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of China Design Trends Report





《2026-2027中国设计趋势报告》揭示最新中国消费与设计趋势

Latest Consumer & Design Trends from China

12年专注研究中国设计趋势

提供中国市场、消费和设计现状的分析及未来趋势预测

被德国iF官网推荐的专属“趋势四步预测法”

汇集21个热点、243个以上大数据

超过84页，329张前瞻图片和图表视觉化呈现

《2026-2027中国设计趋势报告》现已发售!

12-year professional research and study

Analysis of the current market, consumption and design situation in China, as well as forecasts of future trends

The trend prediction methodology which is recommended by iF official website

Summary of 21 trending topics, 243 hot data

Over 84 pages, over 329 pictures & diagrams

NEW BOOK IN STOCK <2026-2027 China Design Trends Report by YANG DESIGN>!



《中国设计趋势报告》用途

Why you should read this China Design Trends Report

设计师如何精准把握未来?

企业如何打造真正打动消费者的产品?

CMF如何转化为销售力?

从2013年起,《中国设计趋势报告》至今已成为针对中国市场权威的设计趋势报告,在数十个领域促成了诸多成功的产品应用和开发。

How can designers accurately anticipate the future?

How can businesses create products that genuinely resonate with consumers?

How can CMF be transformed into sales momentum?

China Design Trends Report has already become the authoritative design trends report for the Chinese market since 2013, and there have been eleven reports applied by brands worldwide.



四大趋势是四套新品概念策划方案

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。

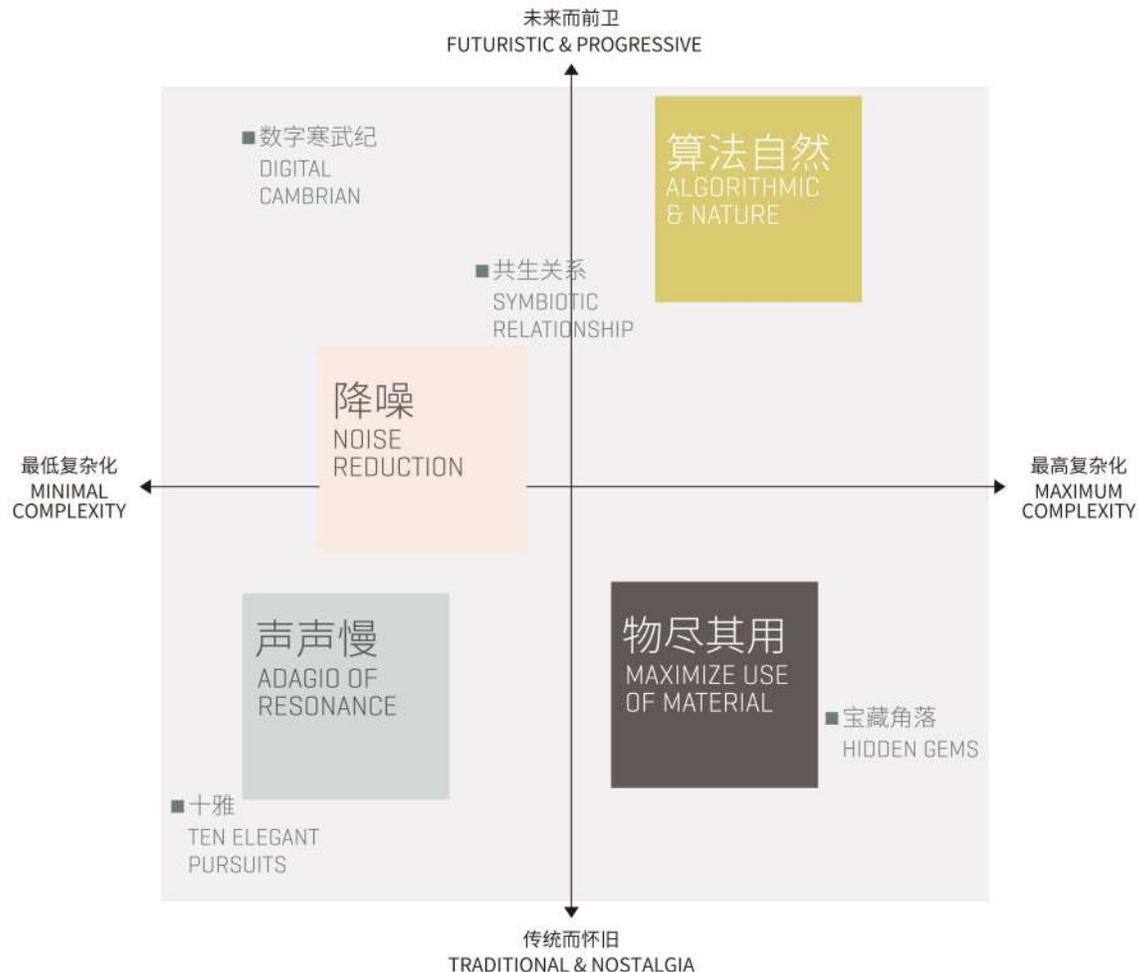
在这一册报告中，YANG DESIGN 提出了四个趋势，也是四套面向未来的新品概念策划方案。

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-person 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.



降噪

NOISE REDUCTION

降低周遭的影响

在宁静中畅游识海，塑造干净精致的自我

Reduce Influence of Surroundings

Enjoy Tranquility of Mind and Cultivate a Clean and Refined Self.

中国设计趋势报告 by YANG DESIGN

China Design Trends Report by YANG DESIGN

图片：flower_words03

物尽其用

MAXIMIZE USE OF MATERIAL

让每一份材料都发挥最大价值，
助力零浪费的未来

Let Every Material Reach Its Full Potential and
Contribute to A Zero-waste Future.

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

图片：转换节点 x 东鹏创新实验室 x 共代谢 Co-Made x DPLAB x Cometeabolism Studio 摄影：李鹏

声声慢

ADAGIO OF RESONANCE

以沉静素雅追求和谐与自然之美，
品千古宋词的风雅余韵

Pursue Beauty of Nature with Elegance,
and Savor Aftertaste of
Ancient Song Poems.



中国设计趋势报告 by YANG DESIGN

China Design Trends Report by YANG DESIGN

图片：阿昆

算法自然

ALGORITHM & NATURE

借助算法构建逻辑可控的数字生成系统，
实现设计形态的智能演化

Constructing A Digitally Generative System with
Algorithmic and Controllable Rules to Enable the
Intelligent Evolution of Design Forms.

