

中国
设计趋势
报告

CHINA DESIGN
TRENDS REPORT
by YANG DESIGN

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YANG
DESIGN

YANG DESIGN
设计策略研究所荣誉出品

中国设计趋势报告的用途

Why you should read the China Design Trends Report

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.

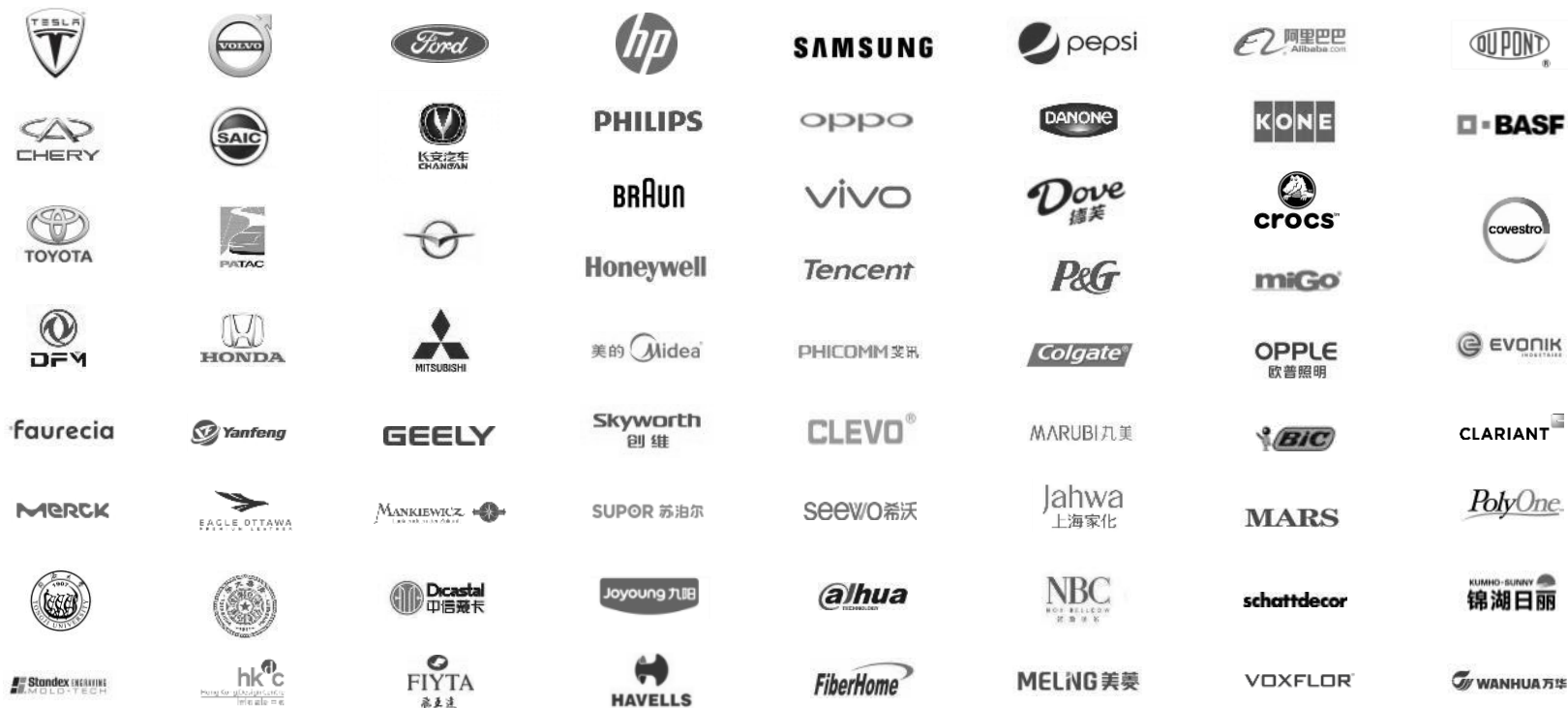
To begin with trend forecasting, it is built based on researches of the social formation, consumption trends, and design expert interviews. With these researches and studies, we have prepared Chinese lifestyle forecasting and four different design macro trends. In each macro trend, we have provided corresponding 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.

