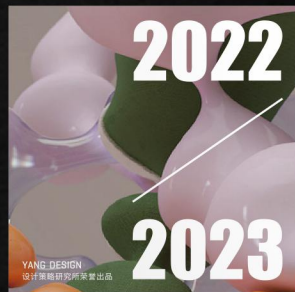


扫描二维码获取预览版
Scan the QR code to read the preview
of China Design Trends Report





《中国设计趋势报告》用途

Why you should read this China Design Trends Report

怎样的产品设计是符合未来市场的趋势？

影响趋势的因素有哪些？

哪些趋势适合中国的市场，可以被企业读懂、被中国消费者认可？

从2013年起，《中国设计趋势报告》已成为针对中国市场权威的设计趋势报告。

What kind of product design will fit into the future market trend?

How is a trend started?

Which trends are suitable for the Chinese market, understandable by companies and Chinese consumers?

China Design Trends Report has already become the authoritative design trends report for the Chinese market since 2013.



《中国设计趋势报告》内容

What is inside this trend report



丰富数据的电子版报告下载

含印刷版和可供编辑的PPT格式电子版，中英翻译，
2020-2021年度15个中国热点总结和39个以上数据，并集合了中国6大
领域顶级流量专家的采访，
针对未来中国市场，提出4大设计趋势，
超过80页，共225张以上图片和图表视觉化呈现，
清晰可见的8年中国设计趋势历史发展轴。

Digital Report Download

Printed version and editable PPT format digital file, with Chinese and English translations,
Annual 15 backgrounds & 39+ data of the Chinese market 2020-2021, with 6 top expert interviews,
4 design trends for future Chinese market,
Over 80 pages, over 225 pictures & diagrams,
8 year timeline of China Design Trends.

实操性色彩工具与材料实物

每个趋势分别提出12流行色色盘和1个关键流行色 (提供Pantone, NCS, RAL色码供跨部门进行精准的色彩沟通), 9色域定位分析,
6钟图案建议,
每个趋势分别提出具代表性的12种材料建议,
6种以上材料实物样本, 附上材料商联系方式。

Color and Material Tools for Practitioners

A palette of 12 colors and 1 key trend color for each trend (Pantone, NCS, RAL code),
12 pieces of pattern inspiration,
12 pieces of material suggestions and 6+ real physical samples representing each trend, together with material vendor contact method.

掌握iF推荐的趋势预测法

被德国iF官网推荐的“专属四步趋势预测法”方法论介绍，
清晰可见的中国设计趋势历史发展轴。

Methodology

Explanation of trend prediction methodology, which is recommended by iF official website,
Clear timeline of the China Design Trends evolution.

不限人数时间的培训

4个趋势、方法论的讲解，
动手把趋势转化为概念的工作坊，
可选2小时的中文或英文网络视频培训，
可选2小时的现场讲解与趋势转化工作坊，
省去阅读报告的时间。

Unlimited Online/In-person Training

Explanation of 4 trends & methodology,
Hands-on workshop to transfer trends to concept,
2 hours of online video training in Chinese or English,
2 hours of in-person optional presentation.

被德国iF官网推荐的专属四步趋势预测法

4 Step Trend Prediction Methodology

年度六个领域社会学案头
研究及数据收集探索未来生活形态

Annual sociology case study and
data across six activities to
explore future lifestyle



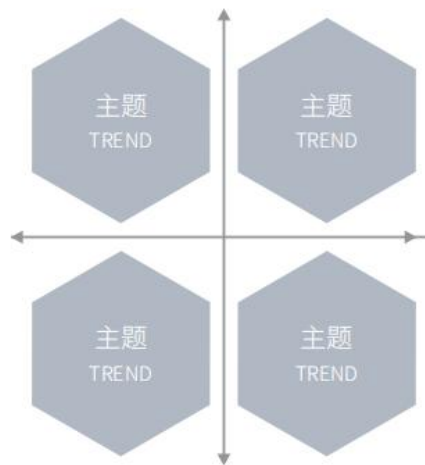
对话六大领域先锋人物

Coversations with experts from
six design fields



符号学分析归纳
四大主流趋势主题

Semiotic analysis process
Future four macro trends



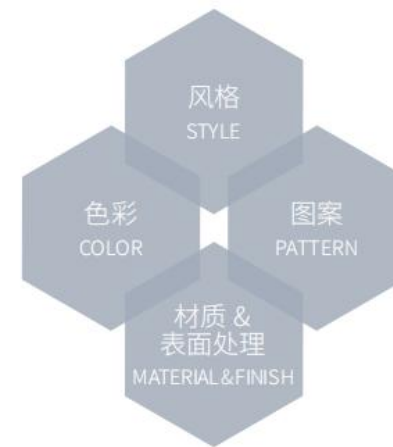
以UX工具可视化目标消费群
1) 人物角色生活形态AIO
2) 代表品牌
3) 应用行业建议

Visualize target consumer group
1) Personas lifestyle AIO
2) Brand
3) Industry



转化为CMF的展现
1) 预测流行风格
2) 预测色彩及图案
3) 预测材质及表面处理

1) Forecast style trends
2) Forecast color & pattern trends
3) Forecast material & finish trends



目的：为企业未来设计灵感，把握未来造型、色彩、材质的趋向，通过阅读和培训应用到产品中。

Provide inspirations of future design for enterprises, and for them to capture the trends for product shape, color, and materials applications.



