

ROYAL CLUB

AT OUR CORE



WE ARE

A creative studio & production house
at the rare intersection of Art, Design & Commerce.

WELCOME TO THE CLUB

Founded in Shanghai in 2013, Royalclub combines traditional and digital media to produce visual projects that help influential brands be inspiring & significant in this rapidly shifting world.

COMPANY KEY FIGURES



PROJECTS DELIVERED

FOR A GLOBAL ARRAY OF CLIENTS & PARTNERS

2000+

ARTISTS CONTRACTED

WORLDWIDE FROM 23 COUNTRIES

500+

WE ARE

PEOPLE

8

MULTI-DISCIPLINARY TALENTS

IN-HOUSE BRAND

01

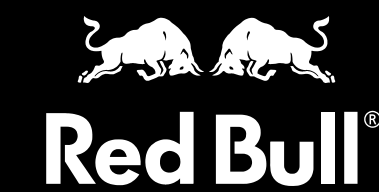
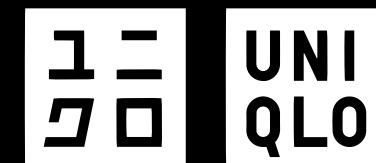
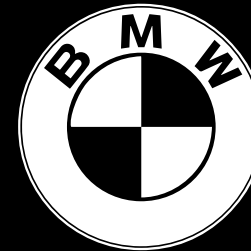
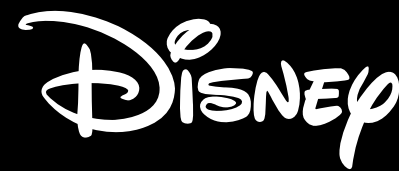
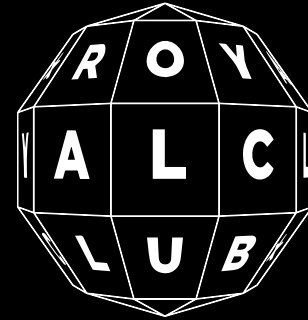
TIGERCLAW SUPPLIES

CREATIVE STUDIOS

02

SHANGHAI
PARIS

CLIENTS & PARTNERS



AND MORE...



SELECTED WORKS

RC

"Dive into the worldwide phenomenon of League of Legends, finally featured in this UT collection!"

UT LEAGUE^{OF}
LEGENDS

LEAGUE OF LEGENDS X UNIQLO

Create campaign video for the LOL x UNIQLO collaboration



25s' VIDEO FOR
ALL SOCIAL MEDIA PLATFORMS



LEAGUE OF LEGENDS
UT

RELEASED IN CHINA

RC

“Crazy is our game!”

The LPL logo, consisting of a stylized 'L' and 'P' followed by 'LPL' in a bold, italicized font.

DESIGN OF LPL X NIKE 2021 JACKET

Continued to write the League of Legends Pro League x Nike's story and celebrated the team's strength and courage to win the game.



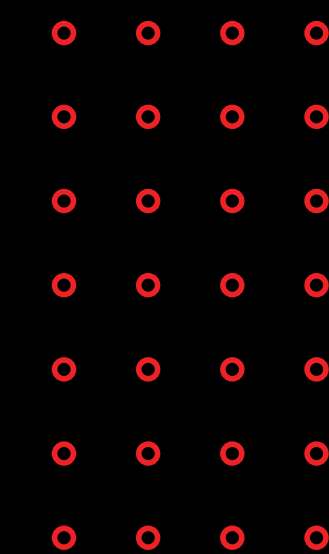
全为
NEXT
更高
LEVEL
境界



2018

2019

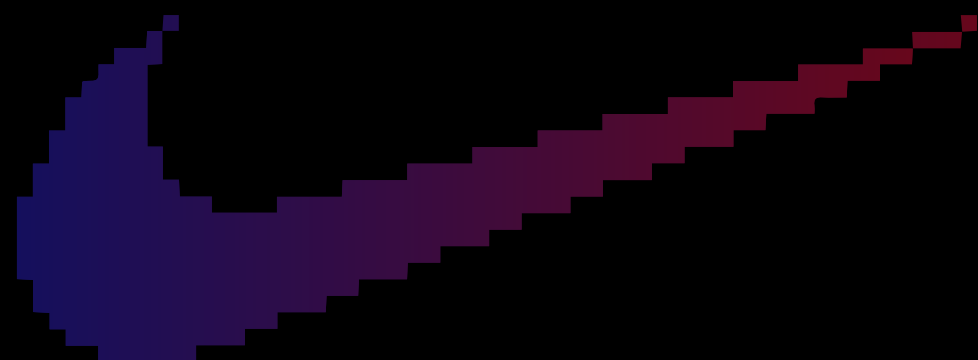
WORLD
CHAMPION



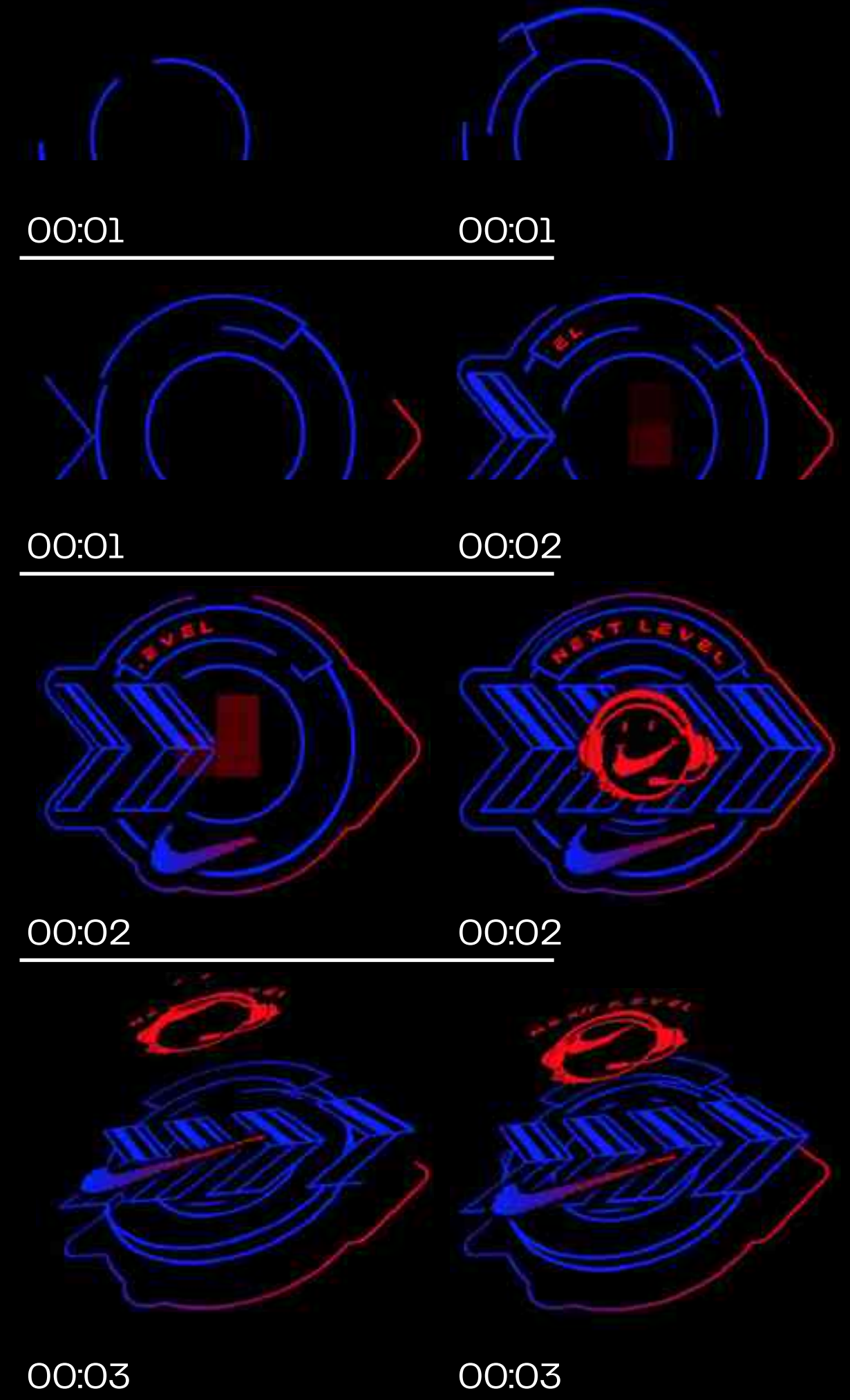
RELEASED IN CHINA  

NEXT LEVEL CAMPAIGN

ELEVATED CONTENT TO CONQUER NEW MARKETS



BADGES ANIMATION SEQUENCE



“Expansion can’t happen without the freedom to try something new, and the courage to step into unfamiliar territory.”

