

MIPA 米娅

MORE BEAUTIFUL! MORE ARTISTIC!



INTRODUCTION

SUB BRANDS

GLOBAL MARKET

BRAND IMPACT

COMPANY MILESTONES

2011

After one year of research and development, MIYA was established
Jelly Paint was officially unveiled

2012

Recording national famous teacher's teaching videos
National exhibition tours of excellent works

2013

Conducting the first Teacher Training
Establishing "MIYA Scholarship" of China Academy of Art

2014

Subsidizing three disabled students
Holding a new product release conference in Beijing
Organizing an exchange meeting and inviting a famous Ukrainian art master Mykhailo

2015

MIYA microfilm got more than 600,000 clicks in one week
Conducting the third Teacher Training
Organizing a lecture of artist Wang Yutian
Hosting Quan ShanShi Youth Art Meeting
The Huge Change new-product event
MIYA National Art College Entrance Examination Seminar

2016

Pen World and Original Paint Series officially released

2017

Sponsoring art supplies for more than 3,000 art teachers
Hosting "My Dream lecture"
by Xu Mangyao

2018

18 Colors 30ml Jelly Gouache Paint Set Jelly Cup released
Silky Crayon hot sale
HIMI Brand officially entered the hobbies market

2019

Lauching CJ Series products
Holding lectures of Russian Artist Blokhin for 2,000 people at the conservatory
Coming into oversea market

2020

HIMI gouache become a top-selling item in international paint market

2021

More and More English Package Version Products Finished
Focus more on Social Media and Brand Publicity in Overseas Market

2022

MIYA company overseas business is oriented to Europe, America and Southeast Asia, and its sales have covered 46 countries until 2022.

MORE BEAUTIFUL! MORE ARTISTIC !

**THE ART SUPPLY BRAND THAT ACCOMPANIES
YOU THROUGHOUT YOUR LIFE.**

CHANGE FROM NOW ON!



MIYA 米娅



一方原顏。

MIFA 米娅

挺美术人的！

PRODUCT DESIGN

THE ART SUPPLY BRAND THAT ACCOMPANIES YOU THROUGHOUT YOUR LIFE

GOUACHE



GOUACHE



GOUACHE

米娅
• GOUACHE



GOUACHE



GOUACHE



GOUACHE



MIYA 米娅

GOUACHE



ACRYLIC



ACRYLIC



MIPA 米娅

ACRYLIC



WATERCOLOR



WATERCOLOR



MIYA 米娅

WATERCOLOR



MIYA 米娅

OIL PAINT



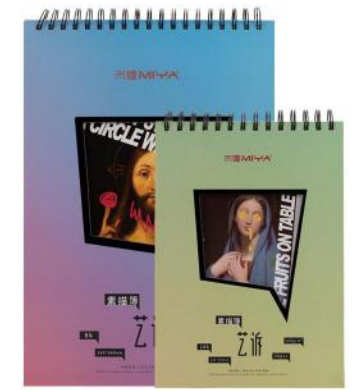
OIL PAINT



CHARCOAL & PENCIL



ACCESSORIES & HOBBY





嗨 色彩!

H High

I Ideal

M Material

I Imagination

HIMI IS AN INNOVATOR OF KIDS ART SUPPLY IN CHINA















一方
原
顏。

ORIGINAL PAINT

PRODUCT DESIGN

ART SUPPLY FOR PROFESSIONAL ARTISTS









一步原顏

艺术家级水彩本

100% 纯棉浆 意大利Fabiano进口
ITALY PURE COTTON

20PCS 135x195mm

中粗纹 COLD PRESS SURFACE

无酸 ACID FREE

300 g/m²

100% 纯棉浆 意大利Fabiano进口
ITALY PURE COTTON

20PCS 19.5x27cm

中粗纹 COLD PRESS SURFACE

无酸 ACID FREE

300 g/m²

100% 纯棉浆 意大利Fabiano进口
ITALY PURE COTTON

20PCS 27x39cm

中粗纹 COLD PRESS SURFACE

无酸 ACID FREE

300 g/m²











HIMI

HIMI

Hi, It's ME.

HIMI , focusing on art supplies for hobbyists, is committed to inspire people back to themselves with art.

Hi, It's ME.

This is not lowercase 'me' but an uppercase expression of ME. As a brand, HIMI actively and optimistically encourages people to enjoy the process of painting.