不限人数时间的网络/现场趋势应用培训

Online/In-person trends training for corporates with unlimited participants & time

我们已成功帮助企业进行多场趋势培训，将前瞻性的研究成果转化为产品设计机会点。培训内容包括：

> 设计趋势的方法论。

> 中国设计趋势讲解：政治/经济/文化/科技/社会/设计关键词、四大趋势、CMF等章节。

> 动手工作坊：在培训讲师的指导下，参与者现场在提供的图片中选择搭配，探索在功能、色彩、造型、材质和表面处理上的灵感，引导把未来趋势应用转化为设计概念。

时间：2小时。

语言：中文或英文培训。

培训地点：可以选择杨明洁工业设计博物馆（中国第一家私人工业设计博物馆）、上海地区甲方指定的地址、非上海地区。

适用学员：设计师、产品经理、工程师、市场规划及销售人员、总经理、CEO参与培训。不限人数。

We have successfully helped design, R&D, marketing departments to translate this forward-looking trend study result into product design opportunities.

Suitable for designer, product manager, engineer, marketing, planning or sales function, manager and CEO.



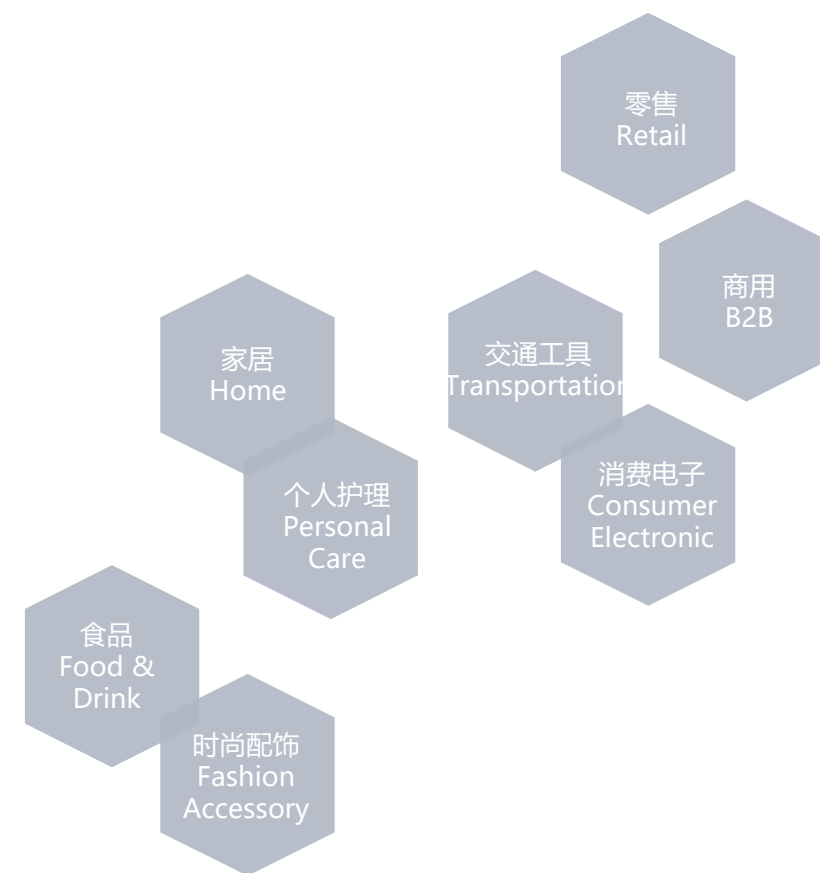


本报告针对的行业

Which industries have used this trend report

从2013年开始对外发行，已收到了交通工具、消费电子、家居家具、个护、食品、时尚配饰、零售、商用、材料等行业公司的垂询。

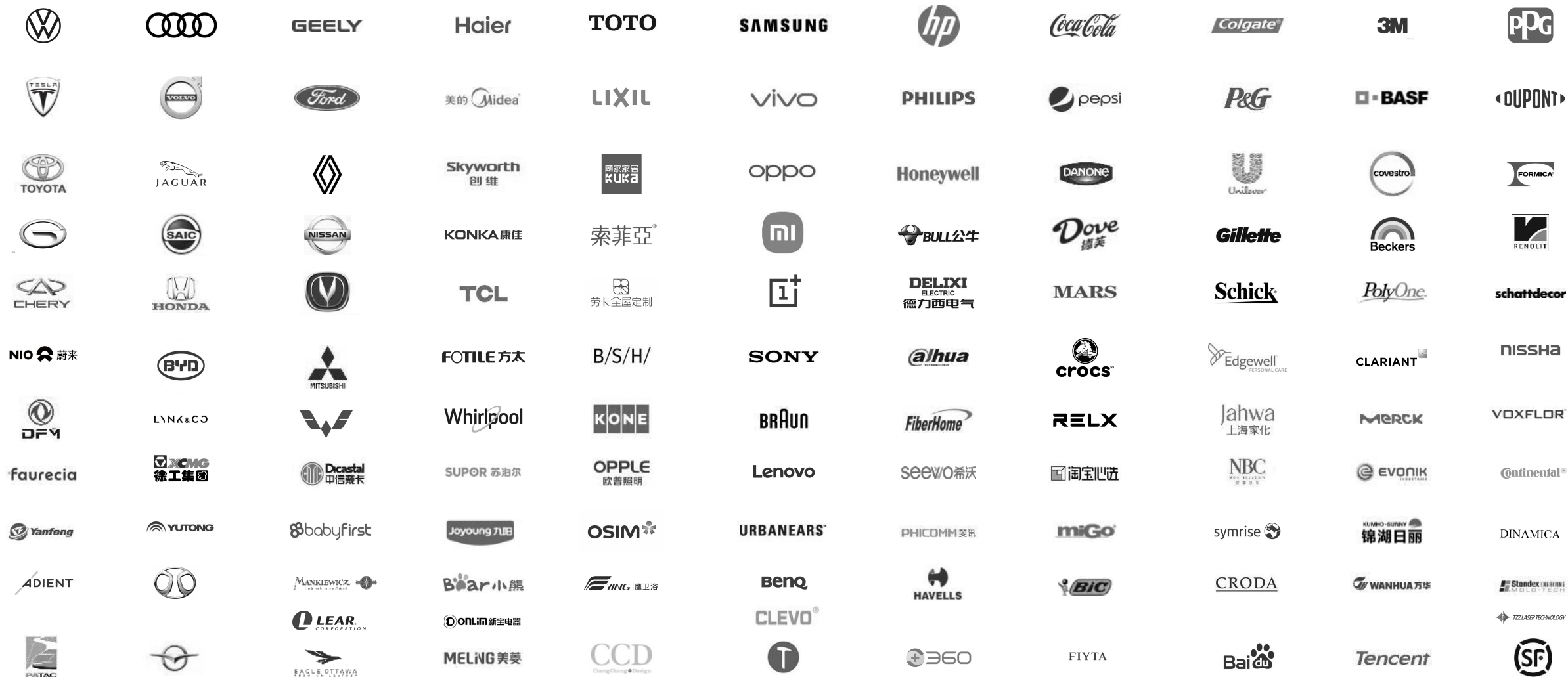
Since the first edition launched in 2013, the Report was well received from clients from consumer electronic , transportation, home and furniture, personal care, food, fashion accessory, retail and B2B sectors.





本报告的客户

Who has used this trend report



宏观趋势背景：关于未来的四个故事

Macro trend background: 4 Stories about our future

未来世界将会变得愈虚拟、愈真实。

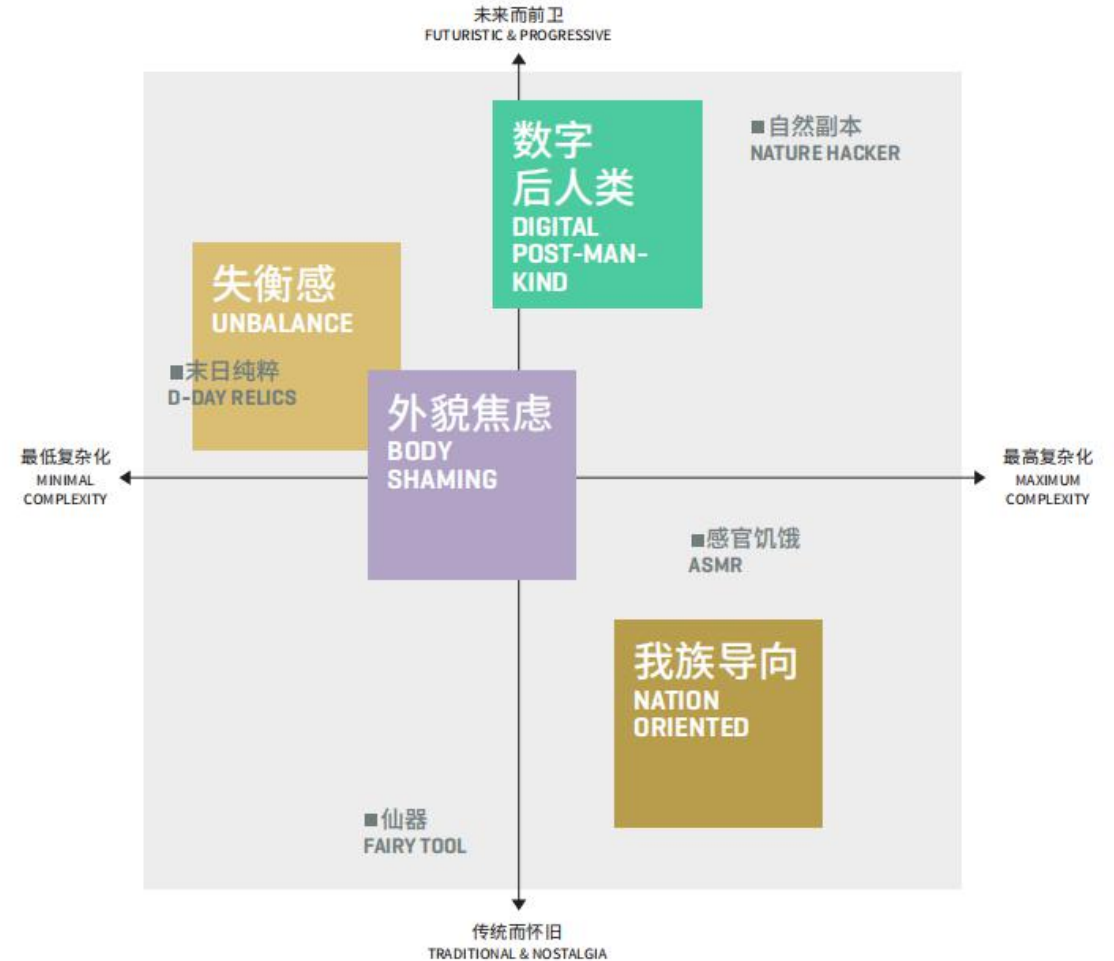
从2015年起，YANG DESIGN 提出“愈虚拟，愈真实”的二元对立宏观主题。随着网络和社交媒体在中国的大量普遍，人们虚拟世界不断寻找着新的刺激体验，遍布于社交网络上的信息犹如低头族的鸦片，成为了我们每天的快速消费品。