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

图片：羡慕沙发，YANG DESIGN XIANMU SOFA, YANG DESIGN



《中国设计趋势报告》内容

What is inside this trend report



数据和案例的电子版报告下载

印刷版和可供编辑的PPT格式电子版，中英翻译，
21个中国热点总结和243个大数据，
针对未来中国市场，提出4大设计趋势，
84页，共329张图片和图表视觉化呈现，
清晰可见的12年中国设计趋势历史发展轴。

Digital Report Download

Including print version and editable PPT format electronic version, in Chinese and English translations.
Summary of 21 trending topics in China in 2024-2025 and 243 big data,
4 design trends for Chinese market,
84 pages, 329 pictures & diagrams,
12-year timeline of the China Design Trends evolution.



实操性色彩工具与材料实物

48个流行色色盘，色彩看板与色彩故事，
Pantone、NCS、RAL色彩编码，
48种图案纹理建议，
48种材料及表面处理建议，
24种材料实物样本，
附上主要材料商联系方式。

Color and Material Tools for Practitioners

48 colors, with color moodboards and color story,
Pantone, NCS, RAL color notations,
48 pieces of pattern inspiration,
48 pieces of material and finish suggestions,
24 real physical samples,
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,
Optional 2 hours of online video training in Chinese or English,
Optional 2 hours of in-person presentation.



浓缩中国市场动向的趋势背景

Trend Background

总结中国市场的政治、经济、社会、科技、文化、设计趋势背景，共21个热点，243个大数据，结合图文结合的案例，关注中国市场的消费趋势、生活方式和审美变迁。
Introduction of Chinese context of political, economic, social, technological, cultural and design trends, with 21 trending topics, 243 hot data, focusing on the current consumer trends in the Chinese market, analyzing consumer people's lifestyles and aesthetic changes.

政治、经济、社会、科技、文化、设计趋势

PESTCD TREND MAPPING

	2022	2023	2024	2025	2022	2023	2024	2025
	关键指标 KEY INDEX	过往 FORMERLY	目前 DOMINANT	新兴 EMERGENT	关键指标 KEY INDEX	过往 FORMERLY	目前 DOMINANT	新兴 EMERGENT
P 政治 POLITICS	政治体制、经济体制、证据稳定性、财政政策、税收政策、产业政策、投资政策、专利数、国际关系、地区关系、国防开支水平、增大补贴、行业相关法规等	境外游重启 ESG	存量房改造 双碳绿色建筑	两新政策 提振消费 碳市场扩容	新技术发明、技术更新及传播速度、技术商品化速度、国际研发费用、国家重点支持项目、关键技术动态和研发费用专利及其包含情况等	AIGC焦虑 虚实对话 对元宇宙未知	新质生产力 智能场景化	AI繁荣元年 物理AI 数字化AI汽车 低空经济元年
E 经济 ECONOMY	GDP及增长率、居民消费 / 储蓄倾向、利率、汇率、通货膨胀率、CPI、PPI、PMI、居民可支配收入、消费偏好、失业率、生产率、产业结构等	笃定消费 被萌 野人	反向消费 狂欢经济 民俗旅游 让家渐变	全面拥抱消费降格 平替流行 反向虹吸效应 真实链接对抗数字化孤独	流行文化、主流及亚文化、媒体、文化事件及活动、生活方式、价值观念、兴趣、观点、行为活动、代表人物、工作态度、教育状况、消费观念、审美观念等	松弛感 精神自留地 数字社交面具	中国强事 人宠共生 精神角落 地缚系	去班味 桃游滤镜 宠物情感陪伴
S 社会 SOCIETY	社会舆论、社会责任、人口规模、性别比、年龄结构、出生/死亡率、种族结构、宗教信仰、风俗习惯等	数字游民 搭子 身份和解	身心健康持负 玄学 淡人	深度老龄化社会 四十分钟社区 应物自然好状态	新产品、新服务、新品牌、新市场趋势等	多巴胺即时感官刺激 中式再造 高频编辑家居	审美标签 Clean Fit 从前慢	中式别墅 第四代住宅 把自己重新养一遍 野生
	关键指标 KEY INDEX	过往 FORMERLY	目前 DOMINANT	新兴 EMERGENT	关键指标 KEY INDEX	过往 FORMERLY	目前 DOMINANT	新兴 EMERGENT
T 科技 TECHNOLOGY	新技术发明、技术更新及传播速度、技术商品化速度、国际研发费用、国家重点支持项目、关键技术动态和研发费用专利及其包含情况等	Overseas Travel Resumed ESG	Upgrade of House in Stock Green Building Materials for Carbon Neutrality	Two New Policies to Boost Consumption Expansion of Carbon Market	New invention, Technical update and speed, Technology the production speed, International R & D expenses, National key project, Technology trends, R & D costs, etc.	AIGC Anxiety Dialogue of the Real and the Virtual Dialogue with Unknown Universe	New Quality Productive Forces Intelligent Scenario	First Year of AI Terminals Physical AI Intelligent Digitalization AI Car First Year of Low-Altitude Economy
C 文化 CULTURE	流行文化、主流及亚文化、媒体、文化事件及活动、生活方式、价值观念、兴趣、观点、行为活动、代表人物、工作态度、教育状况、消费观念、审美观念等	Return to Rational Consumption Micro Flaw Go Wild	Downgrade Consumption Carnival Economy Folk Tourism Gradual Change Home	Consumption Downgrade Budget Travel Reverse Siphon Effect Authentic Connection Against Digital Loneliness	Popular Culture, mainstream and subculture, media, cultural events and activities, lifestyle, common value, interests, viewpoint, activities, representative, working attitude, education condition, consumption concept, aesthetic concept, etc.	Relaxation Spiritual Sanctuary Digital Social Mask	Chinese Elegant Affairs Symbiosis between Human and Pet Spiritual Corner Gaia Style	Remove Office Vibe Poetic Filter Pet Emotional Companionship
D 设计 DESIGN	新产品、新服务、新品牌、新市场趋势等	Digital Nomad Partner Identity Reconciliation	Physical and Mental Health Relief Metaphysics Souls of Serene	Deeply Aging Society Four-Good Housing 10-Minute Non-standard Community Circle Well-being Adapting to Nature	New products, new services, new brands, new marketing trends, etc.	Dopamine Instant Sensory Stimulation Redefining the New Chinese Style High-Frequency Editing Home	Aesthetic Labeling Human Fit Slow Retro Style	Chinese Style Re-enchantment Fourth Generation Residence Repairment Myself Wildness

趋势背景

BACKGROUND

去班味

据60%的职场人每周工作时长超过50小时，46%的人表示除工作外几乎没有时间与家人或社交。Lululemon报告显示，41%的世代正在经历倦怠。作为一种应对机制，“玩梗”和“摸鱼”成为博眼球。“安全牌”——例如“发疯文学”通过夸张、 nonsensical language to vent anxiety and discontent. Phrases like "I don't want to work anymore—I'd rather be a monkey on Mount Emei" humorously express work-related stress. The concept of "removing office vibe", it refers to office workers using mental detachment and experiential activities—such as unplugging after work, sitting quietly in a park, or pursuing hobbies—to counteract fatigue and regain control. Over 50,000 people have joined Douban's "New Life After Work Plan" group to share tips. Ultimately, whether through ironic memes or deliberate decompression rituals, these are collective efforts by young people to reclaim autonomy and well-being in a high-stress world.