SHUNTARO FURUKAMA

 President of Nintendo Co., Ltd.,

RING FIT ADVENTURE



PACKAGING A
HOT POT

PACKAGING B
BUBBLE TEA



SUCCESSFULLY PROMOTED A NEW PRODUCT TO A SPECIFIC AUDIENCE

RED BULL PLAYING FIELDS

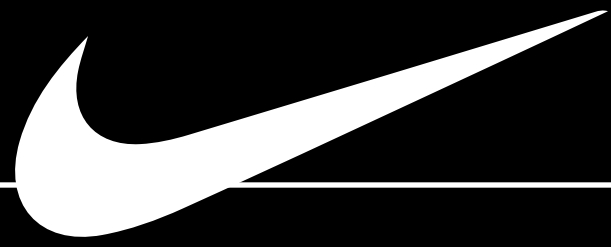
BROADENED THE BRAND'S APPEAL TO A WIDER MARKET



PLAYING FIELDS
GAMING SERIES

RELEASED ONLINE 

Nike's creative supplier since 2015



NIKE HOT RETAIL





BEIJING RISE STORE 2022

NIKE BY YOU VISUAL DESIGN WINTER IN BEIJING 2022

EMBRACED INDIVIDUALITY
CELEBRATED BEIJING WINTER LIFESTYLE



RELEASED IN BEIJING

“ BRING TOGETHER UNEXPECTED ELEMENTS IN
A VERY RAW BUT PREMIUM WAY. ”

