



ONWEAR

昂恩电竞服饰

#SUITUP

FOCUS ON THE POWER OF BRAND

We Breathe Life Into Esports Fandom

From product to experience, we create a deeper connection between gaming clubs and fans.



YULONG X ONWEAR

Yulong International Fashion Plaza is located in the heart of Guangzhou, with an existing business area of more than 70,000 square meters, which is one of the largest fashion markets in Guangzhou.

Founded in 2017, ONWEAR is the pioneer of esports apparel in China and also the leading esports apparel brand in China. Unlike traditional apparel brands, ONWEAR understands the esports apparel industry from the perspective of both esports organizations as well as fans.

In 2019, NPCG GAMING and its brand ONWEAR merged into and empowered by Yulong. ONWEAR retained its original operation team, independent operation, brand use and other cooperation to further expand into the esports industry.



HOW CAN WE HELP?

BRAND

ONWEAR will join hands with esports organizations as region apparel partners to package and operate, further strengthening the connection between brands and fans.

DESIGN

ONWEAR may participate in the design of the apparel together with the club, producing products such as official jerseys and fan apparel, etc. ONWEAR's experienced designers will be able to inject the club's culture deeper into the apparel.

MANUFACTURE

ONWEAR's production facility in Guangzhou has been supplying team jerseys to world-class esports teams since 2017. The quality control and production process allows ONWEAR昂恩 to support athletes as well as fans at all times.

SALE

ONWEAR's experienced team will be directly responsible for the sales of the products within the Chinese market with reasonable service fee. We will establish functional and tailored-to-Chinese-market online shops for esports teams and brands.

WHAT WE CAN DO

ONWEAR will be your apparel partner in China will be authorized to sell your apparel online. Your fans and general esports customers will be able to purchase branded apparel on ONWEAR's online shop, and ONWEAR may even directly responsible for the production and delivery (if applicable). If ONWEAR becomes your supplier, the products will be delivered directly from ONWEAR's facility to consumers, so you don't need to worry about any inventory problems. You may also choose to set up your own distribution center in China to deliver your products.

+ Licensing Partnership

ONWEAR does not require an exclusive brand license from you, you can still choose to work with other traditional sportswear brands and ONWEAR will work with you and all your sponsors to open up the eSports apparel sales market.

+ Ecosystem for Esports Apparel

ONWEAR is committed to creating an ecosystem of e-sports apparel merchandise that can match the market value of traditional sports apparel.

