



Cheerful Mario

www.cheerfulmario.cn

BRAND MANUAL

CHILDHOOD BUILDS DREAMS
WALKING LIGHTLY

Cheerful Mario

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CheerfulMario

About us

Shanghai Gansheng Industrial Co., Ltd

上海柑晟实业有限公司

The story of Cheerful Mario is a journey about inheritance, innovation, and dreams. Born from the shining pearl of leather shoemaking in Wenzhou, Zhejiang, the founder of the brand, as the second generation leader of the family business, not only inherited the persistent pursuit of craftsmanship and quality from predecessors, but also led the brand to new heights with keen market insight and forward-looking strategic vision. In 2010, when the founder officially entered the shoe industry, he knew deeply that in this fiercely competitive market, only continuous innovation and improvement could establish a foothold. Two years later, with a deep concern for the healthy growth of children and an infinite longing for a better life, the Cheerful Mario brand emerged. Since its establishment, the brand has focused on the children's slipper market, committed to perfectly integrating fashionable design with comfortable experience, and creating shoes that meet the needs of children's growth and are full of childlike fun.





幸福玛丽 (Cheerful Mario) 的故事，是一段关于传承、创新与梦想的旅程。从浙江温州这座皮革制鞋的璀璨明珠中孕育而出，品牌创始人作为家族企业的第二代掌舵人，不仅继承了先辈对工艺品质的执着追求，更以敏锐的市场洞察力和前瞻性的战略眼光，引领着品牌走向新的高度。2010年，当创始人正式踏入制鞋行业的大门时，他便深知，在这个竞争激烈的市场中，唯有不断创新与精进，方能立足。两年后，怀揣着对儿童健康成长的深切关怀和对美好生活的无限向往，幸福玛丽品牌应运而生。自创立之初，品牌便聚焦于儿童拖鞋这一细分市场，致力于将时尚设计与舒适体验完美融合，为孩子们打造既符合成长需求又充满童趣的鞋履。

Cheerful Mario.

CheerfulMario

About us

With the solid support of the two major production bases in Fujian and Ningbo, Cheerfulmario continuously increases investment in product design and research and development, introduces advanced technology and equipment, and ensures that every pair of children's slippers can meet international first-class quality standards. At the same time, the brand also focuses on the application of environmentally friendly materials, striving to protect children's feet while contributing to Mother Earth.

After more than ten years of unremitting efforts and continuous innovation, Happy Mary has established a significant leadership position in the field of children's slippers, winning wide recognition and trust from domestic and foreign consumers. The brand not only occupies a place in the domestic market, but also actively explores the international market, bringing high-quality children's slippers made in China to all parts of the world, bringing laughter and comfort to children all over the world.

Looking ahead to the future, Cheerfulmario will continue to uphold the original intention of "creating fashionable and comfortable high-quality shoes for children", work together with global partners, and explore the infinite possibilities in the field of children's shoes. We believe that through unremitting efforts and persistence, Happy Mary can become a bridge connecting the happy growth of children around the world, making every child's childhood full of happiness and beauty.





在福建与宁波两大生产基地的坚实支撑下，幸福玛丽不断加大对产品设计与研发的投入，引入先进技术和设备，确保每一双儿童拖鞋都能达到国际一流的品质标准。同时，品牌还注重环保材料的应用，力求在保护孩子们双脚的同时，也为地球母亲贡献一份力量。

经过十多年的不懈努力与持续创新，幸福玛丽已在儿童拖鞋领域树立了显著的领导地位，赢得了国内外消费者的广泛认可与信赖。品牌不仅在国内市场占据了一席之地，更积极开拓国际市场，将中国制造的优质儿童拖鞋带到了世界各地，为全世界的儿童带去欢笑与舒适。

展望未来，幸福玛丽将继续秉承“为儿童创造时尚、舒适的高品质鞋子”的初心，携手全球合作伙伴，共同探索儿童鞋履领域的无限可能。我们相信，通过不懈的努力与坚持，幸福玛丽定能成为连接全球儿童快乐成长的桥梁，让每一个孩子的童年都充满幸福与美好。

Cheerful Mario.

Market share

Tmall Data

Cheerful Mario maintains the top brand share in the Chinese children's slipper category for a long time

| 排名 | 品牌 | 支付金额排名 | 交易增长幅度 | 支付转化率 | 操作 |
|-----|---------------------|--------|-------------|-----------|------|
| 持平 | Cheerful Mario/幸福玛丽 | 1 | 20% ~ 30% | 5% ~ 10% | 趋势分析 |
| 升2名 | SCORNEST/科巢 | 2 | 60% ~ 70% | 5% ~ 10% | 趋势分析 |
| 降1名 | Bobdog/巴布豆 | 3 | 10% ~ 20% | 5% ~ 10% | 趋势分析 |
| 升7名 | 巴拉巴拉 | 4 | 140% ~ 150% | 5% ~ 10% | 趋势分析 |
| 降2名 | 朴西 | 5 | 30% ~ 40% | 5% ~ 10% | 趋势分析 |
| 降1名 | 小鹿米利 | 6 | 30% ~ 40% | 10% ~ 15% | 趋势分析 |
| 降1名 | 猪爸爸 | 7 | 30% ~ 40% | 10% ~ 15% | 趋势分析 |
| 升8名 | Abckids | 8 | 110% ~ 120% | 10% ~ 15% | 趋势分析 |
| 降2名 | JIFANPAUL/纪梵保罗 | 9 | 20% ~ 30% | 5% ~ 10% | 趋势分析 |
| 降1名 | 牧童 | 10 | 10% ~ 20% | 5% ~ 10% | 趋势分析 |

As the leader in the children's slipper category, Cheerful Mario has a solid position in the market, able to continuously attract and meet the needs of consumers, thereby maintaining its leading position.











