



# 中国设计趋势报告的用途

## Why you should read the China Design Trends Report

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城市生活节奏加快、国人生活方式日新月异，如今的优秀设计不仅要具备产品使用的功能性，更要符合未来人群的生活方式和潜在审美需求。“潮流趋势因何而起？怎样的产品设计是符合未来的市场？”——是全球设计界所关心的话题。世界多个知名设计中心每年定期发布各领域的设计趋势，但它们是否适合中国的市场？在剖析国际潮流之后，再真正地探索中国市场、切实地分析中国人群、自信地提出中国的未来设计趋势，不仅是出于行业内的需要，更是希望来引领国内设计的发展。

对中国设计趋势研究，我们建立在对年度整体社会形态、消费趋势的研究，以及与六大领域专家访谈的基础上，提出符合中国人生活形态的预测，并由此引出四种设计趋势主题。对应每个趋势主题，提出色彩、材质、表面处理（即Color, Material, Finish, 简称“CMF”）的提案，它们适用于未来针对中国各行业的设计领域。我们坚信，体现未来生活形态的CMF元素在转化为产品设计之后，具有迎合消费者心理诉求的魅力，从而吸引更多潜在消费者，获得市场的成功。这也是我们希望藉由本书带给读者的资源与影响力。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。

To fit into the faster and faster pace of urban life, and people's constantly changing lifestyle, nowadays, an outstanding design must be functional and practical, and it also needs to fit into people's future lifestyle and their aesthetic demands. "How is a trend started? What kind of product design will fit into the future market?" - these are the topics that the global design industry constantly cares for. Many world-renowned design centers regularly publish annual design trends in various fields, but are these trends fitting the Chinese consumer market? After analysis of the global trends, we must follow-up with deep and through exploration of the local market, effectively analyze each consumer segmentation, and confidently propose China's future design trends - these are the common demands across industries, and will lead the development of China's design field.

To begin with trend forecasting, it is built based on researches of the social formation, consumption trends, and design expert interviews. With these researches and studies, we have prepared Chinese lifestyle forecasting and four different design macro trends. In each macro trend, we have provided corresponding CMF (color, material, and finish) proposals, which will be suitable for various design fields in China. We strongly believed that when CMF elements are translated onto product design, it has the power to cater consumers' emotional demands, so as to attract more potential consumers towards market success. And these are the resources and influences that we wish to bring to our readers with this book. China Design Trends Report has already become the authoritative design trends report for the Chinese market since 2013.

## 使用本趋势报告的公司

### Who has used our trend report

《中国设计趋势报告》从2013年开始对外发行，已陆续接获了适用于交通工具、消费电子、家居、个人护理、食品、时尚配饰、零售、商用、材料等行业多家公司的垂询。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, personal care, food, fashion accessory, retail and B2B sectors. Below are some of our subscribers.

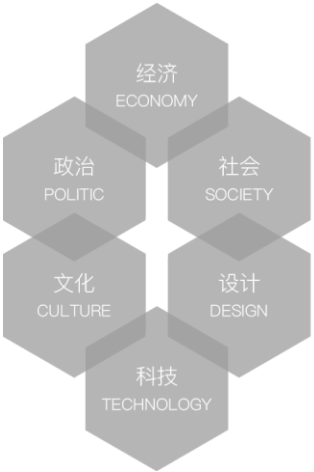


# 专属四步趋势预测法

## 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



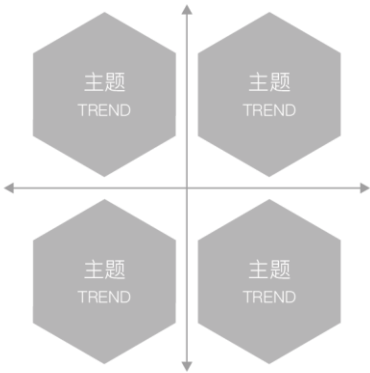
对话六大设计领域先锋人物寻求未来设计潮流

Conversations with experts from six design fields to search for future design trends



符号学分析归纳  
四大主流设计趋势主题  
品牌目标消费群建议

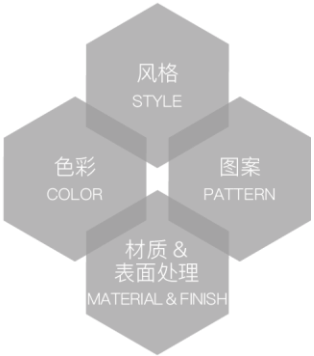
Semiotic analysis process  
Future four macro trends  
Brand target audience suggestion



