



2021

YANG DESIGN 设计策略研究所荣誉出品

2022



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of China Design Trends Report

中国设计趋势报告介绍样张
China Design Trends Report Sample Pages



《中国设计趋势报告》内容

What is inside this trend report

掌握被iF推荐的趋势预测方法论

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.

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，
2019-2020年度16个中国热点总结和数据，并集合了中国6大领域顶级流量专家的采访，
针对2021-2022中国市场，提出4大设计趋势，
超过80页，共225张以上图片和图表可视化呈现。

Digital Report Download

Printed version and editable PPT format digital file, with Chinese and English translations, Annual summery and data of the Chinese market 2019-2020, with 6 top expert interviews, 4 design trends for 2021-2022 Chinese market, Over 80 pages, over 225 pictures & diagrams.

马上可用的色彩工具与材料实物

每个大趋势分别提出12流行色色盘和1个关键流行色(提供Pantone, NCS, RAL色码供参考),
平均每个大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 macro trend (Pantone, NCS, RAL code), 12 pieces of material suggestions and 6+ real physical samples representing each macro trend, together with material vendor contact method.

不限人数时间的网络/现场培训

4个趋势的视频讲解，
动手把趋势转化为概念的工作坊，
可选择2小时的中文或英文网络视频培训，
可选择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

Video explanation of 4 trends, 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

对话六大领域先锋人物

符号学分析归纳
四大主流趋势主题

以UX工具可视化目标消费群
1) 场景故事
2) 人物角色生活形态AIO
3) 代表品牌

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

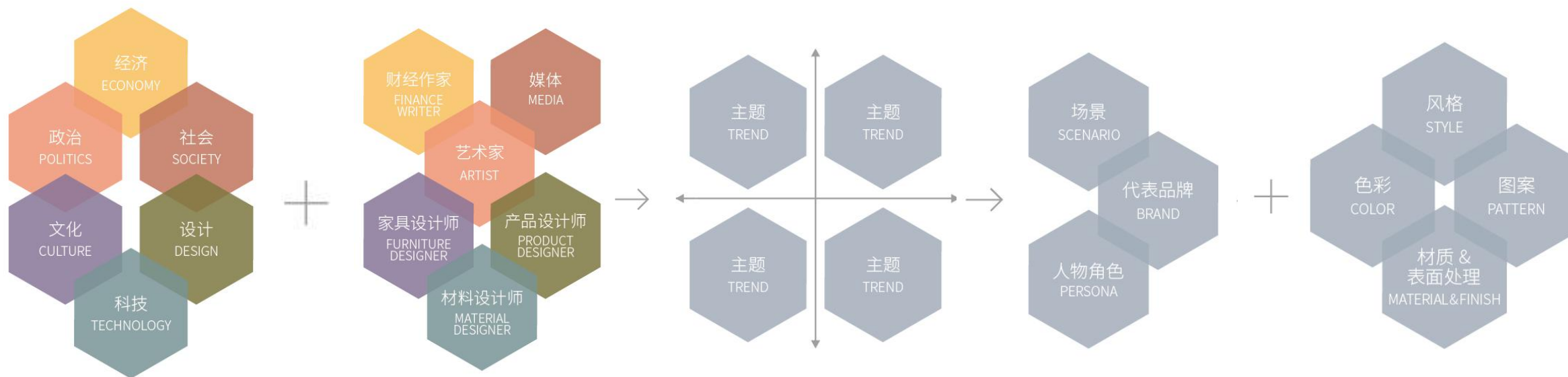
Annual sociology case study and
data across six activities to
explore future lifestyle

Coversations with experts from
six design fields

Semiotic analysis process
Future four macro trends

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

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



目的：为企业未来设计提供灵感，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.

《中国设计趋势报告》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、个人护理、食品、时尚配饰、零售、商用、材料等行业公司的垂询。以下为本书的部分订阅客户。

Since the first edition launched in 2013, the China Design Trends Report was well received from clients from consumer electronic , transportation, home and furniture, personal care, food, fashion accessory, retail and B2B sectors. Below are some of our subscribers.

