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BERLIN
SHANGHAI

51.1657° N
10.4515° E
31.2304° N
121.4737° E

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STRATEGIC & LEGAL

YOUNG KIM

LICENSING MANAGER

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VAULT OF ETHER

COMPANY OVERVIEW

Vault of Ether is a multidisciplinary creative studio specializing in immersive design, cultural strategy, and collectible experiences. Born from years of elite creative direction in the gaming, entertainment, and luxury sectors, the studio operates as a vault — safeguarding conceptual depth while unlocking the next frontier of experiential storytelling.

FORM & FOUND

Led by founder Serena Kim, whose award winning portfolio spans global franchises such as League of Legends, Overwatch, PUBG, Arcane, and collaborations with Riot Games, Tencent, Gen.G, and EWC, Vault of Ether blends artistry with strategy. Her background includes commercial and music video direction for top Korean brands and artists, luxury merchandising for Gucci Korea, and branding for Fortune 500s like Samsung and SK Hynix. With education from institutions like Harvard Business School Online, SVA, SAIC, and Seoul National University, Serena merges creative excellence with business acumen.

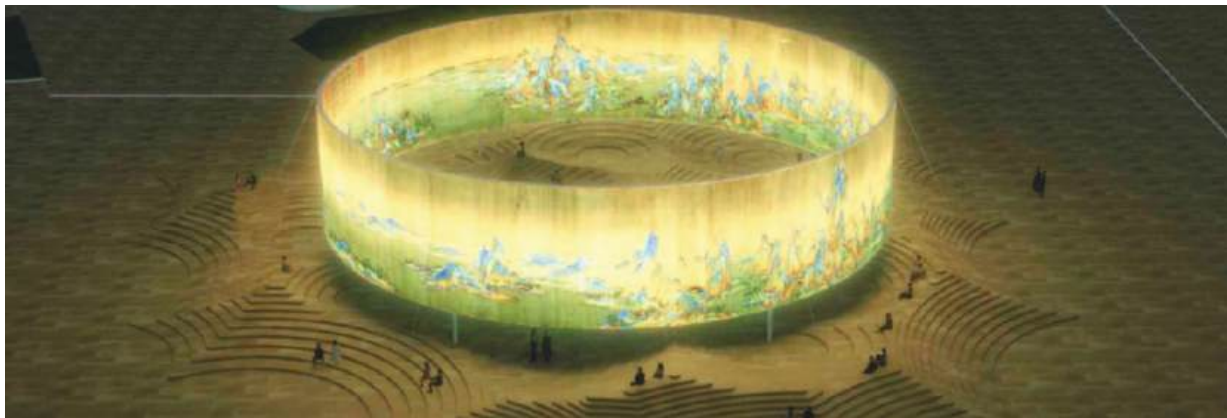
BRAND STRATEGIC COMMUNICATIONS TEAM

1. LASER & MANTA - Virtual Idol Boy Group (Bilibili)

Bilibili: China's YouTube-equivalent online video platform with 300M+ monthly active users. Laser and Manta are two virtual idol boy groups produced and managed by Bilibili. They rank among the top two virtual idol boy groups in China, amassing a large number of online followers.

- Selecting 8 different Shanghai's intangible cultural heritages for the group members to collaborate with
- Co-producing the group's anniversary livestream that garnered over 4 million views online at Bilibili World (Bilibili's largest comic con)
- Collaborated with Erno Laszlo for branded skincare integration
- Create a documentary about the group's collaboration with Shanghai's intangible cultural heritages
- Hold the crossover exhibitions in 4 different places in Shanghai during the summer of 2024, including museums and shopping malls
- Create the merchandise of this collaboration with more than 15 Stock Keeping Units (SKUs) and achieve a sales volume of Five million yuan (RMB) in half a year





2. Tencent Music x Shenzhen Galaxy COCO Park Music Festival

QQ Music: one of China's largest music streaming apps (TME Group)

