



盈艺集团
Arts Infinitely 艺无止境



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YOJOY
GROUP

盈艺集团

HELLO!

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GROUP PROFILE

集团简介

盈艺集团创立于2000年，总部位于上海漕河泾开发区，是一家集专业防寒服面料与运动功能面料的创新研发、生产、销售于一体的现代纺织科技集团。

集团秉承“艺无止境”品牌理念，坚持“专业化、国际化、数字化、智能化”的发展方向，经过20余年的深耕与拓展，现已形成面料设计研发、印染后整理、流行色开发、成衣ODM四大产业领域，拥有ENJOY盈艺纺织、TAROKO大鲁阁、YEASUN翌晟三大专业品牌，产品畅销国内外市场。

我们始终把握世界面料时尚流行趋势，坚持匠心与创新精神，持续提升研发与服务能力，致力于成为世界领先的纺织品面料供应商，成为对社会有价值、超越客户期待的企业。

Founded in 2000 and headquartered in Shanghai Caohejing Development Zone, YOJOY Group is a modern textile science and technology group integrating the innovative research and development, production and sales of professional cold-weather clothing fabrics and sports functional fabrics.

Adhering to the brand concept of "Arts Infinitely" and the development direction of "Specialization, Internationalization, digitalization and Intelligence", YOJOY Group has formed four industrial fields, fabric design and development, printing and dyeing and finishing, fashion color development, and ready-made ODM, after more than 20 years of deep cultivation and expansion. We have three professional brands: ENJOY, TAROKO, and YEASUN, which sell well in both domestic and overseas markets.

We always grasp the world's fabric fashion trends, adhere to the spirit of craftsmanship and innovation, and continue to improve the research, development and service capabilities, and are committed to become the world's leading textile fabrics supplier, and to become an enterprise that is of value to the society and exceeds the expectations of our customers.



YOJOY GROUP

CORPORATE CULTURE

企业文化

BRAND LOGO 品牌标识

盈艺集团的标识以汉字“藝”为设计原点，将英文“YOJOY”巧妙融入，极大提升了国际化识别度。外形轮廓形似“逗号”，充分展现了盈艺集团追求卓越、永不止步、持续向前的进取精神。

“藝”是盈艺集团“Arts Indefinitely 藝无止境”品牌理念的核心精髓，承载着全体盈艺人对精益求精的生产工艺、超凡卓越的智造技艺、盈领时尚的前瞻创艺、高效服务的真心诚艺、绿色可持续发展和谐艺境的不懈追求。

The logo of YOJOY Group takes the Chinese character “藝” as the design origin and cleverly integrates the English ‘YOJOY’, which greatly enhances international recognition. The outline of the logo resembles a “comma”, which fully demonstrates the enterprising spirit of YOJOY Group in pursuing excellence, never stopping, and moving forward.

“Art” is the essence of YOJOY Group's brand concept of “Arts Indefinitely”, which carries all the people of YOJOY’s commitment to the production process of excellence, extraordinary and outstanding intellectual craftsmanship, the foresight of fashion, efficient and sincere service, the green and sustainable development, and the relentless pursuit of harmonious art.

GROUP MISSION 集团使命

共创美好的世界。

To create a better world together.

GROUP VISION 集团愿景

成为一家稳健发展，拥抱变化，创新驱动的国际性企业。

To become an international enterprise that thrives with steady growth, embraces change, and is driven by innovation.



CORE VALUES 核心价值观

诚信、创新、专注、精进、学习、团队。

Integrity, Innovation, Focus, Diligence, Learning, Teamwork.

BUSINESS PHILOSOPHY 经营理念

以价值为核心、以员工为重心，持续学习提升组织能力，为客户创造价值，为奋斗者打造平台。

Prioritizes value and employees, constant learning, creates value for customers, and empowers strugglers.

ARTS INFINITELY

藝无止境



TECHNOLOGY ART.

