

# 中国设计 趋势报告

# CHINA DESIGN TRENDS

YANG DESIGN设计策略研究所荣誉出品

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2020  
2015  
2016



# Who We Are

YANG DESIGN is one of the leading consultancies in product strategy and innovative design in China. YANG DESIGN is the very first Chinese winner of the top 4 international awards -- Red Dot, iF, G-Mark and IDEA, and has won more than 60 design awards in history.

YANG DESIGN persists on the design philosophy of “Creating perfect user experiences”, and helps to achieve innovative business value for local and international renowned brands. Some of the partners are Boeing, Audi, GM, Siemens, Bosch, Samsung, Philips, ABB, Schneider Electric, BOSE, Hitachi, Volvo, KIA, Infiniti, DS, Lenovo, Haier and HTC.



**YANG**  
DESIGN



設計策略研究所

产品策略  
品牌识别

Product Strategy &  
Brand Identity

用户研究  
实验室

UX Lab

公共与  
服务设计

Public Service Design

CMF创新  
实验室

CMF Lab

趋势研究  
报告

Trend Report

# YANG CMF 創新實驗室

DESIGN  
CMF LAB

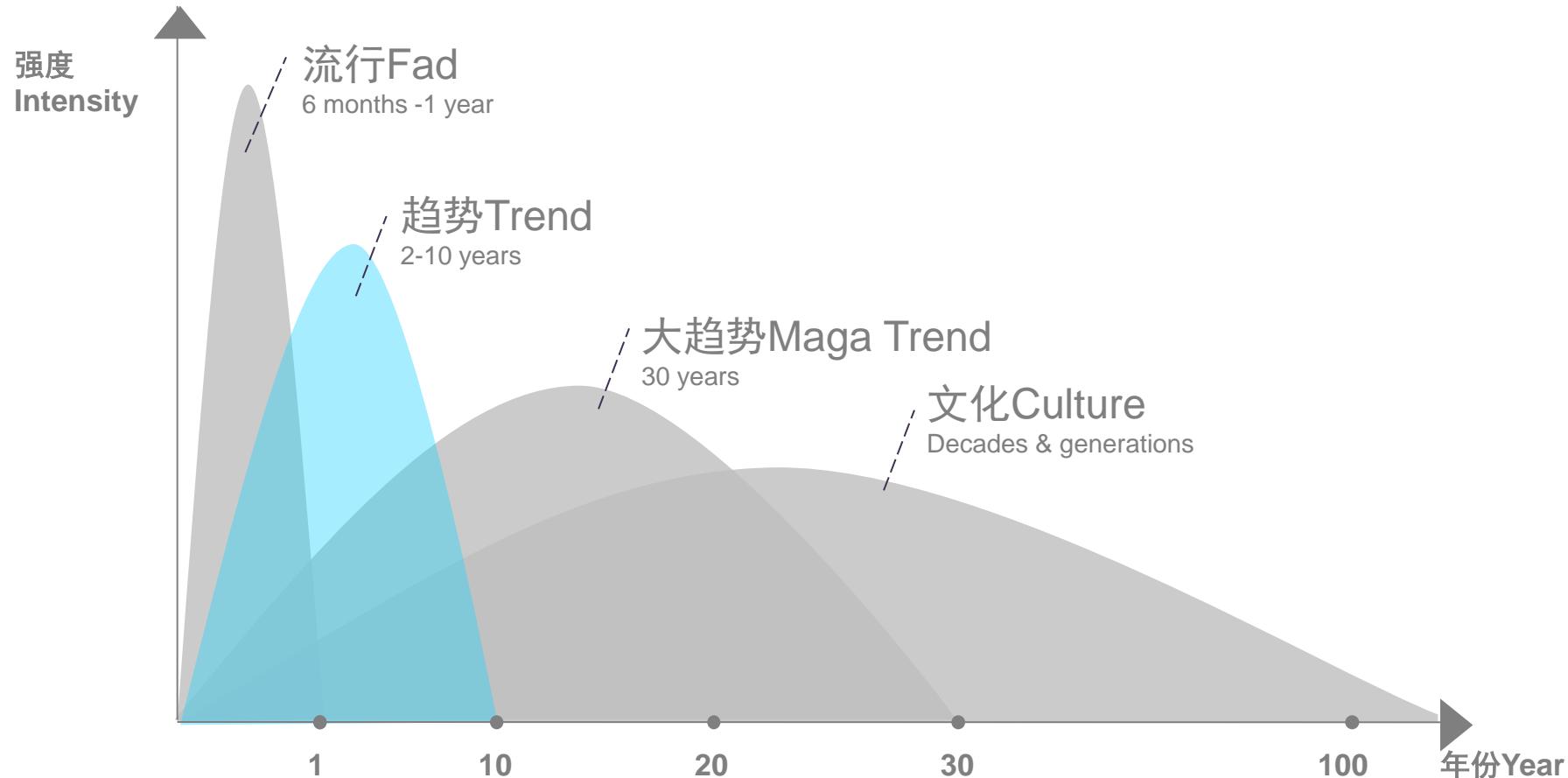


# 趋势的演变

## Types of Trends

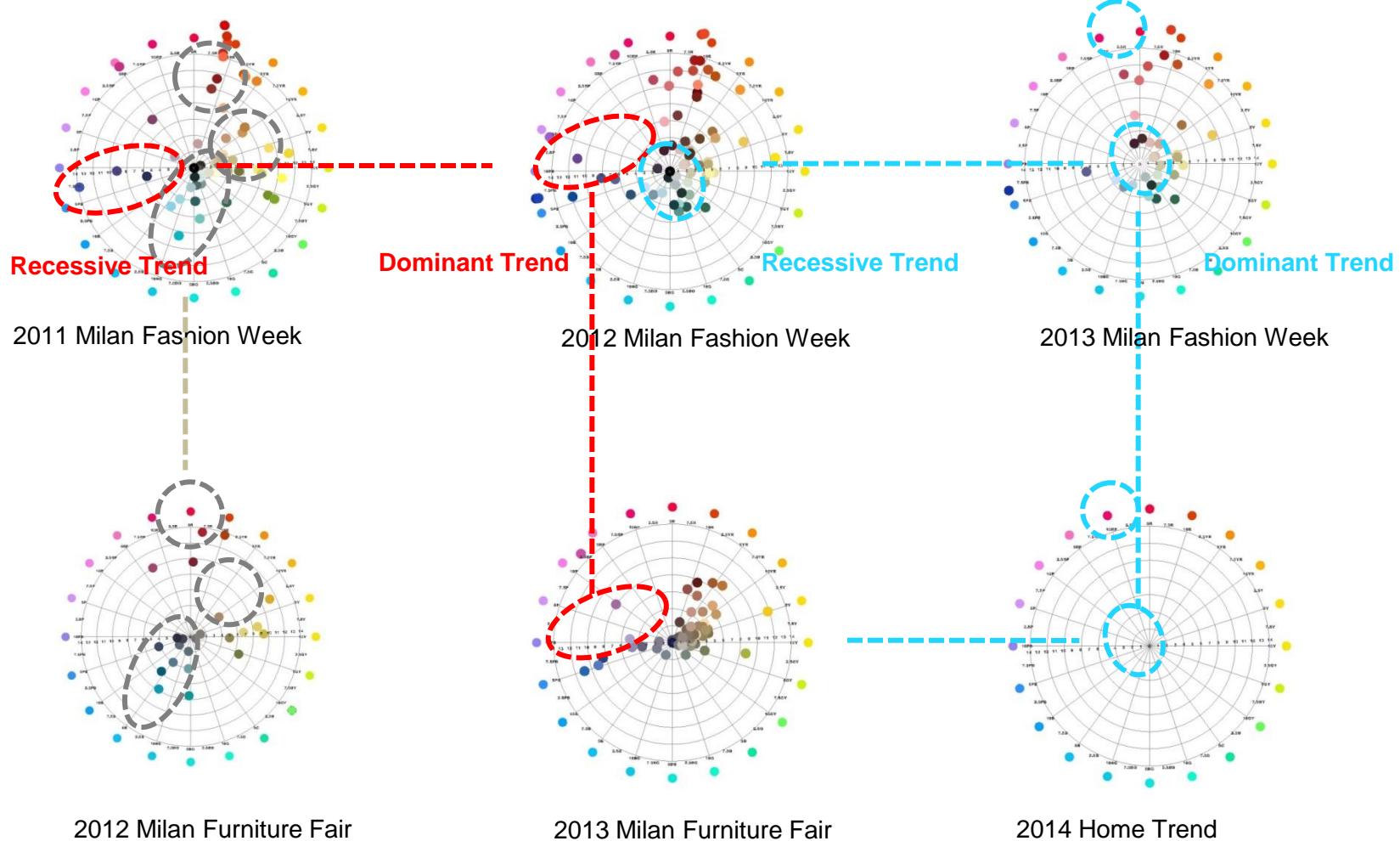
聚焦持续2-10年的设计趋势研究

Focus on 2-10 year design trends according to the product nature in the projects



