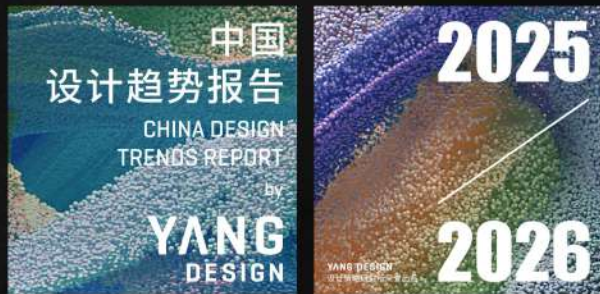




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Scan the QR code to read the preview
of China Design Trends Report





《2025-2026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

11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219个以上大数据

超过86页，共374张以上前瞻图片和图表视觉化呈现

《2025-2026中国设计趋势报告》现已发售！

11-year professional research and study

Conversations with experts from six design fields

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 219 hot data

Over 86 pages, over 374 pictures & diagrams

NEW BOOK IN STOCK <2025-2026 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

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？

中国市场上有哪些创新品牌和材料制作商值得关注？

主导未来的色彩、材料、工艺趋势和关键词有哪些？

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。

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?

Which innovative brands and material producers are leading the trend in the Chinese market?

What are the color, material and finish trends and keywords that will dominate the future?

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。

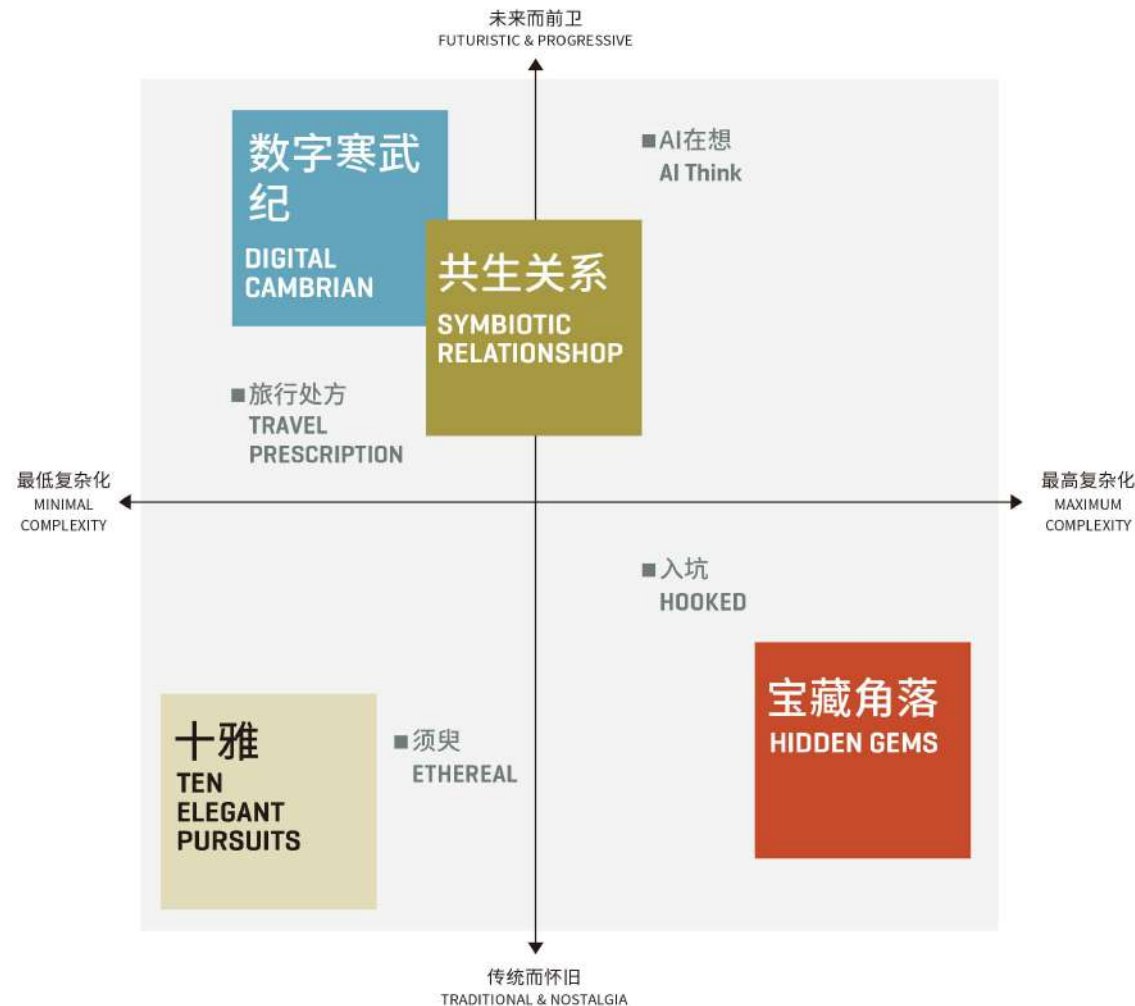
在这一册报告中，YANG DESIGN 提出了四个趋势，也是四套面向未来的新品概念策划方案。

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.