- # HOTPOT RUNNING
- # BASKET-SNOW-BALL
- # CHAIR-ICE SKATING
- # “TANG HU LU” TRAINING



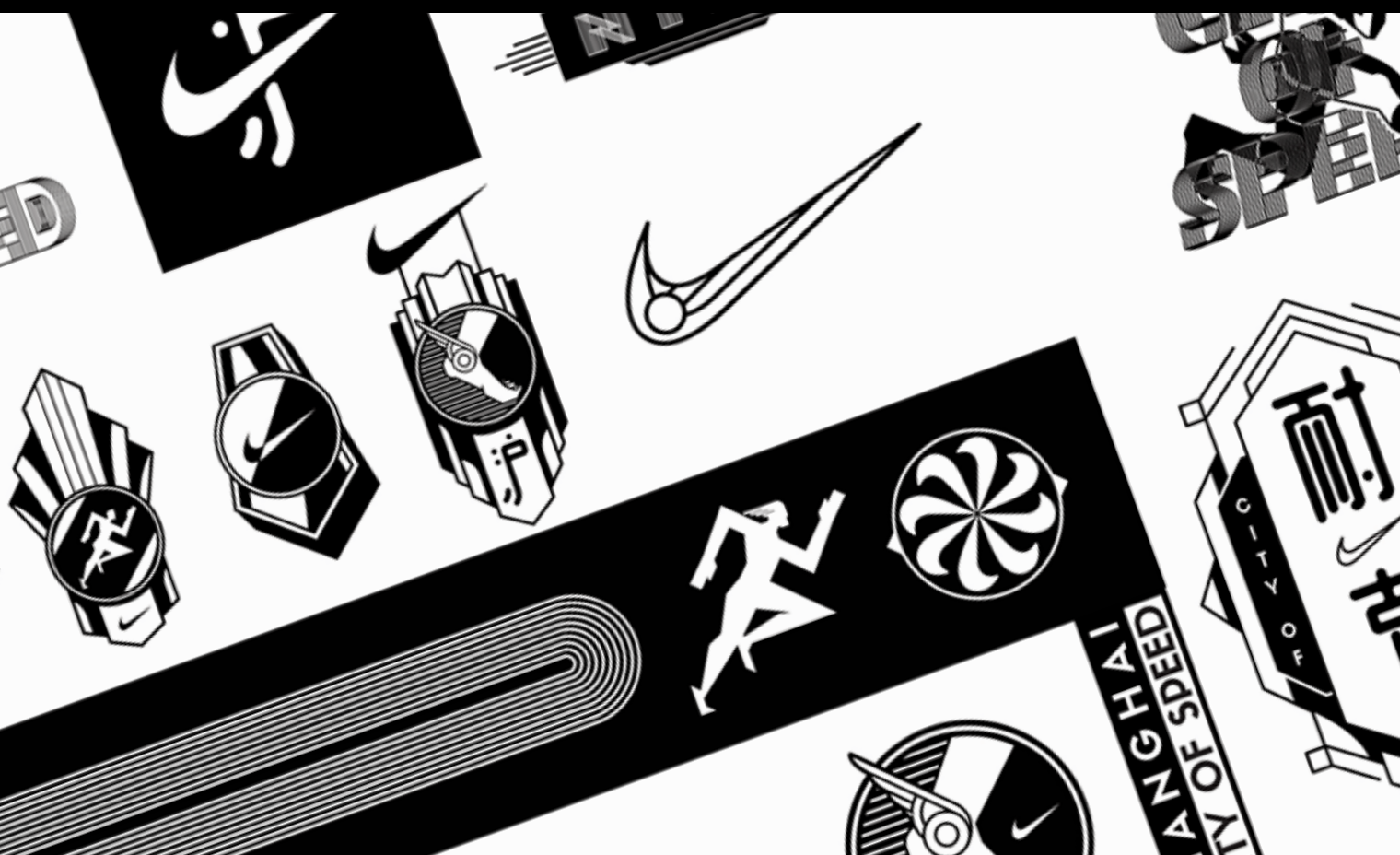
SHANGHAI MARATHON

CREATED A CAPSULE COLLECTION INSPIRED BY LOCAL CULTURE

APPAREL DESIGN
WINDBREAKER



GRAPHIC EXPLORATION
SHANGHAI CITY OF SPEED + ART DECO



EXCLUSIVE PEGASUS TURBO 2 MODEL

RUNNING GEAR

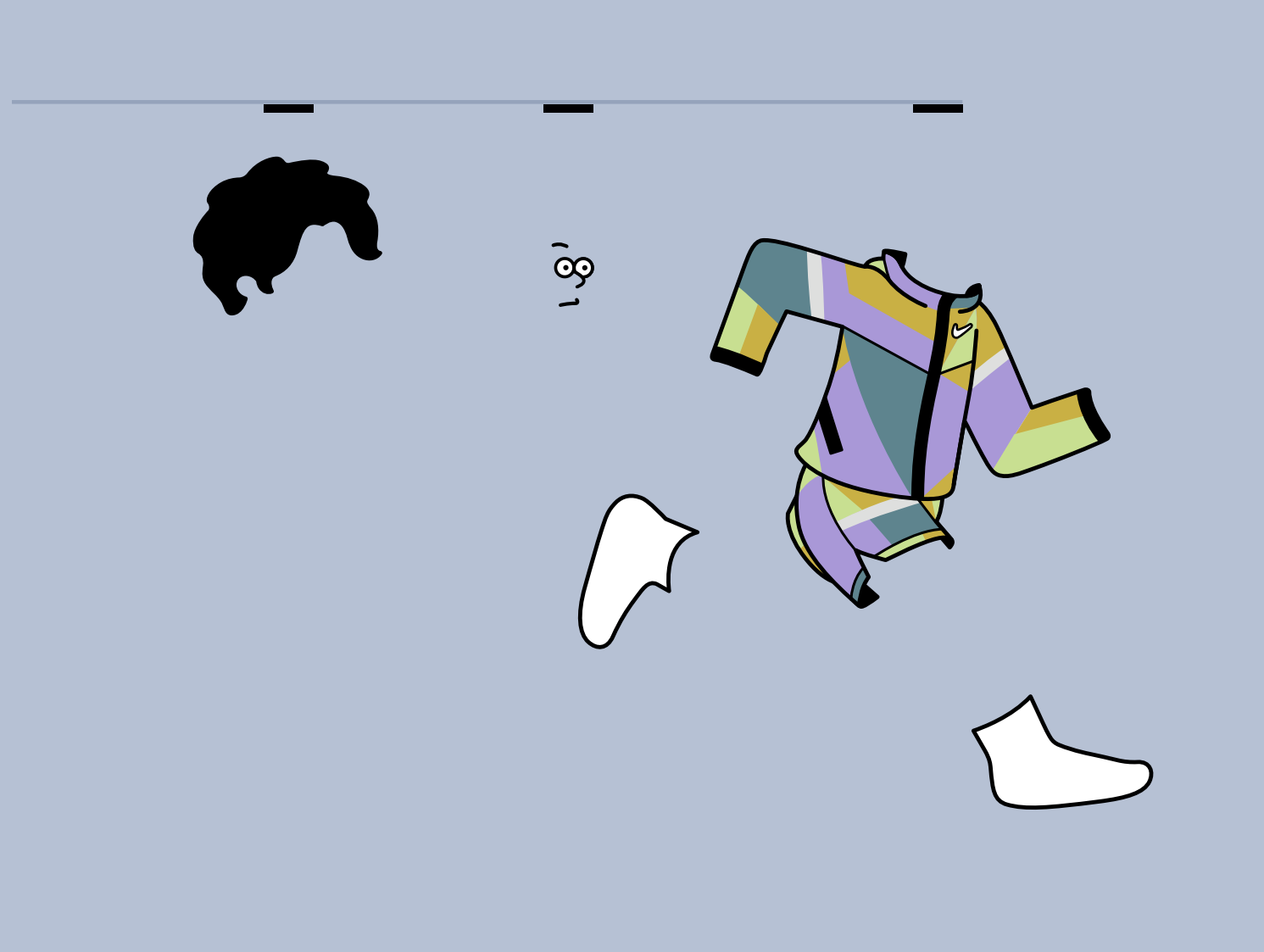
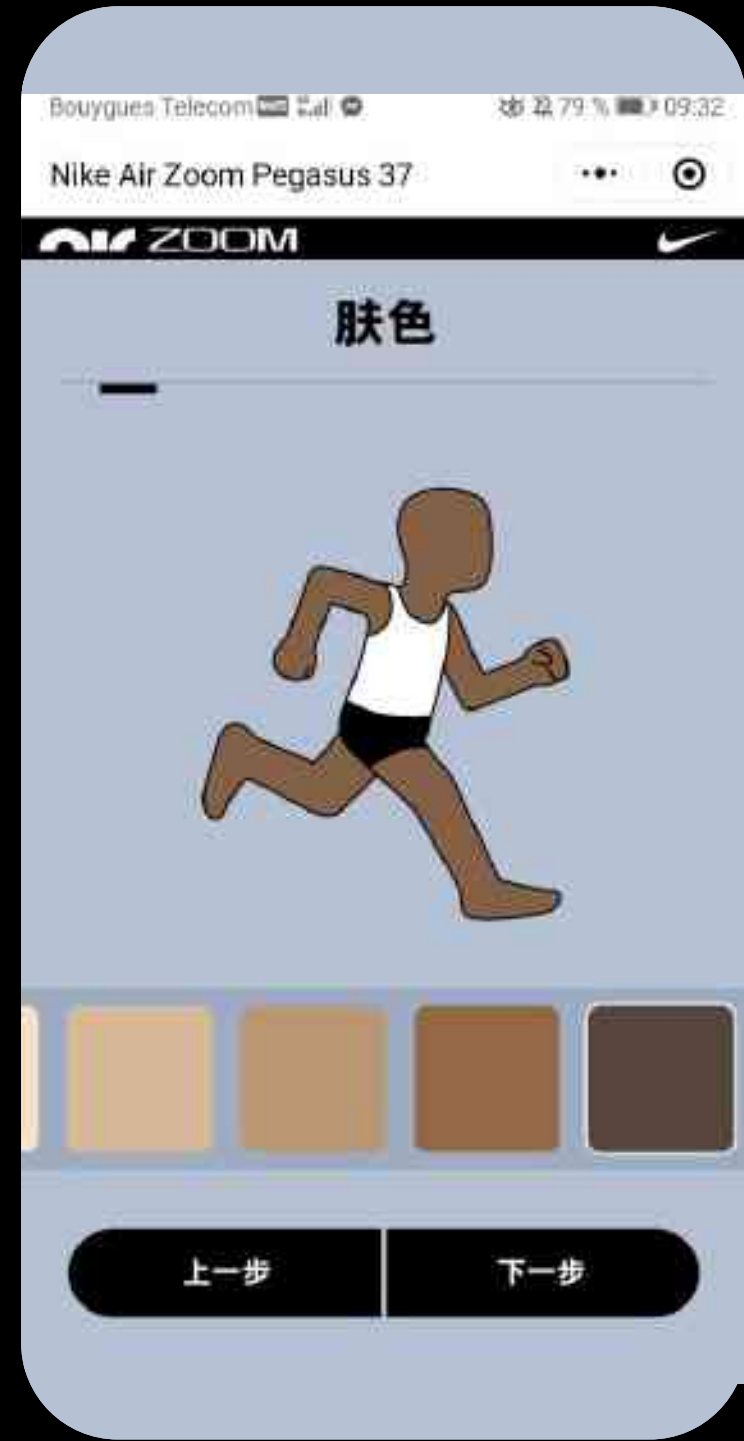