# 产品类别与趋势的关系

## Product Categories & Trend



# 消费者、品牌与趋势的关系

## Consumer, Brand & Trend

潮流当中，你是领先者还是跟随者？谁能获得更多的消费者？

Are you a trend setter or a follower? Who can get the most consumers?



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# CHINA DESIGN TRENDS

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YANG DESIGN设计策略研究所荣誉出品

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2020  
2015  
2016

YANG  
DESIGN

# 中国设计趋势研究背景

## China Design Trend Study Background

潮流趋势因何而起？

怎样的产品设计是符合未来的市场？

世界多个中心每年发布各领域的设计趋势，  
但它们是否适合中国的市场？

How is a trend started?

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

Many world-renowned design centers regularly publish annual  
design trends in various fields, but are these trends fitting the Chinese  
consumer market?

# 中国设计趋势研究方法论

## China Design Trend Study Methodology

年度六个领域的案头研  
究探索未来生活形态

Annual case study across six  
industries 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



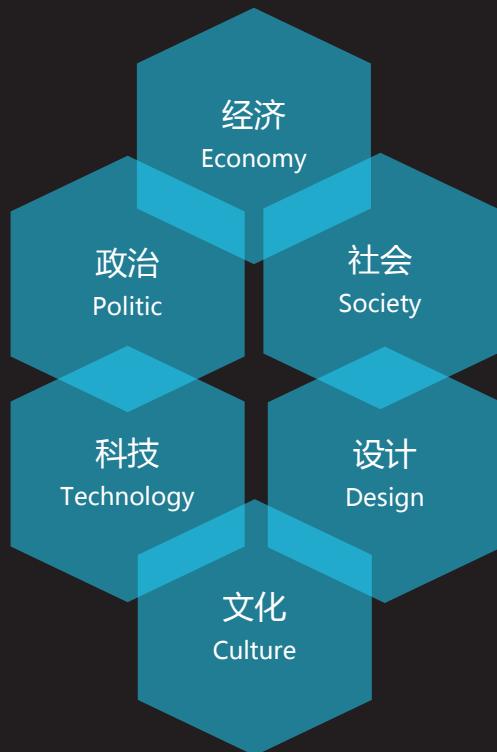
四大设计趋势

CMF的展现

- 1 ) 预测流行风格
- 2 ) 预测流行色彩
- 3 ) 预测流行材质

Future four macro trends

- 1) Forecast style trends
- 2) Forecast color trends
- 3) Forecast material trends