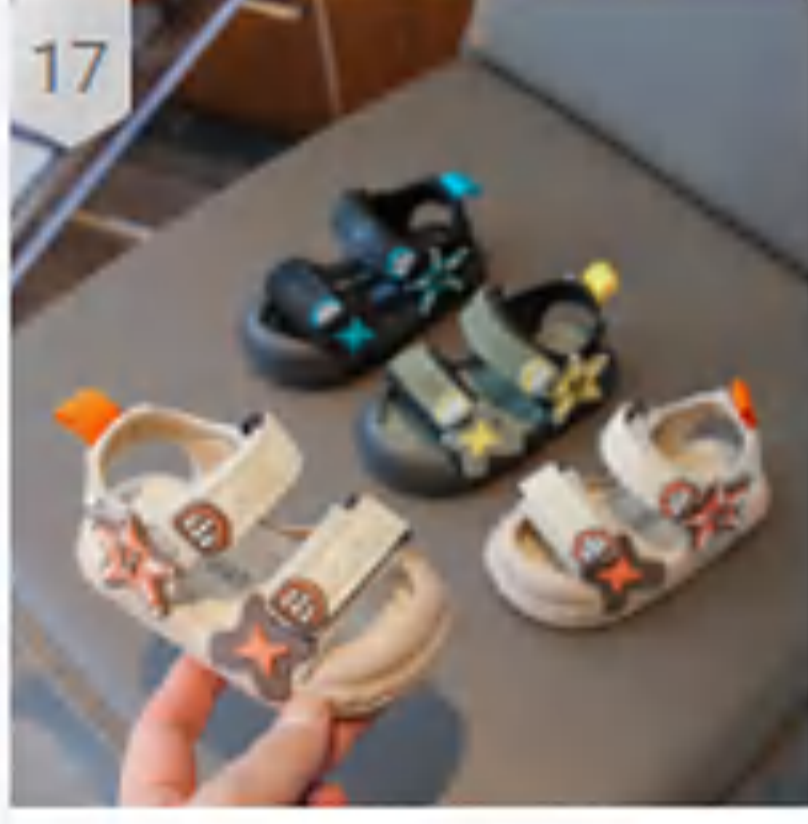

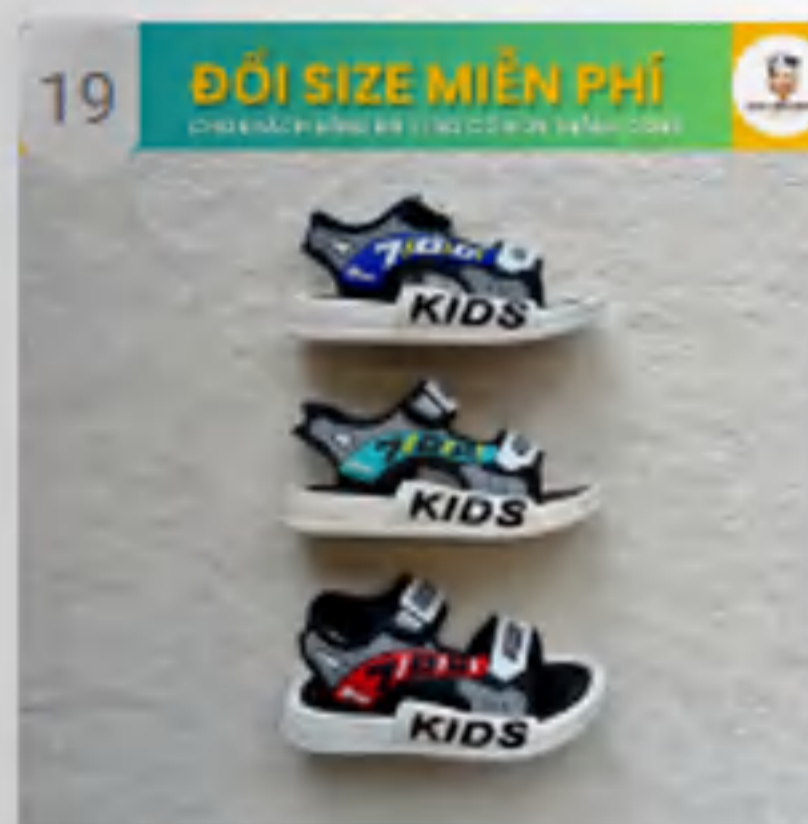






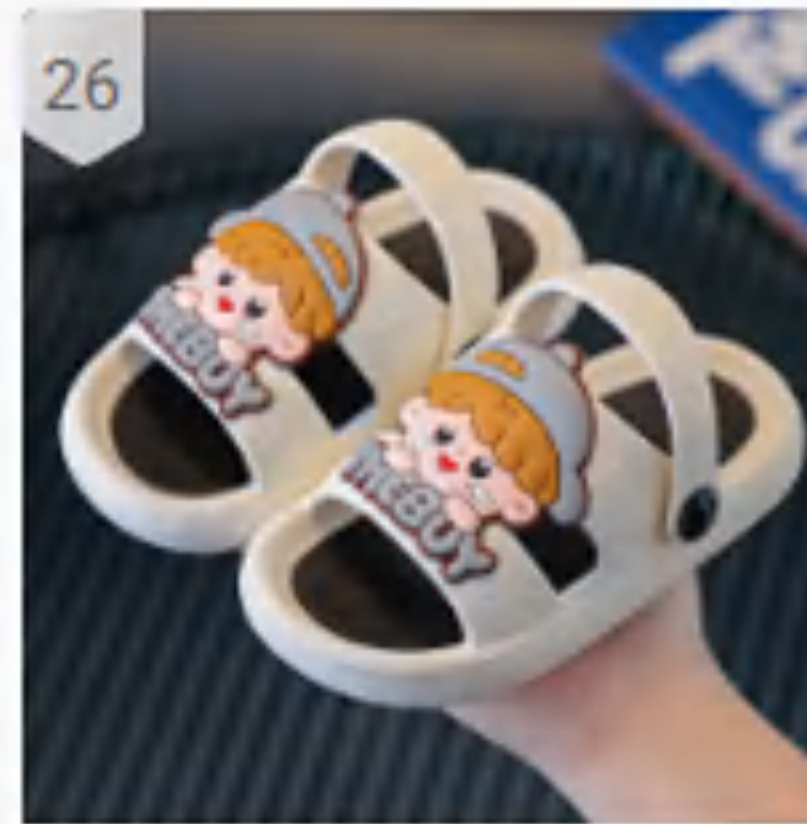


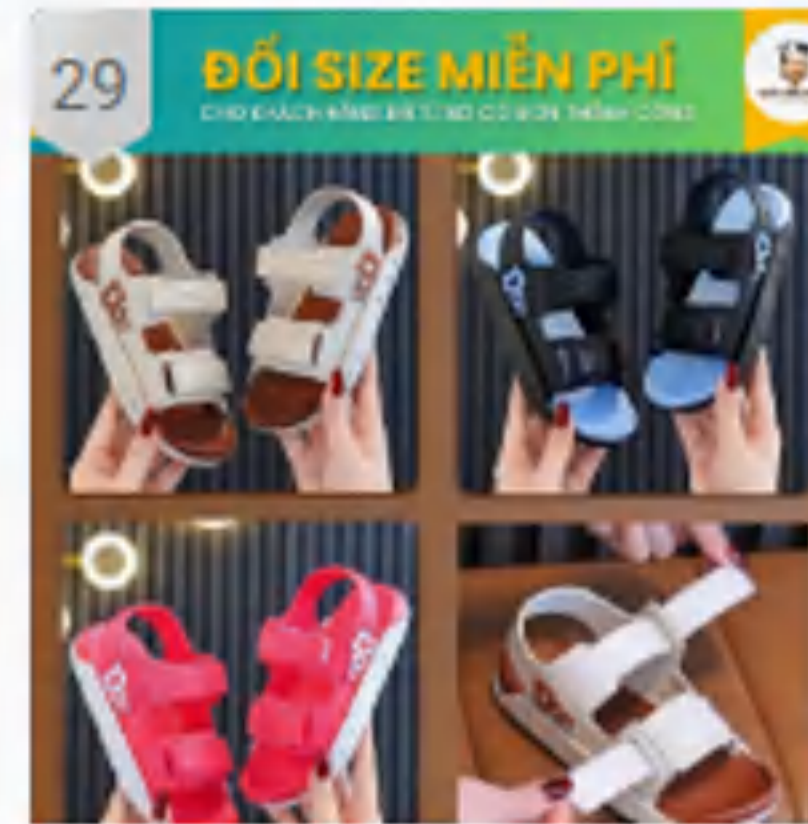

The screenshot shows a search for '幸福玛丽' (Cheerful Mario) on Taobao. The search results are filtered by '销量' (Sales Volume) and '信用' (Credit). Several product listings are visible, including:

- 女童凉鞋夏季儿童拖鞋 (Children's sandals for summer) - Price: ¥29.80
- 儿童拖鞋夏季男童防滑 (Children's slippers for summer, anti-slip for boys) - Price: ¥16.80
- 儿童拖鞋男童中大童户外防滑 (Children's slippers for boys, outdoor anti-slip) - Price: ¥36.80
- 小鸭子儿童拖鞋 (Duck-shaped children's slippers) - Price: ¥19.90
- 亚麻拖鞋居家四季儿童幸福玛丽 (Linen slippers for home, all seasons) - Price: ¥37.16
- 小狗雨鞋 (Dog-shaped rain shoes) - Price: ¥39.80

Market share

Vietnam Shopee Data

- Market penetration rate: In the children's shoe category of the Vietnamese e-commerce website Shopee, 5 out of the top 30 links sell Cheerful Mario products, indicating that the brand has a high market penetration rate in the Vietnamese market. Despite fierce competition, Cheerful Mario still stands out among numerous brands and occupies a place.
- Consumer recognition: This data also reflects the recognition and love of Vietnamese consumers for the Cheerful Mario brand. The successful entry and occupation of the local market by a brand is closely related to its high-quality products, reasonable pricing, and effective marketing strategies.





