



Highlights of the Taobao Maker Festival 2019

Overview

Launched by China's largest entrepreneurial and innovation platform, the Taobao Maker Festival, now in its fourth year, has become a signature event within the Alibaba innovation ecosystem.

This year's festival will continue to showcase the "maker spirit" of merchants and designers and how this spirit resonates with the consumption trends of China's Generation Z and other young consumers. The scale and diversity of the Festival is continuing to expand, as are its power to inspire and its role as a platform of discovery for the Alibaba economy.

For the first time, this year's Taobao Maker Festival will feature two venues and operate for an extended period of 14 days. Approximately 1,000 new products will debut at the event.

The primary venue, Hangzhou Boiler Factory, will be divided into six themed zones: technology, Chinese culture, trends, design, food and creativity. The West Lake venue will host the Broken Bridge Fashion Show on September 12 and a six-day cultural heritage exhibition on Solitary Hill from September 12-17.

The Broken Bridge Fashion Show

Last year's fashion show created significant buzz for the festival. Building on this success, this year's Festival will feature a glamorous fashion show, giving center stage to Generation Z fashion trends. Works and limited editions from world-renowned designers and independent Chinese designers will make their first appearances. Exclusive cross-branded and cross-cultural editions will feature "China Cool" to underscore China's emergence as the world's trendsetter in streetwear. The show will be comprised of three parts, namely Z Design, Z Lifestyle and Z Culture. (See separate document)

Diversity Expanded: 1,000+ "new species"

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During the festival, approximately 1,000 limited edition products will be sold exclusively on Taobao, strengthening the platform's status as the go-to for showcasing creative new products that appeal to Generation Z consumers.

1. **New manufacturing:** 3D printing sports shoes (LuxCreo)
2. **New design:** Culture X Fashion – West Lake, Terra-cotta Warriors, The Great Wall, Dunhuang, etc. (fashion show)
3. **New flavor:** Maotai liquor-flavored ice-cream, vinegar chocolate
4. **New technology:** Future food (vegan meat), future transportation (underwater vehicle), future education (DJI RoboMaster) and future entertainment (cloud-based pet massage gloves)
5. **New trends:** Sports shoes (trendy zone), Han Chinese clothing (Chinese culture zone)
6. **New experiences/services:** Exclusive offline experiences including technology workshops; innovations within the Alibaba economy, including a space-themed restaurant in collaboration with Ele.me and paperless ticketing in collaboration with Damai.

Signature Products:



Long March Rocket: A rocket will be turned into a restaurant in the outdoor Innovation Plaza. Lucky charms made of rocket debris will debut on Taobao.



Robosea: Deemed “Underwater DJI”, Robosea has opened a store on Taobao and will demonstrate how roboshark’s swim and navigate underwater.



GreenMonday: Hong Kong-based social enterprise GreenMonday will prepare Chinese cuisine every day for visitors to taste vegan meat. GreenMonday intends to launch on Taobao as its entry point into the mainland Chinese market.



VIST : This niche ice-cream brand will launch a special edition of Maotai and other liquor-flavored ice-cream flavors. Taobao has proven a lucrative platform for merchants with niche customer segments.



Xianni Xiaozhu: With 14 years of experience making Han Chinese clothing, this merchant sells ready-made clothes as well as haute-couture designs that require nearly 1,000 hours of labor.

Returning Participants



[JINGYUTANG](#): This merchant, who sells oversized Han Chinese clothing, won the Ultimate Maker Award in 2018. This year, the owner will join the merchant panel to discuss with media how the Festival has helped increase his brand reputation and impact, as well as introduce Han Chinese clothing to more people.



[Miaoji](#) and [SmallDream](#): the two designer friends will host a joint exhibition. Miaoji, a pet-loving illustrator and SmallDream, a paper lantern artist who incorporates traditional culture into modern design, return after participating in the 2017 and 2018 Festivals.

English Speaking Merchants



[Dexta Robotics](#): Dexta Robotics created the world's first commercialized lightweight, wireless, dual-hand force-feedback glove. The founder graduated from Cambridge University.



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[Wearable Media](#): Wearable Media is a fashion technology design studio based in New York. It will bring IoT appare. In 2018, it was selected as one of the top 30 finalists for the LVMH Innovation Award.



[Tsinghua Robot Band](#): The robot band project was developed by teachers and students from Tsinghua University as well as entrepreneur teams made up of Tsinghua graduates. They will be the special performer at the fashion show on Sept. 12.



Technology Zone

The Technology Zone will showcase innovation embedded in future technology. As time goes on, innovative technology will be woven into the fabric of everyday life, touching manufacturing, leisure, transportation and education.



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[C-Exoskeleton Technology](#): This merchant will showcase a “made-in-China”-powered exoskeleton and has recently opened a store on Taobao.



[Tsinghua AI Painting](#): Tsinghua University’s alumni will bring over an AI painting system to draw traditional Chinese painting on oiled-paper umbrellas. Tsinghua’s robot band will also perform at the venue and the Broken Bridge Fashion Show.



[LuxCreo](#) : “Taobao Fighter” leverages LuxCreo’s high-speed 3D printing technology to produce 3D printed insoles for visitors.