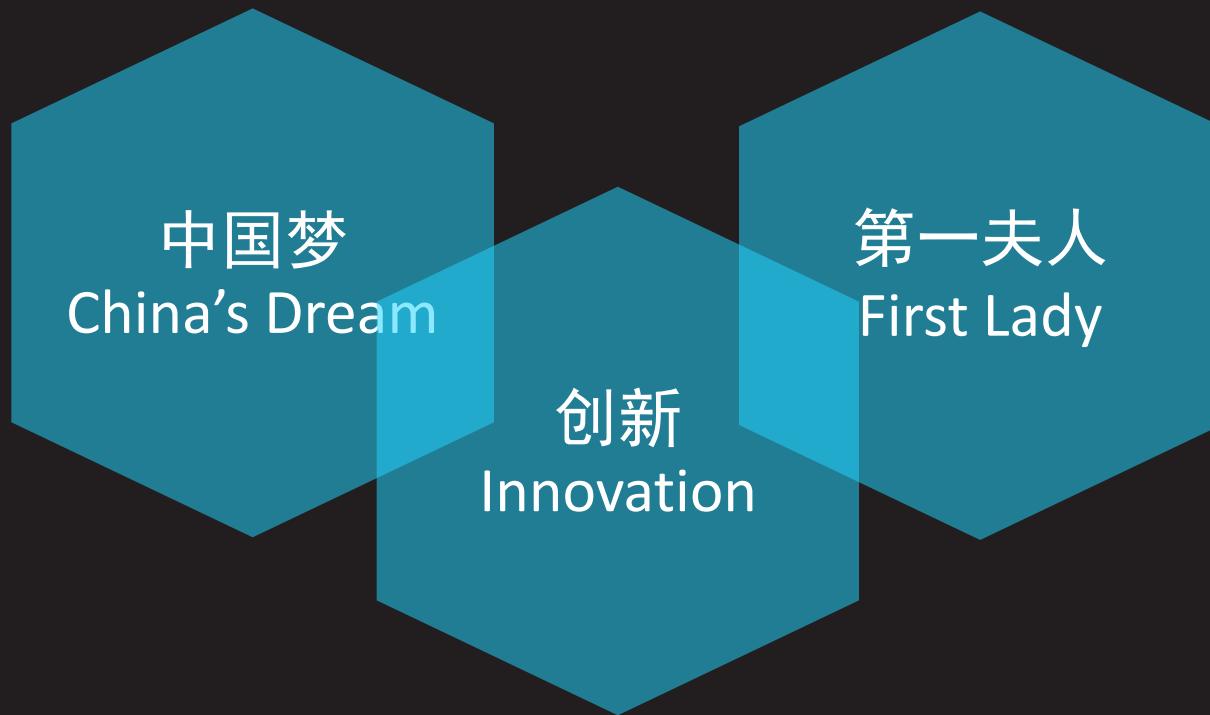


为企业提供未来设计灵感，把握  
未来造型、色彩、材质的趋向。

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

# 2013年中国政治关键词

## Political Keywords in China 2013



# 政治: 寻找身份认同

## Political: Pursue of Identity



Fashion designer brand Exception

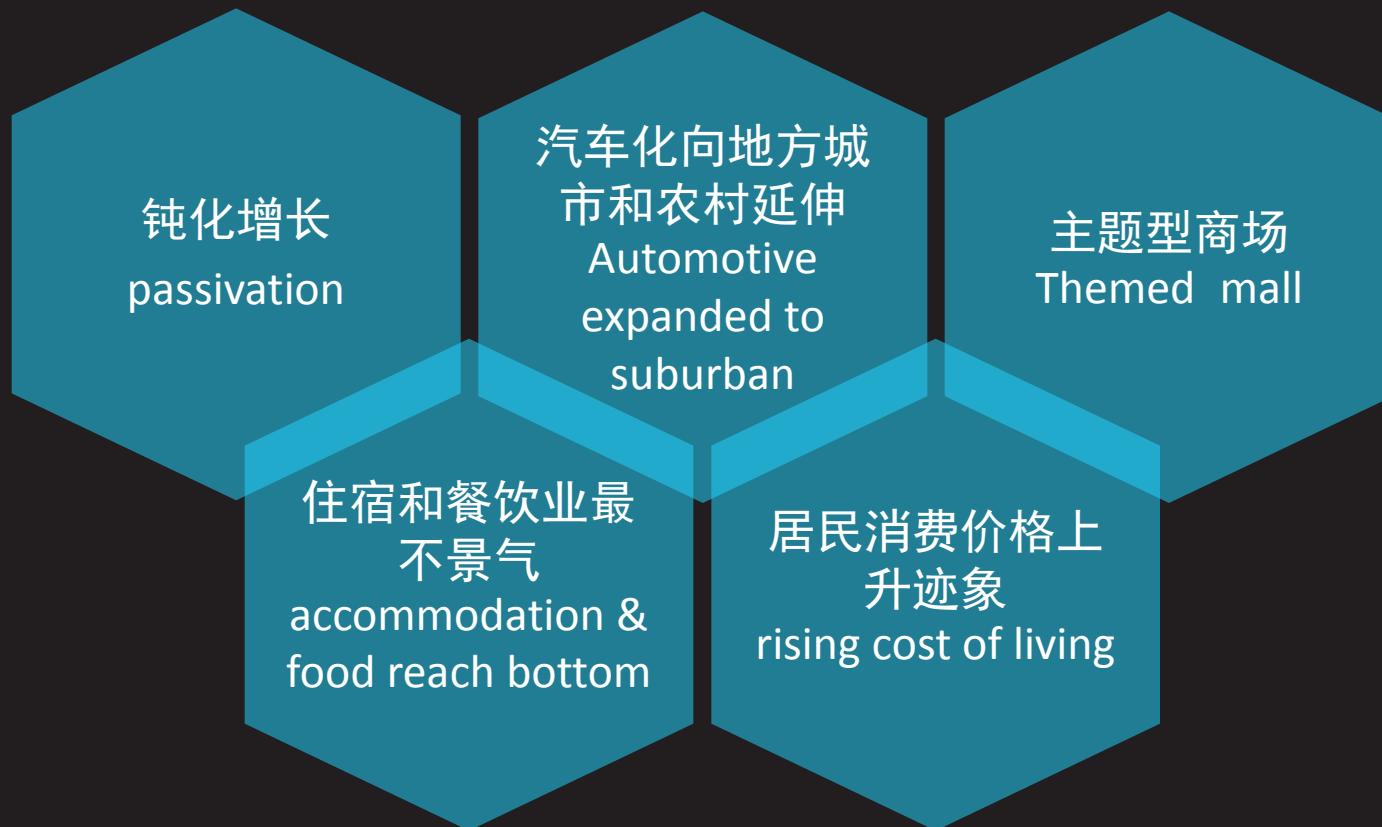
第一夫人欣赏本国设计  
在中国具有着特殊意义  
The appreciation of Chinese  
design from First Lady is  
significant to China