Remove Office Vibe

Over 60% of professionals work more than 50 hours per week, and 46% report having almost no time outside work for family or social life. Lululemon report shows that 41% of Gen Z are experiencing burnout. As a coping mechanism, "meme culture" and "absurd humor" act as emotional safety valves—for example, "crazy literature" uses exaggerated, nonsensical language to vent anxiety and discontent. Phrases like "I don't want to work anymore—I'd rather be a monkey on Mount Emei" humorously express work-related stress. The concept of "removing office vibe", it refers to office workers using mental detachment and experiential activities—such as unplugging after work, sitting quietly in a park, or pursuing hobbies—to counteract fatigue and regain control. Over 50,000 people have joined Douban's "New Life After Work Plan" group to share tips. Ultimately, whether through ironic memes or deliberate decompression rituals, these are collective efforts by young people to reclaim autonomy and well-being in a high-stress world.



1000万
10 million

摸鱼会用字得奇怪、不符常规的行为，2024年小红书上有“摸鱼”相关的笔记内容超过1000万条。相关笔记阅读量是去年同期7.2倍。很多青年网民表达他们存在不同程度的焦虑，“发疯文学”成为他们宣泄情绪、缓解焦虑的一种方式。以狂欢表达对现实的反抗。

发疯文学抽象
Crazy Literature

Doing abstract is a tease to describe weird behaviors. In 2024, there were more than 10 million notes related to "abstraction" on Xiaohongshu, the reading volume of notes was 7.2 times that of the same period last year. Many young netizens have expressed that they experience anxiety, and "crazy literature" has become a way to vent emotions and relieve stress. Over the past week, "crazy literature" garnered a total of 46,000 online mentions and 5.52 million interactions.



2.7亿
270million

2025年今日头条与奇闻联合打造的旅行疗愈综艺《去班味吧》全网播放量破2.7亿，嘉宾驾驶车闯入自然，通过美食、非遗、赶海等体验为精神过劳的年轻人提供心灵慰藉。

综艺治愈
Reduce Hostility

In daily life, audiences may accumulate various negative emotions, which are referred to as "hostility". Variety shows help audiences get rid of these negative emotions by presenting relaxing, pleasant, humorous and funny content. #Set Out Now!, has accumulated a total view of 270 million.



300万
3 million

拼多多平台数据显示，2024年4月中旬，“禁止蕉绿”搜索量上涨70%，2024年4月5日到5月20日是“禁止蕉绿”集中爆发期，福建平和县电商协会会长赖游龙团队卖出了300多万斤香蕉。

禁止蕉绿
Ban Anxiety

Data from the Pinduoduo platform shows that in mid-April 2024, the search volume for "No Anxiety" (a play on the Chinese phrase which literally means "ban bananas from turning green") increased by 70%. From April 5th to May 20th, 2024, the team led by Lai Youlong, the president of the E-commerce Association of Pinghe County, Fujian Province, sold more than 3 million catties of bananas.



跨行业CMF趋势

Cross-category CMF Trend

将每个主题以色彩、材料、图案的实例呈现，在传达丰富的美学灵感同时，提供专业设计资讯和可转化的应用工具。
 Each theme of design trend is presented with examples of colors, materials and patterns, providing inspiration, professional information and application tools.

NOISE REDUCTION
色彩 | COLOR

每个主题背后都是一个故事，提供Pantone, NCS, RAL色彩编码
 The color comes from a story and provides professional information and application tools. Totally 48 trendy color palettes, predictions of changing trends

森林之声 Forest Sound	森林之声 Forest Sound	森林之声 Forest Sound	森林之声 Forest Sound
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色彩趋势

每个色彩背后都是一个故事，提供Pantone, NCS, RAL色彩编码
 每个主题12个趋势色彩，共计48个流行色色盘

Color Trend

12 trend colors and inspirational descriptions for each theme
 Totally 48 trendy color palettes, predictions of changing trends

材质及表面处理 MATERIAL&FINISH

每个主题12种跨行业产品的材料 & 表面处理的图片，共计48种材料新工艺
 Pictures and detailed descriptions of 12 Material & Finish for each theme
 Totally 48 recommended materials and new techniques to inspire design

材料及表面处理趋势

每个主题12种跨行业产品的材料 & 表面处理的图片，共计48种材料新工艺

Material & Finish Trend

Pictures and detailed descriptions of 12 Material & Finish for each theme
 Totally 48 recommended materials and new techniques to inspire design

图案及纹理 | PATTERN

每个主题12种跨行业产品的最新图案及纹理，共计48种图案纹理
 12 new patterns and textures from cross-industry products for each theme
 Totally 16 keywords and more than 60 detailed image panels

图案及纹理趋势

每个主题12种跨行业产品的最新图案及纹理，共计48种图案纹理

Pattern Trend

12 new patterns and textures from cross-industry products for each theme
 Totally 16 keywords and more than 60 detailed image panels



有新材料实物的趋势报告

Trends with Physical Material Samples

共24个材料实物，所有材料可被拆下用于展示、收藏和设计工作坊。附上主要材料商联系方式。精装硬皮装裱设计，所有高清彩色印刷内页可被拆下用于展示和设计工作坊。
24 pieces of physical material, which can be reused for display, collection or workshop. Hard copy and high resolution color printed pages.