布局全产业链

工 × 藝



山东大鲁阁织染工业有限公司是盈艺集团全资子公司，也是集团高效生产与技术革新的前沿阵地。公司位于山东省济南市济北开发区，始建于2003年，投资金额2800万美元，厂区建筑面积18万平方米，年产能超6000余万米，主要从事锦纶、涤纶、涤棉、锦棉等时尚面料的染色、印花及后整理加工（涂层、贴膜、复合、压光、定型）。

公司拥有严格完善的品质管理体系，配备有国际先进的检测设备和专业团队，能够执行国标、美标、欧标、日标等多重物性要求测试，覆盖原材料到成品各个环节，确保每一件产品都达到并超越客户期待。

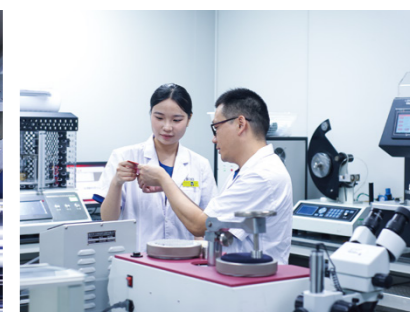
Shandong Taroko Weaving & Dyeing Industry Co., Ltd. is a wholly-owned subsidiary of YOJOY Group, and it leads the Group's efficient production and technological innovation. Taroko is based in Jinan City, Shandong Province's Jibei Development Zone. It was established in 2003 with a USD 28 million investment, building area of 180,000 square meters, and an annual production capacity of more than 60 million meters fabrics. The company's main activities include dyeing, printing, and finishing (coating, laminating, calendering, and setting) of nylon, polyester, polyester cotton, nylon cotton, and other fashionable fabrics.

The quality control center is equipped with advanced international testing equipment and a professional team. It can test multiple physical property requirements, including those set out in the GB standard, AATCC, ISO, JIS, and other testing standards, covering all stages from raw materials to the end product. This allows us to guarantee that every product meets and exceeds customer expectations.

生产基地投资
2800 万美元

基地建筑面积
18 万平方米

基地年产能
6000 万米





SKILL ART TECHNOLOGICAL- ICAL INTELLI- GENCE. 卓越的先进智造

技 × 藝



今天，AI技术正深刻地改变着各个领域。盈艺集团积极拥抱大数据、物联网与AI技术，成功部署智慧印染“数智大脑”——飞梭智纺。通过实时的数据收集和智能分析，实现了生产的高效协同和精益管理。这一创新举措标志着集团在数字化转型和智能制造方面取得了显著成就。

从化实验室的精确配方，到染缸的精细染色，从定型的精准控制，到排产的智能优化，从生产的实时监控，到能源的高效管理，“数智大脑”实现全流程的互联互通与智能决策，确保了生产效率的最大化和品质的最优化。

未来，集团将继续深化数字化转型，加速推动技术创新，为实现更高效、更智能、更环保的生产模式而不懈努力。

Today, AI technology is profoundly changing various fields. At YOJOY, we actively embrace the latest technologies, including big data, the Internet of Things, and AI. The intelligent printing and dyeing system, "Digital Intelligence Brain", has been successfully deployed to facilitate efficient collaboration and lean management of the production process through real-time data collection and intelligent analysis. This pioneering project represents a significant milestone for the Group, showcasing its remarkable progress in digital transformation and smart manufacturing.



From the precise formula in the laboratory to accurate dyeing in the tank, and from precise control of settings to intelligent scheduling optimization. The "Digital Intelligence Brain" facilitates the interconnection and intelligent decision-making across the entire production process, thereby ensuring the optimal efficiency and quality of the end product.



Going forward, YOJOY Group will continue to pursue digital transformation, drive technological innovation and strive to implement a more efficient, intelligent and eco-friendly production model.



CREATIVE ART.

盈领时尚价值

创 × 艺



盈艺集团设立了上海、济南、柯桥三大研发中心，汇聚了行业一流的面料研发和生产专家，他们以深厚的专业知识和创新精神，专注于新材料、新工艺、流行色的研究开发，并将市场洞察高效转化为产品成果。

我们与法国、意大利、日本等全球知名设计研发机构及服装设计师开展紧密合作与深入交流，将国际时尚潮流与东方文化精髓巧妙融合，创造出既具有国际视野又贴近中国市场的畅销产品。

凭借敏锐的市场洞察力与出众的研发设计能力，盈艺集团还致力于为客户提供专业的成衣ODM服务。从面料精选到成衣设计，从精准打版到成品生产，一站式的定制化服务，为品牌客户创造更高的市场价值和品牌影响力。

YOJOY Group has established three significant R&D facilities in Shanghai, Jinan, and Keqiao. These centers unite the industry's leading fabric R&D and production professionals, who concentrate on the development of new materials, techniques, and colors. They leverage their extensive expertise and innovative approach to efficiently transform market insights into tangible products.