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

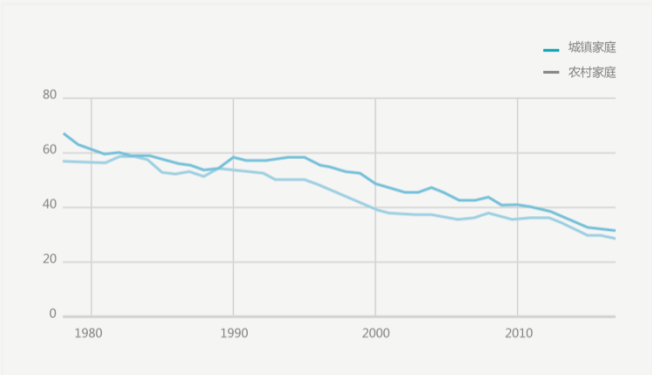
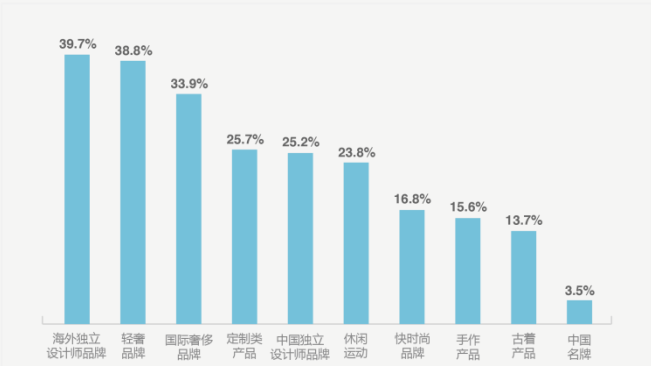
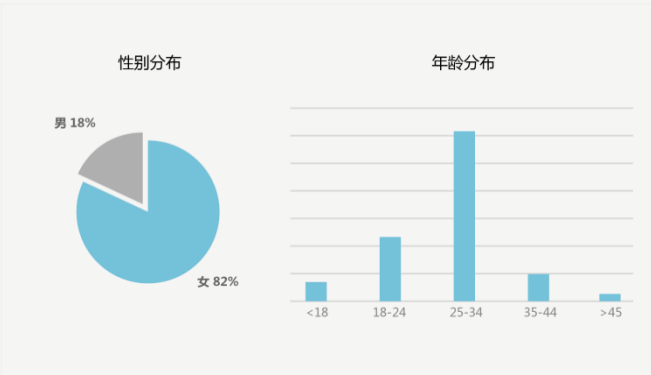
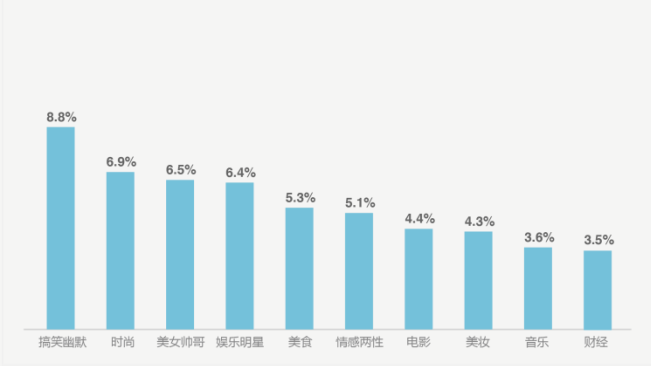
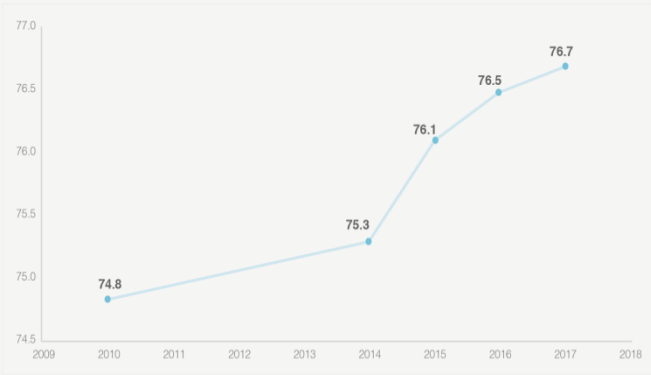
1) Forecast style trends  
2) Forecast color & pattern trends  
3) Forecast material & finish trends



目的：为企业提供未来设计灵感，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.