而另一方面，在人们的生活愈来愈网络虚拟化后，对虚拟世界的厌倦又让人产生了对真实的渴求。自然、亲身体验成为了越来越稀缺的奢侈品。

在这一册报告中，YANG DESIGN 提出了两个走向虚拟和真实极端的趋势，也提出了两个尝试融合虚拟和真实的趋势。

而这四个趋势，也是四个关于未来的故事。

Since 2015, YANG DESIGN has proposed the macro theme of Virtual in Real. On one hand, our daily life is filled with online information and social media. People are constantly looking for new excitement in the virtual world. Virtual information has become a new kind of opium and fast moving consumer good. On the other hand, getting tired of the virtual world, people tend to pursue authenticity in off-line. Nature and in-preson experience, have become luxuries that are getting rarer and rarer to find in our life. In this edition, YANG DESIGN has proposed two trends which stand in the two extremes of virtual and reality, and two trends which tend to merge virtual and reality. These 4 trends are presented as four stories about our future.



四大设计趋势风格定位图。深灰色为2021-2022中国设计趋势
Style Matrix of the 4 Design Trends. 2021-2022 China Design Trends are marked in dark grey.

失衡感 UNBALANCE

人与自然和健康的平衡发展
Human In Balance With Nature & Health

中国设计趋势报告 by YANG DESIGN
China Design Trends Report by YANG DESIGN



数字后人类

DIGITAL POST-MANKIND

在数字艺术世界中转生存在
Existence In Artificial Art

中国设计趋势报告 by YANG DESIGN

China Design Trends Report by YANG DESIGN

作品：震荡的高光 创作者：李姝睿/ Li Shurui



我族导向 NATION ORIENTED

标杆转移时代的民族情绪
Nationalism Sentiment in Benchmark
Shifting Era



中国设计趋势报告 by YANG DESIGN
China Design Trends Report by YANG DESIGN

作品：大唐卧佛与15个“厘厘普” 创作者：徐震/Xu Zhen

外貌焦虑

BODY SHAMING

尝试摆脱单一审美标准的女性经济
Her Economic To Break Away Mono
Aesthetic Standard

中国设计趋势报告 by YANG DESIGN
China Design Trends Report by YANG DESIGN





本书主编及培训讲师

Chief editor & training instructor

设计师是指指出未来方向的占卜师，也是促成未来落地的执行者。

--黄晓靖

《中国设计趋势报告》主编、YANG DESIGN策略总监

Designers are both forecasters and executors of future trends.

--Xiaojing Huang

chief editor of China Design Trends Report, strategy director and partner of YANG DESIGN



黄晓靖

《中国设计趋势报告》主编，
著名设计策略与趋势专家，
YANG DESIGN策略总监、合伙人

Xiaojing Huang

Chief editor of China Design Trends Report,
renowned design strategist and trend expert,
strategy director and partner of YANG DESIGN

曾获德国红点、美国IDEA、亚洲影响力设计银奖、LinkedIn中国影响力人物等奖项，担任SDN（国际服务设计联盟）上海联合创始人、日产及三星全球产品竞争力评估专家、以及TEDx、葡萄牙Zoom Smart Cities、巴黎Semiofest等多个国际设计活动的演讲嘉宾及评委，组织召开了CMG（全球色彩组织Color Marketing Group）亚洲色彩大会。

出版物包括《中国设计趋势报告》、《中国亚文化生活形态研究报告》等，长期担任德国《md》等杂志专栏作家。导师为德国用户体验专家。

作为中国前瞻思维的设计顾问公司——YANG DESIGN的策略总监，黄晓靖带领其策略研究团队建立了CMF与趋势、用户研究等实验室，完成了包括波音、宝马、通用、日产、现代、滴滴、三星、微软、华为、BOSE、施耐德、vivo、海尔、联合利华、万科、杜邦等领先品牌的设计策略项目，为各个不同发展阶段的企业实现其商业价值制定了精准的设计策略。所带领的团队为波音公司完成了包括中国消费者洞察、用户体验、趋势研究及品牌识别等在内的多个领域研究以及飞机内舱创新设计方案，获波音美国总部高度评价。从2016年起，为现代汽车集团研究及设计的8090后汽车外观色彩已在全线车型上应用。

Winner of Red Dot Design Award, IDEA and Design For Asia Silver Award, Influential China Young by Linkedin.