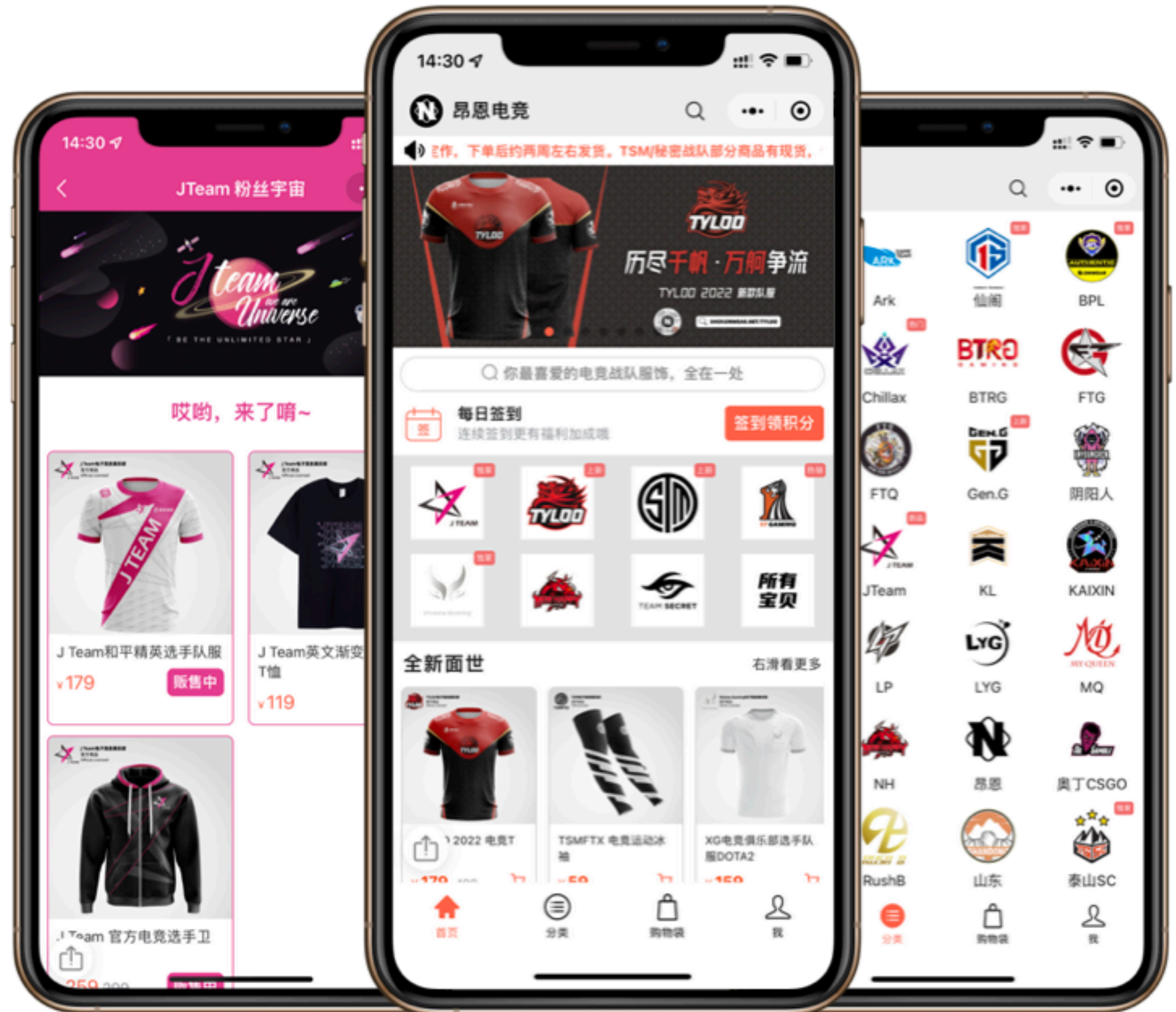
Responsive Web Shop

Based on China's largest internet service provider AliCloud (by Alibaba), we built the official online shop for seamless access by browsers of all devices. The online shop currently sells around 50 different products from nearly 30 partnered teams and supports two major Chinese payment methods WeChat Pay and Alipay.



WeChat Mini-App

WeChat is currently the most used mobile software in China, with nearly 1 billion MAU, and ONWEAR's own-designed WeChat Mini-App is based on the large and stable WeChat ecosystem, allowing fans and customers to access the shop from the WeChat homepage in about 2 seconds.