RELEASED IN GREATER CHINA



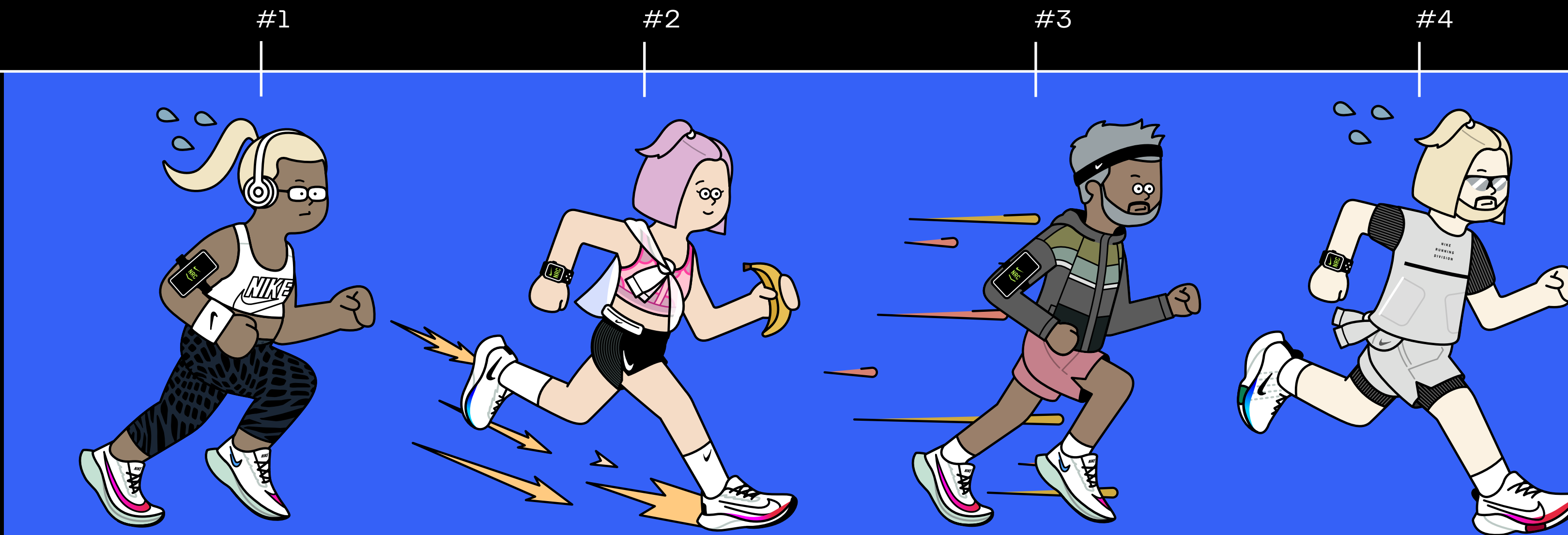
IN-STORE WECHAT APP

GAVE CUSTOMERS GAMIFIED EXPERIENCES THROUGH CUSTOMIZATION





CHARACTER SAMPLES



WECHAT APP & RETAIL DEPLOYMENT

MILLIONS OF COMBINATIONS

RUNNING CREW APPARELS



TIGERCLAW SUPPLIES

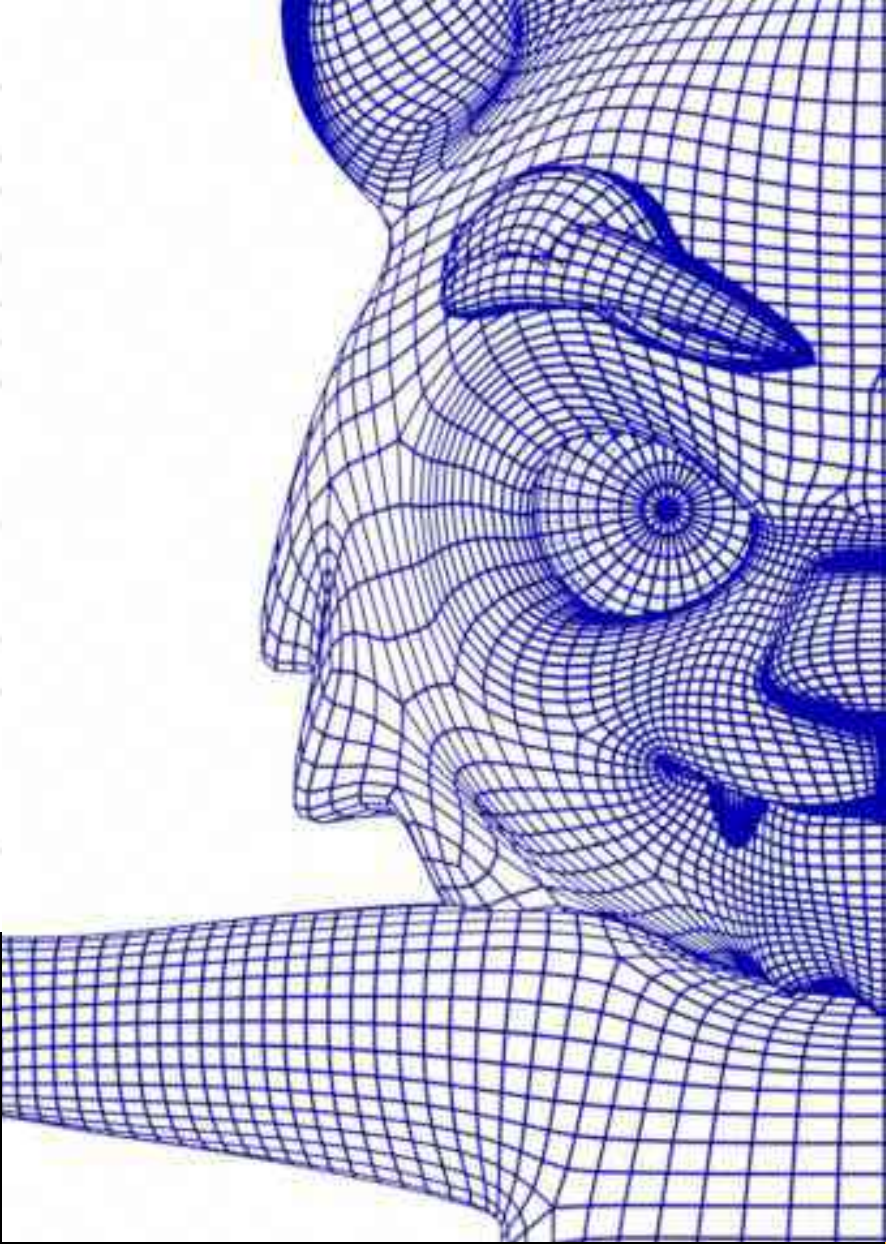
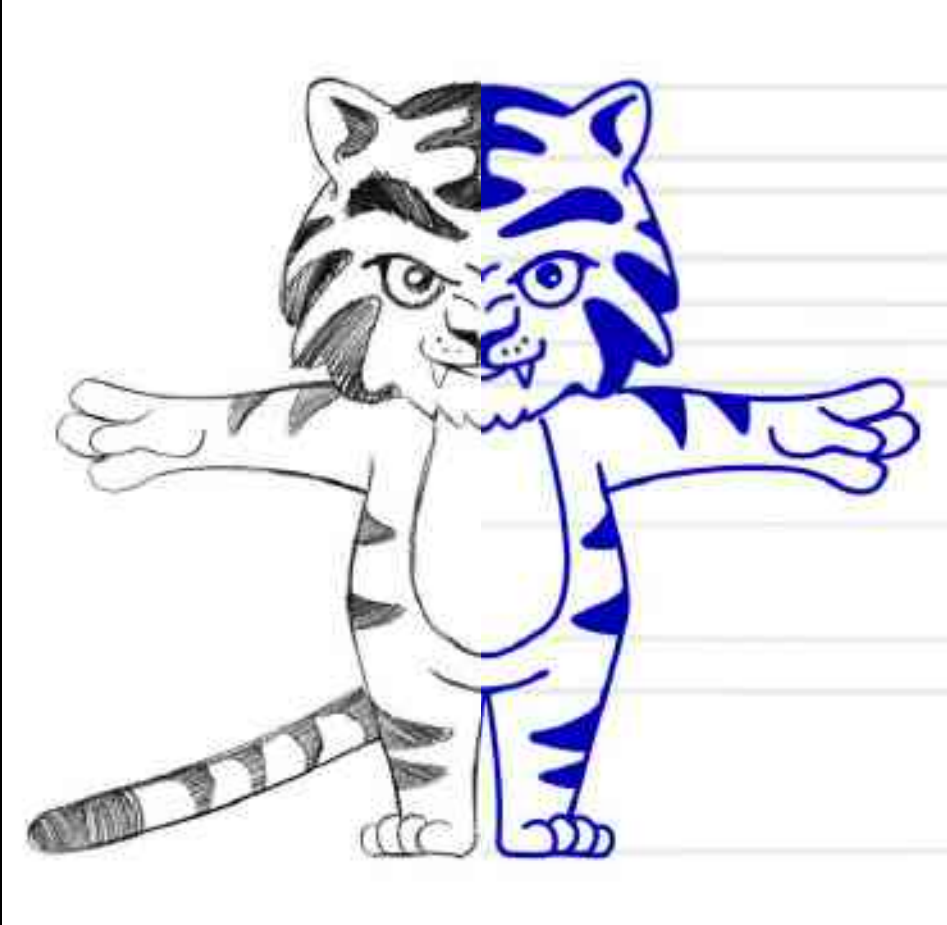
IN-HOUSE BRAND

VISUAL IDENTITY
PRODUCT DEVELOPMENT
ART SKATEBOARD DECKS



RELEASED IN NORTH AMERICA - FRANCE - CHINA

A UNIQUE ACCESSORY



FROM MASCOT CONCEPT AND DESIGN
TO 3D CHARACTER MODELING
AND ANIMATION

TIGERCLAW 3D MASCOT

RC

"Retail isn't going away...
boring retail is."

CATHY SPARKS



VP/GM Nike Direct Stores & Service

Designed eye-catching retail installations highlighting key features of new footwear models