We work closely with renowned design and R&D institutions and fashion designers in France, Italy, Japan, and elsewhere to combine international fashion trends with the essence of oriental culture. Our goal is to create best-selling products with an international outlook and a close fit to the Chinese market.

YOJOY Group is also committed to providing professional ODM services for ready-to-wear garments, thanks to its keen market insight and outstanding R&D and design capabilities. From the selection of fabrics to the design of garments, from the creation of patterns to the production of finished products, our comprehensive, customized service increases market value and brand influence for our brand clients.

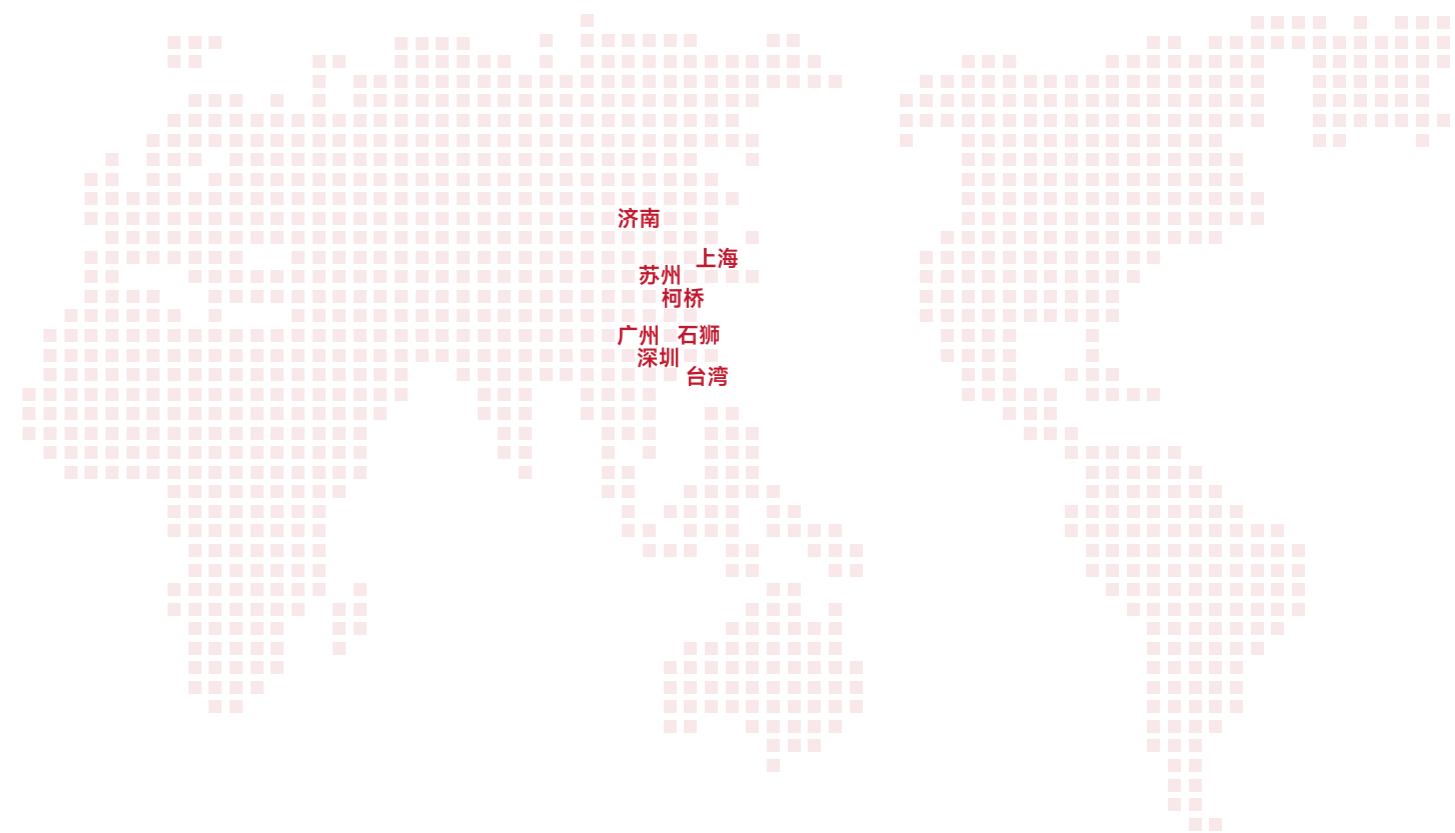




SINCERE
ART.

优质服务

诚 × 藝



盈艺集团设有上海、济南、广州、深圳、柯桥、苏州、石狮、台湾八大营销中心，构筑起了一个覆盖全国、辐射全球的营销服务网络。中心拥有一支经验丰富的营销精英团队，他们凭借丰富的行业经验和敏锐的市场洞察，为品牌客户提供定制化贴身服务，不断提升客户满意度，增强客户黏性，实现品牌价值的持续增长。

依托于集团强大的生产实力和创新能力，我们也提供灵活高效的“小单快反”生产服务，满足追求个性化定制和快速市场投放的品牌客户需求，助力客户迅速把握市场脉动，不断提升市场竞争力，实现品牌快速成长。

The eight marketing exhibition centers set up by YOJOY Group in Shanghai, Jinan, Guangzhou, Shenzhen, Keqiao, Suzhou, Shishi, and Taiwan have constructed a comprehensive marketing service network that spans the entire country and extends globally. The centers employ a team of experienced marketing professionals, who utilize their extensive industry experience and keen market insight to provide bespoke and personalized services for brand customers. This enables them to continuously enhance customer satisfaction, strengthen customer loyalty, and drive the continuous growth of brand value.

The Group's strong production capabilities and innovative approach enable us to provide flexible and efficient 'small order, quick response' production services, meeting the needs of brand customers who seeking personalized customization and rapid market launch. Our services help customers to quickly grasp market trends and improve market competitiveness, driving brand growth.