She is writer of China Home Trend Report, China Sub-culture Lifestyle Report, and design column writer magazines including md. Invited speaker and judge of many design events including TEDx, Color Marketing Group, Zoom Smart Cities, Semiofest. Xiaojing studied in Guangzhou and Berlin from experience design expert.

As strategic director of YANG DESIGN, the forward-looking design consultancy in China, she has been leading the strategic team to build the CMF Lab and UX Lab, defining design strategy to realize business value for companies in different development stages. Her clients are leading brands including Boeing, BMW, GM, Nissan, Hyundai, Didi, Samsung, Microsoft, Huawei, BOSE, Haier, vivo, Schneider Electric, Unilever, Vanke and DuPont.



本报告包含的顶级流量专家访谈

Top experts in this report



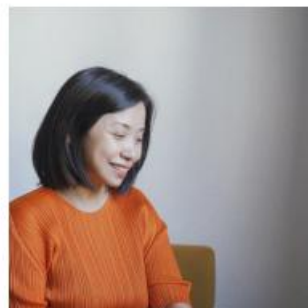
谭山山

《新周刊》杂志首席编辑
2120 万粉丝
Shanshan Tan
Chief Editor of New Weekly
21 million followers



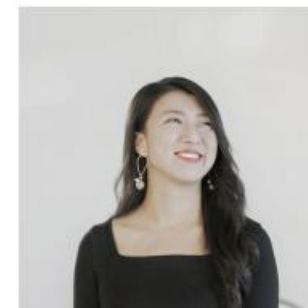
徐震

艺术家、没顶公司创办人
35 万粉丝
Xu Zhen
Artist, Founder of Madein Company
350 thousand followers



顾青

作家、策展人、资深媒体人
3 万粉丝
Jessie Gu
Curator, Writer, Media Veteran,
Founder of Qing Studio
21 million followers



雷雨雪

材料乘以设计™创始人兼首席执行官
Yuxi Lei
Founder & CEO of NANOxARCH®



李姝睿

艺术家
2 千粉丝
Li Shurui
Artist
2 thousand followers



侯冬妮、孟夏

豌豆黄艺术小组发起人
1 千粉丝
Dongni Hou, Xia Meng
Initiator of Peas of Cake Art Group
1 thousand followers