十雅

TEN ELEGANT PURSUITS

重拾古人的优雅爱好，在复古五感体验中完成心灵排负
Regain Elegant Hobbies and Achieve Emotional Relief
through Vintage Sensory Experience

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

图片: unsplash

宝藏角落

HIDDEN GEMS

珍藏旅行中的鲜活触动

Treasure the Vibrant Touching Moments in Travel

中国设计趋势报告 by YANG DESIGN

China Design Trends Report by YANG DESIGN

图片：复刻浪漫风筝系列，庆之 Reproduction romantic kite series, QINGZHI STUDIO

共生关系

SYMBIOTIC RELATIONSHIP

受自然的启示，进化出互利的生存方式

Inspired by Nature, Evolution into a Mutually Beneficial Way of Survival

中国设计趋势报告 by YANG DESIGN

China Design Trends Report by YANG DESIGN

作品：共生Symbiosis No.4，吴逸飞



数字寒武纪

DIGITAL CAMBRIAN

技术变革催生新的美学价值，如同寒武纪新物种般爆发
New Aesthetic Value in Tech Revolution Exploding like
New Species in the Cambrian

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

图片：Google DeepMind



《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，
18个中国热点总结和219个大数据，
针对未来中国市场，提出4大设计趋势，
86页，共374张图片和图表视觉化呈现，
清晰可见的11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 18 trending topics in China in 2024-2025 and 219 big data,
4 design trends for Chinese market,
86 pages, 374 pictures & diagrams,
11-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18个热点，219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 15-20 examples per theme, for a total of 60-80 examples, focusing on the current consumer trends in the Chinese market, analyzing people's lifestyles and aesthetic changes.

政治、经济、社会、科技、文化、设计趋势

PESTCD TREND MAPPING

	2021	2022	2023	2024	2021	2022	2023	2024
P 政治 POLITICS	关键指标 KEY INDEX 政治体制、经济体制、政策稳定性、财政预算、税收政策、产业政策、投资政策、专利政策、国际关系、地区关系、国际开发水平、重大诉讼、行业相关法律法规	过往 FORMERLY 在边缘中得找回归属感 数字治理挑战	目前 DOMINANT 境外游重启 ESG	新兴 EMERGENT 存量房改造 双碳绿色建材	关键指标 KEY INDEX 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、领域技术专利和研发费用专利及其他专利情况等	过往 FORMERLY 元宇宙 技术创意力 技术导入	目前 DOMINANT AI/CG 焦虑 虚实对话 对话宇宙未知	新兴 EMERGENT 新质生产力 智能场景化
E 经济 ECONOMY	GDP 及增长率、居民消费 / 储蓄结构、利率、汇率、通货膨胀率、CPI、PPI、PMI、居民可支配收入、消费信心、失业率、生产率、产业结构等	过往 FORMERLY 微度假 露营经济 轻资产经济	目前 DOMINANT 笃定消费 微度假 野人	新兴 EMERGENT 反内卷消费 轻资产经济 民族旅游 活动器具让家更美	关键指标 KEY INDEX 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、消费观念、行为活动、代际人物、工作态度、教育状况、消费观念、审美观念等	过往 FORMERLY 虚拟 emo 数字的小人国自由	目前 DOMINANT 松弛感 精神自由 数字社交圈	新兴 EMERGENT 中国雅集 人文共生 精神角落 地鸣系
S 社会 SOCIETY	社会责任、社会责任、人口结构、性别比、年龄结构、出生 / 死亡率、种族结构、宗教结构、网络习惯、网络习惯等	过往 FORMERLY 躺平 大事件庆博 特殊群体关怀	目前 DOMINANT 数字游牧 数字 身份和解	新兴 EMERGENT 身心健康疗愈 志学 返人	关键指标 KEY INDEX 新产品、新服务、新品牌、新市场趋势等	过往 FORMERLY 赛博朋克	目前 DOMINANT 多巴胺即时感官刺激 中式混搭 赛博朋克家居	新兴 EMERGENT 审美标签 Clean Fit 从兜兜
					关键指标 KEY INDEX New invention, Technical update and speed, Technology the production speed, International R & D expenses, National key project, Technology trends, R & D costs, etc.			
					关键指标 KEY INDEX 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.			
					关键指标 KEY INDEX New products, new services, new brands, new marketing trends, etc.			

