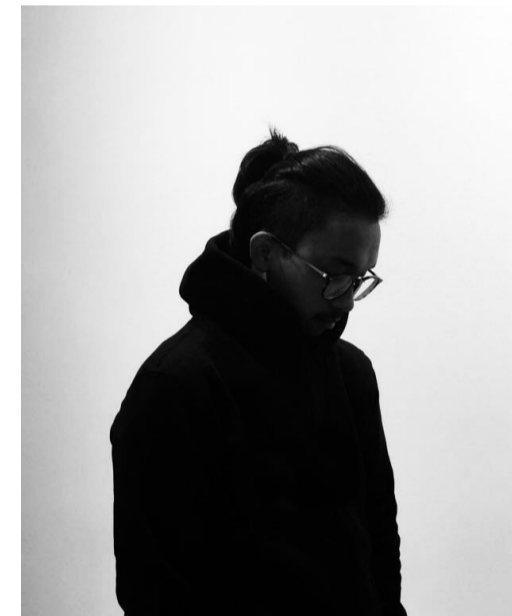
- 08月 ROARINGWILD X G-SHOCK 周年合作单品
- 07月 美国潮流盛事 AGENDA TRADE SHOW
- 07月 “我没有醉” MV发布 - HILL STUDIO

2016年

- 12月 ROARINGWILD X FOX UMBRELLAS 合作款
- 11月 ROARINGWILD X 演舞会 亚洲权威赛事单品合作
- 08月 城市文化项目 街头故事纪录片 BACK TO THE ROOT
- 08月 大时代小人物 KKMALL 线下展览

2015年

- 07月 五周年线下活动 — 西游记戏剧



CY / CHIEF EXECUTIVE OFFICER



BG / CREATIVE DIRECTOR

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