



全球 3D 打印
消费品领航品牌

STARAY BRAND MANUAL

GLOBAL LEADING BRAND
IN 3D PRINTING



STARAY

BRAND

MANUAL

A black and white photograph of a person in silhouette walking on a curved, grid-like structure against a cloudy sky. The person is on the right side of the frame, wearing glasses and a dark jacket. The structure they are walking on is a curved, grid-like surface that recedes into the distance. The sky is filled with soft, white clouds.

Brand section

品牌篇

STARAY is the world's first consumer-focused 3D printing brand, founded in 2020 in China.

We are rooted in the transformative power of 3D printing and began our journey with a single innovation — the "One-Piece 3D Printed Shoe." Since then, we've continued to explore and create next-generation lifestyle products that meet real individual needs while embracing forward-thinking design.

Inspired by the Eastern philosophy of living in harmony with nature — "owning without being owned" — we advocate for mindful, healthy consumption. Our goal is to simplify life, reduce excess, and bring warmth to people's well-being through sustainable, innovative products.

The name STARAY comes from the idea that a single star may shine softly, but together, a constellation of stars can light up the world. That's the spirit behind our brand: we started with one small but powerful idea — to bring cutting-edge 3D printing technology into everyday life. Through passion and perseverance, STARAY is introducing a new category of footwear, showing how technology can become part of a more human, more personal future.

As leader in the industry, we're not just innovating — we're telling the story of our time. STARAY bridges the gap between emerging technologies and the real needs of individuals, making high-tech products accessible, wearable, and meaningful.



BRAND
STORY

GLOBAL LEADING BRAND
IN 3D PRINTING

“No one is an island.”

When we think about our connection to the world around us — to others, to objects, and now, to technology — we realize that technology itself has become a major player in our lives. The relationship between humans and technology is no longer a question for the future — it’s a challenge we face today. STARAY is here to be part of that conversation.

We’re exploring the meaning of technology while staying grounded in the values that make us human.

STARAY — where innovation meets intention.



「CHOOSING CAN BE SIMPLE」

In a world overflowing with options, we've been taught to chase happiness through more — more things, more noise, more complexity. But in this age of material abundance, too much choice can feel less like freedom and more like anxiety.

STARAY believes true choice begins with simplicity.

We're here to bring clarity back to choice — to help consumers reconnect with what truly matters. Not what society expects, but what genuinely supports well-being, comfort, and personal peace.

we believe more happiness can come from less. We don't see simplicity as a limit — we see it as a beginning.

Grounded in sustainability and empowered by the possibilities of cutting-edge 3D printing, STARAY follows the path of simplicity throughout the full lifecycle of every product. Because true innovation isn't just about doing more. It's about doing what matters most — and doing it better.



Enhancing Everyday Life Through 3D Printing

STARAY focuses on creating lifestyle products that elevate daily experiences. Every design serves a core purpose: to meet essential human needs and support holistic well-being — physical and emotional.

•Who We Create For

Whether you're a professional, student, or explorer of everyday life —
If you're curious about new things, open to change, and respectful of both life and nature —
You're one of us. You're the person STARAY was made for.

•How We Reach You

We believe "content is brand." Through social media, storytelling, and community building, STARAY initiates conversations around well-being and mindful living. From brand podcasts to shared digital spaces, we create places for discovery — where people find STARAY, and perhaps, find themselves and each other.



BRAND
SLOGAN

GLOBAL LEADING BRAND
IN 3D PRINTING

Less, But Better

用更少的选择 | 过更好的生活



Mar 2024 | Recognized as a “Rising Star Brand” by the China Fashion Forum

May 2024 | “Cells 3D” and “UU 3D” series win iF Design Award and Red Dot Award in Germany;
Launched international expansion — entering the U.S. and Japan markets; Opened STARAY’s first physical retail store

Nov 2024 | Launched customization service in collaboration with Zhejiang University AIGD Lab; Opened first overseas store in Osaka, Japan

Dec 2024 | Established the “A Moment of Nature” brand community; Named one of the Top 50 Youth-Favorite Brands; founder Luo Jie listed among China’s Top 500 Young Brand Leaders; Official shoes for training and competitions by the Shenzhen Sailing & Windsurfing Association; Official Sponsorship Partner of the WMRT World Match Racing Tour Grand Final

Feb 2025 | Entered curated retail stores in Tokyo, Japan

Apr 2025 | Featured on CCTV-1’s Focus Report as a breakthrough in next-generation tech-driven consumer products

May 2025 | Supporting Partner of China Night at the 78th Cannes Film Festival

May 2025 | Official Sponsorship Partner of the China-Central and Eastern Europe International Sailing Regatta & Ningbo International Sailing Regatta

The story continues... ..