When traditional culture converges with the imagination of young entrepreneurs, creative fashion ideas are sparked.



[Wanfeng Shuwu](#): Bracket setting, mortise and tenon, all ancient Chinese architectural techniques, will be applied in the building of toy blocks. Limited edition “Chinese Legos” will be launched during the Festival.



[Xiaini Xiaozhu](#): With 14 years of experience making Han Chinese clothing, this merchant sells ready-made clothes as well as haute-couture designs that require nearly 1,000 hours of labor.



[MEWE](#): MEWE owner Zhang Xue is a professional embroider in his early 30s. He inherited his skillset from his mother, an official successor of the tradition. Zhang uses traditional techniques to produce earphones, watches and ball-jointed doll clothing. His products are very popular among young people in China.



[Indigohood](#): This merchant will showcase botanic-dyed apparel, which is very popular among young people. Limited edition products for the Festival will include botanic-dyed sports shoes and bags.



Other Chinese cultural elements in the main venue include [Laogui](#), [cosmetics being sold on Imperial Palace Taobao](#). Elements of Chinese culture such as West Lake, The Great Wall and Dunhuang will be featured during the Broken Bridge Fashion Show where five National Treasures will launch cross-branded products.



In addition to the Internet celebrity café and a major creative element of mahjong, this year's Festival has gathered a wide variety of merchants selling fashionable shoes, a major Generation Z fashion trend.



[FZBB](#) is a famous custom sports shoes company in China. The merchant has hosted sports shoe customization competitions and mask-making workshops. Limited edition products will be featured at the Festival, including a leather Air Force 1 made of Lego blocks and recycling-themed shoe paintings.



[CLCUSTOM](#): Chang Lin is a custom shoemaker contracted by Li-Ning, a Chinese sportswear brand. He has created personalized shoes for NBA player Dwyane Wade.



[Maniac](#): This store owner is a sports shoe collector with a personal collection worth RMB 30 million. The collection is comprised of shoes from Michael Jordon, David Beckham and Zinedine Zidane.



[DUH!](#): This merchant sells sports shoes made of Legos. The store is an official partner of Nike.



Gourmet food tasting will be a unique experience during this year's Festival. The range of imaginative and curious tastes are sure to leave an impression on the Festival's visitors.



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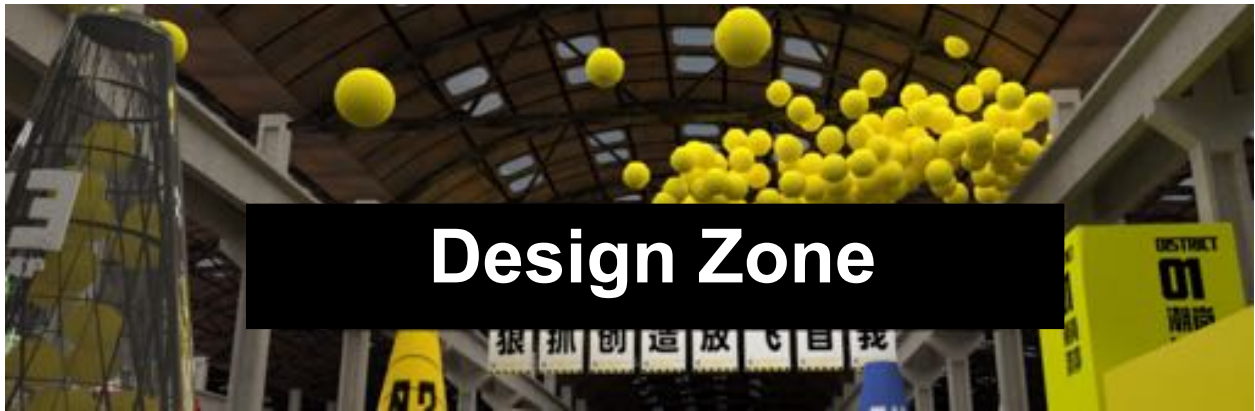
[Richard's Tea](#): This merchant sells tea products with unconventional flavors and packaging. An appreciation of aesthetics has reinvented the experience of drinking Chinese tea. Innovative products such "Milktea Boost" will be launched at the Festival.



[Hengshun](#): This traditional brand of mature vinegar is being used in various foods, including the exclusive Festival edition of vinegar chocolate and soft drinks.



[Wenheyou](#): At the Festival, this restaurant will launch fusion ice-cream and mashed-potato with its signature crayfish flavor.



Personality and originality characterize Generation Z, particularly in the area of culture and fashion. This year's Festival is infusing these elements into the daily life of China's younger generations.



[Laogui](#): This 2017 Festival participant returns with new products, which specializes in revolutionizing Chinese cultural symbols and incorporating humor into the design of bags and other merchandise.



[SCIFI](#): This merchant sells popular sci-fi merchandise, including props from classic sci-fi movies, such as *The Three-Body Problem* and *The Wandering Earth*.



[Mr. Tail](#): This merchant sells creative, delicious and visually-attractive dog food. The products are deemed "Michelin dining for dogs".



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