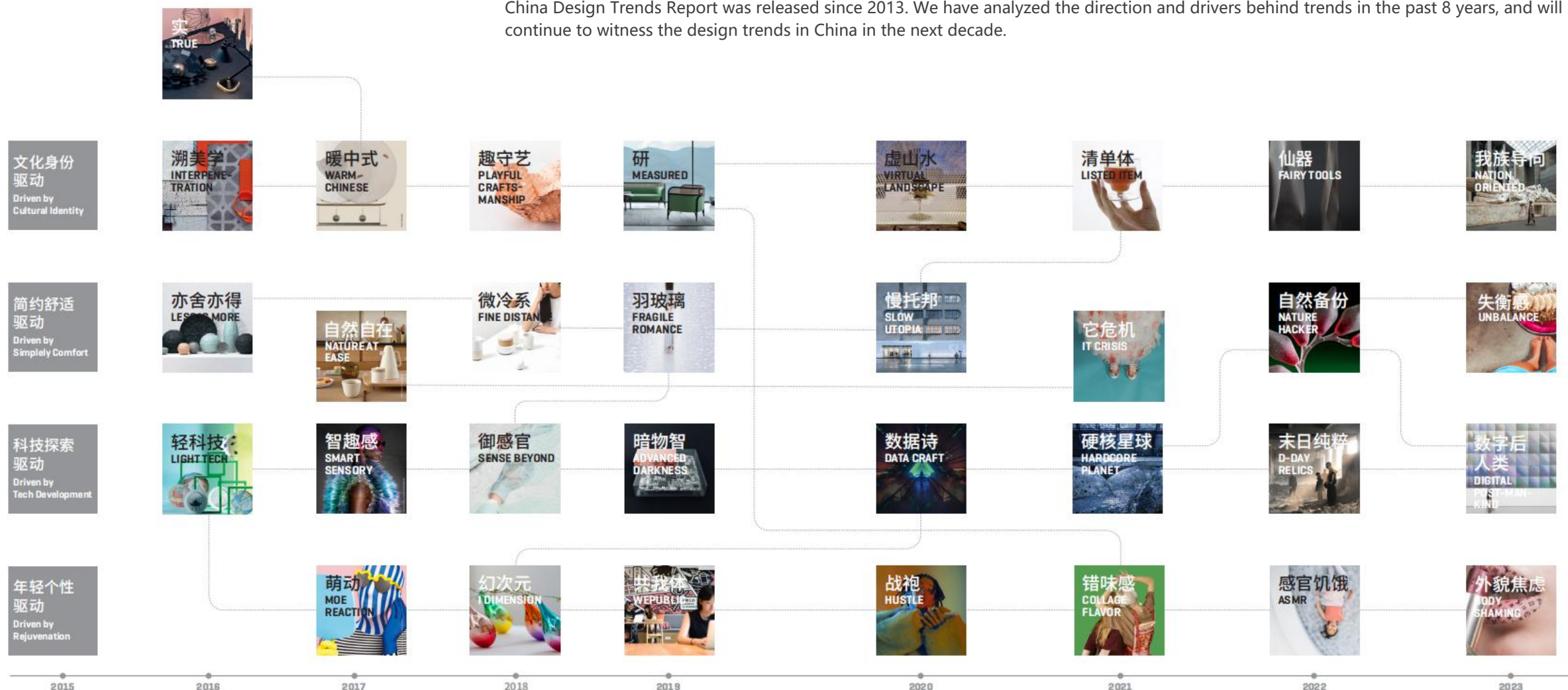


高质量的研究要花十年来沉淀

Timeline of China Design Trends

《中国设计趋势报告》从2013年起公开发刊。八年中我们梳理了趋势的方向和驱动因素。在未来十年，我们会将继续见证中国设计趋势的发展史。

China Design Trends Report was released since 2013. We have analyzed the direction and drivers behind trends in the past 8 years, and will continue to witness the design trends in China in the next decade.





我们已成功预测并产生销量的趋势：2017-2018

Successful application examples of our trend report: 2017-2018

《2017-2018中国设计趋势报告》中的“幻次元”趋势，成功预测了金属感渐变色和紫色的流行。

The 2017-2018 China Design Trends Report made successful predictions of metallic gradient finish and purple, based on the trend “I Dimension” .

<https://www.linkedin.com/pulse/how-come-gradient-color-trigger-overwhelming-design-trend-huang/?articleId=6402050085470994432>



OPPO/Huawei/Supor/Merck



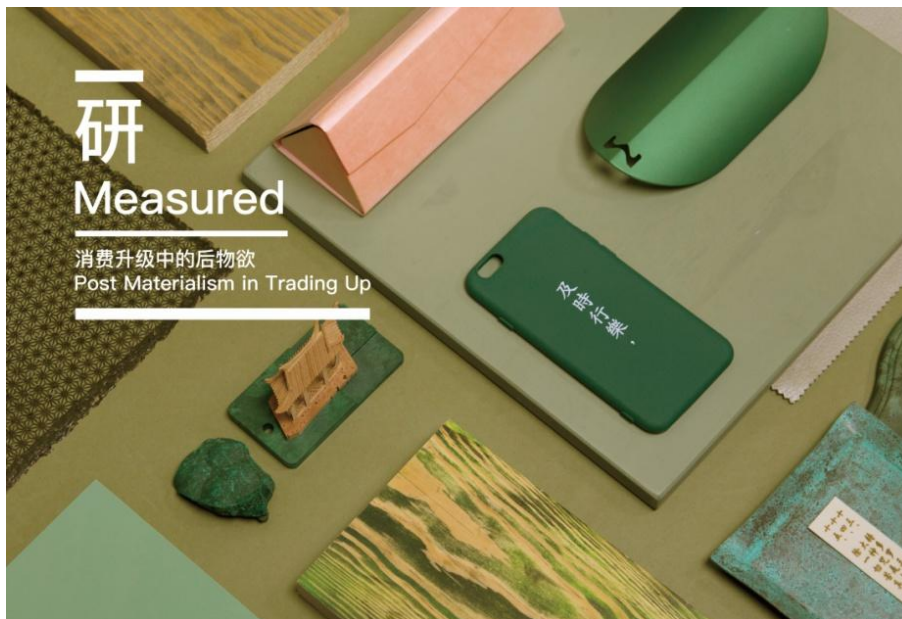
我们已成功预测并产生销量的趋势：2018-2019

Successful application examples of our trend report: 2018-2019

《2018-2019中国设计趋势报告》中的“研”趋势，成功预测了铜绿色的流行。

The 2018-2019 China Design Trends Report made successful predictions of copper green, based on the trend “Measured” .

https://mp.weixin.qq.com/s/jUSqyPDpK_aL-JNR0LFpaw



BMW



MI



Joyoung



我们已成功预测并产生销量的趋势：2019-2020

Successful application examples of our trend report: 2019-2020

《2019-2020中国设计趋势报告》中的“慢托邦”趋势，成功预测了尤加利叶绿的流行。

The 2019-2020 China Design Trends Report made successful predictions of eucalyptus green, based on the trend “Slow Utopia” .



OPPO

B&O



我们已成功预测并产生销量的趋势：2020-2021

Successful application examples of our trend report: 2020-2021

《2020-2021中国设计趋势报告》中的“硬核星球”趋势，成功预测了银色的流行。

The 2020-2021 China Design Trends Report made successful predictions of silver, based on the trend “Hardcore Planet”.

<https://mp.weixin.qq.com/s/hlcWwB0ny8PWMnW7Zv8Jow>





读者评论摘录

Comments from our readers

“YANG DESIGN是可以落地的CMF leader。”

-VIVO高级创新总监

“我们认可报告中讲解的许多趋势，并希望多了解中国与国际市场趋势的差异。”

-日本TOTO营销设计经理

“已经联续第三年专门到YANG DESIGN购买趋势报告，今年第四个趋势中的材料样品令人意外、有创意。”

-吉利资深CMF设计师

“我们设计新项目时，受到了贵司趋势报告中研究方法的启发，报告容易读懂并且高度视觉化。这一期的挺有意思，还是一如既往的有新意。”

-长安汽车设计师

“这四个主题名字很传神。”

-北汽设计师

“对我们的设计团队，这本趋势报告是一个物有所值的投资。”

-新加坡傲胜资深工业设计师

“市场细分逐渐明显，市场越细分，针对性的研究越需要深。”

-华为产品经理

“内容硬核。”

-美的设计师

“作为老客户，每年的报告对我们的确有帮助。今年的报告装帧更有档次。”

-高露洁设计经理

“这些趋势美丽又时尚。”

-德国巴斯夫

“关注这本报告多少年。就是我入行多少年了，2016年开始到如今。共勉！”

-德国夏特设计经理

“YANG DESIGN已然成为影响中国设计的一股年轻力量。”

-模德设计经理

“每年都值得一品。”

-110万粉丝的时尚美妆视频自媒体

“We think that many trends in the report is in right direction, and want to know more about the difference between Chinese and international market trends.”