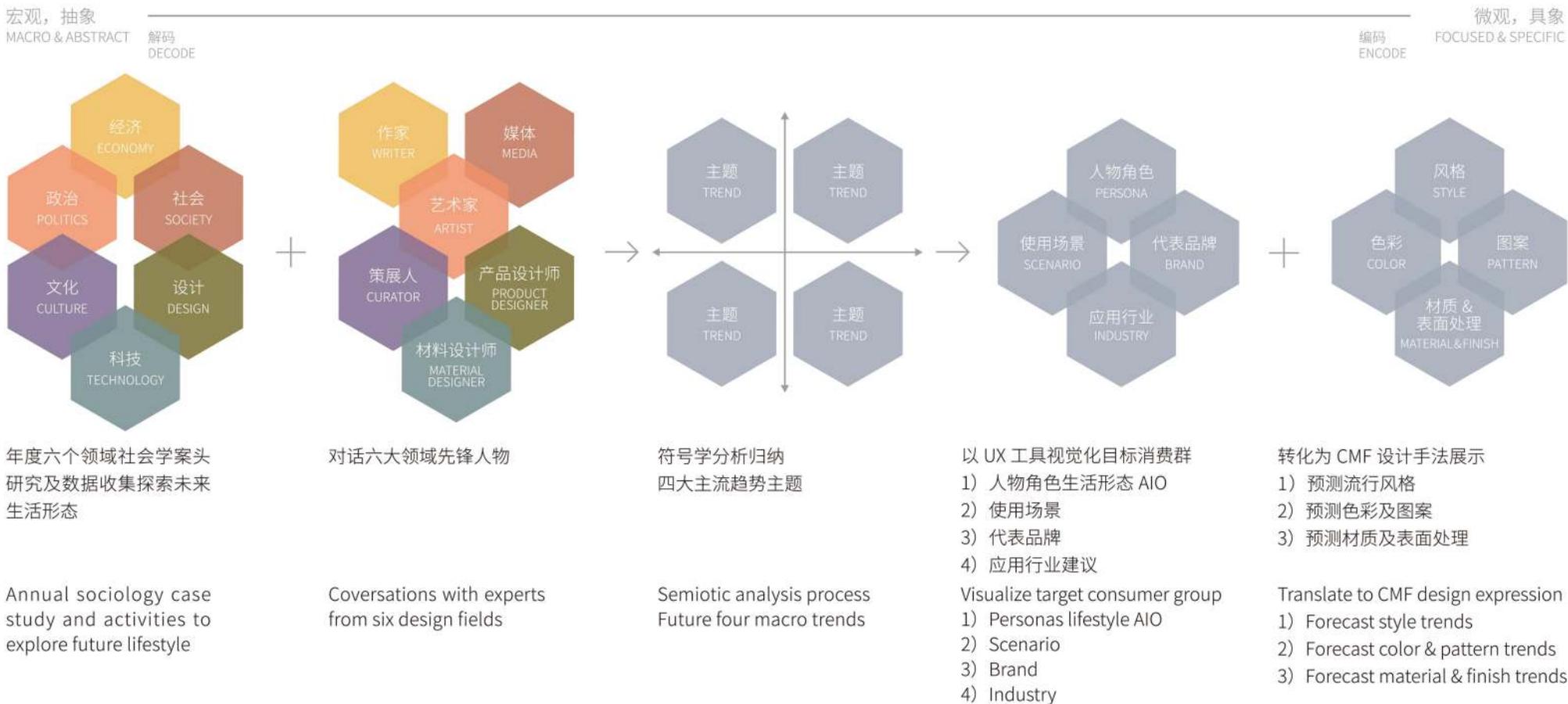




被德国iF官网推荐的专属四步趋势预测法

Four Step Trend Prediction Methodology

集成社会学、符号学、用户体验与CMF学科的方法论，目的是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.





不限人数的趋势应用培训工作坊

Trend training workshop for corporate with unlimited participants

我们已连续十多年成功帮助企业进行数百场趋势培训，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、目标消费者人物角色等章节。

>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，探索在目标消费者、色彩、造型、材质和表面处理、功能上的灵感，引导把未来趋势应用转化为设计概念。

时长：2小时。

语言：中文或英文培训。

培训地点：可以选择杨明洁设计博物馆（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 in 2-hour training.

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





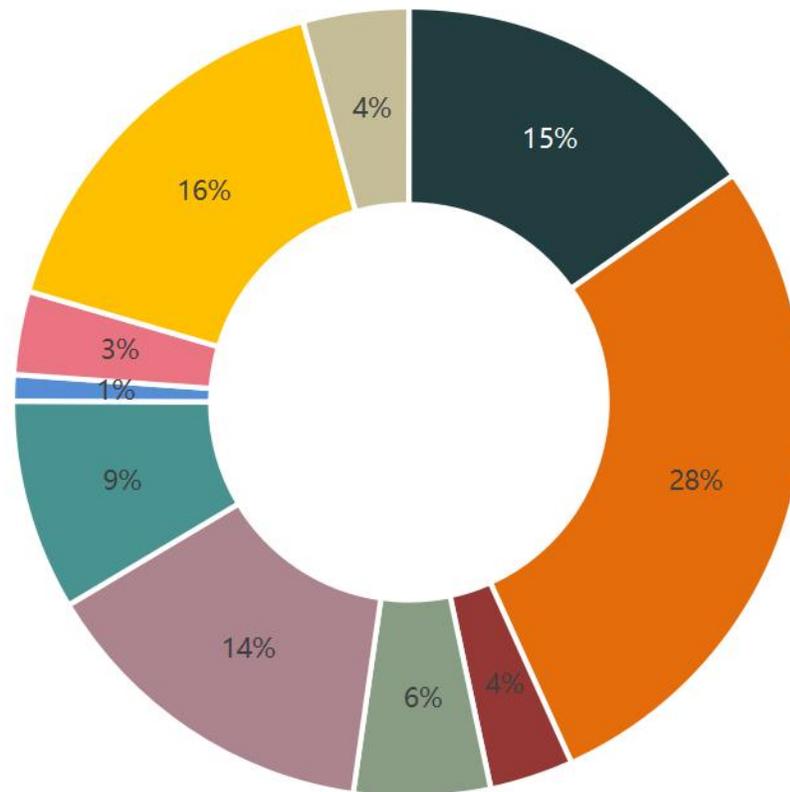
本报告针对的行业

Which industries have used this trend report

从2013年开始对外发行，在过去十多年中已收到了交通工具、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 for the past ten years.