Tea set designed by Jamy Yang

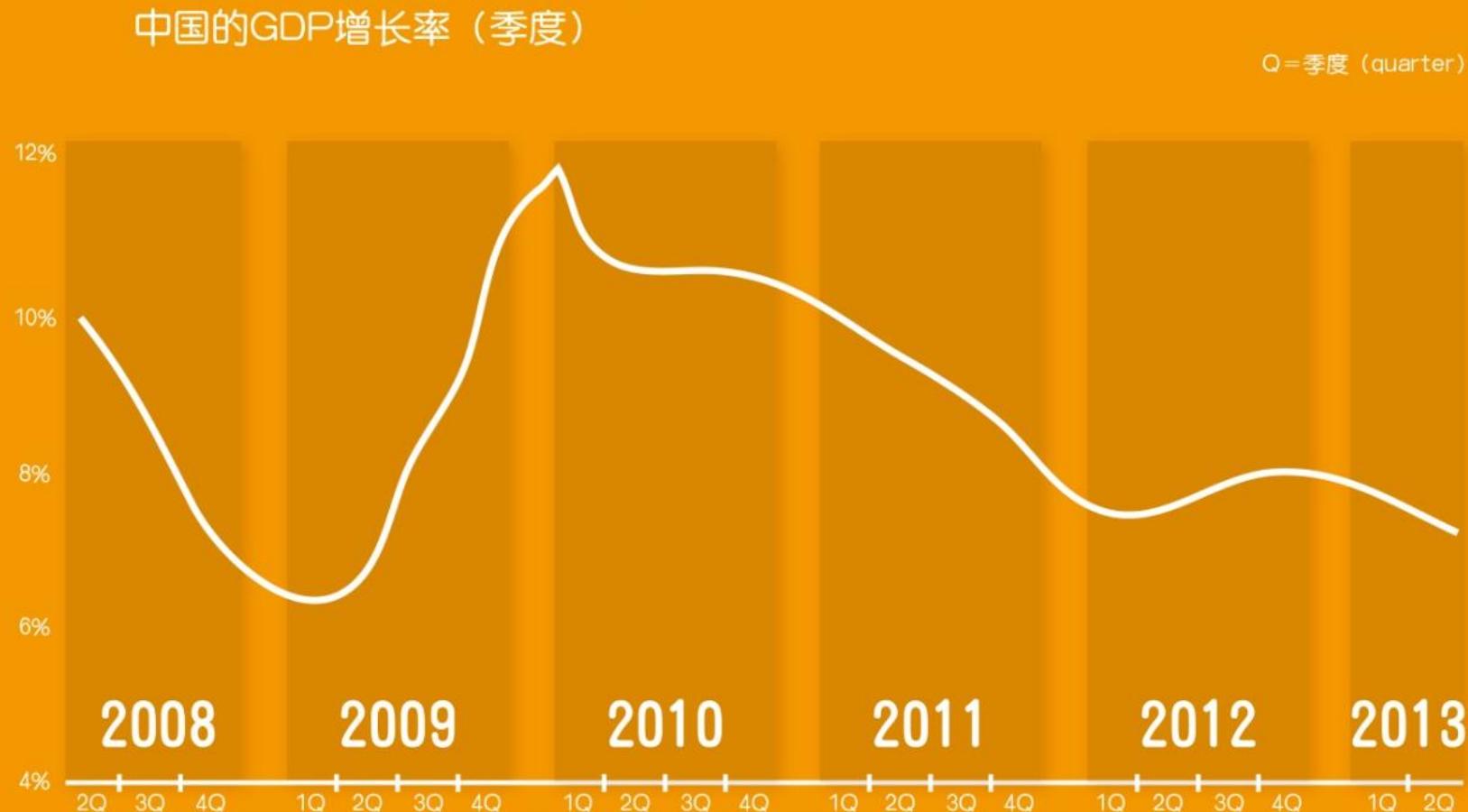
# 2013年中国经济关键词

## Economic Keywords in China 2013



# 经济：钝化增长

## Economic: Passivated Growth



# 经济：体验经济和主题型商城

## Economic: Theme Mall



# 楊明潔設計發現之旅



# 2013年中国社会关键词

## Social Keywords in China 2013

自然灾害  
频发

natural disasters

空气污染  
美丽中国  
air  
pollution

城镇化  
城市病  
Urbanization

食品安全  
Food safety  
issues

网络反腐  
Online anti-  
corruption

满意度低下  
不信任感

decline of  
government  
satisfaction rating

社会戾气  
致良知  
social hostility  
issues

信仰危机  
Trust crisis

# 社会：雾霾/空气污染及美丽中国

Social: Haze/Air Pollution & Beautiful China