使用本报告的公司

Who has read this 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消费电子、交通工具、家居、个人护理、食品、时尚配饰、零售、商用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

→

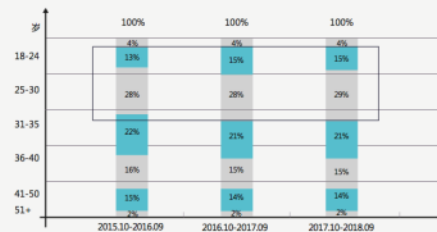
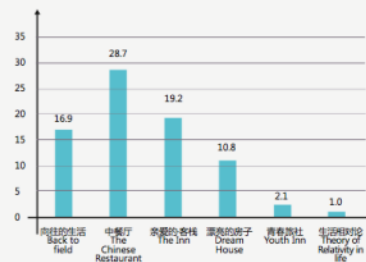
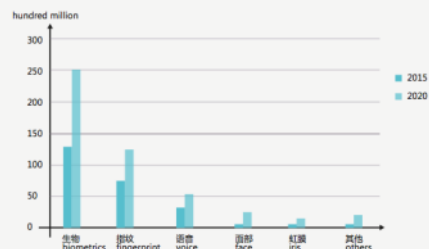
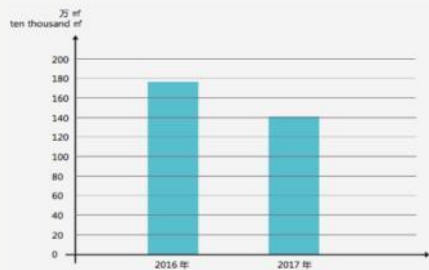
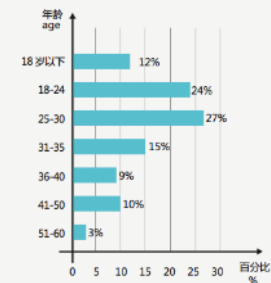
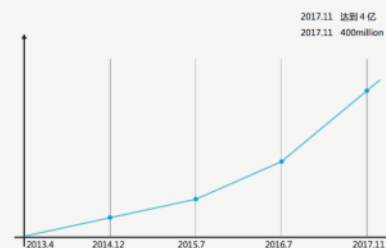
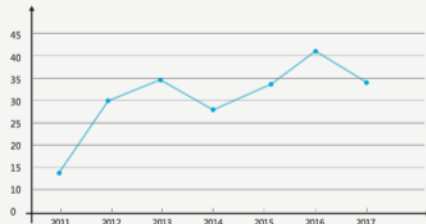
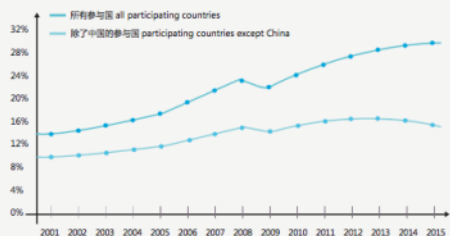


目的：为企业提供未来设计灵感，把握未来造型、色彩、材质的趋向，通过阅读和培训应用到产品中。

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

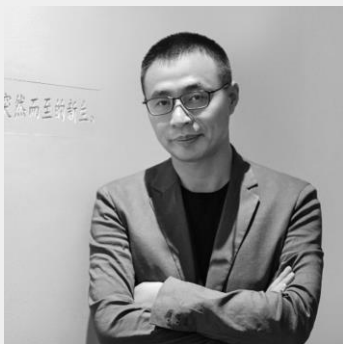
本报告包含的2017年中国相关数据及图表

China Related Data & Table for 2017 in the Report



本报告包含的专家访谈

Voice of the Experts in the Report



吴声 Wu Sheng
场景实验室创始人 / 造物学出品人
Founder of Context Lab/the Producer
of Creationology



Nicolai Peitersen
《道德经济》作者 / 维基工厂联合创始人
Author of the "Ethical Economy" / Co-
founder of Wikifactory