趋势背景

BACKGROUND

智能场景化

在 2024 年 2023 年的全球及中国智能家居行业发展分析中，智能家居技术的演进显著，经历了从初阶的 1.0 版本，依赖基础感知技术以实现简单连接，到当前 3.0 版本通过数字先进技术如声控和人工智能驱动的家庭管理系统，构建了一个更灵活、安全且便捷的居住环境。这种进化不仅提升了用户体验，也极大地扩展了智能家居的应用范围。

市场研究数据显示，高达 86.1% 的消费者已经拥有或计划购买智能家居产品，这一比例反映了智能家居技术的广泛接受度。

智能家居应用场景正在从单一产品智能化向整体智慧生活场景演进。未来，更加智能化的产品和更多样化的应用需求，将满足用户高效生活需求，同时带动投入更多时间于家务劳动的群体，解放双手、智能化、护眼灯、宠物家电、自动宠物喂食器等品类在市场中涌现，将持续 2025 年智能人居生态圈 Optimus 生产。

Intelligent Scenario

In the analysis of global and Chinese smart home industry development from 2024 to 2023, smart home technology has evolved from version 1.0 to 3.0, integrating advanced features like voice-controlled lighting and AI-driven home management systems based on sensors, building a more efficient, safe and convenient living environment. This evolution not only improves the user experience, but also greatly expands the scope of smart home applications.

Market research indicates wide consumer acceptance, with 86.1% consumers already owning or planning to buy smart home products.

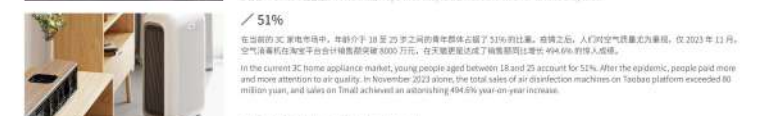
The application scenarios of smart homes are changing from single-product to overall smart home ecosystems, catering to those seeking efficiency in daily life. New species including sleep monitor, fair generator, smart tent, eye care lamp, pet appliance and acts by pan emerge in Chinese market. Tesla starts production of humanoid robot Optimus in 2025.



3.7 亿

在一年中，电动 / 智能床垫在淘宝天猫平台上的销售新达到了 3.7 亿，同比增长 140%。其中，“0 压”“零重力”两个卖点吸引了更多消费者的青睐。智能床垫能够实现自动调节角度，开启按摩模式，睡眠健康监测，量身定制床垫。在小红书上，# 拯救失眠的话题达到了 3.7 亿浏览量。

In one year, sales of electric/smart mattresses on Taobao & Tmall reached 370 million yuan, an increase of more than 140% year-on-year. Smart mattress can automatically adjust the angle, turn on the massage mode, sleep health monitoring, covering 0-pressure and post-sleep scan. On RED, the topic #Saving insomnia has reached 370 million views.



51%

在目前的 AI 家电市场中，年轻小于 30 岁 20 岁之间的青年群体占据了 51% 的比例。在疫后，人们对空气质量尤为重视，仅 2023 年 11 月，空气净化器销量环比增长 1000 万台，在天猫就成交了 499.6 万台。在小红书，# 拯救失眠的话题达到了 3.7 亿浏览量。

In the current AI home appliance market, young people aged between 18 and 25 account for 51%. After the epidemic, people paid more and more attention to air quality. In November 2023 alone, the total sales of air purification machines on Taobao platform exceeded 80 million yuan, and sales on Tmall achieved an astonishing 499.6% year-on-year increase.



2-3 克

RingGen Gen 2 是全球最轻、最薄的智能戒指，拥有 12 天电池续航时间和 AI 健康监测系统，重量仅 2.3 克。三星智能戒指 Galaxy Ring AI 仅重 1.9 克。随着女性月经周期等健康指标，加强健康应用生态链用户粘性。

RingGen Gen 2 is the world's lightest and thinnest smart ring, featuring 12-day battery life and AI health tracking and weighs between 2-3 grams. The Samsung smart ring Galaxy Ring can monitor various health indicators such as heart rate, sleep, female menstrual period, strengthening the user stickiness of the health application ecosystem.