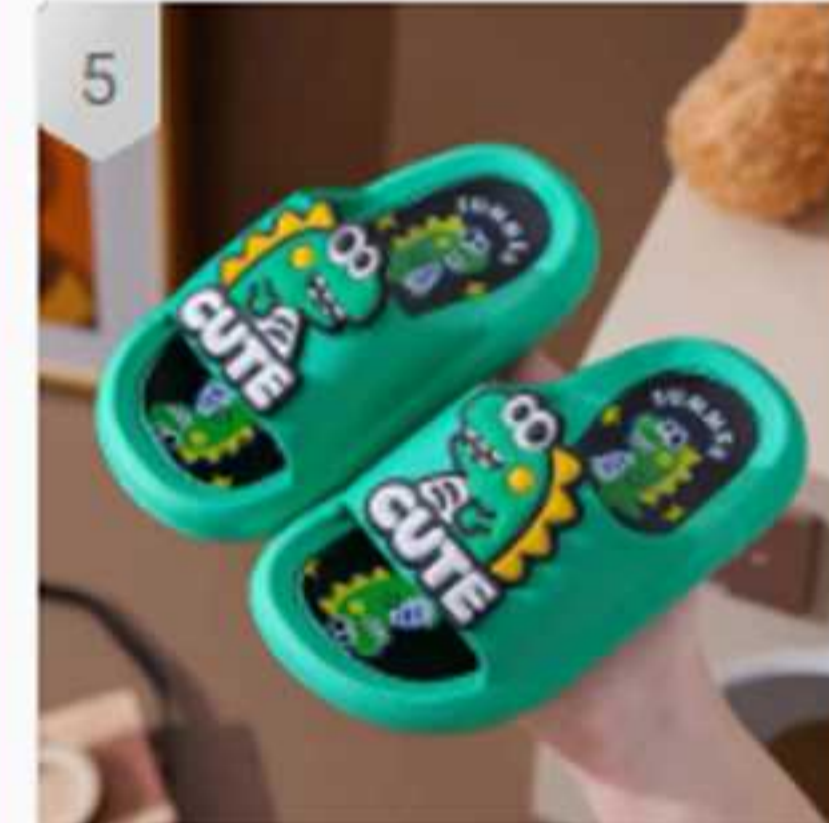


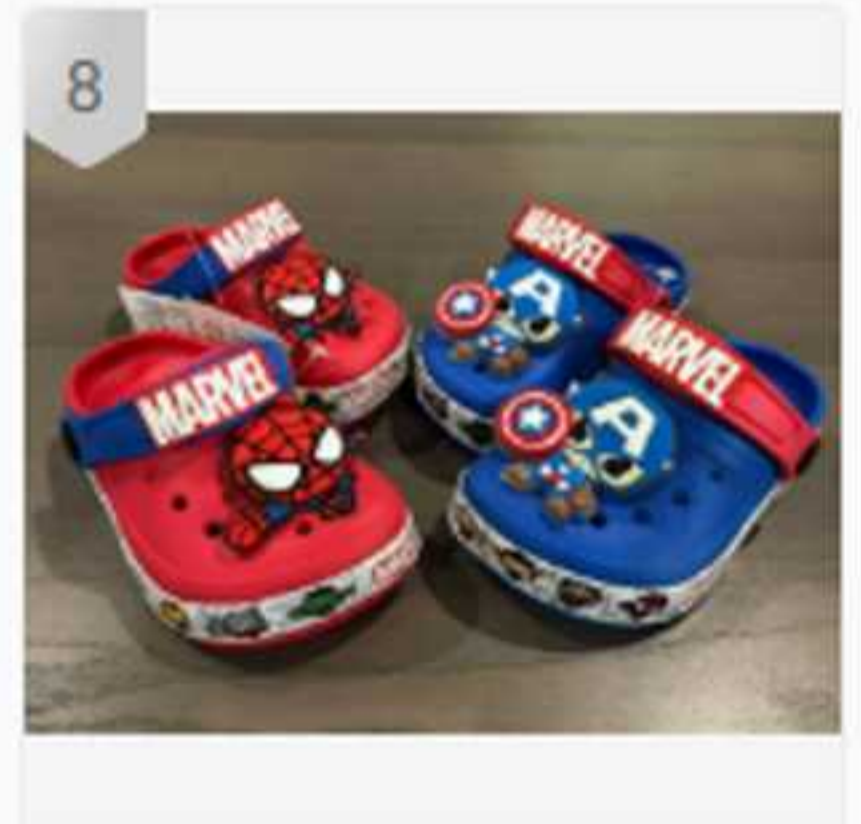




| | | | | | |
|---|--|--|---|---|---|
|  <p>7 Sandal tập đi cho bé đế mềm chống trơn trượt... ₫91.000 - ₫92.000 790 售出</p> |  <p>8 Sandal 2 quai dán hàng đẹp cho bé trai bé gái... ₫120.900 - ₫132.600 717 售出</p> |  <p>9 Giày tập đi CHEERFUL MARIO có khóa dán đ... ₫132.500 - ₫186.200 683 售出</p> |  <p>10 Dép EVA cho bé dép cross Cheerful Mario... ₫69.000 - ₫102.000 573 售出</p> |  <p>11 Sandal cho bé Cheerful Mario QL-2277, Sand... ₫138.000 - ₫158.000 533 售出</p> |  <p>12 AMILA Dép Xăng Đan Thể Thao Chống Trượt... ₫59.000 - ₫62.000 512 售出</p> |
|  <p>13 Dép Sandal Tập Đi Có Kèn Cho Bé Đế Mềm... ₫92.400 477 售出</p> |  <p>14 Sandal Tập Đi Cho Bé Chống Trơn Thoáng K... ₫91.000 474 售出</p> |  <p>15 Dép Sandal Tập Đi Cho Bé Trai Từ 0 - 2 Tuổi Đ... ₫119.000 453 售出</p> |  <p>16 Dép tập đi chống trượt quai dán cho bé trai b... ₫38.000 435 售出</p> |  <p>17 [HCM] Sandal Chống Vấp Cho Bé Tập Đi... ₫165.000 398 售出</p> |  <p>18 Giày tập đi đế mềm chống trơn trượt cho... ₫63.000 396 售出</p> |
|  <p>19 Sandal Cho Bé Trai - Dép Sandal Thể Thao... ₫42.100 - ₫59.500 392 售出</p> |  <p>20 Dép sục Cross trẻ em Baya màu Navy Đỏ... ₫172.000 393 售出</p> |  <p>21 Giày sandal đế mềm đục lỗ họa tiết hoạt... ₫53.000 390 售出</p> |  <p>22 Dép sandal bé trai quai hậu 1-5 tuổi thời trang... ₫114.000 - ₫124.000 383 售出</p> |  <p>23 Dép Sandal Disney Siêu Nhẹ Cho Bé Trai Và B... ₫123.000 - ₫133.000 384 售出</p> |  <p>24 Sandal bé trai, bé gái quai ngang- sandal... ₫50.000 - ₫59.000 376 售出</p> |
|  <p>25 Dép sục cho bé trai, bé gái, chất liệu cao su... ₫59.900 367 售出</p> |  <p>26 Dép sandal chống trượt phong cách Hàn Quố... ₫44.000 352 售出</p> |  <p>27 Dép sục Cross trẻ em - giày sục cross cho bé... ₫184.500 329 售出</p> |  <p>28 Giày sandal CHEERFUL MARIO đế mềm mại... ₫127.600 - ₫142.100 328 售出</p> |  <p>29 Sandal Cho Bé - Dép Sandal Quai Ngang 3... ₫49.000 - ₫55.800 323 售出</p> |  <p>30 Dép mang trong nhà đế mềm chống trượt đục... ₫52.000 - ₫61.250 319 售出</p> |

Market share

Thai market data

Market position: In the children's shoes category of Shopee, a Thai e-commerce website, two of the top 5 products are Cheerful Mario brand products, which shows that the brand has a very high market position in the Thai market. Being among the top five means that Cheerful Mario is very competitive in the Thai market, where it competently competes with other well-known brands.