苏静 Johnny Su
奇点创始人
Founder & CEO of Singularitylab



王正贤 Richie Wang
中国微鲸科技副总裁
Vice president of Whaley
Technology Co., Ltd



杨明洁 Jamy Yang
YANG DESIGN / 羊舍创办人
Founder of YANG DESIGN / YANG
HOUSE



许绿芸 Beryl Hsu
昊设计中心总监
Director of How Design Center

宏观趋势背景：愈虚拟，愈真实

Macro Trend Background: Virtual & Real

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”的宏观主题。第三次工业革命的浪潮席卷而来，随着网络和社交媒体在中国的大量普遍，人们的生活在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。近年，以手工艺为主题的设计层出不穷，真实或自然材质、充满文化与生活记忆的传统手工艺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-慢脱邦、战袍，也提出了两个尝试融合虚拟和真实的趋势-数据诗、虚山水。

The future world has becoming virtual and real at the same time. Since 2015, YANG DESIGN proposes the macro theme of Virtual & Real. On one hand, the third industrial revolution has changed our world, and 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. In recent years, there are increasing numbers of design with focus on craftsmanship, natural or real material. This objects, 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- Slow Utopia and Hustle, and two trends which tend to merge virtual and reality-Data Craft and Virtual Landscape.



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

数据诗

Data Craft

对算法艺术的崇拜
Cult in Algorithm Craftsmanship

虚山水

Virtual Landscape

人文主义和数字文明的模糊边界
Blurred Boundary of Humanism and
Digital Culture

慢托邦

Slow Utopia

逃离快都市的空想

Fantasy to Runaway from Fast Rhythm

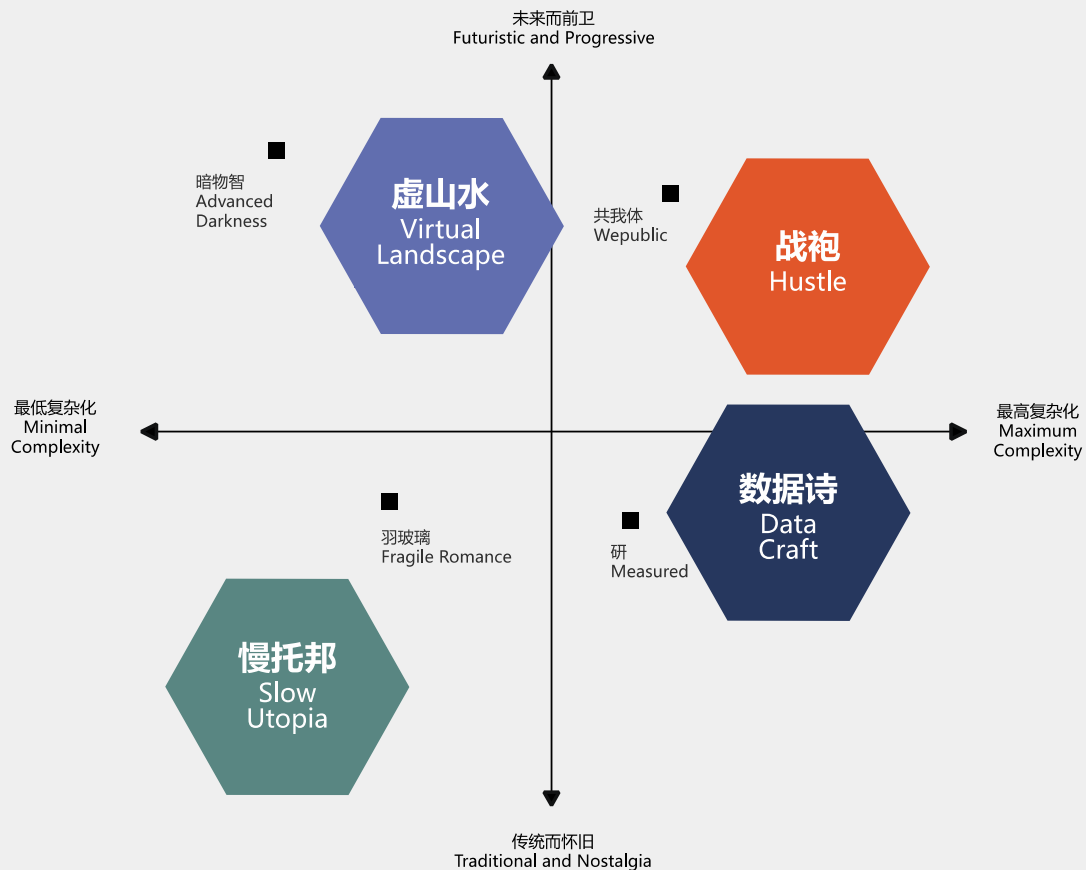
战袍

Hustle

随性点燃的年轻宣言
Freestyle Manifesto of Youth

四大设计趋势风格定位图

Style Matrix of the 4 Design Trends



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

2017年度**29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2019-2020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**