本报告的客户

Who has used this trend report

			Haier	TOTO	SAMSUNG				3M	
		GEELY	美的 Midea	LIXIL	vivo	PHILIPS				
			Skyworth 创维	OSIM	oppo	Honeywell				
			KONKA 康佳	B/S/H/						
			TCL	KONE			MARS			VOXFLOR
faurecia			MELING 美菱	OPPLE 欧普照明	SONY				CLARIANT	
			SUPOR 苏泊尔		BRAUN	seewo 希沃	FIYTA	Jahwa 上海家化	MERCK	DINAMICA
			Joyoung 九阳			PHICOMM 斐讯				
NIO 蔚来		Baidu	Bear 小熊		Lenovo			symrise		



本报告用途

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。

“设计师是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

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

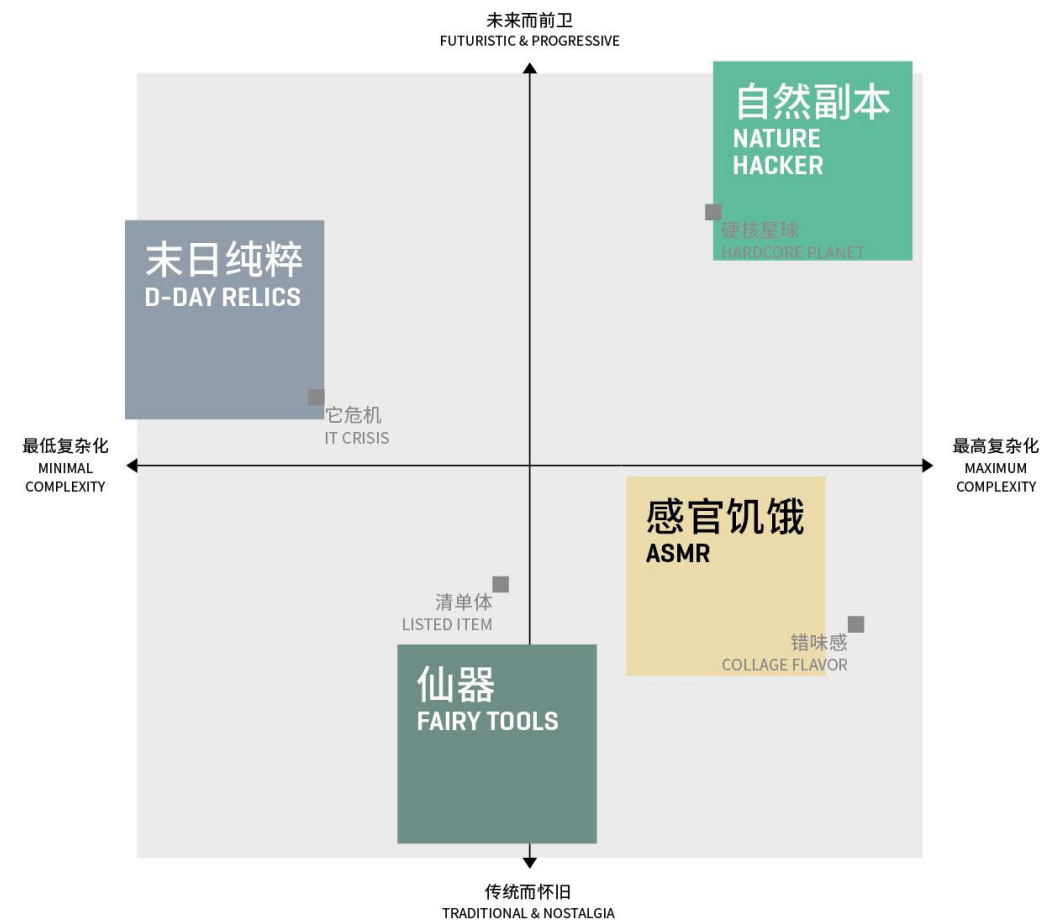
How is a trend started?

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.

“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



四大设计趋势风格定位图。深灰色为2020-2021中国设计趋势
Style Matrix of the 4 Design Trends. 2018-2019 China Design Trends are marked in dark grey.



宏观趋势背景：关于未来的四个故事

Macro trend background: 4 Stories about our future



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

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.