TME: Tencent Music Entertainment, the largest online music platform group in China

- Produced full campaign and event visuals for GALAXY music festival
- Integrated live performances and online activations collaborated with TME
- Festival attendance and mall traffic up 85% week-over-week

3. Honor of Kings - Dream Team Visual Campaign

Honor of Kings: China's most popular mobile game with 100M+ players

- Delivered creative campaign for Tencent eSports team
- Fashion shooting for the Top 10 players
- Collaborated with Korean artist Serena Kim on the merchandise designs. The designs incorporated players' photos and their animated-version images
- The design was applied in the credit card's collaborative project as well as in the makeup brand's new product launch in partnership with the games' league, KPL.

4. Crossover: Pan Yueming x Chengdu All Gamers Esports team

Pan Yueming: Award-winning Chinese actor (Day and Night, Candle in the Tomb) with 9.6M+ followers

Chengdu AG: Top eSports team in Honor of Kings (China's #1 mobile game)

- Produced crossover documentary with AG star player YiNuo and actor Pan Yueming
- Launched a limited-edition merch collection between Pan Yueming's art brand

Pandsupersuper and Chengdu AG

VISUAL TECHNOLOGY TEAM

1. Keystone Interior Shots

Commissioned project for a Singapore-based real estate company.

Produced high-quality visualizations of concept apartment units to present detailed interior views to prospective buyers.

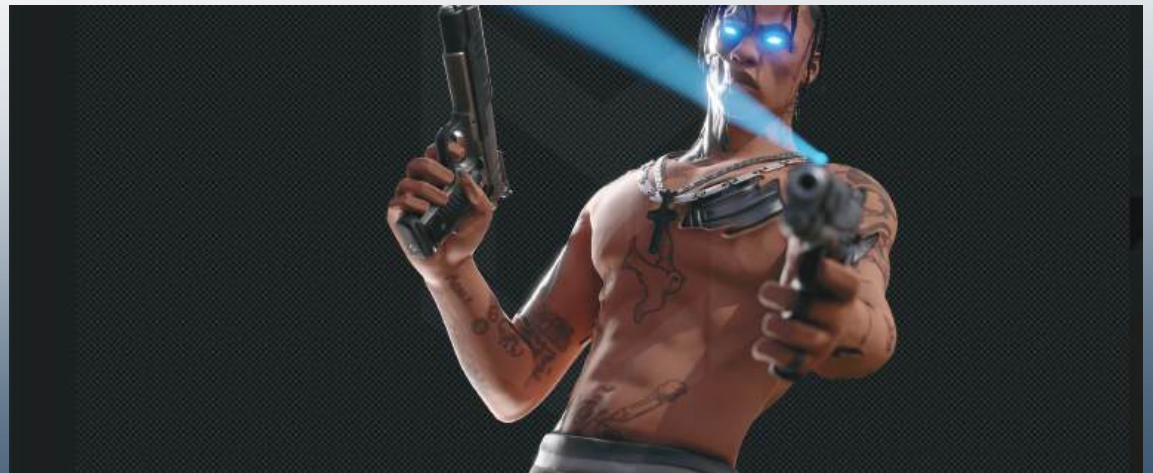
Objective: Facilitate property sales by enabling potential buyers to visualize fully furnished rooms without the need for complete physical construction.

2. PlugPlay AIO

Product animation developed for the US-based cannabis company PlugPlay.

Created to introduce an unreleased product line, showcasing its new and distinctive features across social media, industry conventions, and the company's website.

Objective: Deliver a clear, engaging, and cinematic trailer to capture audience attention and build anticipation ahead of the product's market launch.



3.Discit x MDX

Interactive website scroll visualization for the game brand Discit, in collaboration with the web agency MDX.

Featured a 3D animated interactive disassembly of the product, showcasing how each component fits together in a cinematic and visually engaging way.

Objective: Allow viewers to control the speed of the disassembly to clearly understand the game's setup process emphasizing a core selling point of the brand: the ease of assembling and disassembling the product.