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，在传达丰富的审美灵感同时，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.



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



材料及表面处理趋势

每个主题12种跨行业产品的材料及表面处理的图片，
 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. 24 pieces of physical material, which can be reused for display, collection or workshop.

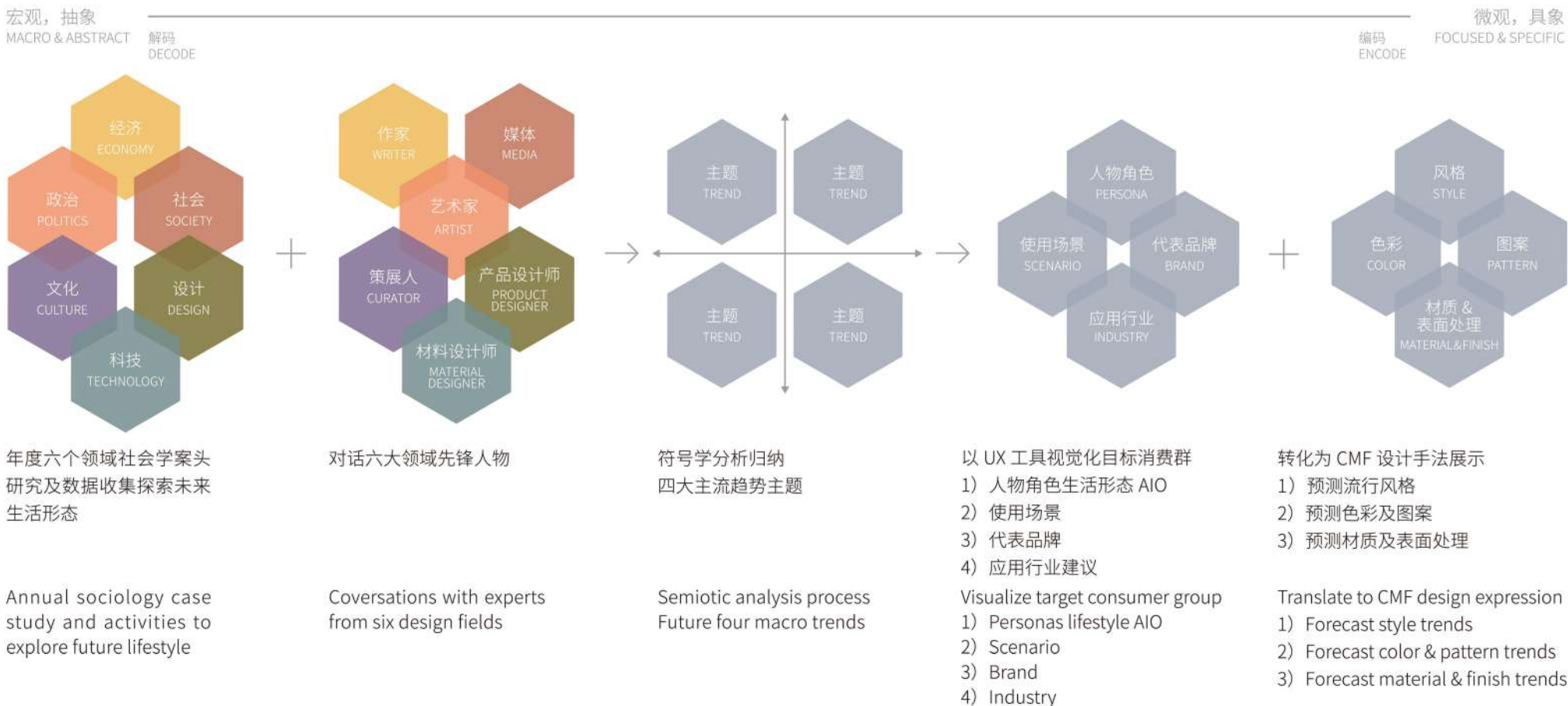




被德国iF官网推荐的专属四步趋势预测法

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.