# 2013年中国科技关键词

## Technological Keywords in China 2013

3D打印机  
3D printer

多功能眼镜  
multifunctional glasses

人体穿戴  
医疗设备  
wearable  
medical  
equipment

运动感应  
motion  
sensing  
technology

智能手表  
intelligent  
watch

无人驾驶车  
pilotless  
automobile

# 科技：3D打印

Technological: 3D Printing



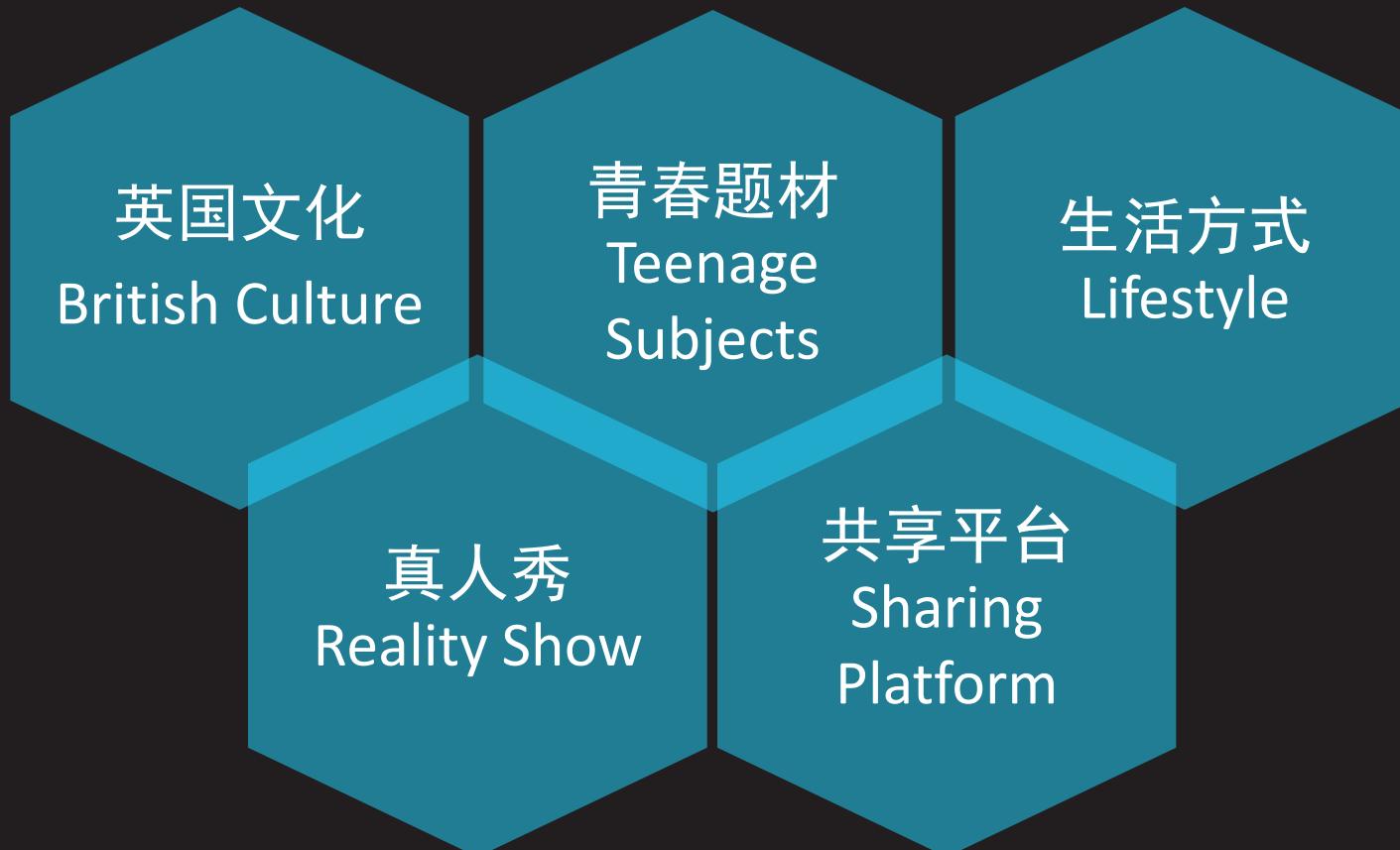
# 科技：可穿戴

## Technological: Wearable Tech



# 2013年中国文化关键词

## Cultural Keywords in China 2013



# 文化: 英国皇室

## Cultural: British Royal



# 文化:真人秀

## Cultural: Reality Show



# 文化:真人秀

Cultural: Reality Show



Dad, where are we going?