Pegasus

Tempo Next %

Metcon

Glide

CONCEPTUAL AND PLAYFUL RETAIL INSTALLATION

NIKE FLYEASE



- # Prototypes
- # Materials Exploration
- # BTD sketches
- # Animations

x 4 Footwear Installations

NIKE HOUSE OF INNOVATION

RELEASED IN CHINA

PEGASUS TRAIL 3 GORE-TEX

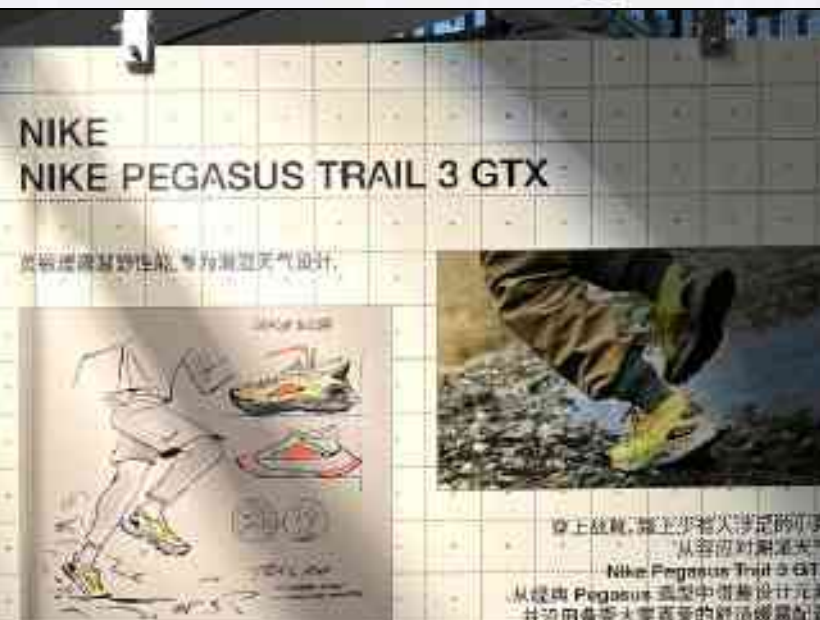
VIEW# INNOVATION
VIEW# UNIQUE FEATURES



ACG MOUNTAIN FLY LOW GORE-TEX SE



决不停 自在探索
防风防水, 从容穿梭



NIKE OUTDOOR COLLECTION CAMPAIGN SKETCHES



KYRIE 6 PROTOTYPES

CAPTURE PRODUCT ESSENCE IN RETAIL SPACE

RELEASED IN NEW YORK CITY 

EXPLORATION:
A - FOOTSTRAP

PROTOTYPE:
#2

x 3 Explorations

FOOTWEAR:
NIKE KYRIE 6

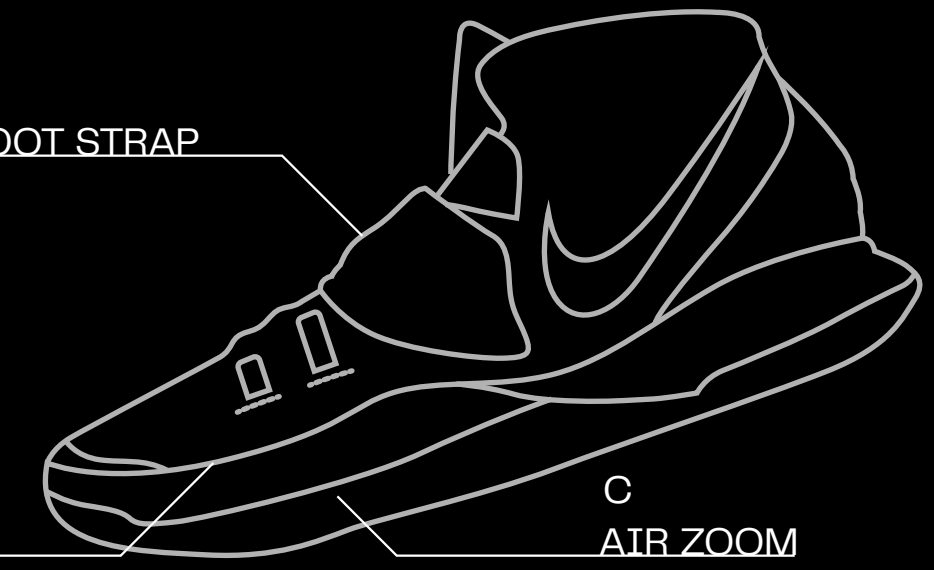
11 COLORWAYS:
PRE-HEAT TAIPEI

x 9 Prototypes

A
MIDFOOT STRAP

