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#JOYVE

JOYVE

DINING & LIVING



JOYYE ARTS & CRAFTS CO.,LTD. & SHOWROOM

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Susan, Joyye's founder comes from a ceramics craftsmen's family. Her grandfather owned a ceramics workshop with a dragon kiln a century ago.

Susan's father wrote one of the most influential books about traditional Chinese ceramics production process and techniques.

Susan inherited her family's affection for ceramics and founded Joyye in 2001.



Joyye's Nowadays

Joyye masters multiple skills in producing tableware, both in stoneware and porcelain. It uses traditional Chinese craft techniques in a unique and innovative way.

The leadership of Susan gives a feminine touch to the brand, which is not only visible in the collections, but also in the personal approach and care for customers and staff.

The collections are always in line or even a bit ahead of the trend. Joyye's mission is to 'Devote all efforts to safeguard the creativity of the art ceramics making and to disseminate the aesthetics of life through its products'.



JOYYE'S Quick Review

21

existing years

108

staff in office

1000m²

permanent
showroom

Multi product
category

Started from
2020

168

Patents

98
customers

branded
Joyye

1 million
pcs

month
capacity

70% stoneware

20% porcelain

10% sandy clay

sectors

hand paint
reactive
crackle

major skills

10 global
market
researches

each year

12+1

inhouse
designers+
European
designer team

4+ product
launches

each year

Joyye's Production Base

- Production location:
Chaozhou, Guangdong
- Occupied area: 40,000 m²
- Number of workers: 500
- Capacity:
6 kilns / 1 million pieces per month
- Product quality and safety
assurance



Joyye's Design

Joyye has its own professional R&D department working on design.

Joyye's customized service makes all your products and design wishes come true.

Your intellectual property is always respected in Joyye.



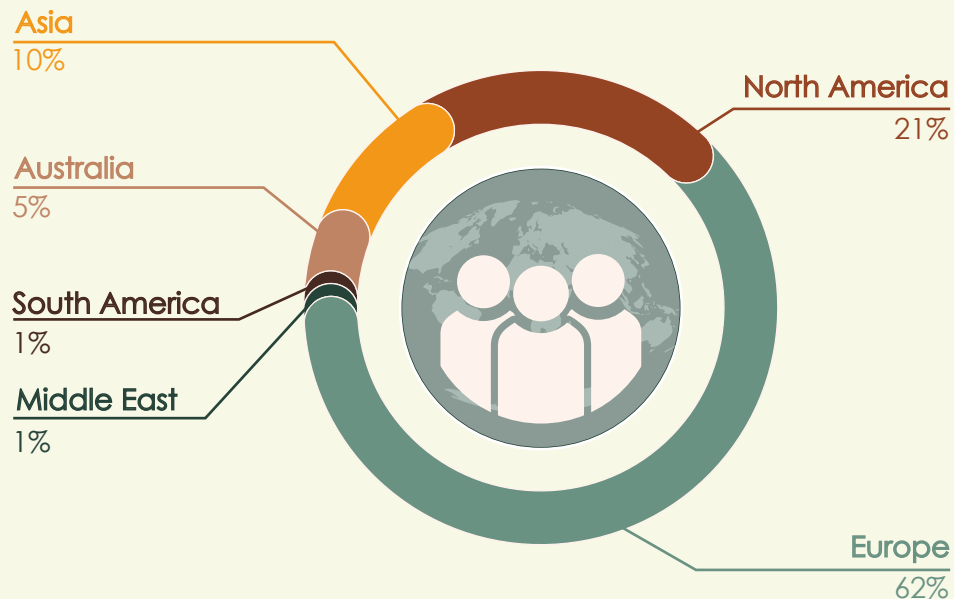


Joyye's Skills

Joyye is
specialized in
multiple skills.

- hand painting
- crackle glazing
- reactive glazing
- machine printing
- gold plating
- in-glaze decal

Joyye's Market Share



Business Partners

LAKELAND

ANTHROPOLOGIE

JOHN
LEWIS
& PARTNERS

Morrisons

MAISONS
DU MONDE

URBAN OUTFITTERS

WAITROSE
& PARTNERS

OLIVER BONAS

MONOPRIX

ICA

BUTLERS
MADE FOR YOUR HOME

COST PLUS
WORLD MARKET

MIGROS

coop

DEPOT

Francfranc

falabella.

TJX
THE TJX COMPANIES INC.

Farmers

HOBBY LOBBY

MANOR

Liverpool

alinea

modern HOUSE
home coordinator

Sligro

Paşabahçe

THE
MET
Store

cencosud

Social Responsibility

- Joyye Charity fund
- Care for elders
- Help students from earthquake
- Social education programs





Joyye's Showroom

Joyye permanent showroom
locates next to Jinhan Fair.

Open all year round
9:00am-9:00pm.

In the 1000 m² area,
more than 10,000 pieces of
tableware and home deco
items are on display.