SUSTAINABLE ART.

绿色可持续发展

藝 × 境



盈艺集团积极践行绿色可持续发展理念，致力于创建一个清洁、健康、可持续的未来。我们深知企业社会责任的重要性，并通过以下行动积极履行：

社会责任验厂：

定期进行社会责任验厂，确保生产过程遵循法规，保障员工权益，提升品牌形象和市场竞争力。

全面环境治理：

安装高效的废水废气处理设施，实施自动在线监测，确保排放指标高于行业标准，改善工作环境。

严格化学品管控：

建立化学品清单，追溯全生命周期信息，选择低危害替代品，提供培训和个体防护，确保废弃物环保处理。

持续节能减碳：

通过工艺改进、设备更新和光伏发电等措施，致力于每年实现5%的节能减碳目标，共同应对气候变化。

YOJOY Group has been actively practicing the concept of green and sustainable development and is committed to creating a clean, healthy, and sustainable future. We recognize the importance of corporate social responsibility and are committed to fulfilling it through the following actions:

Social responsibility auditing : Conduct regular social responsibility factory inspections to ensure that the production process adheres to regulations, protects employees' rights and interests, and enhances brand image and market competitiveness.

Comprehensive environmental governance : Install efficient wastewater and waste gas treatment facilities and implement automatic online monitoring to ensure that emission indicators exceed industry standards and improve the working environment.

Rigorous chemical control : Establish inventories of chemicals, trace the full life-cycle information, select low-hazard alternatives, provide training and personal protection, and ensure environmentally friendly disposal of waste.

Continuous energy-saving and carbon reduction measures : By optimizing processes, replacing equipment, and generating photovoltaic power, we are committed to achieving an annual energy saving and carbon reduction target of 5% and to collaboratively addressing climate change.



BRAND CLUSTER

品牌集群



盈艺集团旗下女装防寒服面料专业品牌，秉承“盈领时尚价值”的品牌理念，将轻盈时尚与卓越性能完美融合，引领流行趋势，助力品牌成长，获得了市场的高度认可与行业的尊敬。

ENJOY Textile

A professional brand of women's cold-weather clothing fabrics under YOJOY Group.