RIOT GAMES

GEN.G ESPORTS

TENCENT GAMES

PUB.G CORPORATION

ESPORTS WORLD CUP

GEN.G

GUCCI ASIA

ARC'TERYX

SAMSUNG

SK HYNIX

HEINEKEN KOREA

DEAR DHALIA

SM ENTERTAINMENT

OMC

MEDIT

LOTTE

YOUTUBE

SONY

CLIENTS WE'VE WORKED WITH



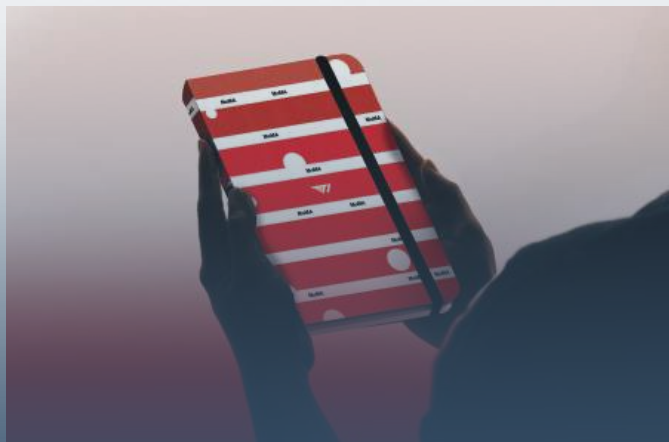
ESPORTS WORLD CUP
EXCLUSIVE GIFTS FOR VVIP



ESPORTS WORLD CUP
EXCLUSIVE GIFTS FOR VVIP

Gaming & Esports Merchandise: Concept-to-launch design for membership kits, immersive collectibles, and real-world functional goods inspired by iconic characters and environments





MoMA
The Museum of Modern Art





ARCANE

LEAGUE OF LEGENDS





match ≠ match



STI SCORE CARDS/NOTEBOOKS

match record

player, mood track, tank; speed 0.1, head track -0.36
 damage 01; speed 0.324 / head track +3.19
 damage 02; speed 2.7 / head track +5.90
 support 01; speed 0.92 / head track +3.20
 support 02; speed 1.3 / head track +2.42

RECODE REALITY

STI
 Sovereign Toxicity Index

match comp. 3.25 / 5.23 / 8.4

NB:

4:26 match 13

8:02

3 comm timestamp for fracton

made??

1:39

10:06

10:06





ARC'TERYX
CONCEPT CAMPAIGNE

Vault of Ether is entering its next chapter — where technology becomes tactile and luxury becomes immersive.

- Developing AI and AR-enhanced design systems that allow for interactive storytelling across physical and digital spaces
- Crafting hyper-exclusive merchandise and spatial experiences for high-net-worth clients, luxury institutions, and private brands
- Producing collectible ecosystems that merge narrative, rarity, and futuristic interactivity — all housed under proprietary IP and strategic vaults
- Expanding into real estate, private aviation, and automotive luxury through immersive and intelligent product narratives

While the studio's past portfolio reflects entertainment and fandom-driven ecosystems, Vault of Ether is now redirecting its mastery toward the ultra-premium, future-forward market — forging the bridge between legacy design and the next frontier of cultural expression.

Why the VAULT

The name Vault of Ether symbolizes both discretion and vision. It is a chamber of innovatio; a safeguarded incubator for experimental yet meaningful concepts. "Ether" represents both intangible energy and the future's intangible value: data, emotion, and experience.

The Vault holds weight, but moves like air.