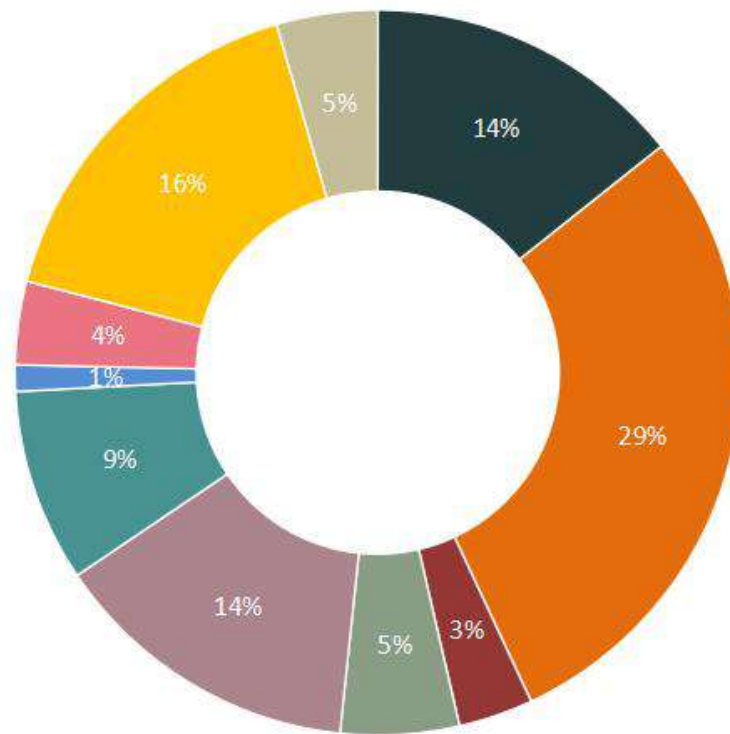
本报告针对的行业

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.

十年《中国设计趋势报告》订购企业行业占比
10-year Proportion of Reader by Industry

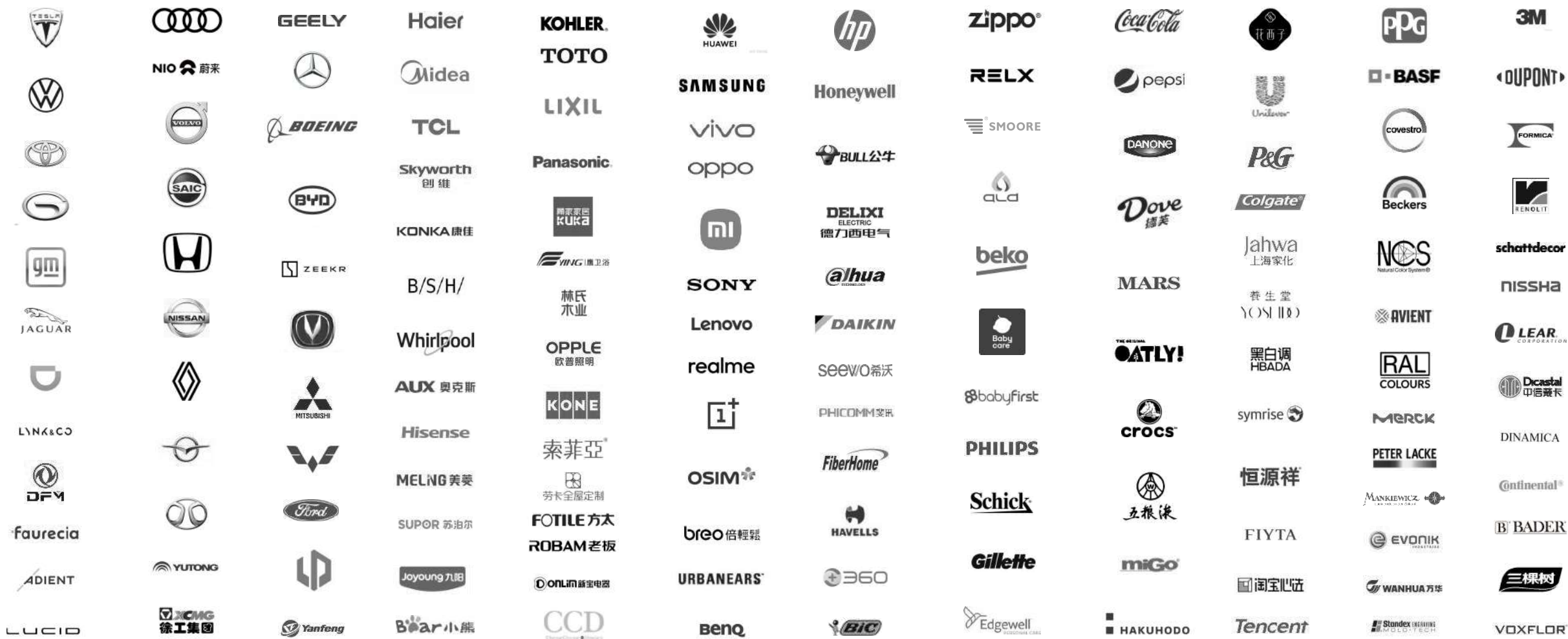


■ 交通工具 ■ 消费电子、家电 ■ 家具 ■ 家居、厨卫、照明 ■ 材料、色彩
■ 快消、个护、时尚 ■ 食品 ■ 零售贸易 ■ 广告及服务 ■ 其他



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.