It is a moment where they can be themselves, doing what they love.





PRODUCT



GOUACHE PAINTS



ACRYLIC PAINTS



WATER COLOR



OIL PAINTS

BRUSHES



CHARCOAL&PENCIL



PAPER



HOBBY



ACCESSORIES





GOUACHE

HIMI GOUACHE PAINT SET, JELLY CUP



PINK/GREEN/BLUE/
ORANGE
30ml 24colors
FC.TZ.HM.001-004



PINK/GREEN/BLUE/
YELLOW
30ml 18colors
FC.TZ.HM.005-008



WHITE/BLACK
30ml 56colors
FC.TZ.HM.042-043



**HIMI GOUACHE PAINT SET+HIMI LITTLE BIRD
PAINTING BRUSHES (EXPRESS EDITIO)**
PINK/GREEN 30ml 18colors
FC.TZ.HM.025-026

MIYA GOUACHE PAINT SET

30ml 56colors FC.YP011
30ml*36+60ml*14 50colors FC.YP008



MIYA GOUACHE PAINT SET M SERIES

41*85ml+2*40ml FC.YP047

MIYA GOUACHE PAINT SET H SERIES

37*80ml+6*40ml FC.YP049



HIMI x ALIEN FREN'S METALLIC GOUACHE PAINT

30ml 18colors FC.YPDZ.040

HIMI GOUACHE

1L 24colors YC.KX.1L
2L 24colors YC.KX.2L



MIYA 米娅

HIMI



ACRYLIC

HIMI ACRYLIC PAINT TUBE SET



12ml 12colors
YC.HM.TZ.001



12ml 18colors
YC.HM.TZ.002



12ml 24colors
YC.HM.TZ.003



12ml 36colors
YC.HM.TZ.004



HIMI ACRYLIC PAINT BOTTLE SET
60ml 12colors/24colors
YC.HM.TZ.005-006



HIMI ACRYLIC PAINT TUBE SET
75ml 6colors
YC.HM.TZ.007



HIMI ACRYLIC PAINT BOTTLE
300ML / 24colors YC.300HM
100ML / 24colors YC.100HM



HIMI ACRYLIC PAINT BOTTLE
2L/24colors YC.TY.1L
1L/24colors YC.TY.2L



HIMI ACRYLIC PAINT SET
30ML/18COLORS,
JELLY CUP
BLACK
FC.TZ.HM.051



WEIRD ACRYLIC PAINT CC REFILL
100ml 48colors
YC.100DB



MITA 米娅



WATERCOLOR



ORIGINAL PREMIER WATERCOLOR
12colors/24colors/36colors
FC.GS.YF.001-003

SQUARE WATERCOLOR KIT WHITE CASE
12colors/24colors/36colors
FC.GS.HM.005-007



SOLID PAINTING SET
PINK/BLUE
38colors/24colors