B
CURVED OUTSOLE

C
AIR ZOOM



RELEASED IN NEW YORK CITY



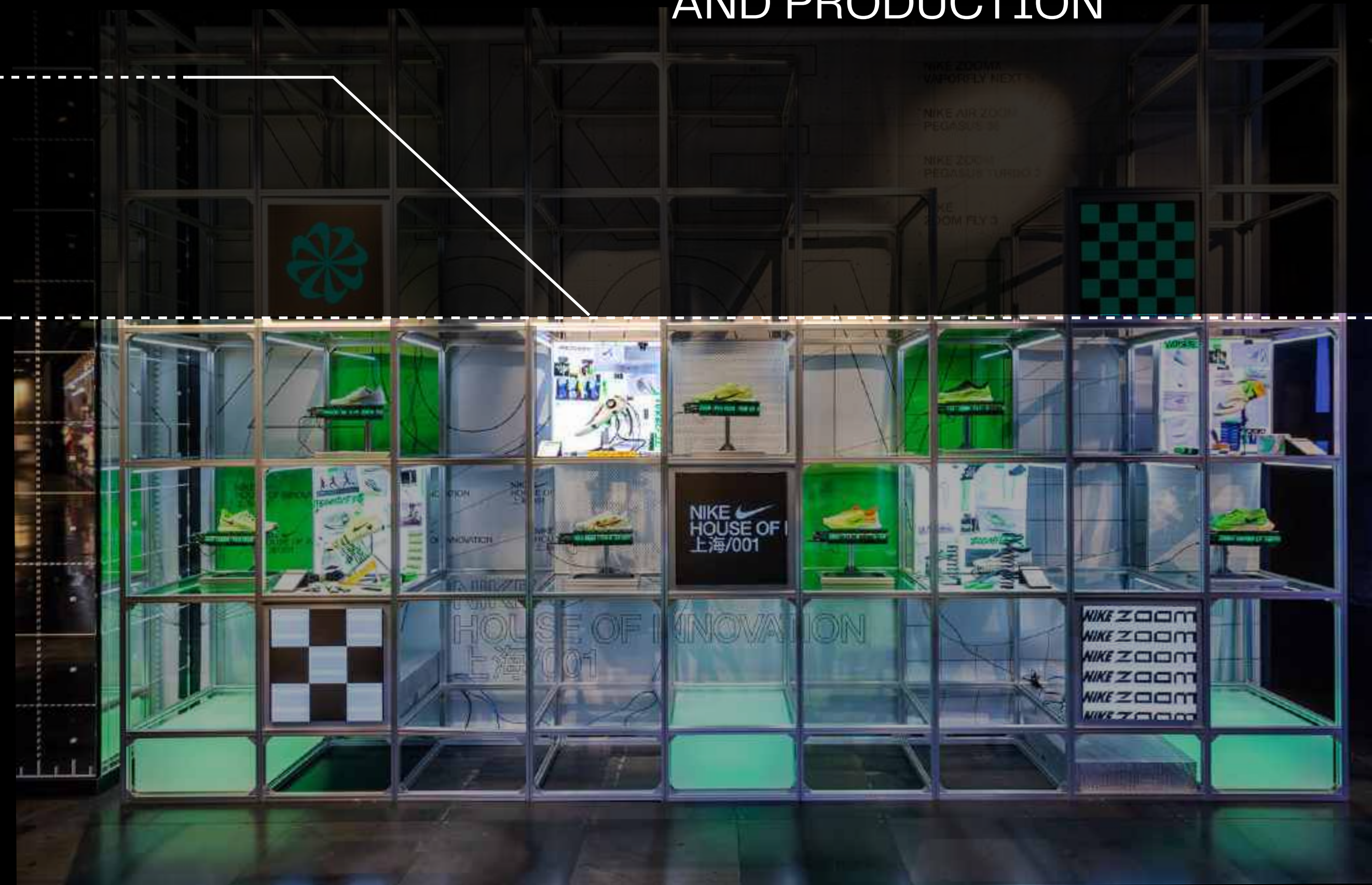
RETAIL INSTALLATIONS

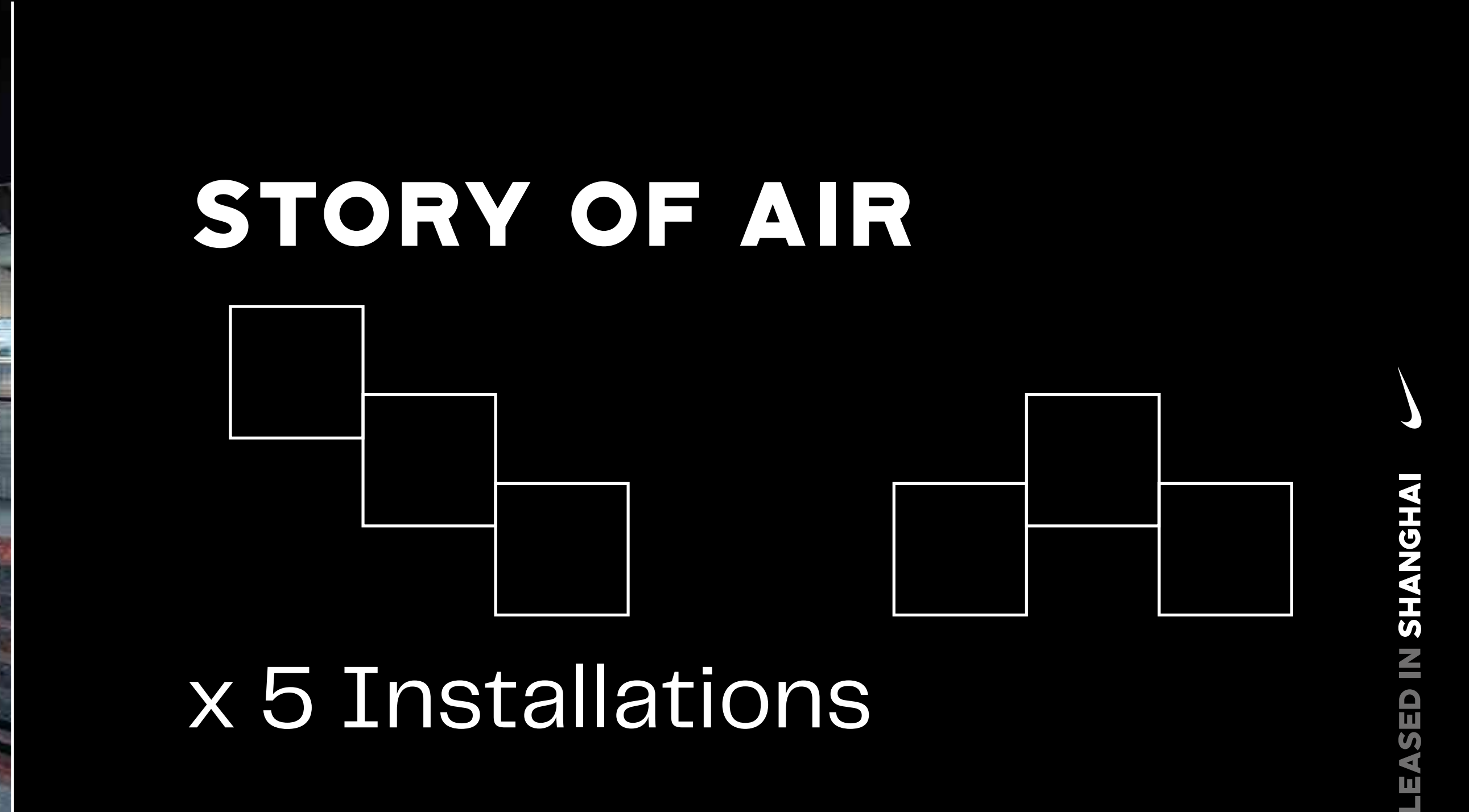
INCORPORATED PRODUCT FEATURES INTO STORYTELLING

FAST PACK FOOTWEAR
PROTOTYPE IDEATION
AND PRODUCTION



INSTALLATION  70%





STORY OF AIR

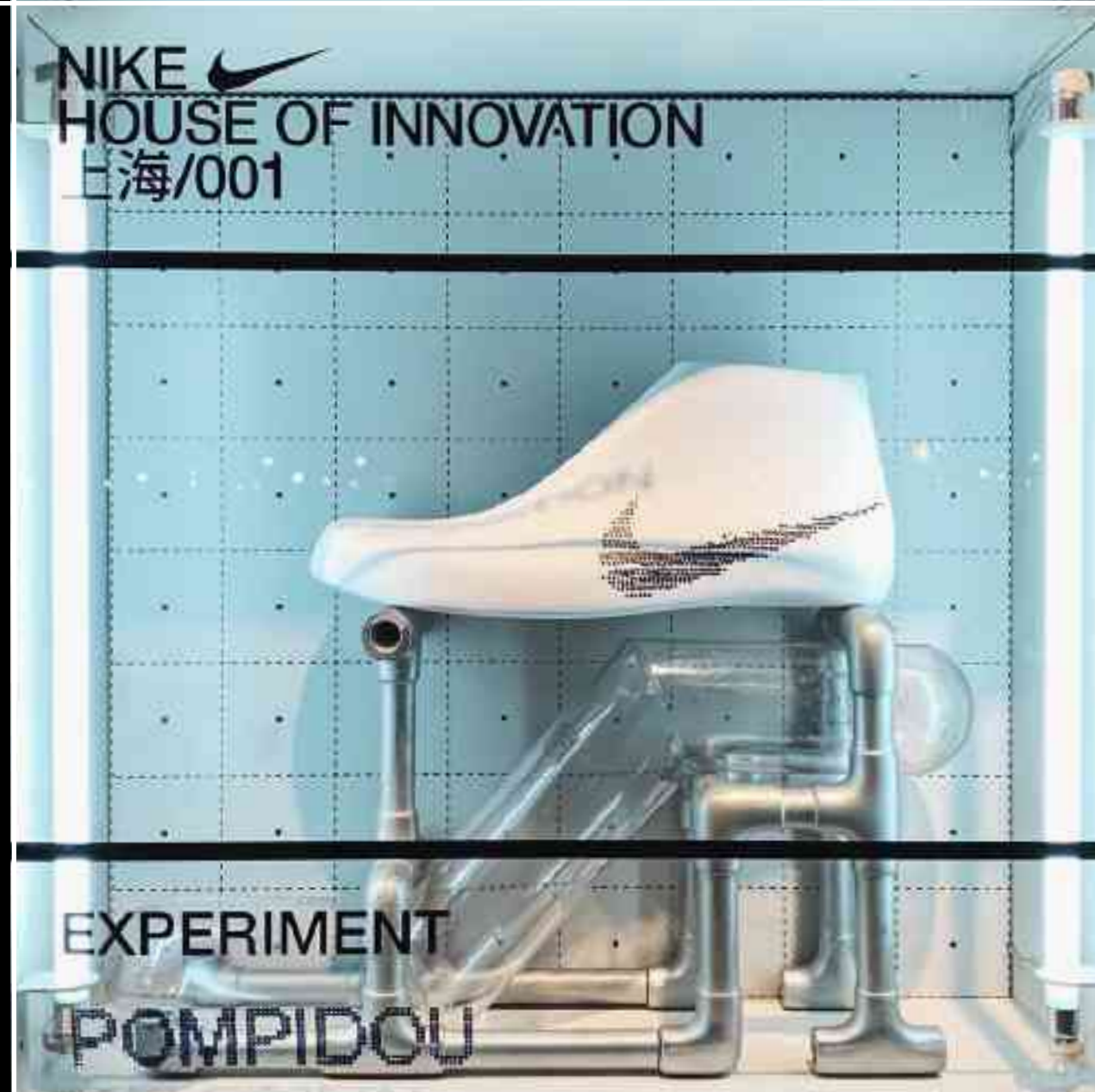
x 5 Installations

INSTALLATION 01 - AM1

INSTALLATION 02 - AM97

INSTALLATION 03 - AM Uptempo

RELEASED IN SHANGHAI





x 10 Prototypes

GAVE PROFESSIONAL FOOTBALL ITS WINDOW INTO ART



CRISTIANO RONALDO AT THE SHOW

IGNITE BRILLIANCE EXHIBITION


CR7

RELEASED IN BEIJING 



DELAY
BY SUPERSONIC



CLOUD
BY SUPERSONIC



SILVERFUR
BY KEFLIONE



FLYING WHITE
BY CREEPY MOUTH

x 7 Artists