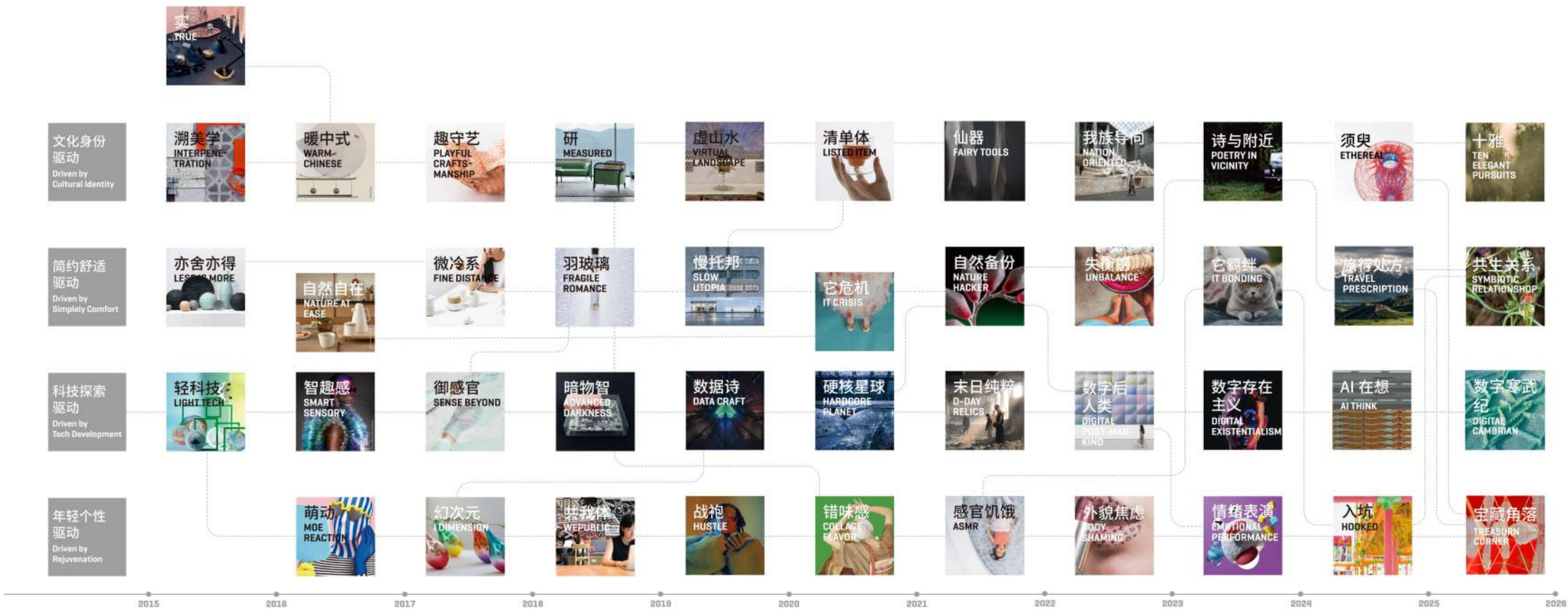
As strategic director of YANG DESIGN, the forward-looking design consultancy in China, she has been leading the strategic team to build the CMF Lab and UX Lab, defining design strategy to realize business value for companies in different development stages. Her clients are leading brands including Boeing, 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