十一年《中国设计趋势报告》订购企业行业占比
11-year Proportion of Reader by Industry

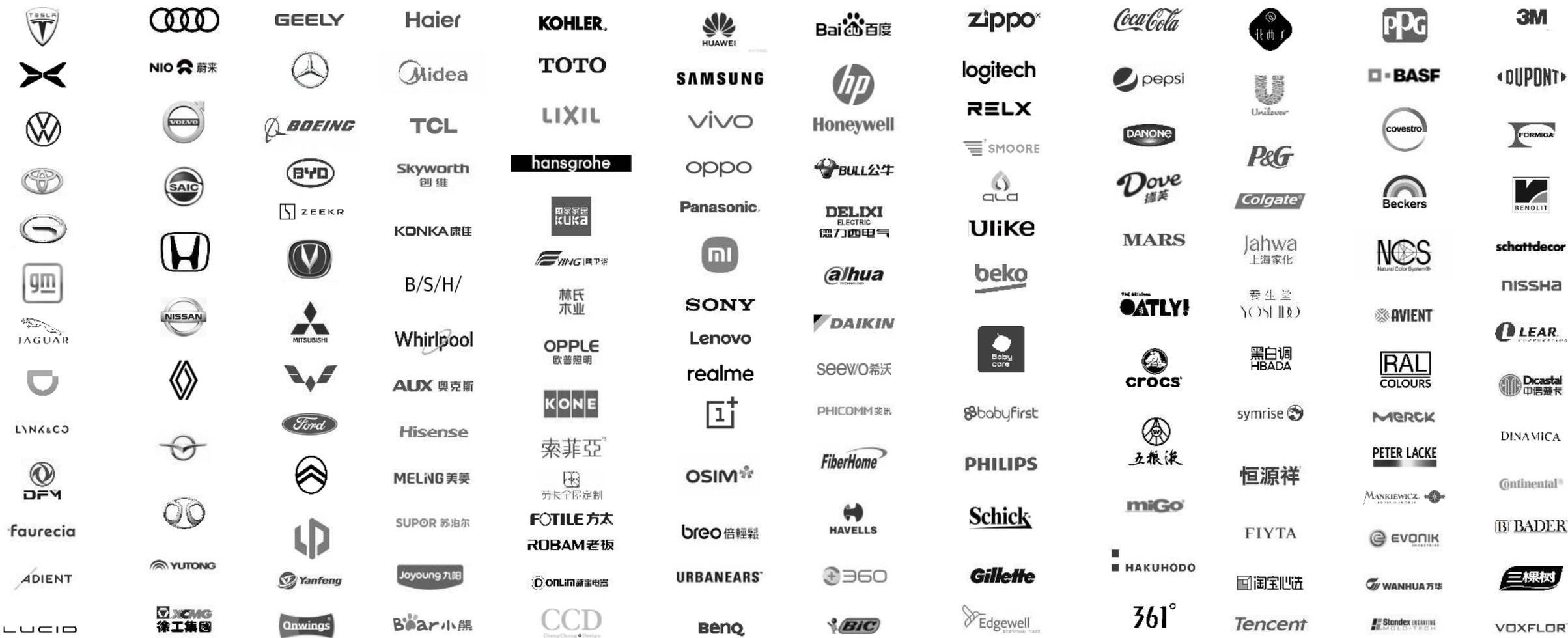


- 交通工具
- 消费电子、家电
- 家具
- 家居、厨卫、照明
- 材料、色彩
- 快消、个护、时尚
- 食品
- 零售贸易
- 广告及设计服务
- 其他



本报告的客户

Who has used this trend report





本书主编及培训讲师

Chief editor & training instructor



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

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

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

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、瑞典NCS色彩预测、巴黎Semiofest等多个国际设计活动的演讲嘉宾，CMG（全球色彩组织Color Marketing Group）亚洲色彩大会主持人。著有《中国设计趋势报告》，从2013年发行至今为针对中国市场权威的年度设计趋势报告，已成功预测渐变色、紫色、铜绿、幻彩等在中国市场产生巨大销量的设计趋势，其中采用的专属四步趋势预测法被德国iF设计奖官网推荐。长期担任CMF趋势LAB策展人和德国《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、3M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. Chief editor of China Design Trends Report, which is by far the authoritative annual trend report for the Chinese market since 2013. The report has successfully forecasted well-selling Chinese design trends including gradient, purple, copper green and iridescence. She is curator of CMF TREND LAB, and design column writer of magazines including md. Invited speaker of many design events including TEDx, Color Marketing Group, NCS color forecast and Semiofest. Xiaojing studied in Guangzhou and Berlin from experience design expert.

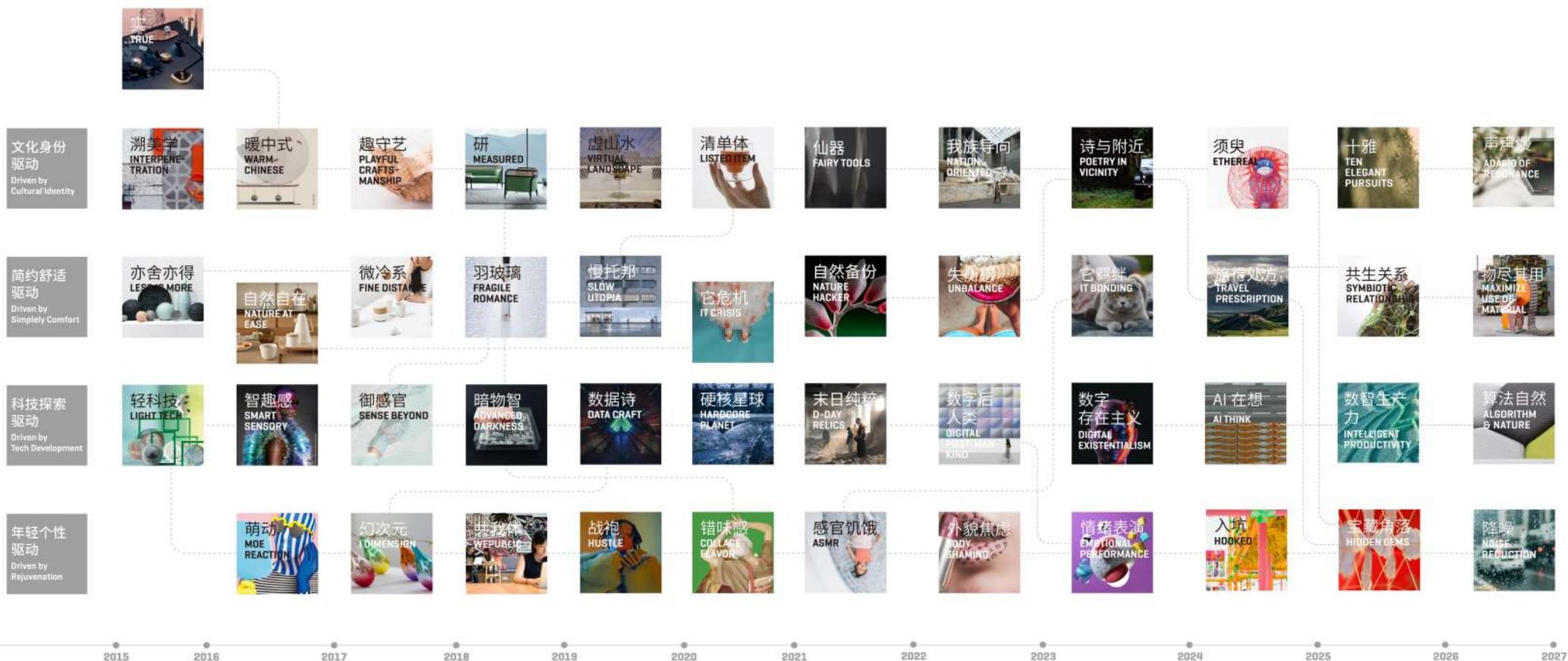
As strategic director of YANG DESIGN, the forward-looking design consultancy in China, she has been leading the strategic team to build the CMF Lab and UX Lab, defining design strategy to realize business value for companies in different development stages. Her clients are leading brands including Boeing, BMW, GM, Nissan, Hyundai, Didi, Samsung, Microsoft, Huawei, BOSE, Haier, vivo, Schneider Electric, Unilever, Vanke, DuPont and 3M.