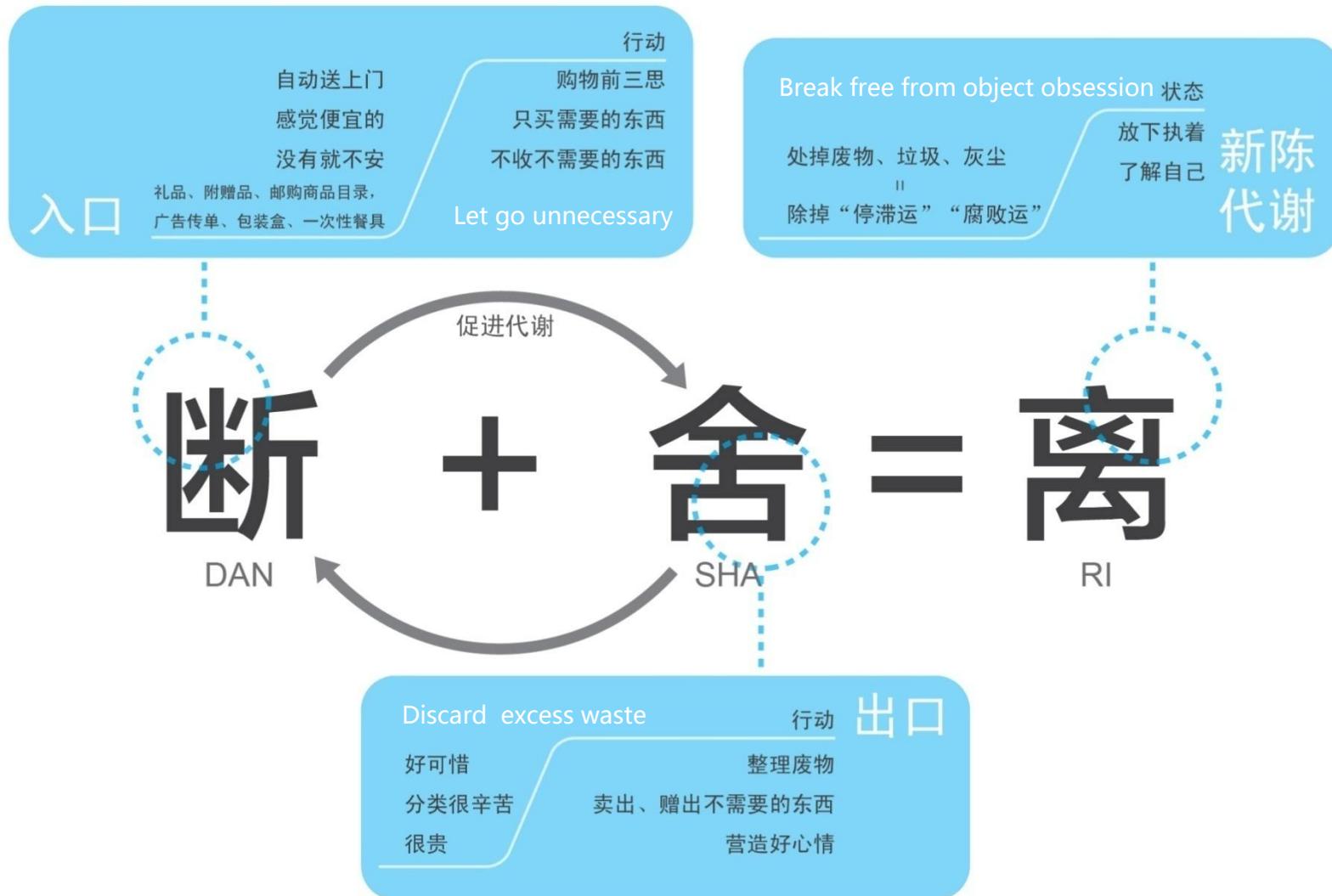
岁 青春永存

1  
Cultural: Teenage Subject



# 文化：“断舍离”

## Cultural: Danshari



# 2013年中国设计关键词

## Design Keywords in China 2013

新婴儿家庭

New  
Baby Family

周末下厨

Weekend Kitchen

家电雕塑化

Sculpturized  
Home Appliances

空气净化

Air Purification

可视化的  
节能控制

Visualized Energy  
Conservation

# 设计:周末下厨族

Design: Weekend Kitchen



# 设计：新婴儿家庭

Design: Very Important Baby



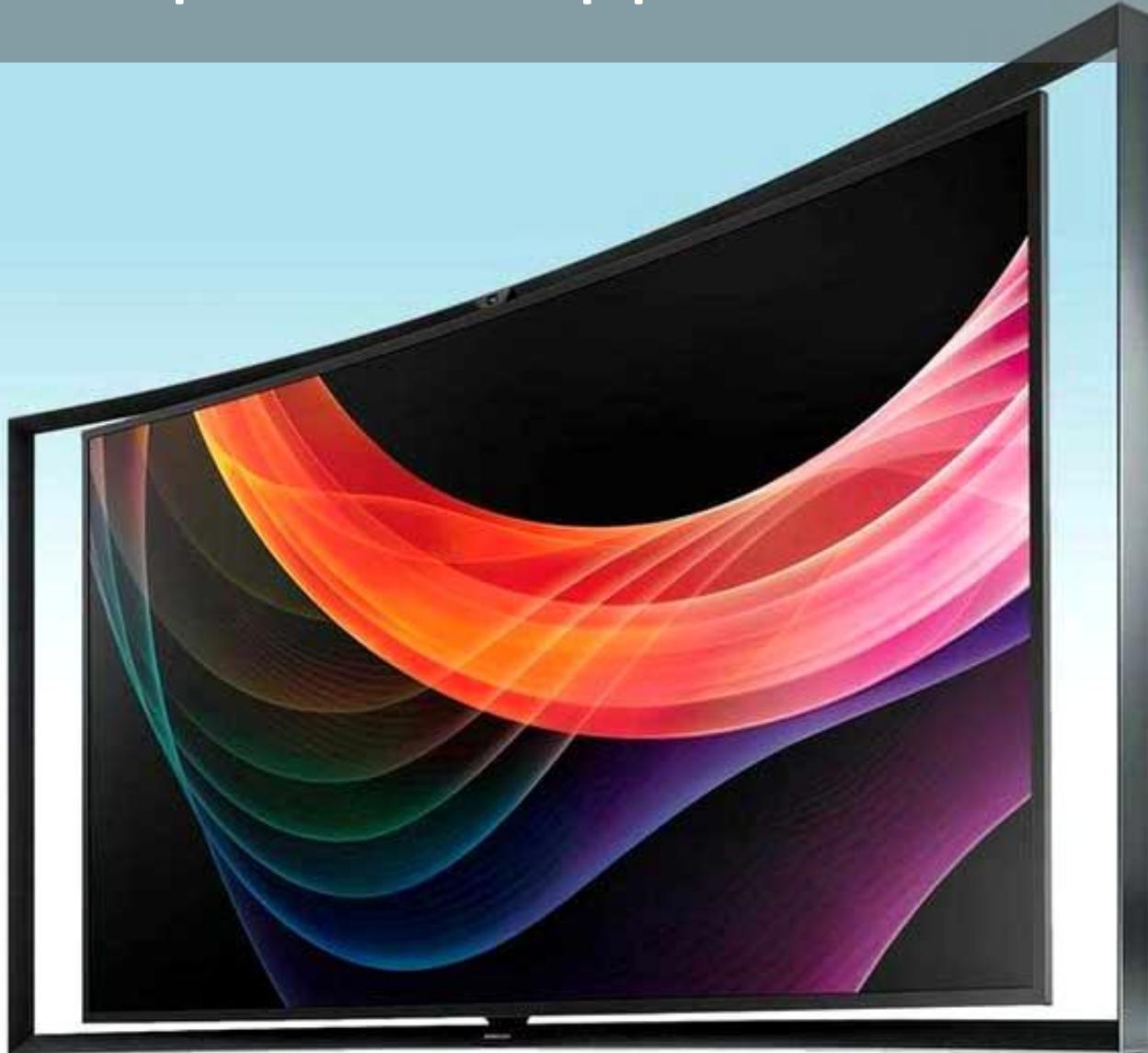
# 设计：可视化的节能控制

## Design : Visible Energy Efficiency Control



# 设计：家电雕塑化

## Design : Sculpturized Appliance



# 2015-16 中国设计趋势

## 2015-16 China Design Trends

**溯美学 Interpenetration**

由“文化”而引起的美学潮流不再一味地强调中国或西方某一方面，而是更深层次的结合——摒弃界限，但又有各自独特的表象。

The culture-influenced aesthetic trends are no longer emphasized on its Chinese or Western characteristic. Instead, they are integrated deeper into another level – without anymore clear boundaries, yet these trends present the uniqueness of each culture.