x 14 Artworks



CRISTIANO RONALDO AT THE SHOW



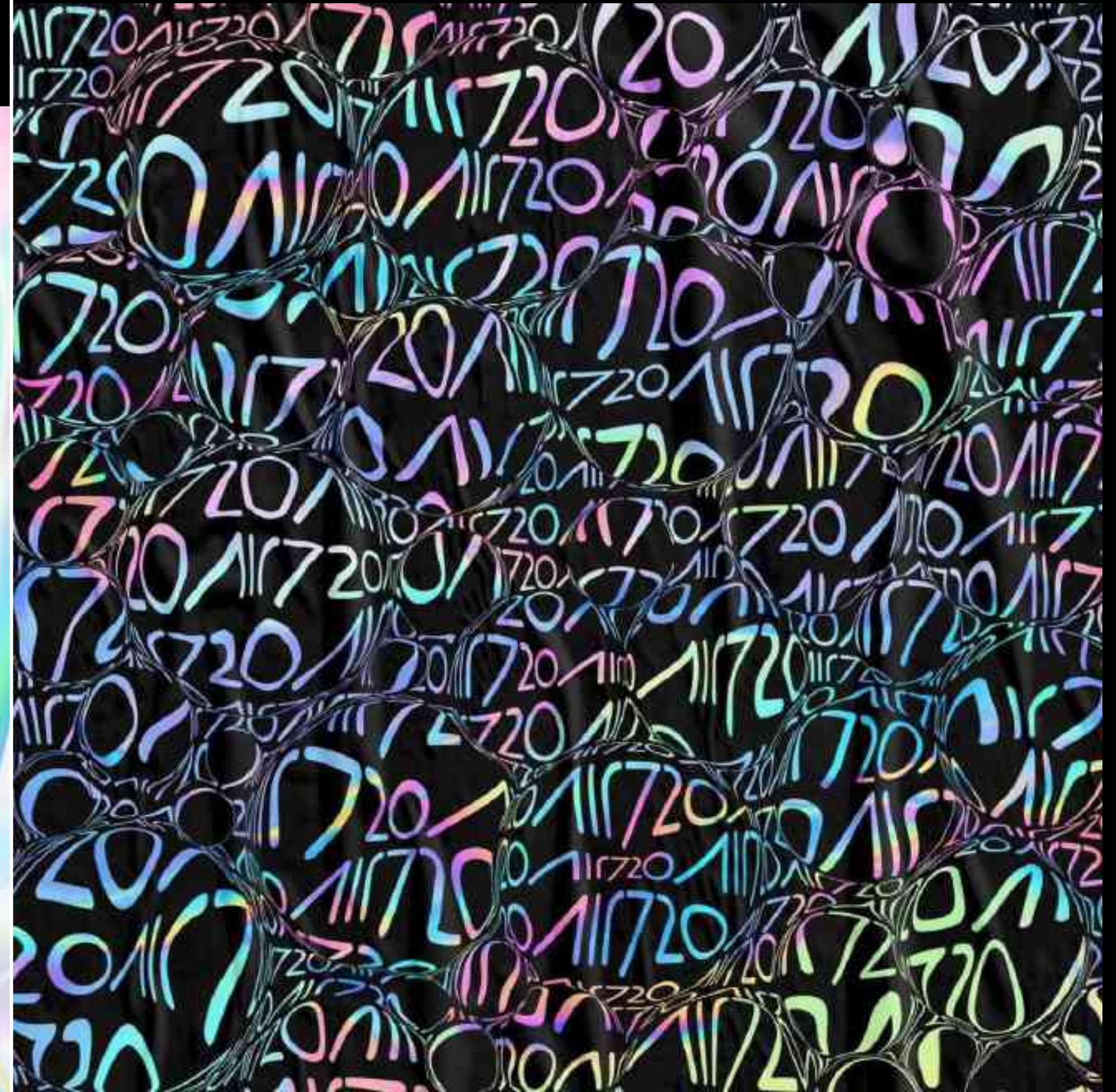
DISPLAY MANNEQUIN ROW



RELEASED IN BEIJING

JUST GO BIGGER

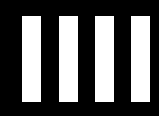
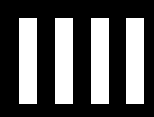
CREATED MEMORABLE EXPERIENCES WITH EYE-CATCHING GRAPHICS



“JUST GO BIGGER” CAMPAIGN GRAPHICS

“NAIKE” TYPOGRAPHY

RELEASED IN CHINA 



WITH TOP NOTCH DETAILS

RE-THOUGHT
NAI KE'S LOGO

WITH A
FRESH NEW DESIGN
AND
A STRONG STORY



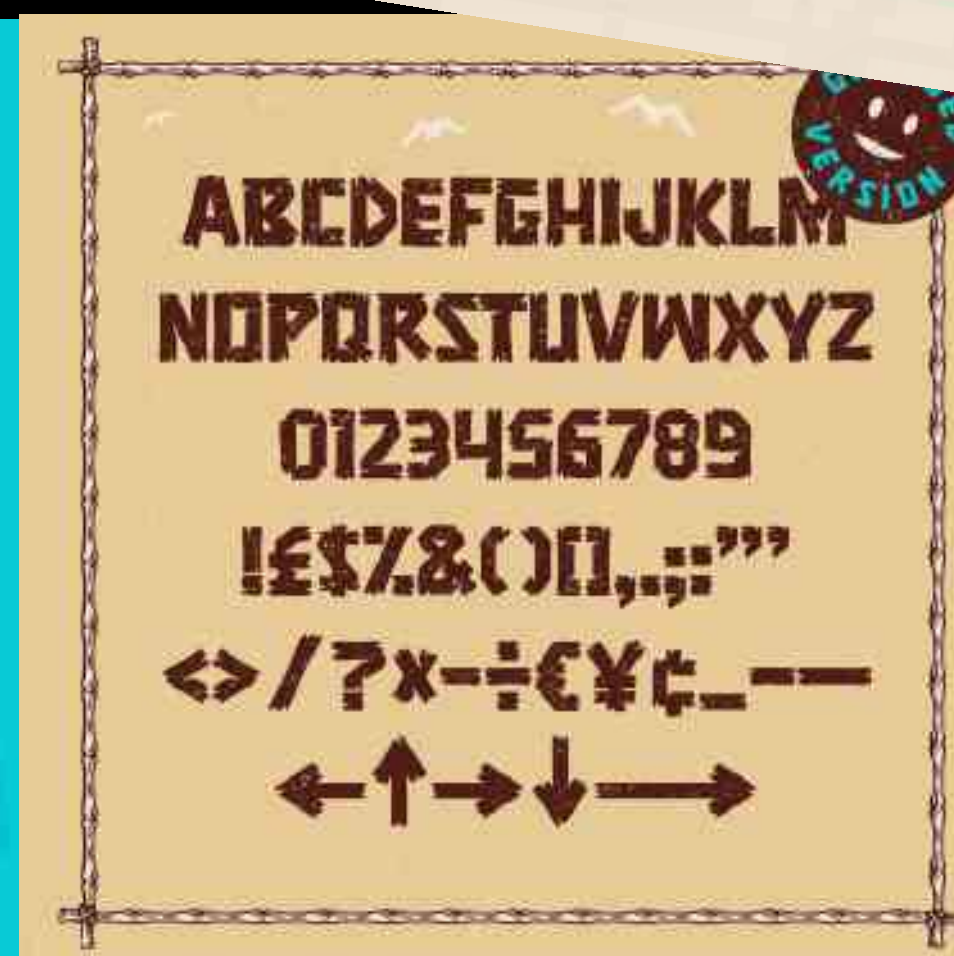
BEACHCLUB BUNDLE TYPOGRAPHY DESIGN



ROYALCLUB PRESENTS

BEACHCLUB

WOOD LETTERS FONT & NUMBERS



IN-HOUSE DESIGN
INSPIRED BY
WOOD LETTERS
AND SUMMER VIBE

MEMBERSHIP GIFTS

“SOLID MEMBERSHIP AND BRAND ARCHITECTURE.”