Product section

产品篇



“COMFORT”

The Origin of Everything at STARAY



At STARAY, comfort is the first and most essential principle behind every product. Powered by next-generation HALS ultra-high-speed 3D printing and advanced bio-based flexible polymers, we place comfort at the core of our R&D. Every product is designed to meet essential human needs — delivering real functionality, durability, and future-forward design that fits into everyday life across diverse scenarios.

We continuously push the boundaries of technology and materials, breaking away from traditional structural limitations. Our one-piece printed footwear brings innovation directly from concept to product — no assembly, no compromise.

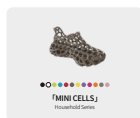
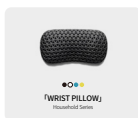
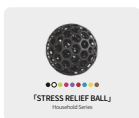
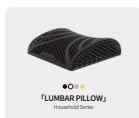
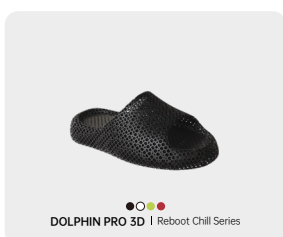
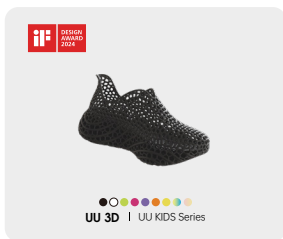
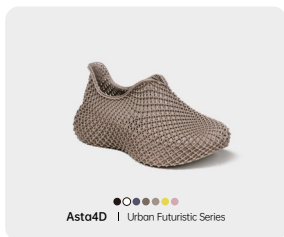
This method not only enables design breakthroughs traditional craftsmanship can't achieve, but also significantly reduces material usage, waste, and pollution during the manufacturing process.

We believe our products should carry care — for both people and the planet. With every pair, we aim to bring a sense of warmth where technology meets humanity.

•3D Printed UniBody Shoes:

Using HALS ultra-high-speed 3D printing, each shoe is created in a single form – with no glue, no assembly, and minimal material waste. The result: a streamlined, sustainable product that aligns with modern environmental values.

Our structured lattice pattern design provides both soft comfort and resilient support, while 360° airflow channels throughout the shoe enhance breathability and keep every step light and refreshing.



Sales Channels approach

A Matrix Approach
Be Where the Users Are

ON-LINE



STREAM



OFF-LINE

Hainan
Haikou

Hainan
Sanya

Hainan
Danzhou

Minhang, Shanghai

Guangdong
Huizhou

Guangdong
Guangzhou

United States
California

Japan
Osaka

CHANNEL

GLOBAL LEADING BRAND
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Offline Flagship and retail stores

A Matrix Approach
Be Where the Users Are



Exhibitions

Participation in major trade shows globally
Featured on CCTV-1's "Focus Report"

We meet our customers where they are — online,
offline, and everywhere innovation happens.



CHANNEL

GLOBAL LEADING BRAND
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Sales Channels with a Digital Focus

To meet evolving consumer habits, STARAY has built a comprehensive online presence — e-commerce platforms, social commerce, and digital retail — offering flexible, diverse services tailored to modern lifestyles.

We combine digital convenience with offline engagement to create a seamless brand experience across every touchpoint.



Sales Channels & Content Ecosystem Building deeper connections through multi-platform presence

We focus on inner well-being.

Step into nature, connect inward.

Establish meaningful touchpoints across both online and offline channels.



STARAY



Less, But Better

用更少的选择 | 过更好的生活



Instagram



Tiktok



Facebook