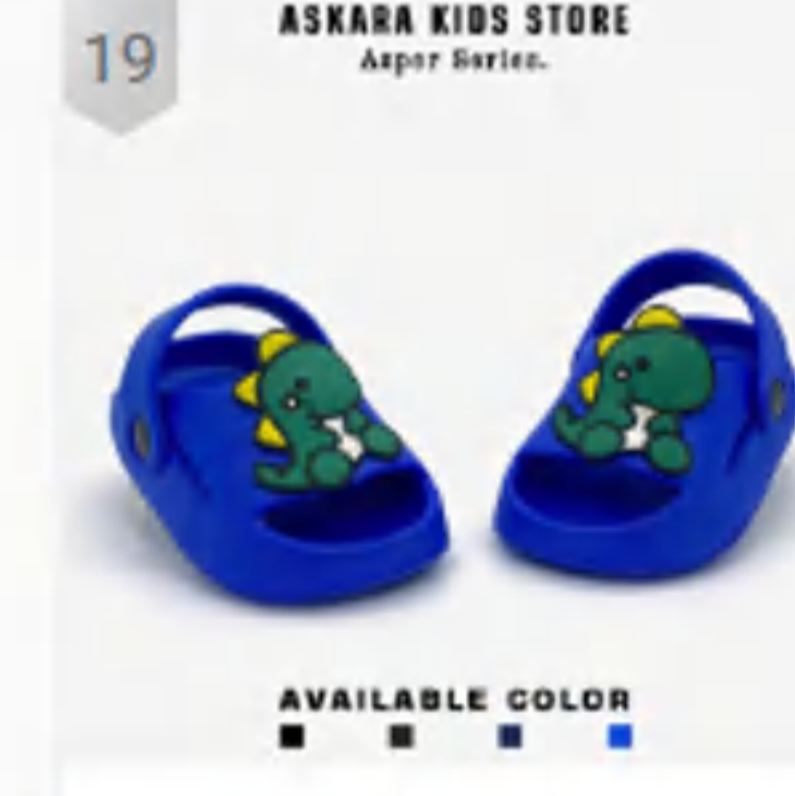
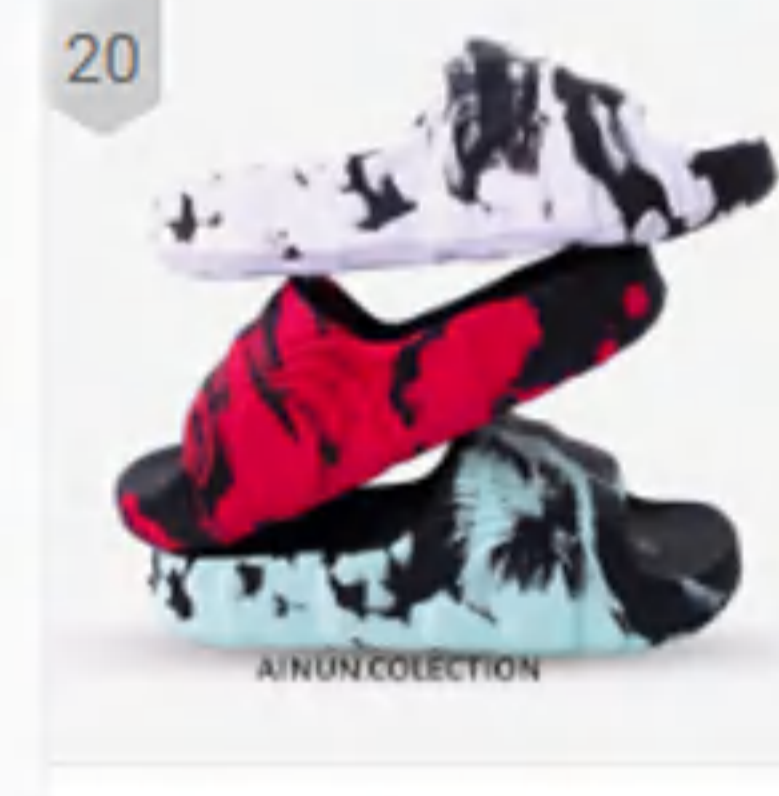




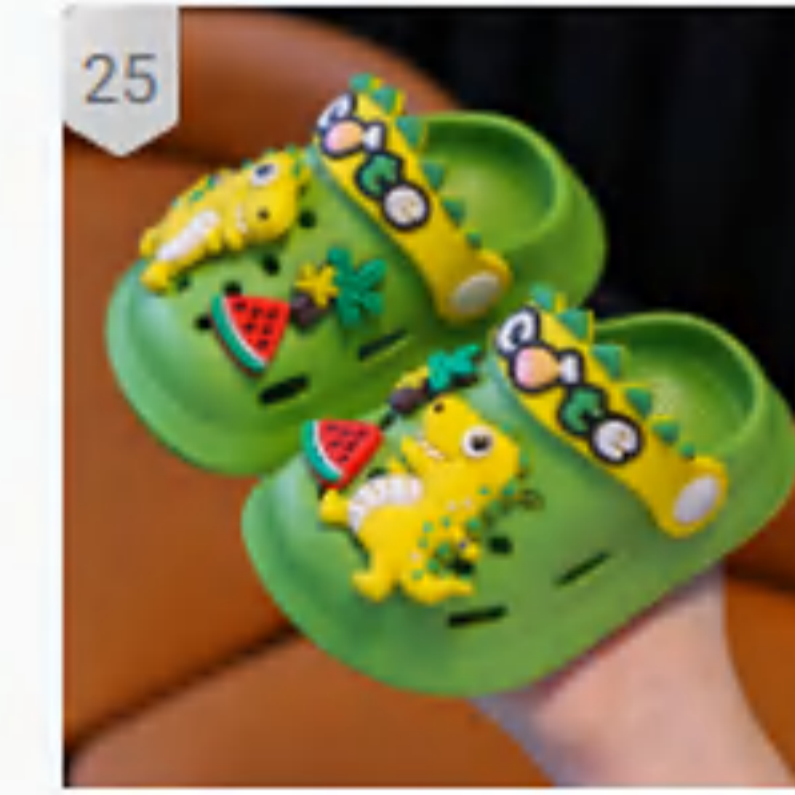
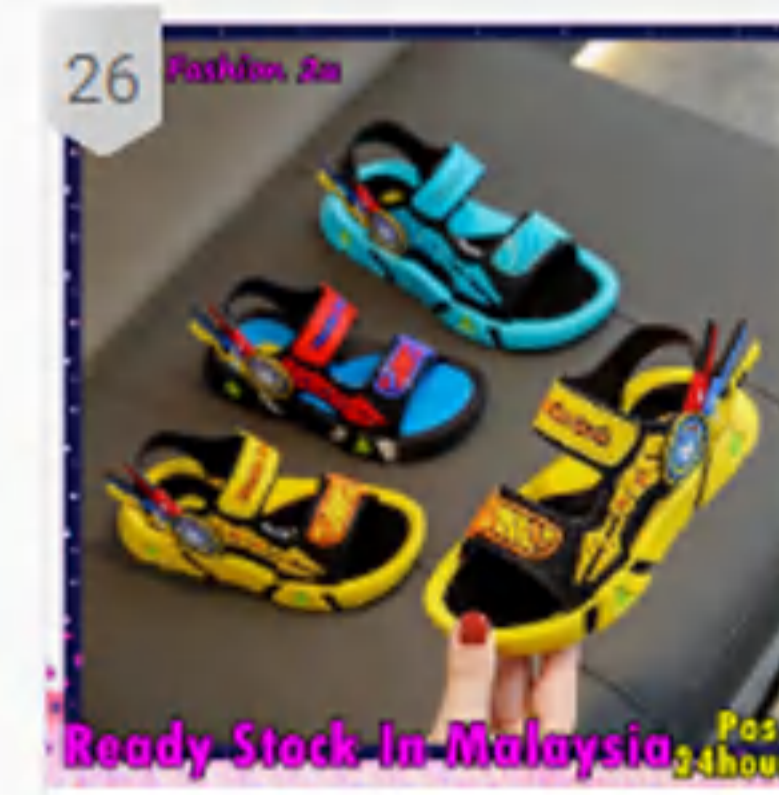