YC.GY.GF.001-002
YC.GY.GF.003-004



**HIMI x ALIEN FRENS
SEMI MOISTURE SOLID
PAINTING SET**
38colors
FC.GY.BG.002



SOLID WATERCOLOR PAINT SET
BLUE/PINK/YELLOW/GREEN
18colors
FC.GS.MY.022-025



**HIMI RHOMBUS SOLID
WATERCOLOR KITS**
WHITE/YELLOW/GREEN
FC.GS.MY.007-018



WATERCOLOR KIT
GREEN/PINK/BLUE
36colors
FC.GS.MY.019-021





OIL PAINTS



MIYA-170ML OIL TUBE
24colors
YC.170YH



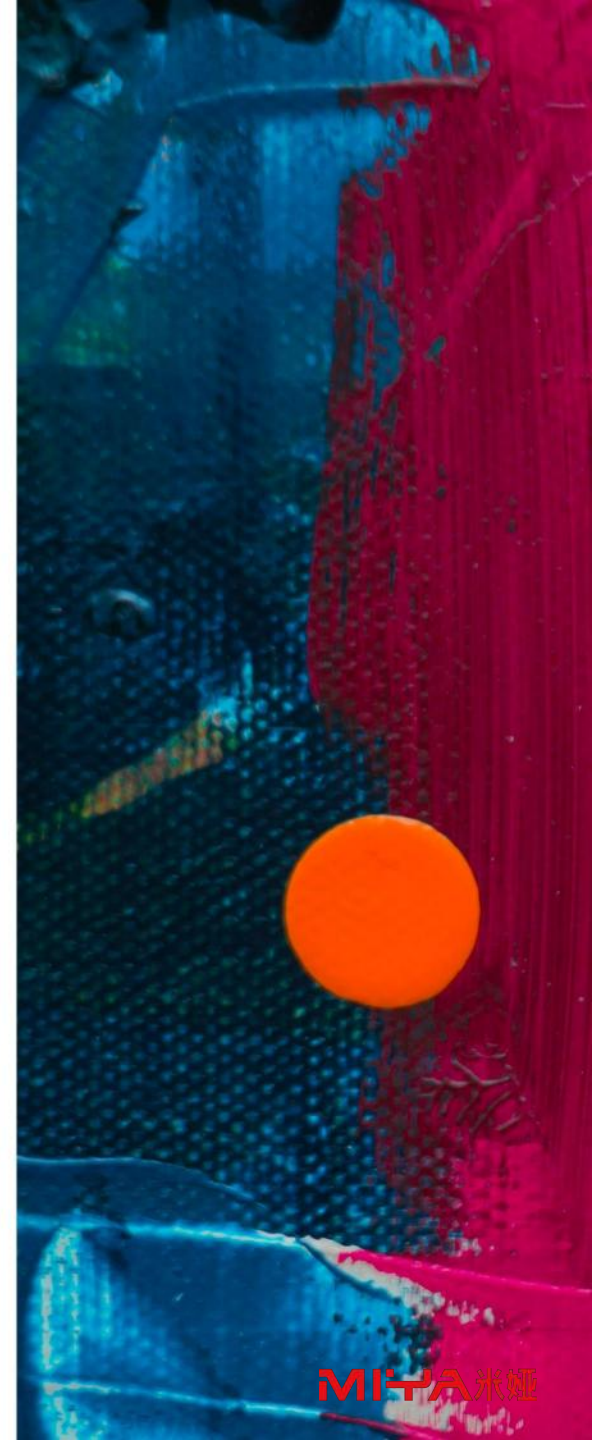
MARKER PEN



MIYA MUSE ALCOHOL MARKER PEN
160pcs
FC.MK.MYB.002



ALCOHOL MARKER PEN
60 colors\ 80 colors\ 108 colors
MKBZHZ-14ST MKBZHZ-18ST MKBZHZ-22ST



MIYA 米娅

BRUSHES

PALETTE



**HIMI PAPER PALETTE
RECTANGLE**
30pcs, 147*295mm
ROUND
30pcs, 260*260mm
FC.SM.121-122



HIMI UFO PALETTE
180*180mm
221*221mm
FC.TR015-016



FOLDABLE PAINT PALETTE
200*150mm
255*195mm
FC.TR017-018

PAD&BOOK



HIMI GOUACHE PAD
7"*10" 160G*50PCS
1.03.01.070002-070003



MIYA DRAWING BOARD
53*38cm(4K)/
38*26.5cm(8K)/25*25cm
FC.GJ.HB.006-008



**ORIGINAL FABRIANO
PURE COTTON
WATERCOLOR PAD**
20pcs 32k/16k/8k
1.03.030001-030006

ACCESSORIES

HIMI LITTLE BIRD PAINTING BRUSHES



3pcs
FC.ST.022-025



5pcs
FC.ST.015-018



10pcs
1.02.01.020001-020002



**MOISTURIZED MILDW
GOUACHE SPRAY**
100/200ml
FC.PW.001-004



**NEW ZERO
PENCIL SHARPENER**
BLACK/WHITE/PINK/BLUE
FC.XB.018-021



**MIYA MULTI-PURPOSE
BUCKET**
GREEN/ORANGE
FC.GJ.ST.002-003



COLORED PENCIL



PENCIL & CHARCOAL



GEOMETRY CITY OIL COLORED PENCIL

24/36/48colors 1.02.03.030001-030003



SR ERASABLE COLORED PENCIL (NORMAL SET)

24colors/36colors/48colors FC.QB.CQ.008-010

SR ERASABLE COLORED PENCIL (ECO SET)

24colors/36colors FC.QB.CQ.011-012



WATERCOLOR PENCIL(EXPRESS EDITIO)