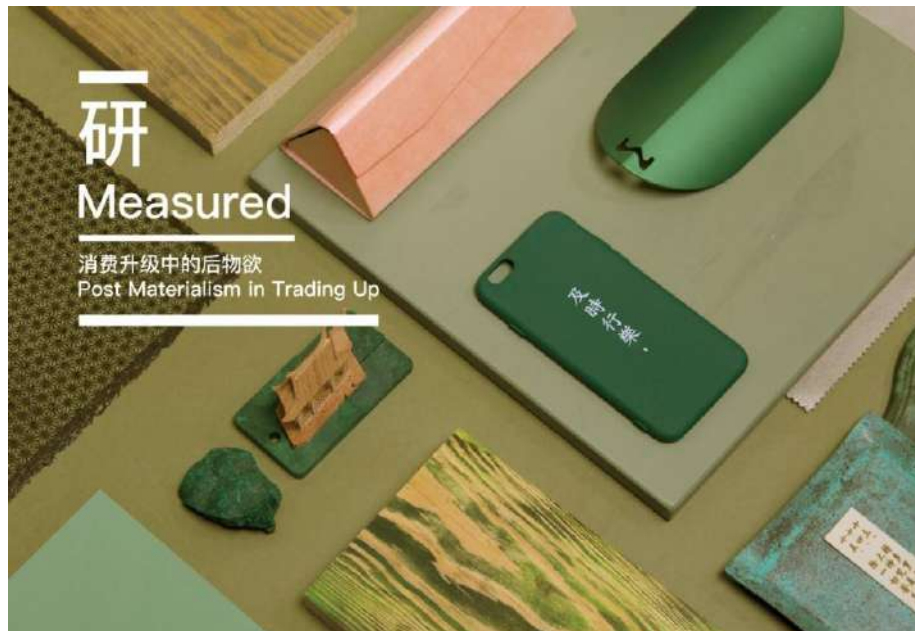
Successful application examples of our trend report: 2018-2019



《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

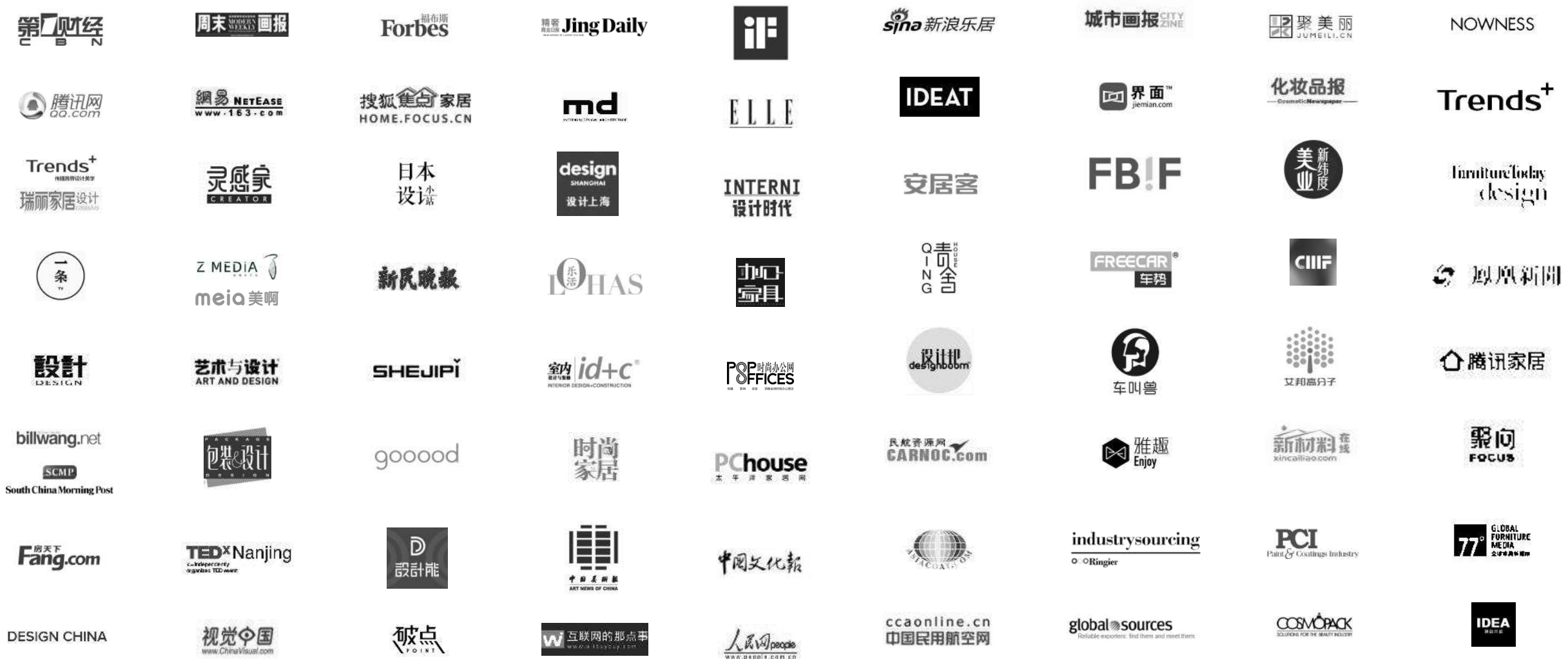
- CMF designer, Nissha, Japan

- 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

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+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):

扫描以下微信小程序码付款购买。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?