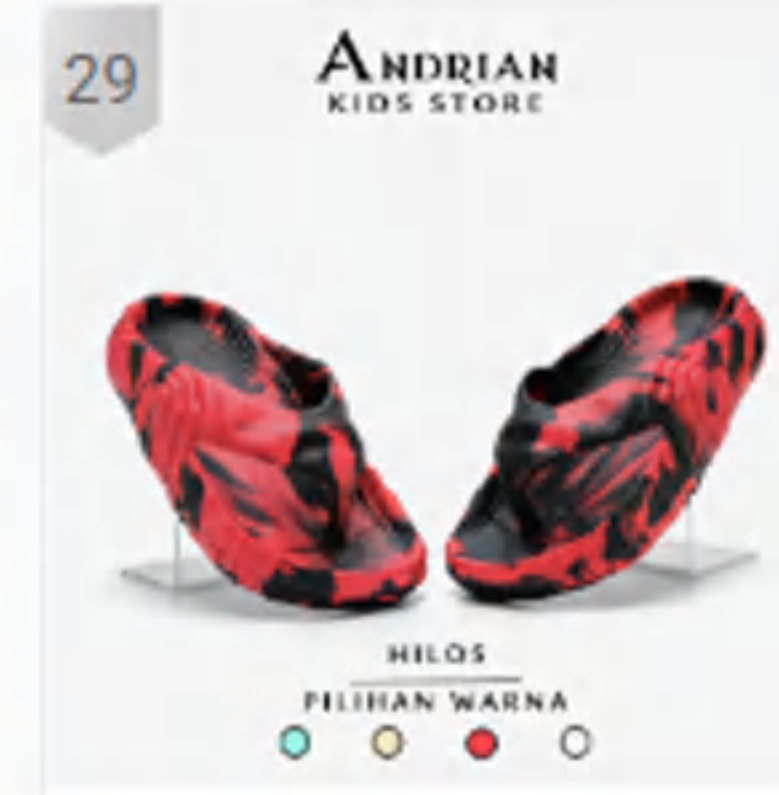

Brand influence: This achievement not only enhances Cheerful Mario's visibility in the Thai market, but also further consolidates its market position in Southeast Asia.

| | | | | | |
|--|--|--|--|--|---|
|  <p>รองเท้าพื้นนุ่มระบาย อากาศ ได้ดี สวมใส่สบาย...</p> <p>B45 - B49 915 售出</p> |  <p>Cheerful Mario รองเท้า แตะเด็ก รองเท้ารัดส้นแ...</p> <p>B165 - B213 834 售出</p> |  <p>ใหม่! รองเท้าแตะ รัดส้นเด็กลายการ์ตูน...</p> <p>B35 687 售出</p> |  <p>รองเท้าเด็ก Cheerful Mario ของแท้ รองเท้า...</p> <p>B155 - B179 565 售出</p> |  <p>DINO05 รองเท้าแตะเด็ก แบบใหม่2022 3-12ปี...</p> <p>B57 - B59 511 售出</p> |  <p>Ayuer รองเท้าแตะ พื้น หนา DIY สำหรับเด็ก...</p> <p>B132 - B177 321 售出</p> |
|  <p>RT04 รองเท้าแตะเด็ก การ์ตูน กระต่ายน่ารัก</p> <p>B57 - B59 318 售出</p> |  <p>OPTA รองเท้าหิ้วโตเด็ก ชาย มีไฟ LED ไซส์ 24-...</p> <p>B259 263 售出</p> |  <p>รองเท้าแตะเด็ก รองเท้า เด็กผู้ชาย เด็กผู้หญิง เบ...</p> <p>B49 - B52 262 售出</p> |  <p>รองเท้ารัดส้น มีเสียง สไลด์สีลาลอง สำหรับเดี...</p> <p>B91 - B109 248 售出</p> |  <p>รองเท้าแตะเด็ก หัดเดินรูป หมี รองเท้าเด็กเล็ก แบบ...</p> <p>B64 242 售出</p> |  <p>รองเท้าแตะเด็กเพื่อ สุขภาพ EVA สีสันสดใส...</p> <p>B106 - B117 226 售出</p> |

Market share

Malaysia market data

- Market performance: Top 30 in the children's shoes category of Malaysian e-commerce website Shopee. Five of them sell Cheerful Mario products, indicating that Cheerful Mario is also doing well in the Malaysian market.

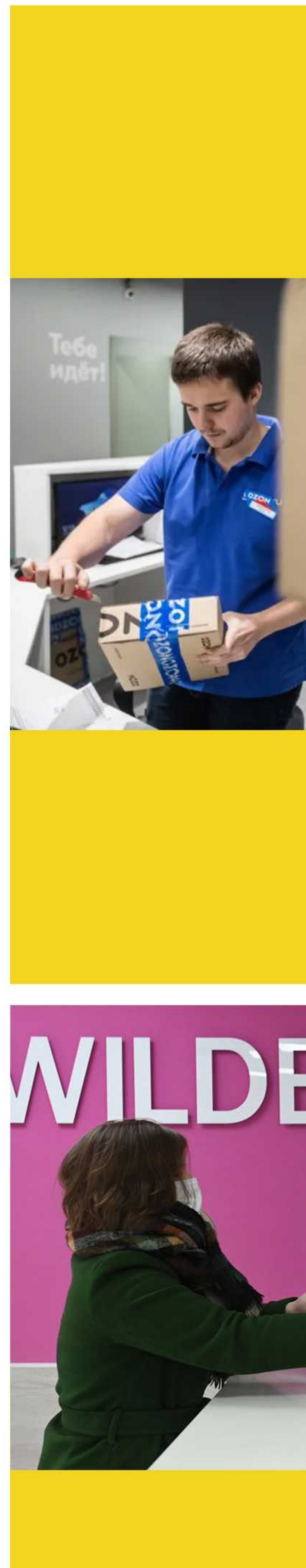
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|---|---|--|--|--|---|
| <p>7</p>  <p>Bevavar 1-4 Years Baby Kids Sandals Boys...</p> <p>RM6.60 - RM7.40</p> <p>491 售出</p> | <p>8</p>  <p>【 BCKL 】 Kid's LED Cars Excavator Truck...</p> <p>RM10.95 - RM15.95</p> <p>380 售出</p> | <p>9</p>  <p>【 BCKL 】 Baby & Kids Cartoon Sandals Bo...</p> <p>RM10.95</p> <p>370 售出</p> | <p>10</p>  <p>Baby Kids Boys Sandals Baim Back...</p> <p>RM9.79 - RM11.55</p> <p>352 售出</p> | <p>11</p>  <p>my ReadyStock Cheerful Mario Mono...</p> <p>RM18.90 - RM25.90</p> <p>331 售出</p> | <p>12</p>  <p>Cheerful Mario Soft Sole Sandal Velcro...</p> <p>RM23.90 - RM25.91</p> <p>317 售出</p> |
| <p>13</p>  <p>ROBOT Car Selipar ada lampu Budak Sandal...</p> <p>RM16.68 - RM18.68</p> <p>312 售出</p> | <p>14</p>  <p>CSMY → Kid's Cartoon Slippers Shoes ...</p> <p>RM9.95 - RM11.95</p> <p>296 售出</p> | <p>15</p>  <p>Cheerful Mario 14-20cm Baby Walking...</p> <p>RM23.90 - RM119.52</p> <p>295 售出</p> | <p>16</p>  <p>【 BCKL 】 Baby & Kids Shark Sandals ...</p> <p>RM9.95 - RM12.95</p> <p>297 售出</p> | <p>17</p>  <p>22-37 Cartoon DINO Selipar Budak Lelaki...</p> <p>RM9.90 - RM12.50</p> <p>270 售出</p> | <p>18</p>  <p>Bebby Home 18mths-12yrs Baby Kids Sand...</p> <p>RM26.90</p> <p>260 售出</p> |
| <p>19</p>  <p>Boys Sandals With Back Straps With Cut...</p> <p>RM9.79 - RM10.89</p> <p>254 售出</p> | <p>20</p>  <p>Slip on Sandals For Children slip on...</p> <p>RM8.53</p> <p>240 售出</p> | <p>21</p>  <p>Toddler Soft Base Sport Sandals...</p> <p>RM19.99</p> <p>224 售出</p> | <p>22</p>  <p>Cheerful Mario Kids Cute Cartoon Sandal</p> <p>RM19.90</p> <p>224 售出</p> | <p>23</p>  <p>B07 22-35 Kid's Cartoon Dinosaur...</p> <p>RM8.90 - RM12.80</p> <p>202 售出</p> | <p>24</p>  <p>G16 18-29 Children's Slippers Spiderman ...</p> <p>RM19.69</p> <p>193 售出</p> |
| <p>25</p>  <p>18-29 Baby Slipper Cartoon Dino Cute...</p> <p>RM14.97 - RM16.95</p> <p>182 售出</p> | <p>26</p>  <p>Top Fashion 2u Baby Sandal Kasut Budak...</p> <p>RM10.90 - RM11.50</p> <p>180 售出</p> | <p>27</p>  <p>Bebby Home 6mths to 3 yrs Kasut Baby Boy...</p> <p>RM15.74 - RM15.90</p> <p>176 售出</p> | <p>28</p>  <p>[Young.Wears] 18-23 Baby's boy Light-weig...</p> <p>RM6.95 - RM7.95</p> <p>175 售出</p> | <p>29</p>  <p>New Tendi Hilos - Boys Flip Flops With Cool...</p> <p>RM10.89 - RM12.09</p> <p>170 售出</p> | <p>30</p>  <p>[Young.Wears] 20-25 Baby Unisex Boy Girls...</p> <p>RM9.95 - RM10.95</p> <p>167 售出</p> |





