24/36/48colors FC.QB.CQ.013-015

WATERCOLOR PENCIL

24/36/48colors FC.SE.007-009



WEIRD PENCIL

8pcs FC.QB.QB.028-034

WEIRD CHARCOAL PENCIL

8pcs FC.QB.TB.050-048



WILLOW CHARCOAL STICK

30pcs FC.QB.MT.001

20pcs FC.QB.MT.002-004

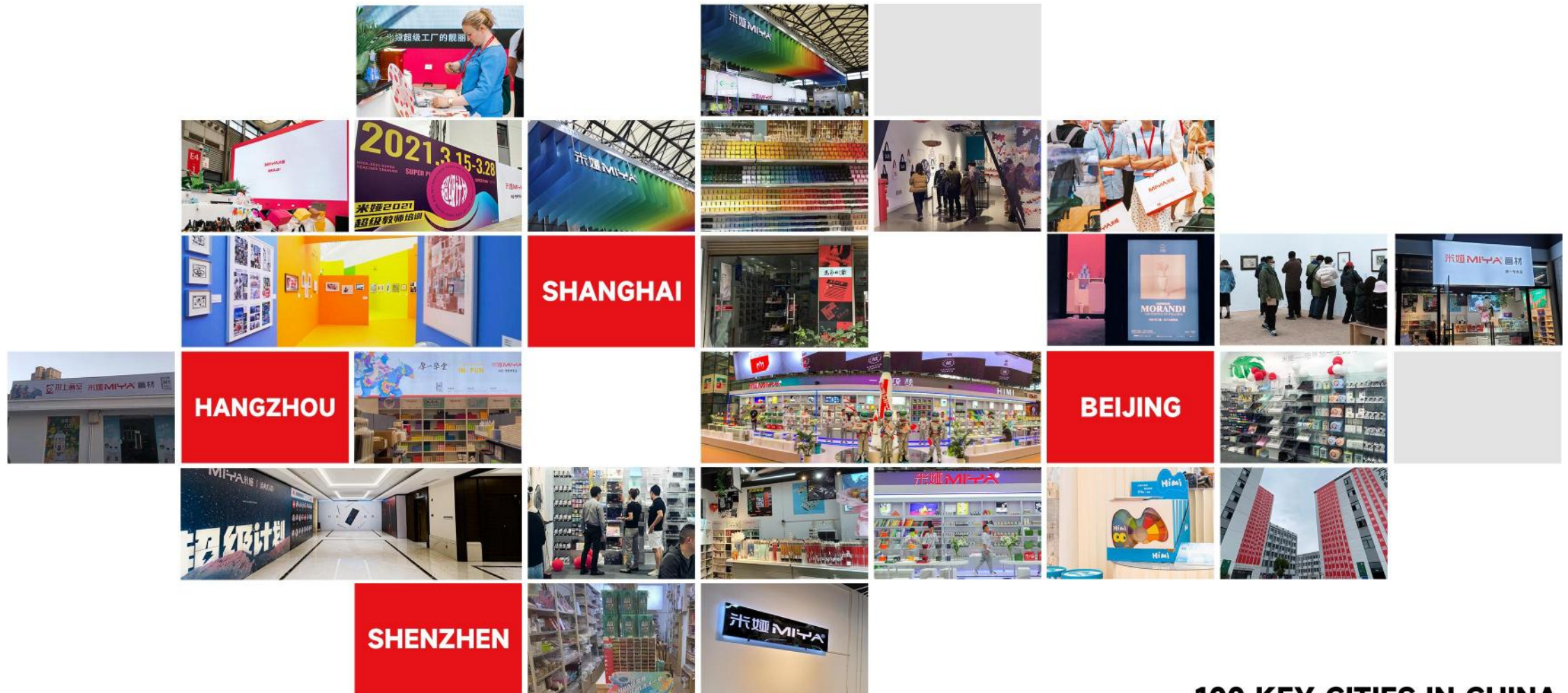
HIMI'S PRODUCTS HAVE BEEN DISTRIBUTED ACROSS 46 COUNTRIES





MIYA 米娅

100+ STORES ARE LOCATED IN



100 KEY CITIES IN CHINA

MIYA 米娅

BSCI

BUREAU OF STANDARDS, METROLOGY AND INSPECTION

ISO 45001

ISO 14001

ISO 9001



Licensee Procedures



Payment Information

Upcoming Events

Member Resources

Company Name

- Hangzhou MIYA&HIMI Stationery Co.,LTD

Join Date

- 12-02-2022

Action Items

- Register for Upcoming Meetings
- Enter and Save Sales Figures for Membership Dues Purposes.