-TOTO Marketing Design Manager

“It’ s the third that I come to YANG DESIGN for the trend report. The material sample in the fourth trend is unexpectedly creative.”

- Geekly Senior CMF Designer

“When we design new project, we are inspired by your trend report, which is easy to understand and very visual.”

- Changan Automotive Designer

“The trend book is a good investment for my design team.”

-OSIM Senior Industrial Designer

“As a regular client, we think the report is helpful for us every year. This year’ s hardcover binding is premium.”

-Colgate Design Manager

“YANG DESIGN is the CMF leader with executable ideas.”

-VIVO Senior Innovation Director

“The trends are beautiful and so stylish.”

-BASF

“I have been following this report since 2016, when I started to work as professional designer. Share with you!”

-Schattdecor Design Manager

“It’ s worth reading every year.”

-Fashion & Beauty Wemedia with 110 fans



媒体报道

Media highlight of China Design Trends Report

第一财经
C B N

周末画报
MODERN WEEKLY

福布斯
Forbes

精英日报
Jing Daily

if

sina 新浪乐居

城市画报 CITY ZINE

聚美丽
JUMEILI.CN

腾讯网
qq.com

网易
NETEASE
www.163.com

搜狐焦点家居
HOME.FOCUS.CN

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化妆品报
Cosmetic Newspaper

Trends+
传播跨界设计美学
瑞丽家居设计
COSMOPOLITAN

灵感家
CREATOR

日本设计
小诺

design
SHANGHAI
设计上海

INTERNI
设计时代

NOWNESS
安居客

FB!F

新纬度
美业

一条
TV

Z MEDIA
meia 美啊

新民晚报

乐活
LOHAS

办点家具

青舍
QIN G

FREECAR®
车势

CIIF

設計
DESIGN

艺术与设计
ART AND DESIGN

SHEJIPI

室内
id+c®
设计+建筑
INTERIOR DESIGN+CONSTRUCTION

PSP时尚办公网
OFFICES
设计+建筑
DESIGN+CONSTRUCTION

设计帮
designboom

车叫兽

艾邦高分子

billwang.net

SCMP
South China Morning Post

包装与设计
DESIGN

gooooo

时尚家居

PChouse
太平洋家居网

民航资源网
CARNOC.com

雅趣
Enjoy

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xincailiao.com

房天下
Fang.com

TEDxNanjing
Co-located every
organizes TEDx event

D
設計能

中国美网
ART NEWS OF CHINA

中国文化报

ASTACOAT.COM

industrysourcing
O O Ringier

PCI
Paint & Coatings Industry

DESIGN CHINA

视觉中国
www.ChinaVisual.com

破点
POINT

W 互联网的那点事
www.100day.com

人民网 people
www.people.com.cn

ccaonline.cn
中国民用航空网

global sources
Reliable exporters. Find them and meet them

COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

购书流程

Purchase process

1#

索取报价单
Ask for quotation

YANG DESIGN 策略总监
黄晓靖 Xiaojing Huang
xiaojing@yang-
design.com
+86 21-6280-2294



2#

填写购买内容
Confirm purchase
package

3#

一式两份，
用印寄回
Sign purchase agreement

4#

请告知开票需求
Invoice or Fapiao

- 贵司付款流程、付款周期；
- 增票或普票，如需开增票需提供“一般纳税人证明”，增票是6个点税率；
- 我司能开立的明细为设计服务；
- 发票如需任何备注请提早告知。

5#

快递印刷版报告
Express delivery of
printed report

- 收到款项后，将会寄出采购的内容。

6#

约定培训
时间、地点
Schedule offline
training time &
location

- 如采购方案中包含线下趋势培训，双方可约定时间、地点。



YANG
DESIGN

前瞻设计顾问

Forward Thinking Industrial Design Consultancy

我们是谁？

YANG DESIGN 为中国前瞻思维的知名工业设计公司，囊括了包括德国红点、iF、日本 G-Mark、美国 IDEA 、CES智能家居产品设计大奖、亚洲影响力设计银奖、福布斯中国影响力设计大奖在内的上百项设计大奖。

下设设计策略研究所、CMF与趋势研究实验室、用户研究实验室、快速成型加工中心、品牌创新事业部、产品创新事业部、公共与服务设计事业部，与德国、英国、美国、日本等多家专业设计研究机构有着长期战略合作关系。并投资创办了工业设计博物馆、新手工工艺研究院、智能箱包品牌、高端生活方式品牌。

YANG DESIGN 提供以用户体验为中心的高品质设计咨询服务，涉及智能硬件、消费电子、交通工具、时尚快消、教育金融、建筑地产等行业，为全球众多领先品牌实现了创新的社会与商业价值。如波音、宝马、奥迪、英菲尼迪、通用、博世、三星、飞利浦、施耐德、日立、杜邦、联合利华、海尔、华为、万科、绿色和平、壹基金等。其中为波音所做的研究与服务设计提升了效率和体验、为万科设计的公共与服务系统助力智慧城市的创建、为海尔创新设计的家电获得了国际奖项的认可、为数个智能硬件团所设计的产品项目获得了上千万美金的融资、为壹基金所做的系列公益项目实现了创新的社会价值。



Who We Are ?