E-commerce in Russia



On Russia's high-profile e-commerce platforms Wildberries and OZON, the Cheerfulmario brand shines, carrying more than 200 well-designed children's shoes to accurately match the pulse of the market. Each year, the brand proudly sells around 500,000 pairs of shoes, a testament to consumers' desire for both quality and style.

From light and breathable summer slippers for children to warm and comfortable winter cotton shoes, Cheerfulmario understands the changing seasons, and its comprehensive product line matches the four seasons of Russia's climate and the diverse needs of children. We are committed to providing shoes that not only conform to the characteristics of the season, but also integrate fashion elements, so that every small customer can feel the care and fun from Cheerfulmario in every step of growth.



| | | | | |
|---|---|---|--|--|
|  <p>531 Р 1165 Р Cheerful Mario / Сабо детские резиновые... ★ 4.8 • 1 228 оценок</p> <p>Послезавтра</p> |  <p>531 Р 1165 Р Cheerful Mario / Сабо детские резиновые... ★ 4.8 • 1 228 оценок</p> <p>Послезавтра</p> |  <p>633 Р 1390 Р Cheerful Mario / Сабо детские EVA резины... ★ 4.9 • 1 500 оценок</p> <p>Послезавтра</p> |  <p>875 Р 1610 Р Cheerful Mario / Сабо детские резиновые... ★ 4.8 • 1 228 оценок</p> <p>Послезавтра</p> |  <p>1 387 Р 2-090 Р Cheerful Mario / Сабо детские Premium р... ★ 4.9 • 1 500 оценок</p> <p>Послезавтра</p> |
|  <p>745 Р 1390 Р Cheerful Mario / Шлепки детские тапочк... ★ 4.8 • 1 046 оценок</p> <p>Послезавтра</p> |  <p>531 Р 1165 Р Cheerful Mario / Сабо детские резиновые... ★ 4.8 • 1 228 оценок</p> <p>Послезавтра</p> |  <p>546 Р 1490 Р Cheerful Mario / Сабо детские резиновые... ★ 4.7 • 764 оценки</p> <p>Послезавтра</p> |  <p>433 Р 1290 Р Cheerful Mario / Сабо детские резиновые... ★ 4.7 • 764 оценки</p> <p>Послезавтра</p> |  <p>907 Р 1990 Р Cheerful Mario / Сандалии детские резины... ★ 4.7 • 338 оценок</p> <p>Послезавтра</p> |
|  <p>697 Р 1430 Р Cheerful Mario / Сабо детские резиновые... ★ 4.8 • 1 228 оценок</p> <p>Послезавтра</p> |  <p>745 Р 1390 Р Cheerful Mario / Шлепки детские тапочк... ★ 4.8 • 1 046 оценок</p> <p>Послезавтра</p> |  <p>784 Р 1690 Р Cheerful Mario / Сабо детские Premium р... ★ 4.9 • 1 500 оценок</p> <p>Послезавтра</p> |  <p>531 Р 1165 Р Cheerful Mario / Сабо детские резиновые... ★ 4.8 • 1 228 оценок</p> <p>Послезавтра</p> |  <p>784 Р 1690 Р Cheerful Mario / Сабо детские Premium р... ★ 4.9 • 1 500 оценок</p> <p>Послезавтра</p> |
|  <p>487 Р 1690 Р Cheerful Mario / Сабо детские резиновые... ★ 4.7 • 764 оценки</p> <p>Послезавтра</p> |  <p>1 502 Р 2-090 Р Cheerful Mario / Резиновые сапоги детск... ★ 4.7 • 140 оценок</p> <p>Послезавтра</p> |  <p>875 Р 1610 Р Cheerful Mario / Сабо детские резиновые... ★ 4.8 • 1 228 оценок</p> <p>Послезавтра</p> |  <p>633 Р 1390 Р Cheerful Mario / Сабо детские EVA резины... ★ 4.9 • 1 500 оценок</p> <p>Послезавтра</p> |  <p>633 Р 1390 Р Cheerful Mario / Сабо детские Premium р... ★ 4.9 • 1 500 оценок</p> <p>Послезавтра</p> |



Such a rich product matrix not only showcases Cheerfulmario's profound understanding of children's foot health, but also demonstrates its precise insight and positive response to the demands of the Russian market. Here, every pair of shoes is a beautiful interpretation of quality life and a warm companion for children's happy growth.



**What can we do
for our clients?**

Brand customers

Started with dreams, skilled in research and development

Since its inception, we have set our sights on the field of children's slippers with endless possibilities. Here, we know that every pair of shoes carries children's dreams and courage to explore the world. Therefore, we continue to cultivate in the field of EVA shoemaking, constantly invest in research and development and design, and strive to integrate technology and innovation into every product. From the selection of materials to the polishing of the process, we strive for excellence, only to bring the most comfortable and safe wearing experience to children.

Quality first, win-win cooperation

As a leader in the industry, we know that quality is the lifeline of a brand. Therefore, we have established a strict quality control system to ensure that every pair of shoes meets international standards and customer requirements. At the same time, we also actively embrace market changes and provide OEM/ODM services to customers who want to develop their own brands. Through our market leadership, high-quality design and quality, and competitive costs, we help many partners stand out in a highly competitive market and create success together.

Join hands with balabala to create brilliance

Among the many successful cooperation cases, the cooperation with balabala is particularly shining. As a leader in the field of children's clothing in China, balabala has won the love of countless families with its excellent quality and extensive market influence. However, when they stepped into the field of children's slippers, they chose to fight alongside us. Through deep cooperation and resource sharing, balabala has successfully ranked among the top three in the field of children's slippers in China in just half a year, not only bringing them substantial profits, but also further consolidating its leading position in the children's market. This successful case not only testifies to the strength and charm of our brand, but also lays a solid foundation for our win-win future with more partners.