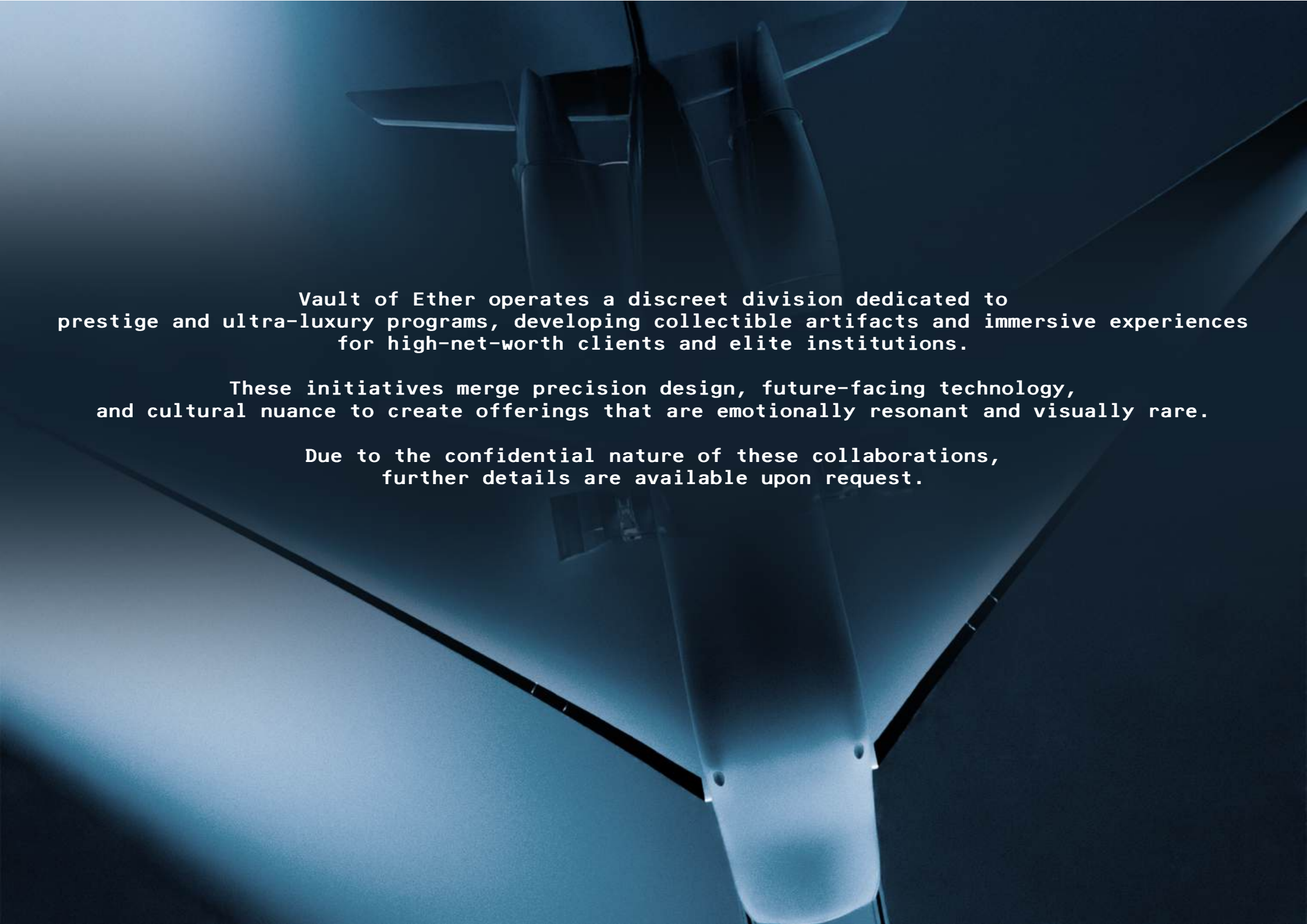
 EtherVision



RELEASE LINE 002.



RELEASE LINE 003.



Vault of Ether operates a discreet division dedicated to prestige and ultra-luxury programs, developing collectible artifacts and immersive experiences for high-net-worth clients and elite institutions.

These initiatives merge precision design, future-facing technology, and cultural nuance to create offerings that are emotionally resonant and visually rare.

Due to the confidential nature of these collaborations, further details are available upon request.