末日纯粹

D-DAY RELICS

余烬中重新燃起的出世美学
New Born Aesthetics in the
Collapsed World

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

作品 | ENSHADOWER X CAT



自然副本

NATURE HACKER

以科技备份下一代地球和生物
A Copy of the Next Generation
of Earth and Creatures

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

作品:Neo Fruit 设计:Meydan Levy 摄影: Bogdan Sokol & Shay Maman

感官饥饿 ASMR

治愈忙碌的真实感官感受
Soul Healing Sensory Experience

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

作品:Fairyland 森云间亲子餐厅 设计:Wutopia Lab 摄影:CreatAR Images





仙器

FAIRY TOOLS

城市人的精神田园幻境

Urban Spiritual Pastoral Illusion

中国设计趋势报告 by YANG DESIGN

China Design Trends Report by YANG DESIGN

作品:几何系列银轴花瓶 品牌:数 创作者:辛瑶瑶

本报告包含了顶级流量的专家访谈

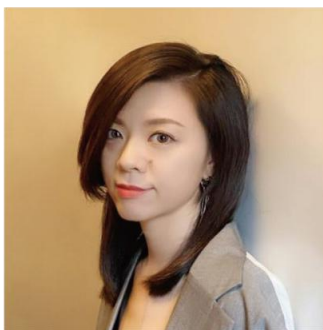
Top experts in this Report



张晓怡
Stephanie Zhang

ELLE 家居廊
集团出版总经理
粉丝：57 万

ELLE General Manager of
Group Publishing
Follower: 570,000



李颖婷
Sugar Li

ELLE DECO 家居廊
专题主编兼新媒体内容总监
粉丝：4 万

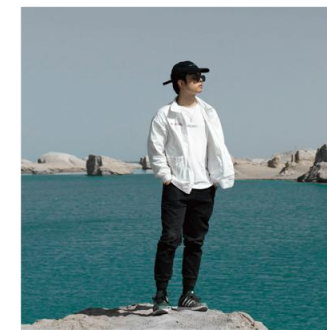
ELLE DECO Special Editor and
New Media Content Director
Follower: 40,000



吴晓波
Xiaobo Wu

财经作家
《激荡三十年》作者
粉丝：458 万

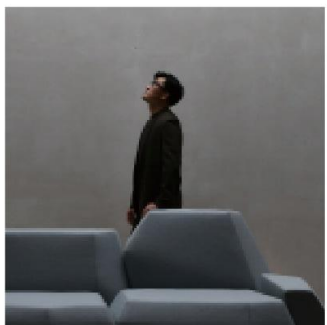
Financial Writer
Author of Thirty Years of Agitation
Follower: 4,580,000



Anti-General

电子音乐制作人，DJ
粉丝：16 万

Electronic Music Producer, DJ
Follower: 160,000



高古奇
Guqi Gao

梵几创始人兼主设计师
粉丝：16 万

Founder of Fnji
Follower: 160,000



许刚
Xu Gang

本土创造设计总监 / 创始人
粉丝：3 万

Founder of Bentu
Follower: 30,000



蔡烈超
Mario Tsai

蔡烈超工作室创始人
粉丝：8000

Founder of Mario Tsai Studio
Follower: 8,000



本报告内页

Content of This Report

《中国设计趋势报告》内页展示 Sample Pages of China Design Trends Report





不限人数时间的网络/现场趋势应用培训

Online/In-person trends application training for corporates with unlimited participants and 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。

适用于：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。

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。

2小时的中文或英文培训。

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.