十一年来专注研究中国设计趋势

11-year Research of China Design Trends

《中国设计趋势报告》从2013年起发行。十多年来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 decade, 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



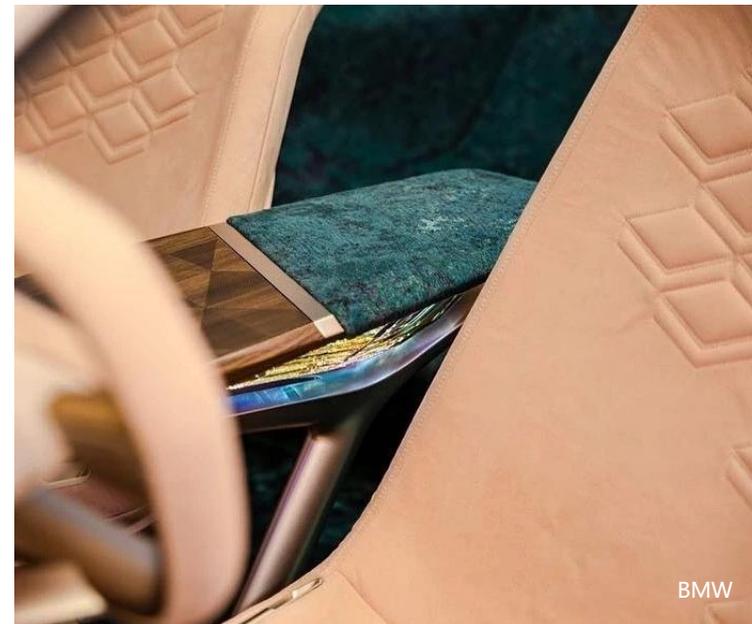
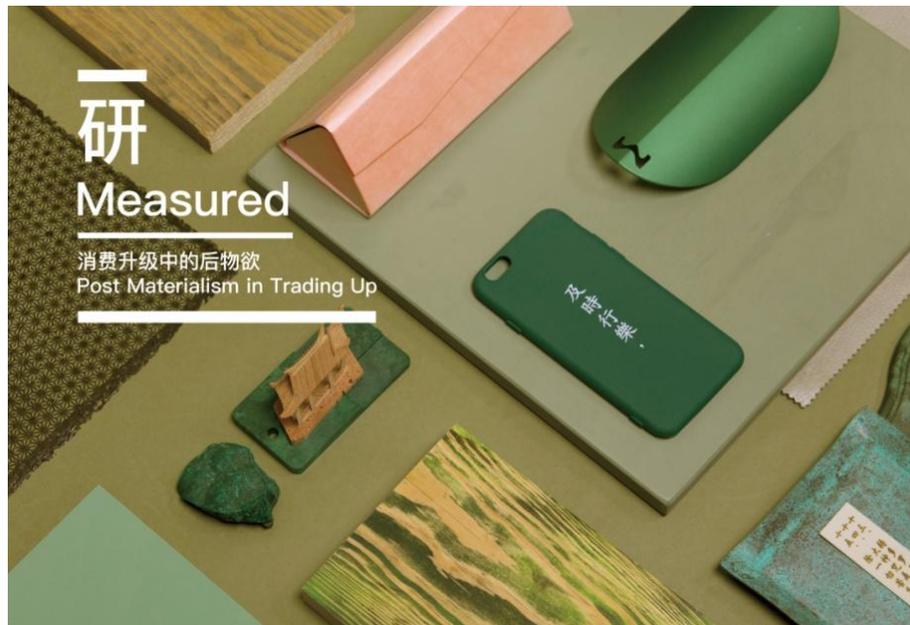
我们已成功预测并产生销量的趋势：2018-2019

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





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” .





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>





读者评价摘录

Comments from our readers

“做趋势的难在于，趋势不是短暂的潮流，早几年察觉到的模糊方向，随着其不断发展会有进阶的变化，要敏锐地扎在那个进阶变化的要点上。给出精准合适的表达，不被误解或扩大化，助推精准合适的解决方案，才能真正应用趋势。这个设计趋势法，在PEST的基础上加上设计和跟设计最相关的文化维度。结合文化/艺术/设计领域的先锋人员观点和洞察，聚焦锁定趋势。”

“YANG DESIGN是可以落地的CMF leader。”

“已经多次邀请YANG DESIGN来分享趋势，过往预测的很多趋势都已经能在市场上看到具体的产品。在分享的同时，线上已经有同事在讨论如何把趋势报告的内容用在产品中。”

“我们三个维度的趋势受到了YANG DESIGN趋势报告的启发。”

“内容非常丰富。”

“我们非常认可你们的研究方法和趋势报告。内容丰富及前卫。”

“特别喜欢你们的趋势报告。”

“专业性我还是比较欣赏的。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。”

“内容干货满满，好专业。讲课节奏也很合适。”

“这四个主题名字很传神。”

“一向都是高品质的代表。”

“主题跟我们最近想要研讨的方向很契合。”

“市场细分逐渐明显，市场越细分，针对性的研究越需要深。”

"This trend report is a good investment for our design team."

"Hardcore content."

"Excellent report, recommended."

"Thank you for doing China design trends study for all these years."

"It's amazing to predict for years. The report is solid and rich in value."

"The trend report is quite good, and the research method is quite worthy of reference."

"I always think the work you put together is very high quality."

"We really like the concept that YANG DESIGN came up with."

"We agree many trends described in the report and want to learn more about the differences between Chinese and international market trends."

"These trends are beautiful and fashionable."

"Excellent report, substantial in content! It is indeed a report that fully predicts and analyzes CMF trends from different design perspectives, and there are many points and aspects that intersect with our business (automotive interior, home appliances, etc.)."

"As a regular customer, the annual report helps us exactly."