Successful case of brand cooperation

Deep strategic cooperation

Through deep strategic cooperation and seamless docking of resources, we have written industry stories together. In just half a year's time, Bala Bala has jumped to the top three in the Chinese children's slippers market at an astonishing speed, which has not only brought rich economic returns to both sides, but also built a more solid fortress for Bala Bala's dominance in the children's market.

This successful case is not only a strong evidence of our brand strength and unique charm, but also a vivid practice of the concept of win-win cooperation between the two sides, which has laid an indestructible foundation for us to jointly explore a broader cooperation space. Looking forward to the future, we are full of confidence and expectation, and believe that there will be more like-minded partners to join us and jointly create a more brilliant chapter.



Cheerful Mario.

E-commerce customers

Started with dreams, skilled in research and development

Relying on our solid and efficient sales network system, we are proud to promise that the vast majority of fashion styles are kept in stock, which greatly empower overseas e-commerce customers, enabling them to quickly test market new products, flexible replenishment, thereby effectively reducing inventory pressure and seize market opportunities. For the popular styles with bright sales performance, we carefully listen to and adopt the valuable opinions of local core sales customers, and scientifically set the minimum sales price strategy to ensure that each partner can enjoy a fair and reasonable profit margin and achieve win-win development.

Further, for the long-term cooperation and solid foundation of valuable customers, we especially provide exclusive sales rights, select some styles as cooperation highlights, through this exclusive privilege, to help customers stand out in the fierce market competition, accelerate the pace of their business growth, create a brilliant future





**We provide products to
merchants on over 30 e-commerce
platforms worldwide**



Traditional wholesale customers

We have 30 years of traditional wholesale experience

As a leading supplier to the children's slippers market in China, we are proud to offer wholesalers an unprecedented range of styles to meet the diverse needs of their end customers. Our unique off-the-shelf supply model not only greatly reduces the inventory pressure and risk of our partners, but also realizes efficient and flexible supply chain management.

Once the order is confirmed, we promise to respond quickly within 48 hours and ship directly to wholesaler customers, completely eliminating the long production waiting period in the traditional model, which significantly improves the turnover efficiency and utilization of capital, so that your business operations are more smooth.





Through our cooperation, wholesaler partners can not only quickly respond to market changes, seize business opportunities, but also maintain a leading edge in the fierce market competition, and achieve win-win and even multi-win situation. We firmly believe that going hand in hand to create brilliance will inject more vitality and possibilities into the children's footwear market in China and eventhe world.

Cheerful Mario.



Brand collaboration limited edition



Cheerfulmario, together with many well-known IP, has launched a creative joint feast, and carefully created a series of unique children's shoes, each of which cleverly integrates the classic elements of each IP and the vitality of Cheerfulmario design, aiming to put on the wings of dream and happiness for children's feet. Let every step be filled with the joy of exploration and unlimited imagination.



This series of co-branded children's shoes is not only a fashion statement for walking, but also a guardian of childhood dreams. From the funny patterns of cartoon characters to the subtle color matching, every detail has been carefully designed to stimulate children's curiosity and creativity, so that they can feel the wonder and warmth of different worlds at every step of their growth.

Cheerfulmario uses ingenious design language to transform the unique charm of each IP into the scenery at the feet of children, making every step a journey through dreams. Whether it is a brave adventure superhero, a dreamy romantic fairy princess, or a witty and humorous animation star, you can find your own shine in this series of co-branded shoes.

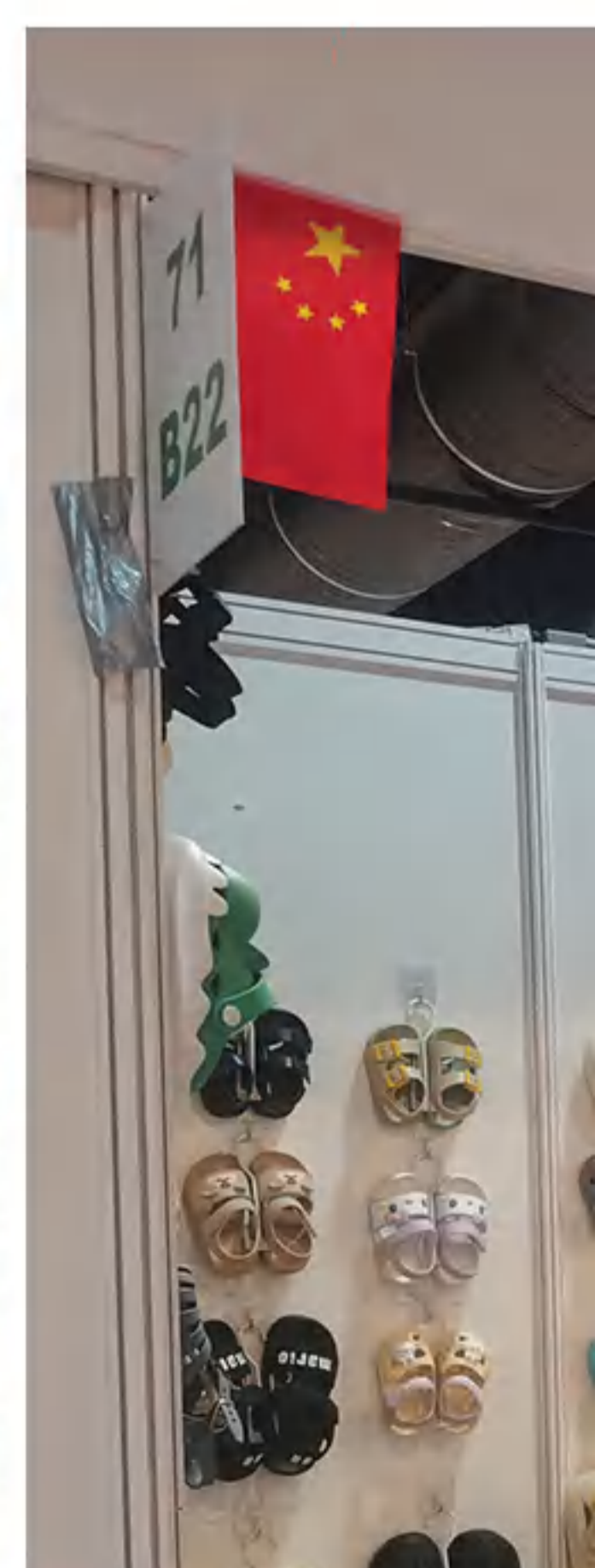
Let us start this wonderful joint journey with Cheerful mario, adding a bright color to the road of children's growth, so that every step of the joy and dream of the beat forward.



Where did we appear EXPO

Our annual footwear extravaganza spans every continent, from Germany, the United States, Southeast Asia, Japan, Russia, Italy and many European countries to the forefront of fashion in Korea, with the aim of deepening the exchange with valued customers around the world. Each exhibition is a concentrated display of excellent quality and extraordinary design, our products because of their unique charm and excellent performance, in these international stage of attention, won widespread praise and favor.

We invite you to be a witness and a participant in this global fashion journey. Please pay close attention to our developments and look forward to meeting you at the dazzling exhibition site. This is not only a simple visit, but also a valuable opportunity to open unlimited cooperation possibilities and establish profound business relationships. Let us go hand in hand to create a brilliant future for the footwear industry!