我们已成功预测和应用的趋势

Successful application examples of our trend report

《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



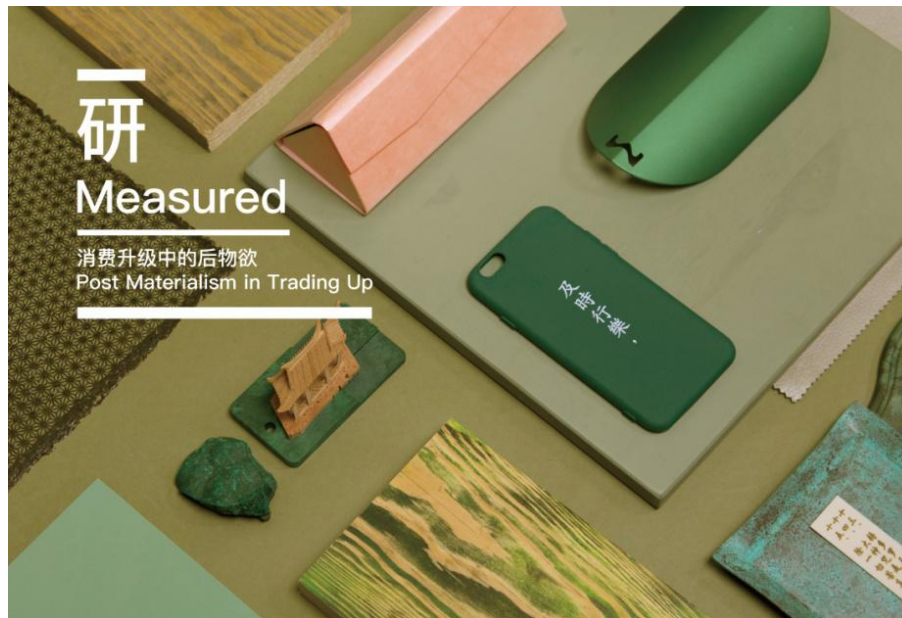
我们已成功预测和应用的趋势

Successful application examples of our trend report

《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





我们已成功预测和应用的趋势

Successful application examples of our trend report

《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



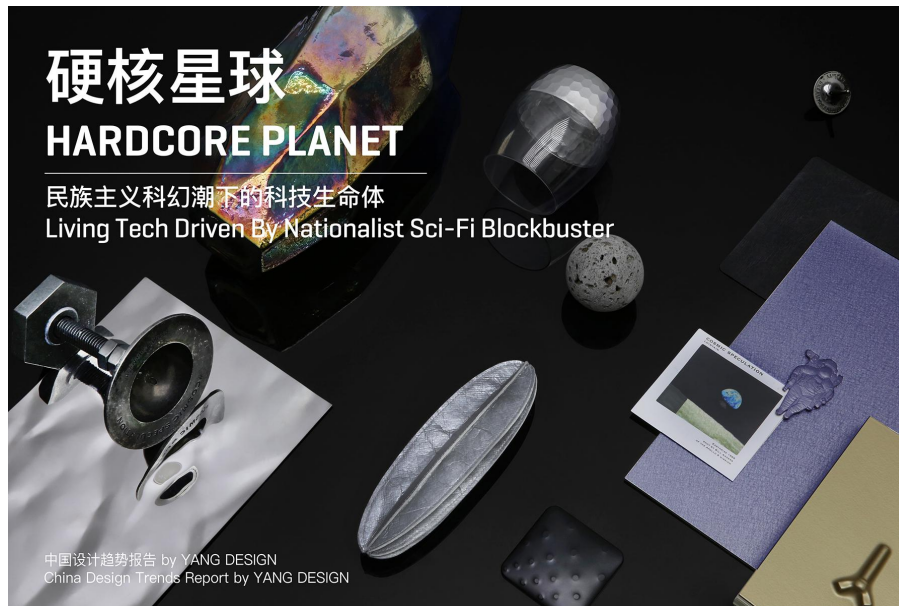
我们已成功预测和应用的趋势

Successful application examples of our trend report

《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>



中国设计趋势发展时间轴

CHINA DESIGN TRENDS TIMELINE

文化身份
驱动

Driven by
Cultural Identity



简约舒适
驱动

Driven by
Simply Comfort



科技探索
驱动

Driven by
Tech Development



年轻个性
驱动

Driven by
Rejuvenation



2015

2016

2017

2018

2019

2020

2021

2022



读者评论摘录

Comments from our readers

“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
“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
“很棒！ ”	-VIVO创新总监
“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
“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
“The top!”	-VIVO Innovation Director
“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

周末画报
MODERN WEEKLY

新民晚报

精英
Jing Daily

if

城市画报
CITY ZINE

sina 新浪乐居

人民网
www.people.com.cn

腾讯网
qq.com

网易
NETEASE
www.163.com

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HOME.FOCUS.CN

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Cosmetic Newspaper

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co-organizer TED meet

DESIGN CHINA

破点
POINT

SCMP
South China Morning Post

民航资源网
CARNOC.COM

ccaonline.cn
中国民用航空网

industrysourcing
Ringier

新材料在线
xincailiao.com



购书资讯

Purchase information

《2021-2022中国设计趋势》已正式发售。关于本书的购买资讯，或进一步了解YANG DESIGN的CMF及趋势预测顾问服务，请由以下联系方式接洽YANG DESIGN设计策略研究所的策略总监黄晓靖，谢谢。

For purchase information, or to learn more about CMF and trend consultancy services at YANG DESIGN, please contact at the following email and phone number.

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xiaojing@yang-design.com
+86 21-6280-2294





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

CHINA DESIGN
TRENDS REPORT

by

YANG
DESIGN

2020.11.26-11.29 9:00-19:00

地 址 | 上海市浦东新区国展路1099号
上海世博展览馆 设计上海 负一层 Hall 4-2

2020



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2021



中国设计趋势展览 / 发布论坛

China Design Trends Gallery / Forum

作为中国市场未来设计的风向标和中国前瞻思维的知名工业设计公司, YANG DESIGN已连续六年在设计上海发布趋势。由YANG DESIGN策展的中国设计趋势报告展区, 将联手美国杜邦™ Tyvek®、德国劳尔RAL、德国雷诺丽特RENOLIT等顶级色彩、材料和生活方式品牌合作伙伴, 把每年一度的前瞻性研究项目《中国设计趋势报告》转化为展览形式。

As Chinese market future design vane and China's forward-thinking design consulting company, YANG DESIGN has been publishing trends in Design Shanghai for six years. The China DESIGN trends report exhibition, curated by YANG DESIGN, will work with top color, materials and lifestyle brand partners such as Dupont™ Tyvek®, RAL and RENOLIT to transform the annual forward-looking research project "China DESIGN trends report" into an exhibition form.

时间和地点

时间: 2020年11月26日-11月29日 9:00-19:00

地点: 上海市浦东新区国展路1099号 上海世博展览馆 设计上海

Time: 9:00-19:00, November 26-29, 2020

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

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



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