# 本报告包含的2018-2019年中国相关数据及图表

## 2018-2019 China Related Data & Table in the Report



## 本报告包含的专家访谈

### Experts in the Report

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朱哲琴 Dadawa

歌手/跨界声音艺术家/[看见造物] 创始人  
Singer/Sound Artist/Founder of  
KANJIAN Creation



陈嘉莉 Carrie Chan

高级策展人 / 专栏作者  
Senior Curator / Columnist



杨明洁 Jamy Yang

YANG DESIGN / 羊舍创办人  
Founder of YANG DESIGN / YANG HOUSE



郑闻卿 Wenqing Zheng

玻璃艺术家/中国美术学院副教授  
Glass artist/Associate professor of China  
Academy of Fine Arts



1983ASIA X 李浩强 HAOQIANG LI

亚洲美学研究所 X 品牌设计师/策展人  
Asia Aesthetics Institute X Brand Designer/Curator

# 宏观趋势背景：愈虚拟，愈真实

## Macro Trend Background: Virtual & Real

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黄晓靖  
Xiaojing Huang

著名设计策略与趋势专家，  
YANG DESIGN策略总监、合伙人，  
《中国设计趋势报告》主编  
Renowned design strategist and trend expert,  
strategy director and partner of YANG DESIGN,  
chief editor of China Design Trends Report

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。真实或自然材质、充满文化与生活记忆的产品和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。

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. There are increasing numbers of design with focus on craftsmanship, natural or real material. This objects and experience, filled with cultural and living memories, 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.