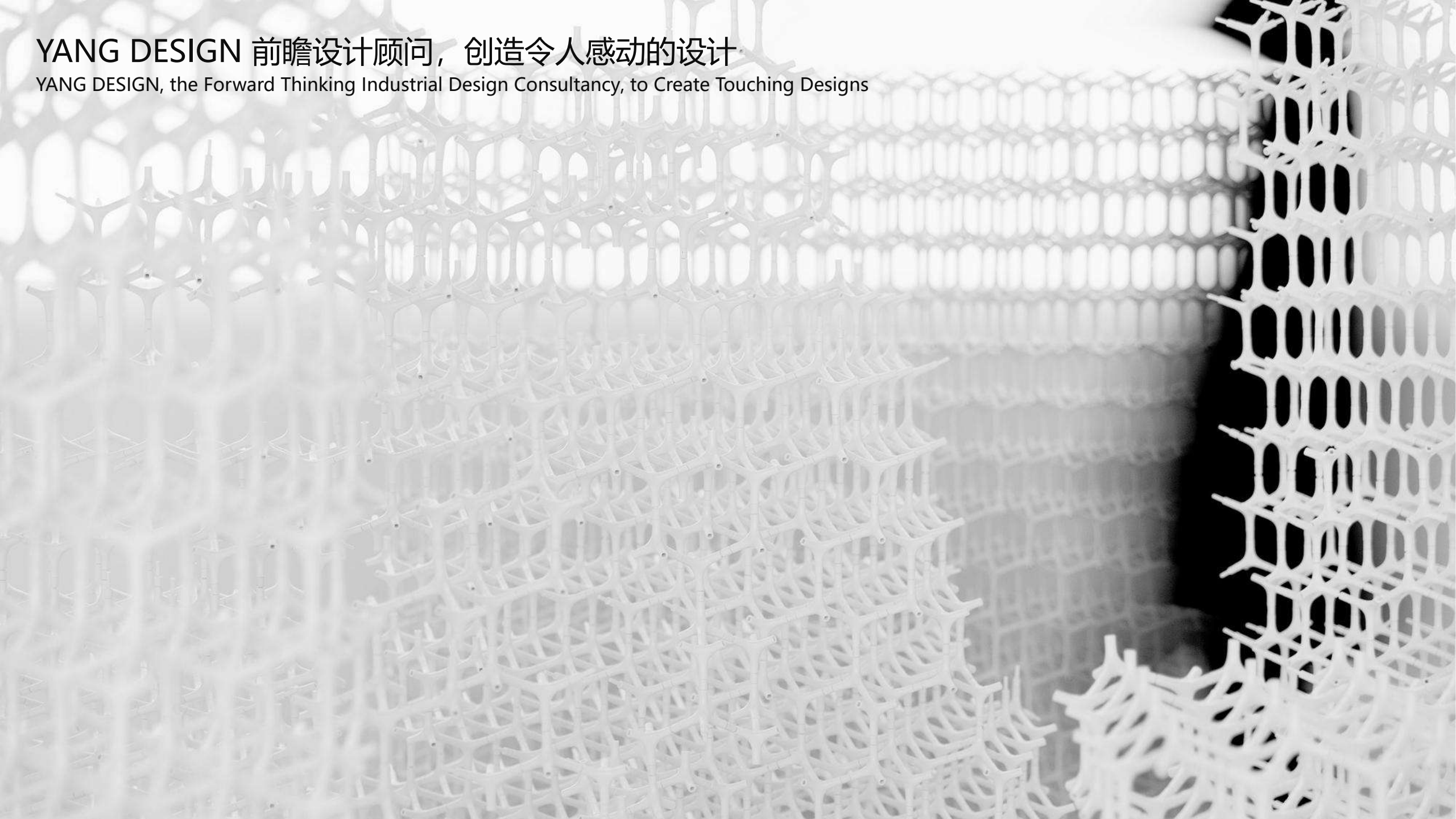
如您想要购买现场培训，请务必在下单前提前电话联系我们确认整体报价。
进行现场培训，双方可提前约定时间、地点。
建议可在我司上海杨明洁设计博物馆内举行；如需差旅，将酌收差旅费用。

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.

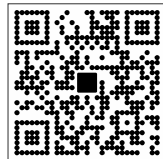
展览策展及设计

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.

■ 谢谢 Thanks!



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