South Korea



Italy



Thailand



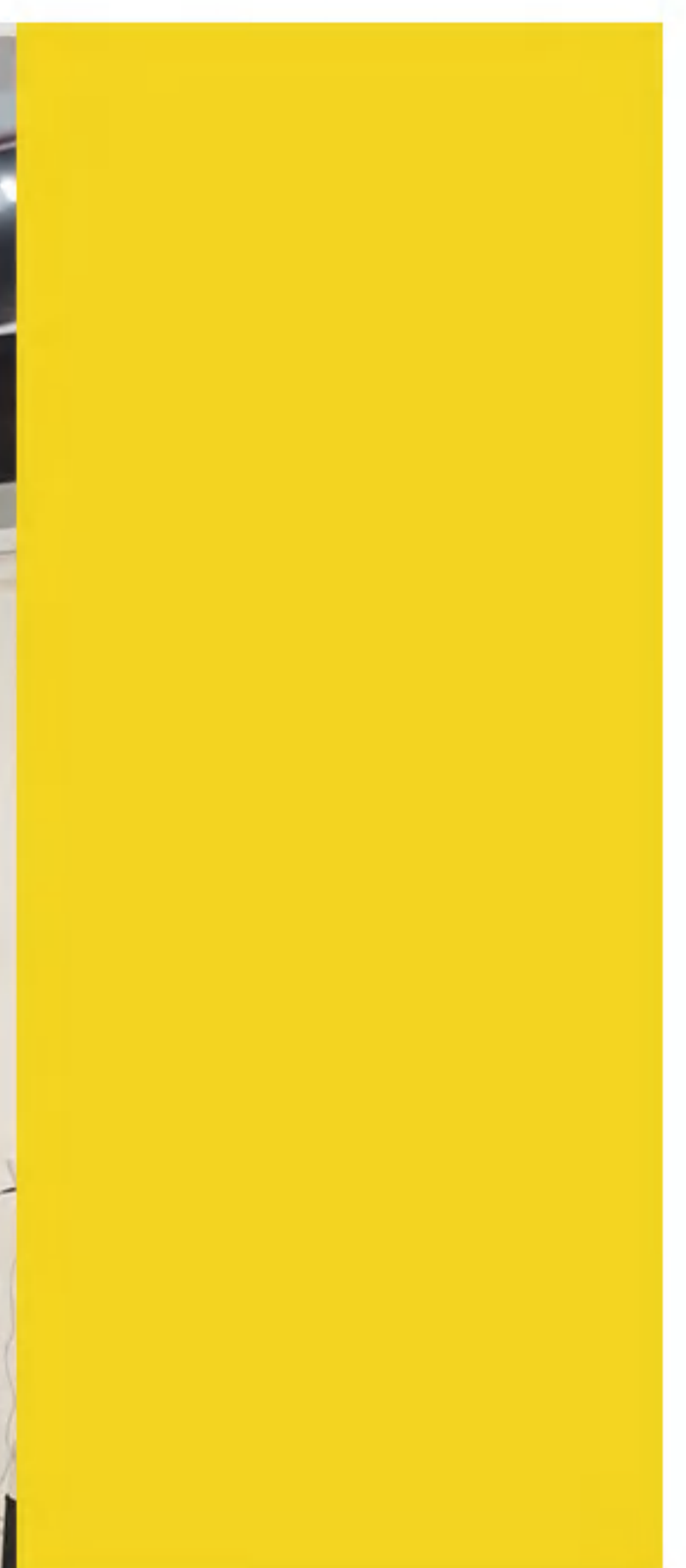
Russia



Germany



Dubai





CHEERMARIO FACTORY

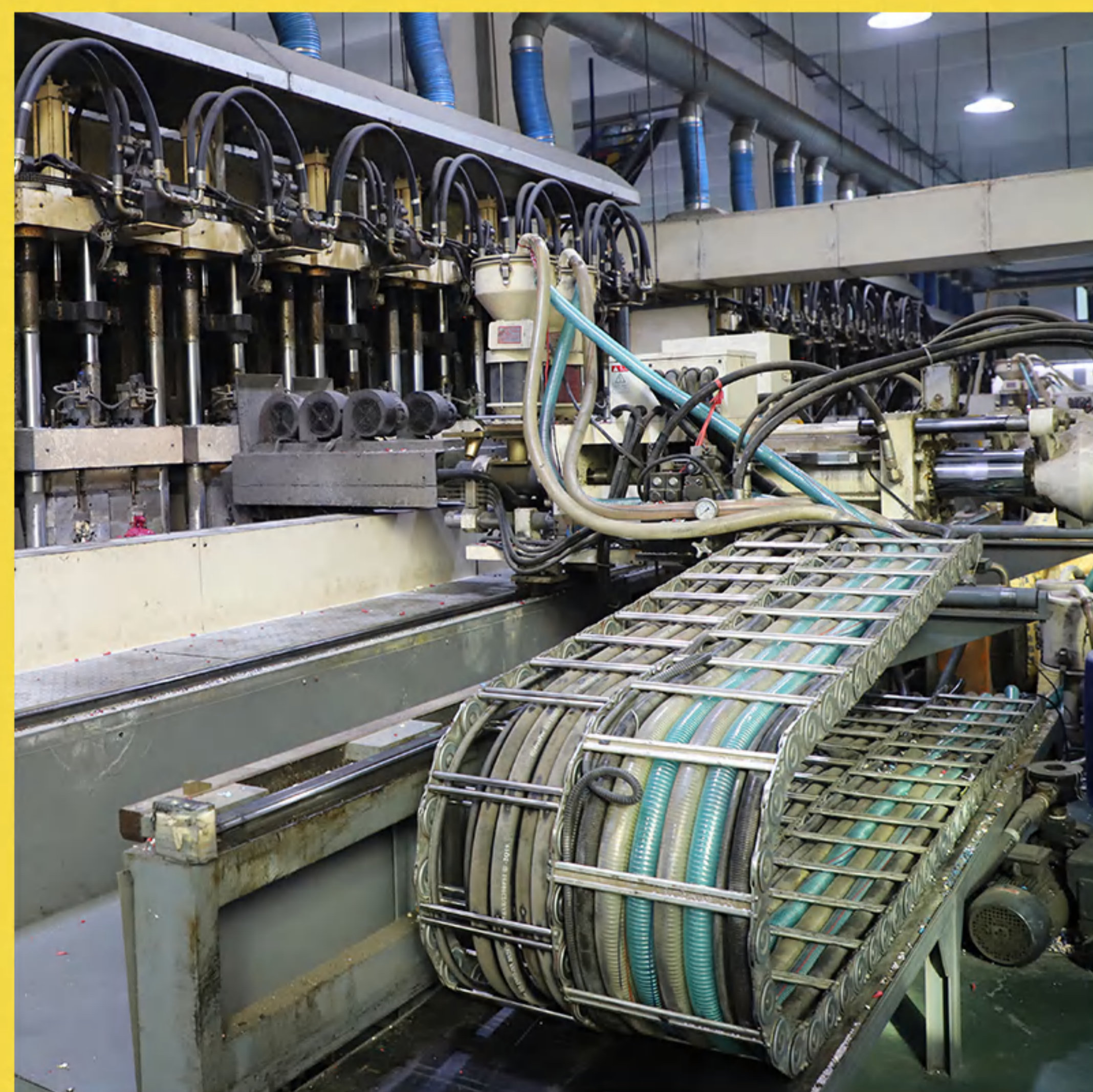
Our factory is proudly equipped with hundreds of state-of-the-art equipment, each of which is of great value, reaching millions of grades, and all of which use the world's most cutting-edge shoe-making technology. Together, they form the solid foundation of the production line, ensuring that every product meets exceptional quality standards. Here, with the spirit of ingenuity, the professional artisans team leads the seamless connection of products from design to finished products, realizes the exquisite technology and efficient production under the line operation, and once again builds a solid wall for product quality.



SUPER FACTORY

We know that excellent products come from rigorous management and unremitting pursuit. Therefore, a series of carefully formulated rules and regulations came into being, they are like invisible ties, closely linked every link of production, in order to better serve our products, protecting every moment from birth to bloom

What is more worth mentioning is that our factory carries more than 30 years of profound production experience, the accumulation of this time is like old wine, so that each pair of our shoes is not only a walking tool, but a combination of ingenuity and art, they tell the story of quality, about beauty, about dreams with unique charm. Here, every pair of shoes is brought to life and becomes a work of art worth collecting.





Cheerful Mario.

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