# 硬核星球

## HARDCORE PLANET

民族主义科幻潮下的科技生命体

Living Tech Driven By Nationalist Sci-Fi Blockbuster



# 清单体

## LISTED ITEM

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精明的高精度审美

High Precise Aesthetic Based on Well-informed Decision



# 它危机

## IT CRISIS

减少罪恶感的善意设计

Kind Design that Reduces Our Guilt





# 错味感

## COLLAGE FLAVOR

混杂魔幻与现实的原生画风

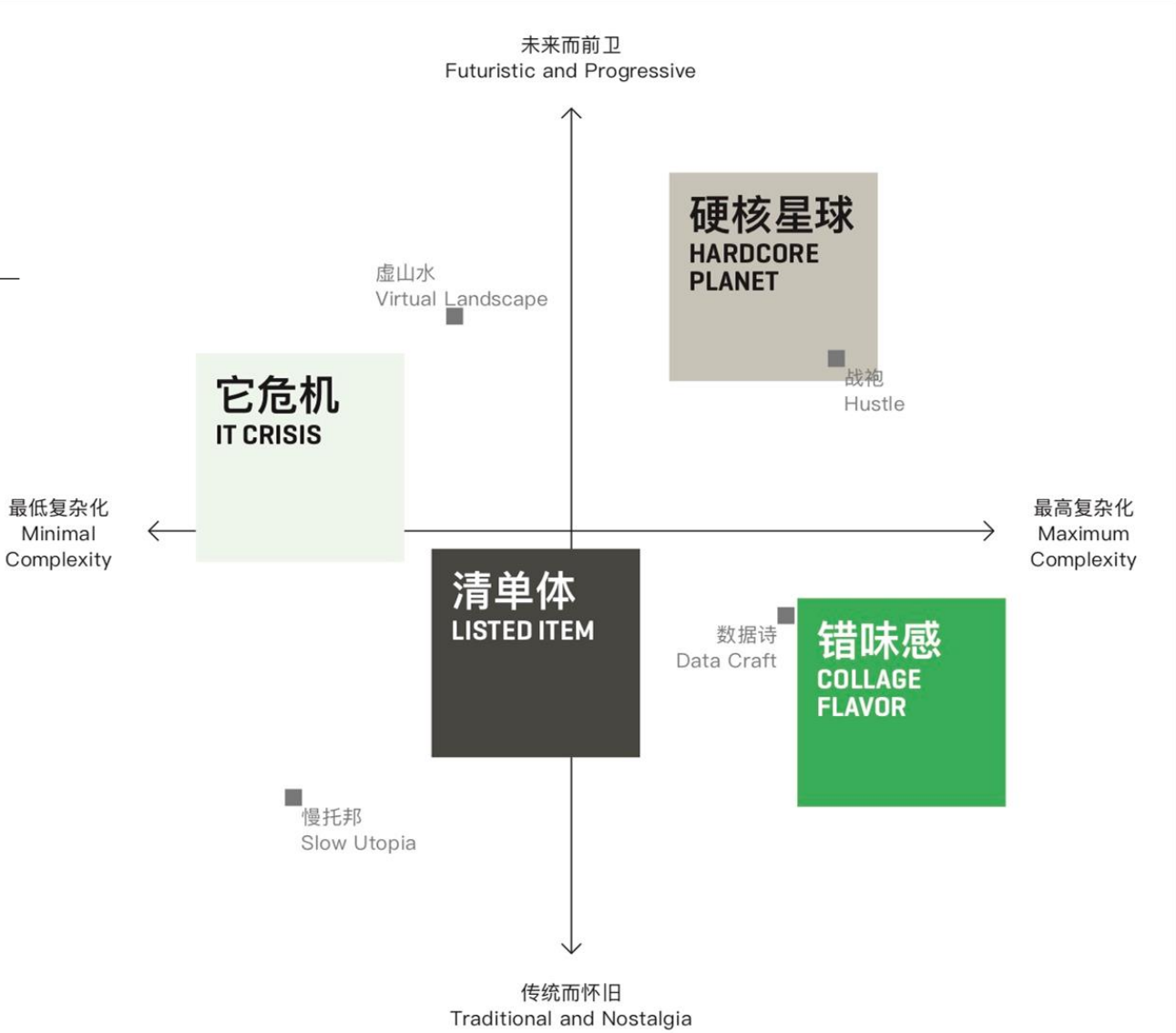
Original Style Mixing Magical Reality





# 四大设计趋势风格定位图

## Style Matrix of the 4 Design Trends



深灰色为2018-2019中国设计趋势  
2018-2019 China Design Trends are marked in dark grey.

# 本报告内容

## Content of This Report

超过100页的丰富资源，并附上中英翻译

2018-2019年度23个中国热点总结和数据，并集合了中国6大领域专家的采访

针对2020-2021中国市场，提出4大设计趋势

共280张以上图片和图表视觉化呈现

每个大趋势分别提出12流行色色盘和1个关键流行色 (以CMYK色码为主，另外提供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

上海市区内，可选择2小时的现场讲解与趋势转化工作坊 (上海市外地点可议)

Over 100 pages of rich resources with Chinese and English translations

Annual summary and data of the Chinese market 2018-2019, with a collection of 6 expert interviews

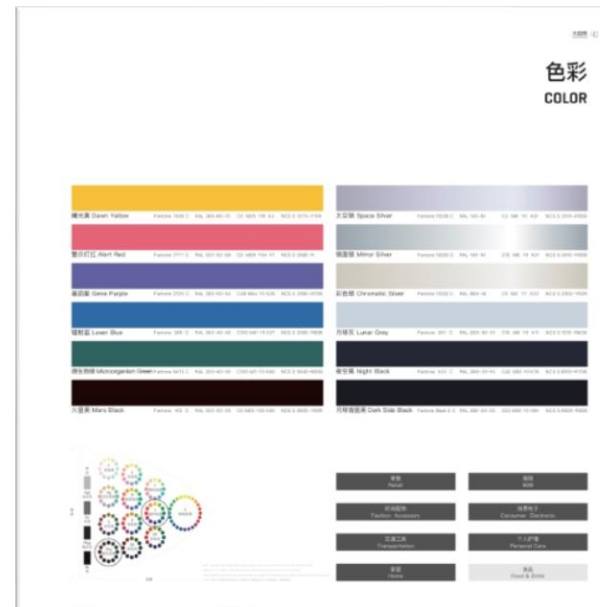
4 design macro trends for the 2020-2021 Chinese market

Total of more than 280 pictures and diagrams

A palette of 12 colors and 1 key trend color for each macro trend

12 pieces of material suggestions and 6+ real physical samples representing each macro trend, together with material vendor contact method

2 hours of in-person optional presentation and trend workshop within Shanghai city.



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

# 本报告内容

## Content of This Report

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





## 我们最受500强客户欢迎的趋势应用培训

### Our Trends Application Training for Corporates

我们已成功帮助设计、研发、市场部门进行多场趋势培训，将前瞻性的研究成果转化为产品设计机会点。适合设计师、产品经理、工程师、市场及销售参与培训。

培训通过面对面或网络视频进行。

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 or sales function. The training can be face to face, or via online video.