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 2017**, with a collection of **6 expert interviews**

4 design macro trends for the 2019-2020 Chinese market

Total of more than **280 pictures and diagrams**

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

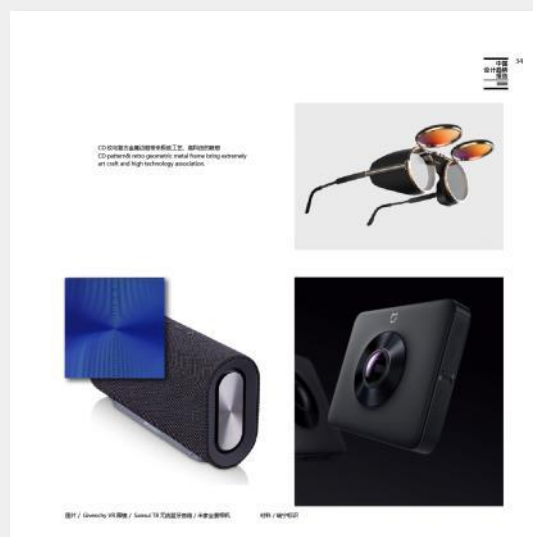
12 pieces of material suggestions and **6+ real physical samples** representing each macro trend

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

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



中国设计趋势应用培训

China Design Trends Application Training

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、市场及销售人员进行培训。

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 or sales function.



中国设计趋势应用案例:腾讯

Example of China Design Trends Application: Tencent

腾讯发布对《中国设计趋势报告》的设计应用，展示电商app内服装类视觉设计例子

Tencent posted design application article and showed example of fashion page visual design in online merchandise APP

http://www.sohu.com/a/143769305_187948

2017最新设计趋势&流行人设，你还看得懂吗？
2017-05-08 17:28

腾讯大讲堂
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338 808
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导语 | 四大设计趋势从社会角度出发，延伸出四大流行人设，并从色彩、材质、表面处理（即Color/Material/Finish,简称“CMF”）角度将四个趋势视觉化呈现：人设促成趋势，趋势反作用于人设。

2017年3月一年一度的设计盛事《设计上海》在上海展览中心拉开帷幕，从各国自带品牌和文化属性的作品中，依然不难看出未来设计的前沿趋势和走向，其中由dyang design设计咨询公司发布的一年一度2017-2018设计趋势报告从材质、用色、以及人群角度提炼出了当代四大设计趋势。

1 微冷系	2 幻次元
3 趣守艺	4 御感官

Persona 风格: 简约, 清新, 自然, 文艺, 治愈系

年龄	核心价值	材质
10-20	个性表达, 新鲜, 实验性	牛仔, 帆布, 皮革
20-30	时尚, 潮流, 品牌, 社交属性	棉, 涤纶, 混纺, 针织
30-40	品质感, 舒适, 实用, 性价比	棉, 麻, 羊毛, 丝绸, 皮革
40-50	品质感, 舒适, 实用, 性价比	棉, 麻, 羊毛, 丝绸, 皮革
50-60	品质感, 舒适, 实用, 性价比	棉, 麻, 羊毛, 丝绸, 皮革