FEATURE TEAMS



UNIVERSITIES



PARTNER TEAMS









J TEAM ★ J TEAM ★ J TEAM ★ J TEAM ★ J TEAM ★



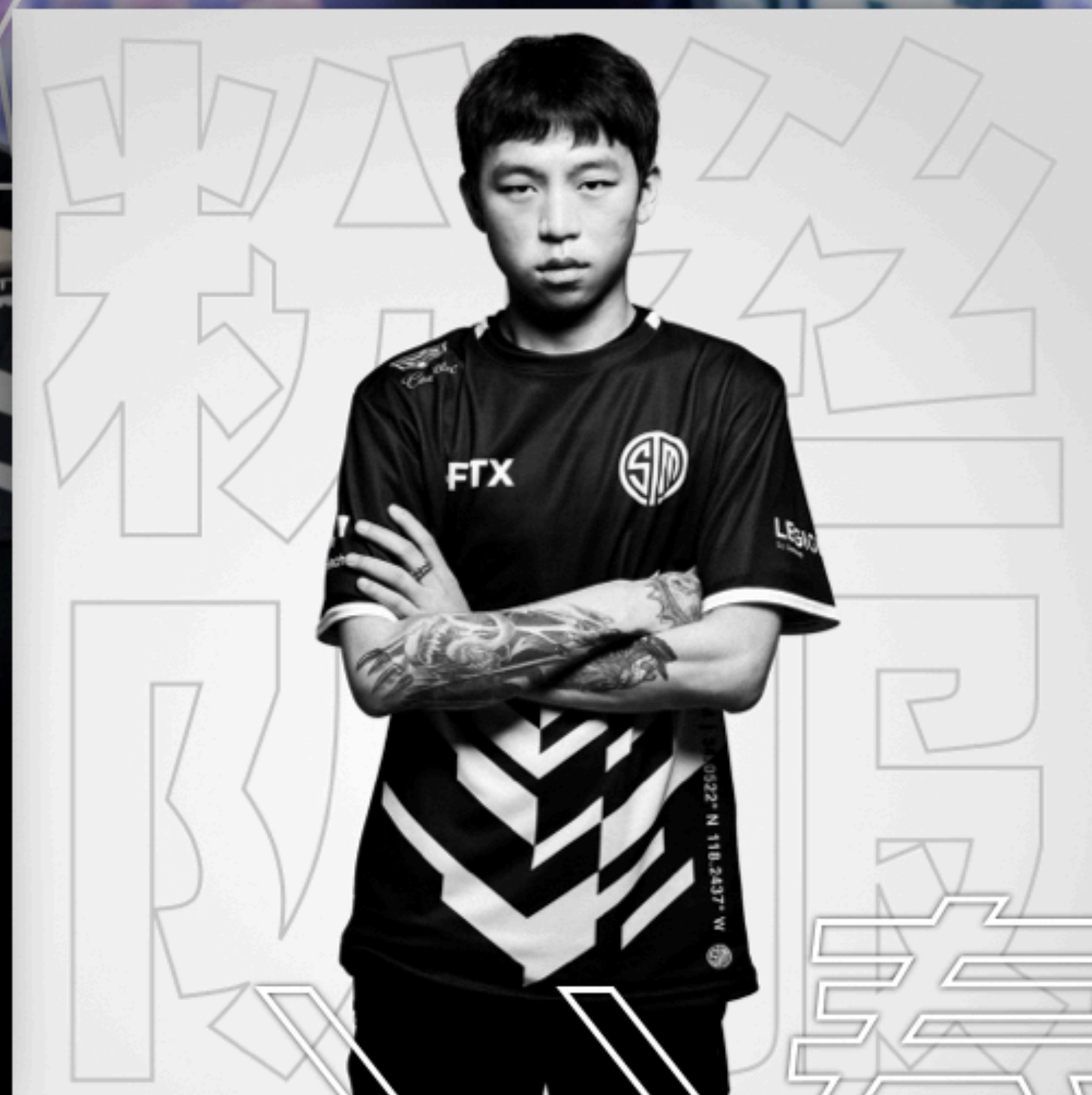


TSM中国区限定年货季

TSM中国虎年卫衣 · TSM虎年电竞鼠标垫

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TSM 2022 SPRING NEW ARRIVAL

SPRING NEW ARRIVAL

春季新品

TYLOO 2022



TYLOO 官方服饰商城

TYLOO 官方服饰商城



官方服飾商城

NONWEAR

NONWEAR

NONWEAR 昂恩电竞服饰

2021 PUBG CHAMPIONS LEAGUE

乘风破浪

一往无前



17Gaming





撑起

天野

撑起

撑起飞天野心

撑

BREAK THROUGH YOURSELF

2021 球球大作战职业联赛冬季赛







英雄联盟
发展联赛
LFL DEVELOPMENT LEAGUE

— 2020 —

SDX E-SPORTS



乘风破浪

SDX电子竞技俱乐部

2020年英雄联盟夏季赛

GAMER JERSEYS





**FAN
PRODUCTS**

NONWEAR 昂恩电竞服饰

ONWEAR IS YOUR BRIDGE TO YOUR CHINESE MARKET

DESIGN

MANUFACTURE

MARKETING

NONWEAR

FOCUS ON THE POWER OF BRAND