## 我们已成功预测和应用的趋势

### Example of Our Trend Application

《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/Haier

## 我们已成功预测和应用的趋势

### Example of Our Trend Application

《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](https://mp.weixin.qq.com/s/jUSqyPDpK_aL-JNR0LFpaw)



BMW



MI



Joyoung



# 读者评论摘录

## Comments from our readers

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“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

“已经连续第三年专门到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。” -长安汽车设计师

“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

“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

“很棒！” —VIVO创新总监

“环保就是mega trend。” -罗技资深CMF设计师

“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

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

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

“Awesome!” —VIVO Innovation Director

“Environmental concern is mega trend.” —Logitech Senior CMF Designer

“It’ s worth reading every year.” —Fashion & Beauty Wemedia with 110 fans

# 媒体报道

## Media Highlight of China Design Trends

第一财经  
C B N

周末画报  
MODERN WEEKLY

新民晚报

搜狐  
SOHU.com

城市画报  
CITY ZINE

人民网  
people  
www.people.com.cn

中国文化报

HI

腾讯网  
qq.com

网易  
NETEASE  
www.163.com

搜狐焦点家居  
HOME.FOCUS.CN

中国美术报  
ART NEWS OF CHINA

sina 新浪网

界面™  
jiemian.com

微头条·文章

化妆品报  
Cosmetic Newspaper

雅趣  
Enjoy

設計  
DESIGN

瑞丽家居设计  
COSMOS

设计吧  
designboom

ELLE

视觉中国  
www.ChinaVisual.com

TEDxNanjing  
an independent organization TED event

ATACAT.COM

md  
INTERIOR DESIGN ARCHITECTURE

艺术与设计  
ART AND DESIGN

SHEJIPI

PChouse  
太平洋家居网

IDEAT

W 互联网的那点事  
www.400buy.com

时尚家居

私家CIRCA

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

《2020-2021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.

Xiaojing Huang  
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

展览：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

**2020.3.11-3.14 9:00-19:00**

2020



扫码关注YANG DESIGN

2021



## 中国设计趋势展览 / 发布论坛 China Design Trends Gallery / Forum

作为亚洲第1大设计展，全球第4大设计展，2019设计上海于3月9日落幕，创造了超过七万人次的观展纪录，吸引了交通工具、消费电子、互联网、地产、零售、家具、家居、奢侈品、快消、时尚、材料等知名企业专业观众。作为设计上海的特别策展单和西入口亮点，由YANG DESIGN策展的中国设计趋势展区（China Design Trends Gallery），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，并由YANG DESIGN联手美国杜邦™ Tyvek®、德国材料生产商科思创Covestro、德国劳尔RAL、明园新材料chictoo、德国雷诺丽特RENOLIT、德国玛娅MAIER KÜCHEN、法国特诺发TRYBA等顶级色彩、材料和生活方式品牌合作伙伴，共同呈现符合未来市场的四大设计趋势。

作为中国市场未来设计的风向标，YANG DESIGN已连续五年在设计上海发布趋势，在现场与德国RAL劳尔色彩共同推出限量48趋势色实物色礼盒，并再次承办了杜邦 Tyvek®设计师沙龙。

Ranking first for visitor turnout among design exhibitions in Asia and 4th worldwide, the 2019 Design Shanghai was concluded on March 9th, with a new record of 70,000 visitors, including professionals from transportation, consumer electronics, internet, retail, real estate, furniture, home furnishing, luxury, FMCG, fashion and materials. In China Design Trends Gallery, one of Design Shanghai's highlights at the west wing pavilion entrance, YANG DESIGN transferred the "China Design Trends Report" to an exhibition and seminar, in collaboration with top color and material brands including DuPont™ Tyvek®, Covestro, RAL, chictoo, RENOLIT, MAIA KÜCHEN and TRYBA.

As the benchmark for future design for the Chinese market, YANG DESIGN has released design trends at Design Shanghai for five years in a row, launched an exclusive gift package of 48 trend colors with RAL, and organized designer salon for DuPont Tyvek® for the third time.





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[xiaojing@yang-design.com](mailto:xiaojing@yang-design.com)



## 我们的服务

### Our Services

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#### 《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3月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 in March 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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