Style Color 风格: 简约, 清新, 自然, 文艺, 治愈系

色号	色名	色值	色值
001	微冷系	#E91E63	SPOT BLEND SATURATION 20%
002	幻次元	#9C27B0	SPOT BLEND SATURATION 20%
003	趣守艺	#4FC3F7	SPOT BLEND SATURATION 20%
004	御感官	#8D6E14	SPOT BLEND SATURATION 20%

电商设计应用

以上针对不同人群归纳出的四大设计趋势，分别通过对颜色、材质、风格、节奏等维度进行了逻辑和量化的分析，其对应视觉样式已呼之欲出。目前互联网广告投放均以精准人群数据率为主要基准，如果进一步将四大设计趋势视觉化后，配合人群定向进行定制化设计呈现，通过定制化设计反作用于目标用户，以期提高广告转化率。

Design sample
电商设计为例

人设 ← 促成 → 趋势
← 引导 →

这里以电商app内服装类视觉设计为例：

Design sample
微冷系

Design sample
趣守艺

中国设计趋势报告媒体报道

Media Highlight of China Design Trends



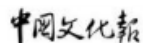
South China Morning Post



私家CIRCA



DESIGN CHINA



购书资讯

Purchase Information

《2019-2020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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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、亚洲影响力设计银奖、福布斯中国影响力设计大奖在内的近百项设计大奖。

下设计策略研究所、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。如绿色和平、壹基金、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
MUSEUM

福特汽车工业设计博物馆

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 and iF awards, G-Mark award, IDEA award, Design for Asia silver award, and Forbes China's Influential Design award.

YANG DESIGN has a 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, and has long term strategic partnerships with professional design research institutes from countries including Germany, Britain, the United States and Japan. YANG DESIGN has also invested in 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 Greenpeace, One Foundation, Boeing, BMW, Audi, Infiniti, GM, Bosch, Samsung, Philips, Schneider Electric, Hitachi, DuPont, Unilever, Haier, Huawei, Vanke, 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 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 CMF创新实验室

YANG DESIGN CMF LAB

自2005年起，YANG DESIGN率先从德国引入了领先的趋势预测工具，迄今已为波音、宝马、日产、现代、富士通、BOSE、日立、海尔、美的、微软、三星、华为、联合利华、德国默克、瑞典木业等客户完成了众多趋势研究项目，并长期协办全球色彩集团CMG亚洲趋势色彩大会。CMF（色彩、材料与表面处理）是趋势研究中的一个环节。YANG DESIGN CMF创新实验室创建于2005年，其职责包括：研究CMF的基础综合理论，并跟踪各领域的先进技术；提出符合产品的CMF的设计与实施方案；定期提出未来2-10年后的流行趋势。项目曾获德国iF设计奖和美国IDEA奖，其中《中国设计趋势报告》是每年一度的、具有前瞻性的项目。

YANG DESIGN has been introducing advanced trend study methodology since 2005, and building the professional trend study team in China with global talents together with expert panel. Until now, we have completed trend study projects for Boeing, BMW, Nissan, Hyundai, Fujitsu, BOSE, Hitachi, Haier, Midea, Microsoft, Samsung, Huawei, Unilever, Merck and Swedish Wood and support the Color Marketing Group Asian Forecast Workshop as long term partner. Projects are winner of iF and IDEA awards.

design
SHANGHAI
设计上海

中国设计趋势展览 China Design Trends Gallery

Design by JAMY YANG 杨明洁设计

2018 设计上海于3月17日落幕，创造了超过68,492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和中国市场未来设计的风向标，由YANG DESIGN 策展的中国设计趋势展区，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，并且已连续四年在设计上海发布趋势。

The 2018 Design Shanghai was concluded on March 17th, with a new record of 68,492 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. As the benchmark for future design for the Chinese market, YANG DESIGN has released design trends at Design Shanghai for four years in a row.

中国 设计趋势 报告

CHINA DESIGN
TRENDS REPORT
by YANG DESIGN



展览：

上海静安区延安中路1000号 上海展览中心

设计上海 西区馆入口处

2019.3.6-3.9 10:00-18:00



我们的服务 Our Services

趋势研究及CMF设计

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.

《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.

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 exhibition and installation design for client.



THANKS



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