**轻科技 Light Tech**

对科技的印象更为平民、便民、亲民，信息图形化将会真正落实到产品设计上。

The impression of technology is becoming more civilized, people-convenient, and people-friendly. Information graphics will be truly implemented onto product design.

**实 True**

基于国人对安全的社会环境，以及人与人彼此之间信任的诉求，渴望“一件可以用100年的产品”的消费理念正在悄悄兴起。

Based on people's demands for social and environmental security, as well as mutual trust between each other, the consumer desire of "a product that can last for a century" has been quietly emerging to the market.

**亦舍亦得 Less is More**

因“自省”而带来的趋势，这次的自我审视的过程不是为了彰显自己、寻求与众不同，是一次真实的灵魂探索和自我决定。

This is a trend resulted from "self-examination". And this time, self-examination is not for showing-off, or seeking for differentiation with others – it is a true-to-self soul-searching and self-determination.

**Keywords:** 深度 Penetration  
连接 Connection  
融合 Blend  
结合 Fuse

**Keywords:** 透明 Transparency  
梦幻 Wonderful  
亲密 Intimacy  
喜悦 Joy

**Keywords:** 传承 Inheritance  
基因 Genetics  
品质 Quality  
坚持 Persistence

**Keywords:** 清幽 Tranquility  
留白 Negative space  
本真 Authenticity  
平实 Plainness

Key words:

回味 Recollection  
渗透 Penetration  
再生 Rebirth  
融合 Fuse

# 溯美学 Interpenetration

由“文化”而引起的美学潮流不再一味地强调中国或西方某一端，而是更深层次的融合——消弭界限，但又有各自独特的表现。

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牡丹红

栀子黄

石墨黑

Photo © 钱达



马来西亚皇家雪兰莪茶具设计，2011年——至今，获美国 IDEA Design Award 2013：

拥有127年历史的全球第一锡镴品牌——皇家雪兰莪委托YANG DESIGN设计了一套名为“知竹常乐”的茶具系列。该系列茶具以中国传统语义为设计源点，包括茶壶、茶杯、茶叶罐、茶筅、茶盘和茶食小碟。不单是材质上的结合，更实现了功能上的创新与突破，如竹制把手与底盘的防烫与防撞功能、滤茶器的快速释茶功能、外张茶罐盖的易开启等。

Royal Selangor Tea Set, 2011 till now, IDEA Design Award 2013 :

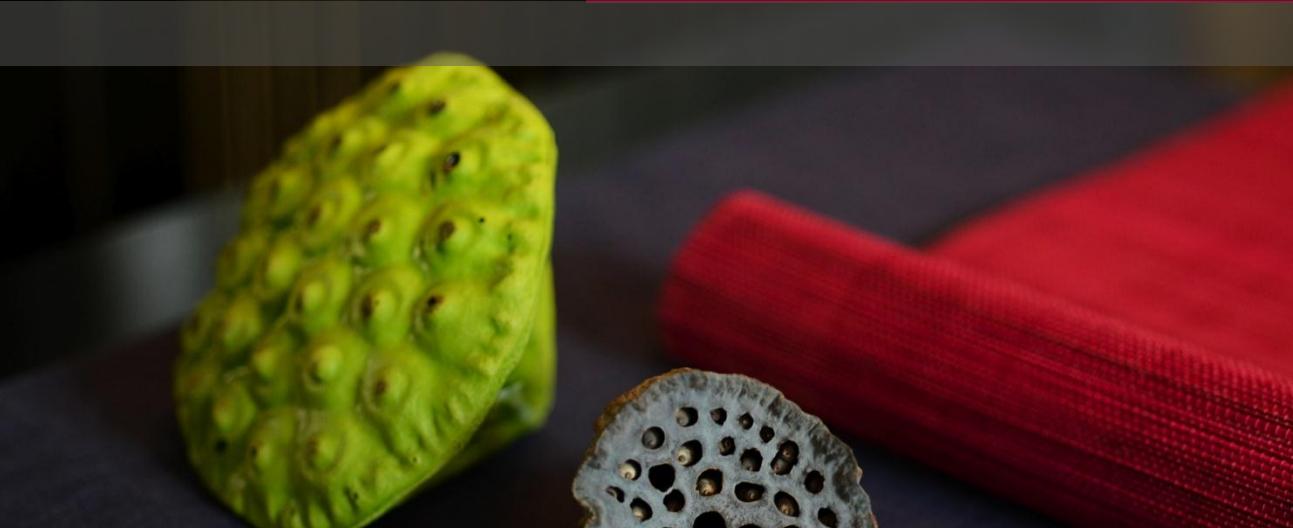
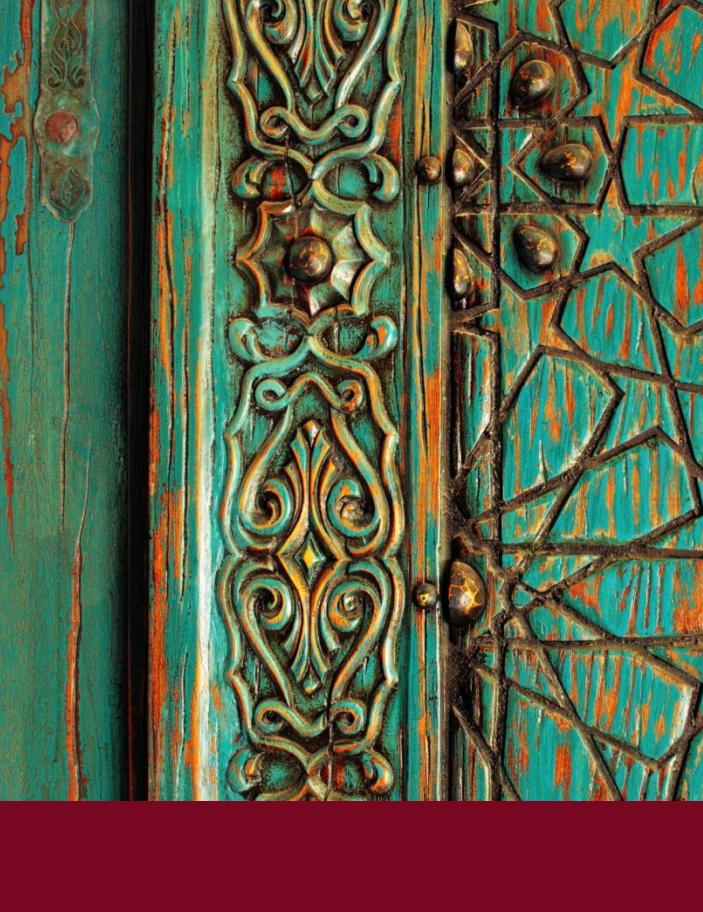
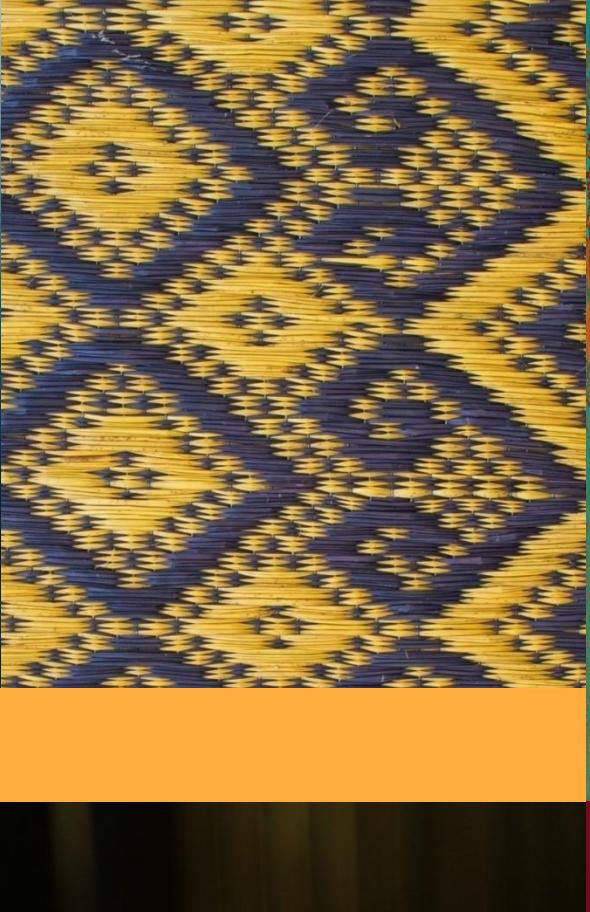
Commissioned by No. 1 pewter brand with 127 years of history, YANG DESIGN designed a tea set including tea pot, cup, caddy, brush, tray and snack plate. The bamboo pot handle and the mat on bottom are heat-preventing and anti-scratch. The mouth of the tea caddy is a little wider, so that it makes sealing the double-vacuumized can easier. Users can easily hold the spin to turn around the filter, and it helps the filter to dispense dense tea liquor to the pot. Not only is the collection a breakthrough of the visual image of traditional Chinese tea set, but also a perfect tea drinking experience. The collection is launched in Asia and sold worldwide.