x 5
Pins

x 5
Bracelet
Pins

RELEASED IN CHINA



MEMBER DAYS GWP



X 2 GIFT BOX SHOTS

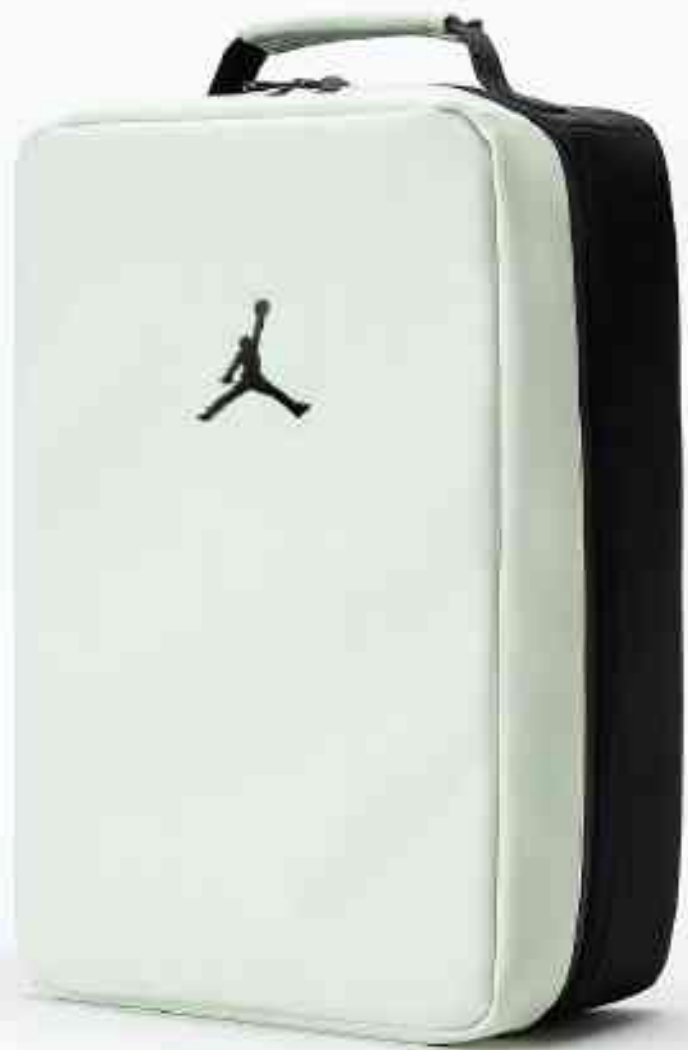
X 2 ON-BODY SHOTS

PHOTOSHOOT PRODUCTION AND EXECUTION



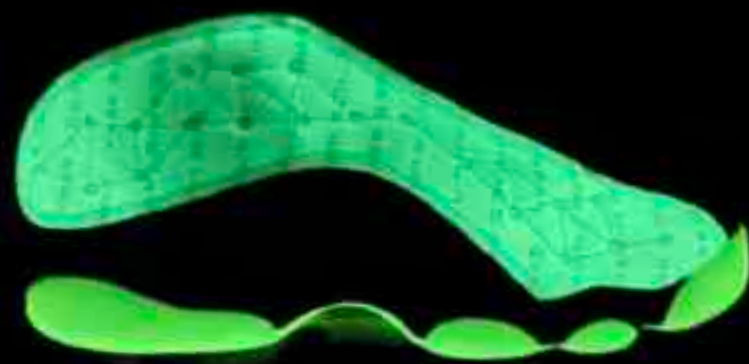
JORDAN & NIKE GWP DESIGN

GIFT WITH PURCHASE
INCLUSIVE, FUNCTIONAL AND NON-SEASONAL



#1 SHOE BOX

GLOW IN THE
DARK PATTERN
INSPIRED BY THE
AIR JORDAN XIII



#2 WATER BOTTLE



#3 LUNCH BOX
FOR KIDS



JustDoIt JustDoIt



PROVIDED OUTSTANDING
FEATURES TO RETAIL OPENINGS



CHONGQING STORE



SHENYANG STORE

HANGZHOU STORE



JORDAN STORE MURALS

RELEASED IN SHNAGHAI, CHONGQING, SHENZHEN, SHENYANG, HANGZHOU, XIAMEN



FRESCO AT NIKE'S SHANGHAI RUNNERS'S HUB

INTEGRATED THE BRAND INTO ITS COMMUNITY



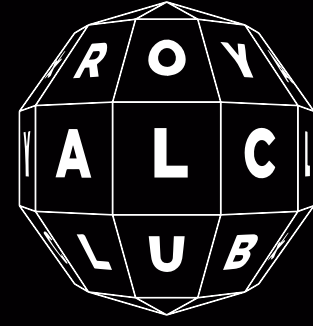
ARTIST OMACHE WORK IN PROGRESS

RUN HAI LANE

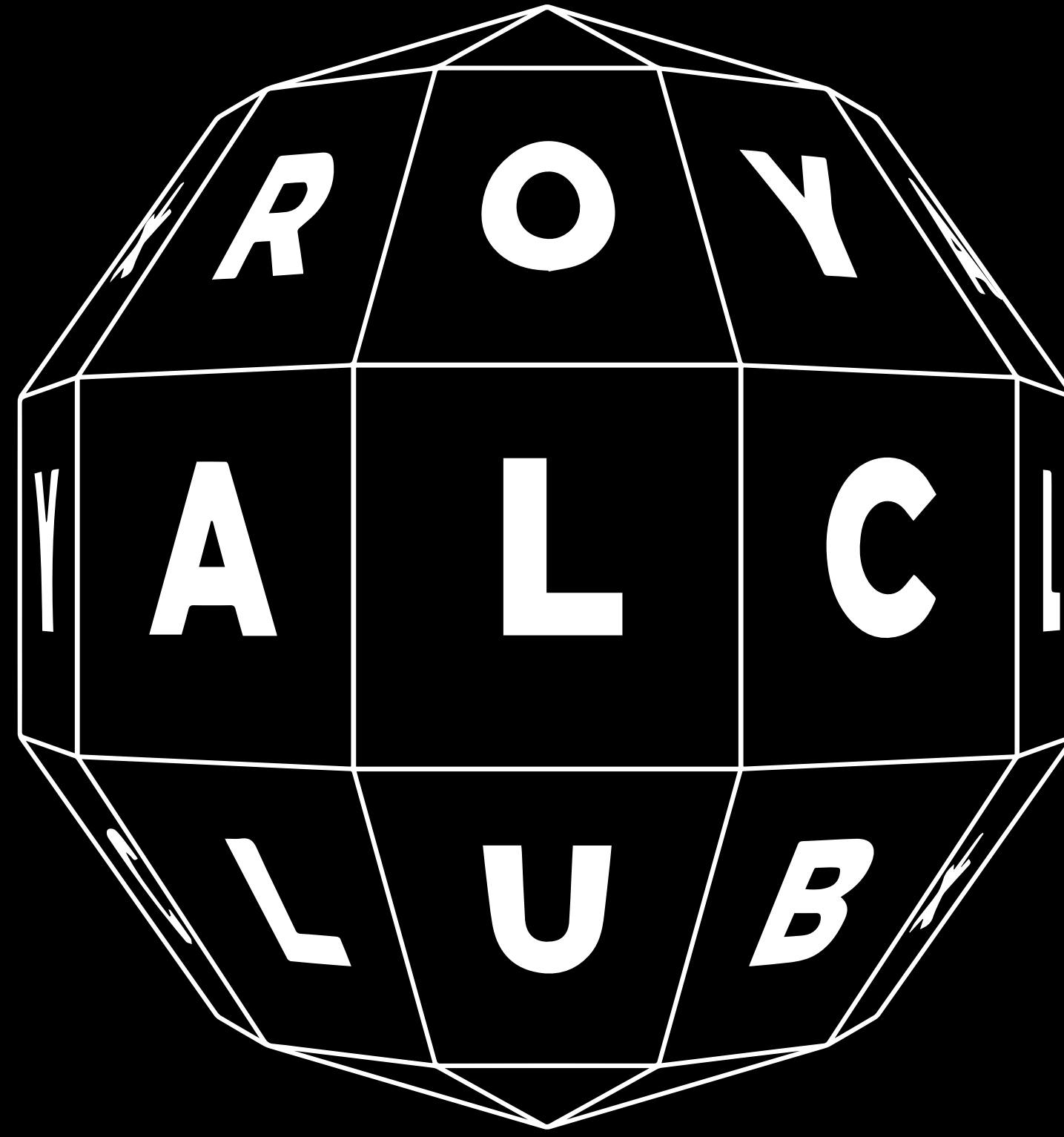
RELEASED IN SHANGHAI







What can we do for you?



DESIGN

VISUAL 2D/3D
TYPOGRAPHY
ANIMATION
MOTION DESIGN
SOCIAL MEDIA
PACKAGING DESIGN
RETAIL DESIGN

PRODUCTION

PLANNING
TALENT SCOUTING
ARTIST MANAGEMENT
PROJECT MANAGEMENT
MATERIAL SOURCING
PRINT
3D PRINT

ART

ILLUSTRATION
MURAL
INSTALLATION
ART PERFORMANCE
ARTIST COLLABORATION
CURATION
ARTIST SOURCING

HI@ROYALCLUB.SH

Merci.