-海尔设计经理

-VIVO高级创新总监

-联合利华消费者市场洞察

-上汽大众C&T部门经理

-一汽丰田设计师

-吉利资深CMF设计师

-红旗资深CMF设计师

-长安汽车设计师

-上汽大通设计总监

-北汽设计师

-东风汽车CMF设计师

-小鹏汽车CMF

-华为产品经理

- Senior industrial Designer, Singapore OSIM

- Designer of Midea

- Changhong designer

- Philips designer

- Sony Senior designer

- Asus designer

- Design VP of Pico

- Design Director of Sogal

- Marketing design Manager, TOTO, Japan

- BASF

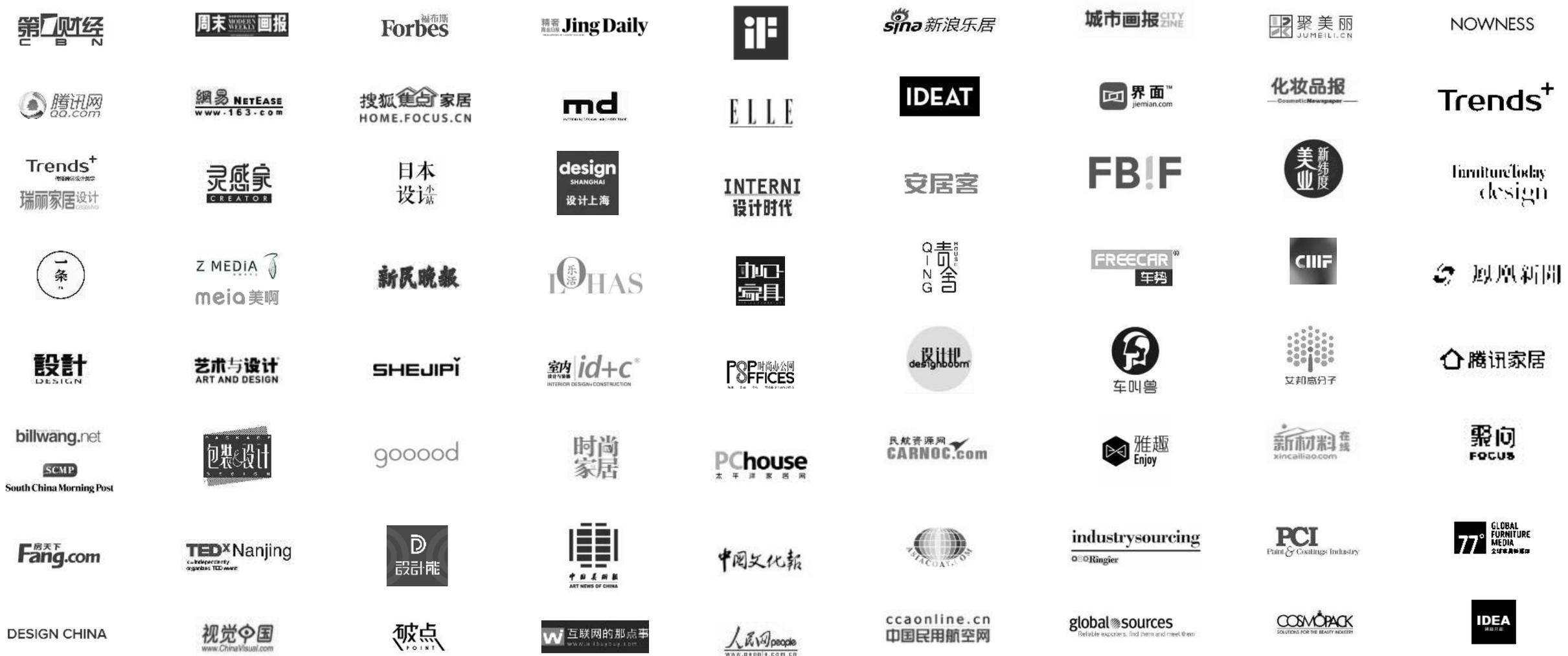
- CMF designer, Nissha, Japan

- Colgate Design Manager



媒体报道

Media highlight of China Design Trends Report



购书流程

Purchase process

1#

索取报价单

Ask for quotation

2#

确认购买内容

Confirm purchase package

3#

确认价格。
或走合同流程，
盖章寄回

Sign purchase agreement

- 如需现场趋势培训，请务必先和工作人员沟通确认细节、明确价格。

4#

付款，开发票

Invoice or Fapiao

5#

快递印刷版报告

Express delivery of printed report

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 策略总监

黄晓靖 Xiaojing Huang

xiaojing@yang-design.com

+86 21-6280-2294



常见问题

Q&A

A.我需要增税专用发票

- 1.请扫描以下二维码索取报价合同。
我们会邮件发送报价，请您填写信息：
a.第一页甲方信息；
b.第三页购买内容及总价；
c.尾页甲方信息+签名+合同章
- 2.一式两份，文件盖章/签名后寄回我司。
- 3.完成双方合同盖章。我司开具企业抬头的增税专票。
- 4.由贵司企业银行账户转账付款至我司企业银行账户。



B.我需要增税普通发票 (简易流程):

联系工作人员询问付款码购买。确认收款后，我司可为您开具普通电子发票。

C.关于开票明细?

- 普票、专票均为电子版，6%税率
- 我可能开立的明细为 设计服务
- 发票如需任何备注请提早告知

D.下单后多久发货? 资料包如何交付?

收到款项后，将会在1-2个工作日内尽快发出您采购的内容。纸质印刷版报告将以顺丰速递发出，全国包邮。电子版内容将通过邮件发送电子版下载链接或在线视频链接。

E.如何预约现场培训?

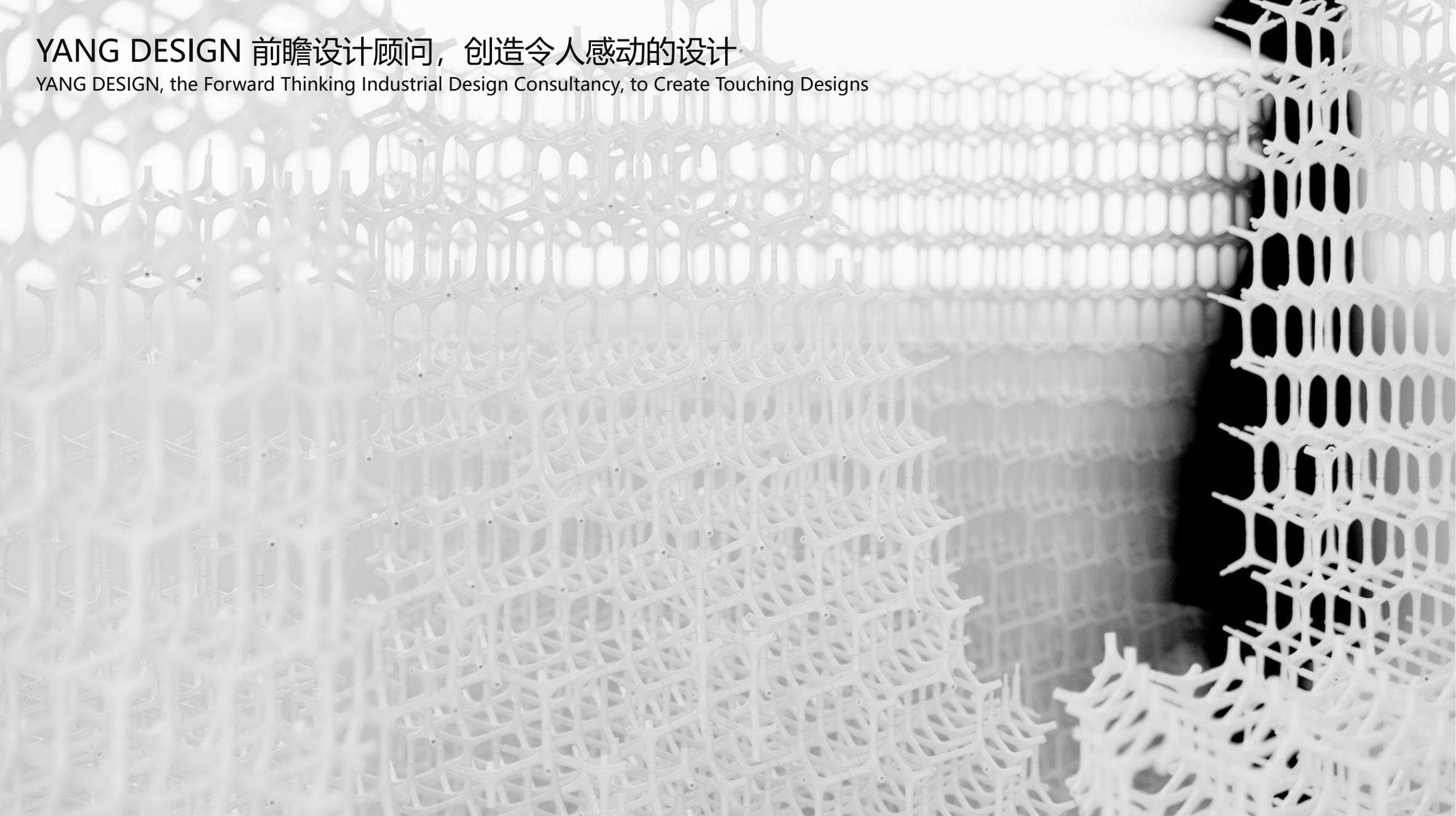
如您想要购买现场培训，请务必在下单前提前电话联系我们确认整体报价。
进行现场培训，双方可提前约定时间、地点。
建议可在我司上海杨明洁设计博物馆内举行；如需差旅，将酌收差旅费用。

