SHOP UTOPIA INC.

Press Release

FOR IMMEDIATE RELEASE

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Top quality brand providing best lifelike figurines with soul to enhance bonds between pets and people

Ontario, CA - Petorama is a company started by a group of designers and sculptors who have strong passion in pets and animals. The company focuses on creating premium realistic figurines of pets for pet-lovers. Craftsmanship and quality are the top qualities valued by the company.

Why Petorama - All products provided by Petorama are crafted with great precision and efforts that make the figurines stand out in the market. Each and every piece of the product is collectible standard. Comparing Petorama products with other similar products in the market, you will see they are apparently similar but different in the core. The brand caters to the unmet need of top-quality products for pet-lovers who see their pets as one important part of their lives.

People & Product - Petorama were founded by a team of skilled designers who won award in German’s famous Red Dot Design Award. The company is serious in creating original designs which has made it the industry leader. Quality always weighs over quantity and cost saving for Petorama. Currently, the company provides a wide range of figurines covering the most common dog breeds and horses in different sizes and color combinations. However, Petorama has the capability to work on customized orders as it is the creator itself.

Purpose - Inspired with the deep love in pets, Petorama brand aims to enhance the bonds between pet and their owners by creating unique lifelike figurines that resembles every tiny details of the pets to give them a soul. People see their pets as family members and need ways to express their love just like the use of photo albums. The products have provided people with a channel to express their love to their beloved pet during daily works, travel period and in the case of unfortunate loss.
THE WORK DONE BEHIND EVERY PIECE


Carving Seiko and realistic carving by professional master sculptor. Each mold takes an average of 10 days of hard work of master sculptor to form its basic shape. All sculptors are hardcore pet lovers and had spent months studying every detail appearances and movements of different breeds before taking on the carving task.

Silicone Mold Creation The silicone mold perfectly captures all the details and fine lines of the carved clay sculpture to achieve high level of product quality and fineness.

Mold Filling Each silicone mold is only used to create 50 products to preserve the level of fineness. After which, a new mold will be created for next production.

Polishing Each piece undergoes five more delicate polishing steps and is coated with white base paint.

Coloring In order to make each piece as realistic as possible with naturally transitioning color output, it will undergo at least 6 layers of coloring work hand painted by artists. The piece is then finished with a layer of color protective film paint.

Award winning sculptors with world standard recognized skills

Products loved by interior designers and gallery owners.

Existing customers: LV, GUCCI, SIDESHOW COLLECTIBLES, TENCENT GAMES, EMBASSY OF SWITZERLAND, JUXT, MILL CREEK STUDIOS, FEIYU

Brand is popular in China, Japan, Australia and Singapore. Now expanding to other regions globally.
Ontario, CA - NAYOTHECORGI is a company started by a corgi mom. She loves her corgi “Nayo” and loves to have things that have corgi designs. Not satisfied with the products in the market, she decided to build her own brand based on Nayo. Over years, countless pet lovers asked for gifts products for other breeds and now, NAYOTHECORGI became the brand with the most comprehensive line of pet-centric products covering all popular breeds.

**WHY NAYOTHECORGI**

NAYOTHECORGI values quality and original design. It offers affordable products for pet-lovers with quality guarantee. Product improvements are top priority. In addition, NAYOTHECORGI set the trend in the market. Many of the product designs developed by NAYOTHECORGI have flourished the market and followed by competitors.

**PEOPLE & PRODUCT**

Derived by love for pet, NAYOTHECORGI has a team of passionate pet lovers who are enthusiastic, responsible, friendly and professional. The customer service at NAYOTHECORGI is exceptional. The brand always listens to market demand the put what customers want on the shelf. The brand provides almost everything pet-lovers needs covering home & living, kitchen, bathroom, accessories, travel, jewelry, toys and etc.

**PURPOSE**

NAYOTHECORGI is inspired by pet for pet lovers. The love for pets is natural and precious. By providing pet-centric gifts for pet lovers, the brand hopes to enhance the bond between pet and pet lovers, hence, create a better and happier life for them and help them to enjoy the time spent together.
WELCOME TO
FIRST CORGI-THEMED CAFE IN US

- AS FEATURED ON BUZZFEED

Nayotheecorgi also opened the FIRST and ONLY Corgi-themed Café shop in the US in Oct 2019. Since the grand opening, the shop has attracted many corgi lovers and dog lovers. Striving for providing the best experience for customers, the shop has everything that is corgi related - food, drink, decoration, utensils, merchandise and etc. The shop also holds corgi-related events and collaborates with non-profit organizations frequently for corgis and corgi lovers.

Since the opening, we have many corgi and other dog influencers came by to check-in and left their photos on the wall of fame. It also has attracted overwhelming media attention locally and nationally.

MEDIA RESOURCE LINKS
https://www.facebook.com/wacowfanpage/videos/2403512249966163/
https://www.youtube.com/watch?v=nz8fYHaww_I
https://mp.weixin.qq.com/s/Qm03yCOg0zdbP7CzNP-BLQ
https://mp.weixin.qq.com/s/FYoeFIBpTz00o7jITs79Q

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