TiO2 Screening Tool

My Committees



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Date : 29-Dec-2021

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MIYA HIMI PAINT

CONFORM TO EUROPEAN STANDARD ON SAFETY OF TOYS EN71-3:2019+A1:2021.







DESIGN PATENT CERTIFICATE

Dedicated to creating every product with Original independent design



MIYA 米娅



reddot winner 2022
Brands & Communication Design



reddot design award



Hangzhou Miya Hi Mi Culture Co., Ltd.
Mr Xuetao Zhang
Zhuantang Street, Xihu District
310000 Hangzhou
China P. R.

Essen, August 2022

Winning is the Beginning

Your success in the Red Dot Award: Brands & Communication Design 2022

Dear Mr Zhang,

Your entry won over our jurors and received a distinction in the Red Dot Award: Brands & Communication Design 2022. Congratulations on this wonderful achievement!

Once again, our international jury assessed a considerable number of submissions this year, as a wide variety of companies and design studios from all over the world faced the professional judgement of our experts. The fact that you emerged victorious from such a strong group of participants is testimony to the extraordinary quality of your work.

Now you have the opportunity to transform your design success into a communications success too. You can use the winner label for this purpose. True to the motto "Winning is the Beginning", now is the perfect time to tell your very own success story.

Your excellent project will be published in the Red Dot Design Yearbook and presented in the winners section on our website and our other exhibitions, ensuring that it gets the international recognition and attention it deserves.

It would be my sincere pleasure to celebrate your success together with you in the framework of our celebration on 28 October!

Yours sincerely,

Professor Dr. Peter Zec
Founder and CEO of Red Dot

MIYA 米娅

Miya H-series Jelly Cup Paint pigment set



Company/Studio	Hangzhou Miya Hi Mi Culture Co., Ltd.
Lead Designer(s)	Xuetao Zhang
Client	Hangzhou Miya Hi Mi Culture Co., Ltd.
Prize	Winner in Product Design/Design for people

This set of gouache adopts independent packaging, and stresses the flat design style via the pure color, simple patterns and texts. The transparent gouache cups in a matrix layout and the openings at the bottom jointly highlight the color harmony between the gouache and the box, while enhancing interaction. Besides, bevel buckles around the box conduce to the geometric illusion of lower height, the effective sealing and stability. Additionally, infrequently-used paints are paired in bevel cups to fully utilize inner space and expand the area for color picking, reflecting the humanized design.



WINNER

PRODUCT DESIGN

DESIGN FOR PEOPLE

COMPANY

HANGZHOU MIYA HIMI
CULTURE CO., LTD.

LEAD DESIGNER

XUETAO ZHANG

PROJECT NAME


MIYA H-SERIES JELLY
CUP PAINT PIGMENT SET

Hossein Farmani & Romain Lahoussine
Co-founders of DNA Paris
www.dna.paris

An aerial photograph of a traditional Chinese architectural complex, possibly a museum or cultural center, situated on a hillside. A prominent red carpet bridge spans a wide, muddy river in the foreground. The complex features multiple buildings with dark tiled roofs and traditional wooden structures. A large, multi-story building is visible on the hillside in the background. The scene is surrounded by lush greenery and trees. The text "2015" and "INDUSTRY EMPOWERMENT" is overlaid in the center of the image.

2015

INDUSTRY EMPOWERMENT

A group of seven children, mostly girls, are sitting on colorful beanbag chairs in a modern, brightly lit art gallery. They are all wearing white t-shirts with a logo, blue bucket hats, and green backpacks. The gallery has white walls, a large blue curved wall on the right, and a large window on the left showing a statue. A colorful grid of squares is mounted on the wall behind them. The floor is light-colored and polished.

FOR THE PAST **12** YEARS,
MIYA HAS BEEN CONTINUOUSLY EMPOWERING
THE ART INDUSTRY THROUGH ITS ONGOING
ACTIVITIES, WHILE ALSO PAYING ATTENTION TO
PUBLIC WELFARE AND TAKING ON SOCIAL
RESPONSIBILITIES.

PHOTO OF CHILDREN SUMMER CAMP IN MIYA SUPER FACTORY ON 13TH MAY 2023

MIYA米娅

MIRIA 米娅