YANG DESIGN is the forward thinking industrial design consultancy in China. It has won nearly one hundred major design awards, including Red Dot award, iF award, G-Mark award, IDEA award, CES Smart Home Product Design Award , Design for Asia silver award, and Forbes China's Influential Design award.

YANG DESIGN has Design Strategy Institute, CMF and Trend Study Lab, User Study Lab, Prototype Center, Brand Innovation Department, Product Innovation Department, and Public and Service Design Department. We have long term strategic partnership with professional design research institutes from countries including Germany, Britain, the United States and Japan. YANG DESIGN has also invested and founded an industrial design museum, a new handicraft research institute, a smart luggage brand, and a high-end lifestyle brand.

YANG DESIGN provides high quality design consulting services centered on user experience, and covers industries such as smart hardware, consumer electronics, transportation, fast moving consumer goods (FMCG), education, finance, real estate, and more. YANG DESIGN has helped many leading global brands to realize innovative social and business value, including Boeing, BMW, Audi, Infiniti, GM, Bosch, Samsung, Philips, Schneider Electric, Hitachi, DuPont, Unilever, Haier, Huawei, Vanke, Greenpeace, One Foundation and more. The research and service design that YANG DESIGN provided for Boeing improved its efficiency and experience, the public and service system designed for Vanke helped in the creation of smart cities, the innovative home appliance designed for Haier won recognition in the form of an international award, the products designed for several smart hardware start-ups raised more than ten million USD in financing, and a series of projects benefitting the public that were done for One Foundation realized innovative social value.



YANG
DESIGN

设计博物馆、趋势研究与 CMF 创新实验室
Design Museum , Trend Research and CMF Innovation Lab



中国设计趋势报告展览 / 发布论坛

China Design Trends Report Gallery / Forum

design
SHANGHAI
设计上海

作为亚洲第1大设计展，全球第4大设计展，每年由YANG DESIGN策展的中国设计趋势展区（China Design Trends Gallery），把前瞻性研究项目《中国设计趋势报告》转化为展览形式。由YANG DESIGN联手全球新品发布合作伙伴3M，以及美国杜邦™ Tyvek®、德国劳尔色彩RAL等顶级色彩、材料合作伙伴，以四大趋势、四大联名装置首发，共同呈现中国市场未来设计的风向标。

China Design Trends Gallery, curated annually by YANG DESIGN, transforms the forward-looking research project "China Design Trends Report" into an exhibition format. In the year of 2021, Together with 3M, the global new product launch partner, as well as top color and material partners such as DUPONT™ Tyvek® and RAL Colours, YANG DESIGN presents the future design trends in the China market with four major stories & four co-brand art installations.

展览时间：2022年6月9日-12日 10:00-18:00

展览地点：上海世博展览馆设计上海H2

策展人：YANG DESIGN策略总监、《中国设计趋势报告》主编 黄晓靖

入场方式：凭设计上海当日门票入场

Time: 10:00-18:00, June 9-12, 2022

Venue: Dessign Shanghai, Shanghai Expo Exhibition hall, 1099 Guozhan Road, Pudong New Area, Shanghai

我们的趋势服务

Our Trend Services

《中国设计趋势报告》及培训

China Design Trends Report and Training

每年撰写与发行年度性的中国设计趋势报告。
为客户提供CMF的培训服务。

Edit and publish China Design Trend report annually.
Provide CMF training sessions.

定制趋势研究及CMF设计咨询

Bespoken Trend Study and CMF Design

目前已为交通工具、手机、家电、家居、快消等客户提供定制趋势预测报告、产品线策略规划、品牌形象识别性建立、目标消费群生活形态及审美研究、特定产品的CMF设计、CMF样品打样等服务。

We have existing successful case studies for clients clients in the fields of transportation, mobile phones, home appliances, furniture, home, and FMCG. Our service includes trend forecasting, product line strategy planning, brand identity, target consumer lifestyle and aesthetic study, specific product CMF design, and physical CMF sample making.

展览策展及设计

Exhibition Curation & Design

在每年的设计上海推出年度中国设计趋势展览和论坛发布。
为客户定制CMF趋势展览和装置设计。

Curate and design the annual China Design Trend Gallery and forum at Design Shanghai annually.
Bespoken CMF design exhibition and installation design for client.

YANG
DESIGN

前瞻设计顾问

Forward Thinking Industrial Design Consultancy



微信公众号: YANG DESIGN

官方网站: www.yang-design.com

Telephone: 8621-6280 2294

上海市淞兴西路258号, 半岛1919创意园10号楼

Building 10, BUND1919, No.258 West Songxing Road, Shanghai.

新浪微博: @YANGDESIGN官方微博

Email: info@yang-design.com