F.售后问题如何解决?

关于售后事宜。如有任何书籍质量或物流信息不清楚等问题，请直接通过邮件/电话联系我们。

YANG DESIGN 前瞻设计顾问，创造令人感动的设计

YANG DESIGN, the Forward Thinking Industrial Design Consultancy, to Create Touching Designs



关于 YANG DESIGN

About YANG DESIGN

YANG DESIGN 为中国工业设计领域前瞻创新顾问公司，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、欧洲Pentawards金奖、亚洲最具影响力设计银奖、福布斯中国最具影响力设计师在内的上百项大奖。

下设工业设计博物馆、设计策略研究所、CMF趋势实验室、用户研究LAB、数字化加工中心、产品创新事业部、品牌创新事业部以及自主创新品牌羊舍。

YANG DESIGN 致力于为客户提供前瞻、创新、高品质的设计咨询服务，项目涵盖智能硬件、消费电子、交通工具、时尚快消、家居空间等行业。

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、爱马仕、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。

YANG DESIGN创始人杨明洁为中国著名工业设计师，曾留学德国，就职于西门子慕尼黑设计总部。回国后于2005年在上海创办了YANG DESIGN。

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

YANG DESIGN has Industrial Design Museum, Design Strategy Institute, CMF Trend Lab, User Study Lab, Prototype Center, Product Innovation Department, Brand Innovation Department and self-owned brand YANG HOUSE.

YANG DESIGN provides forward-looking, innovative and high

quality design consulting services, and covers industries such as smart hardware, consumer electronics, transportation, fast moving consumer goods (FMCG), home and more.

YANG DESIGN has helped many leading global brands to realize innovative social and business value, including Boeing, BMW, Audi, Infiniti, Hermes, 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 is founded by Jamy Yang, a renowned Chinese industrial designer. He studied in Germany and worked at the Siemens Design Headquarters in Munich.

In 2005, he founded YANG DESIGN in Shanghai.

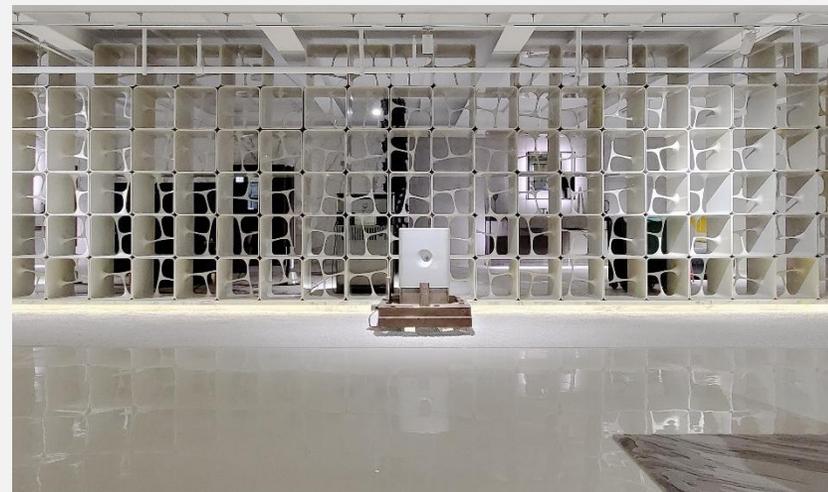
YANG DESIGN 办公大楼、设计博物馆与 CMF 趋势实验室

YANG DESIGN Office Building, Design Museum, and CMF Trends Lab



杨明洁设计博物馆创办于2013年，为中国首家私人工业设计博物馆。整体面积5000平方米，分为常设展馆、CMF趋势实验室、临展馆与阶梯展厅四个板块。整体空间由充满空气感与未来感的“虚山水”装置贯穿，纯粹、白色的背景与充满岁月感的工业旧物产生了强烈的质感对比。

YANG DESIGN MUSEUM, founded in 2013, is the first privately owned industrial design museum in China. It covers an area of 5000 square meters, which is divided into four sections: Permanent Exhibition Hall, CMF Trend Lab, Temporary Exhibition Hall, and Staircase Exhibition Hall. The overall space is characterized by an airiness and futuristic "Virtual Landscape" installation. Its pure and white background creates a strong contrast in texture with the industrial artifacts that are imbued with a sense of time.



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设计项目

Bespoken Trend Study and CMF Design Project

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.

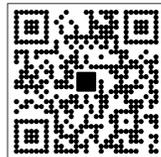
展览策展及设计

Exhibition Curation & Design

在每年的中国（广州）国际家具博览会推出CMF趋势LAB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 CMF Trends Lab theme exhibition and forum at China International Furniture Fair (Guangzhou).
Bespoken CMF design exhibition and installation design for client.

谢谢 Thanks!



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Building C8, 258 Changjiang Road, Baoshan
District, Shanghai.
Tel: 8621-6280 2294