The brand concept is to lead the market with surplus value. An optimal combination of lightweight fashion and superior performance.

Leading the fashion trend is an effective strategy for driving brand growth.

Highly recognized by the market and respected by the industry.



盈艺集团旗下运动休闲功能面料专业品牌，秉持“轻运动·悦生活”的品牌理念，以创新科技，探索运动面料的无限可能，依托出色的产品性能，高效的价值服务，布局全球市场，成就品牌价值。

TAROKO

A professional brand of sports and leisure functional fabrics under YOJOY Group.

In line with the brand concept of 'Light Sports - Pleasant Life', committed to exploring the full potential of sports fabrics through innovative technology.

Outstanding product performance and efficient value service to meet our customers' expectations.

The global market layout and brand value achievement.



盈艺集团旗下女装羽绒服ODM服务品牌，秉承“时尚·快人一步”的经营哲学，依托“创新设计×版型转化×精益制造”综合优势，助力品牌客户快速实现设计创意的商业转化，已成长为行业领先的女装羽绒服ODM服务商。

YEASUN

YOJOY Group's ODM service brand for women's down jackets, in line with our business philosophy of 'fashion - one step ahead'. By leveraging the full potential of our 'innovative design x pattern transformation x lean manufacturing' approach, assist brand customers in rapidly transforming their design concepts into commercial realities. Established ourselves as a leading ODM service provider for women's down apparel.

GROUP HONOR

企业荣誉



盈艺集团以其在纺织领域的卓越表现和对绿色可持续发展的执着追求，荣获多项殊荣及权威国际认证。这些荣誉不仅是对我们专业实力的认可，也是盈艺集团对持续提供高品质产品和服务的庄严承诺。

YOJOY Group has received numerous accolades and significant international certifications in recognition of its expertise in the textile sector as well as its commitment to environmental sustainability. These achievements not only recognize our professional strength but also YOJOY Group's unwavering commitment to providing high-quality products and services.

企业荣誉：

- 国家防寒服面料产品开发基地
- 中国流行色协会理事单位
- 中国流行面料入围企业
- 山东省高新技术企业
- 济南市“专精特新”企业

专业认证：

- 瑞士Bluesign蓝标认证
- GRS全球回收标准认证
- RCS回收声明标准认证
- ISO9001质量管理体系认证
- ISO14001环境管理体系认证
- ISO45001职业健康安全管理体系认证
- Higg Index国际认证
- 迪士尼FAMA品牌认证
- Canada Goose品牌认证
- Lululemon品牌认证

实验室认证：

- 安踏实验室认可证书
- 特步实验室授权证书
- 乔丹实验室认可证书

Enterprise Honors:

- National product development base for cold-weather clothing fabrics
- Director unit of China Fashion Colour Association
- China's popular fabrics shortlisted enterprise
- High-tech Enterprise of Shandong Province
- Jinan "Specialisation, Refinement, Characterisation, Novelty" enterprise

Laboratory Accreditation:

- Anta Laboratory Accreditation Certificate
- Xtep Laboratory Authorisation Certificate
- Qiaodan Laboratory Accreditation Certificate

Professional Certification:

- Bluesign
- GRS Global Recycled Standard
- RCS Recycled Claim Standard
- ISO9001 Quality Management systems
- ISO14001 Environmental Management systems
- ISO45001 Occupational health and safety management systems
- Higg Index certification
- Disney FAMA, Disney Factory Accreditation
- Canada Goose Brand Certification
- Lululemon Brand Certification

COOPERATIVE BRANDS

合作品牌

盈艺集团与服装业界的领军品牌建立了长期且深入的合作关系。我们专注于持续的技术创新和产品开发，携手合作伙伴不断探索，以确保消费者能够享受到高品质、环保且可持续的优质纺织品。

YOJOY Group has fostered long-term, mutually beneficial relationships with leading brands in the apparel industry. We prioritize ongoing technological advancement and product development in collaboration with our partners to guarantee that consumers benefit from premium, eco-friendly, and sustainable textile solutions.



部分合作品牌（排名不分先后）

YOJOY GROUP



Fabricis China 国家防寒服面料产品开发基地