溯美学 Interpenetration



溯美学 Interpenetration



溯美学 > Interpenetration

# 溯美学: 哪一个是正确的例子?

Interpenetration: Which is the correct example?



Key words:

通透 Transparency  
妙幻 Wonderful  
亲和 Intimacy  
愉悦 Joy

# 轻科技

## Light Tech

对科技的印象更为平民、便民、亲民，信息图形化将会真正落实到产品设计上。

The impression of technology is becoming more civilized, people-convenient, and people-friendly. Information graphics will be truly implemented onto product design.



机器灰

鹅黄

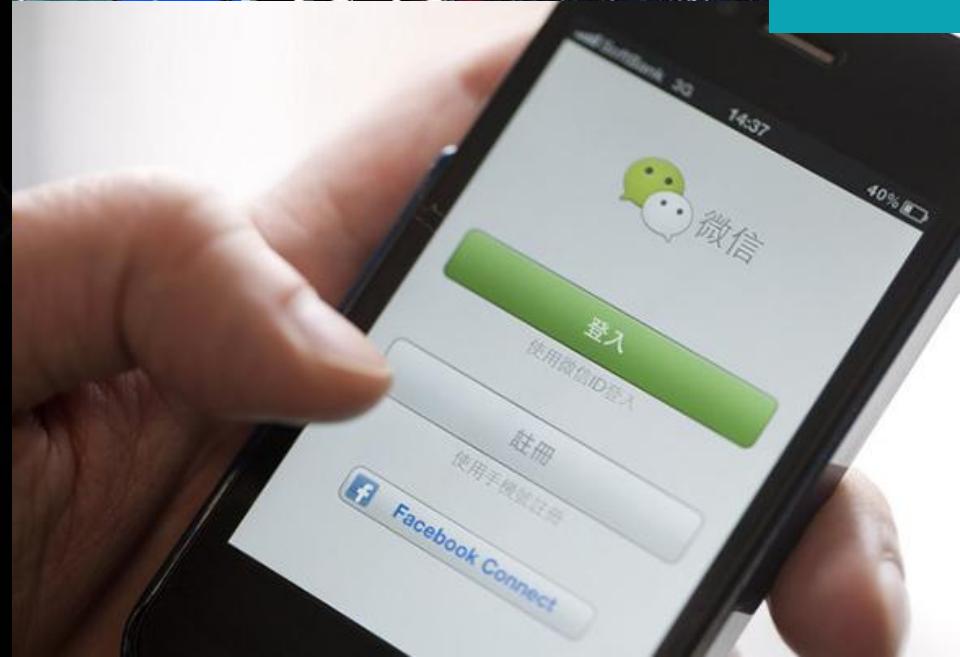
荧粉

# Past



YANG  
DESIGN

# Now





轻科技 Light Tech



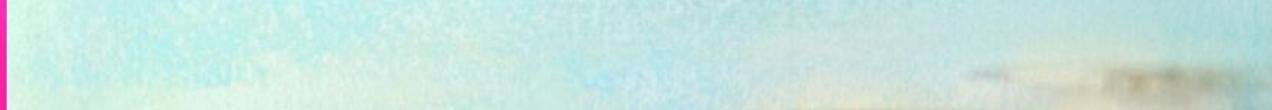
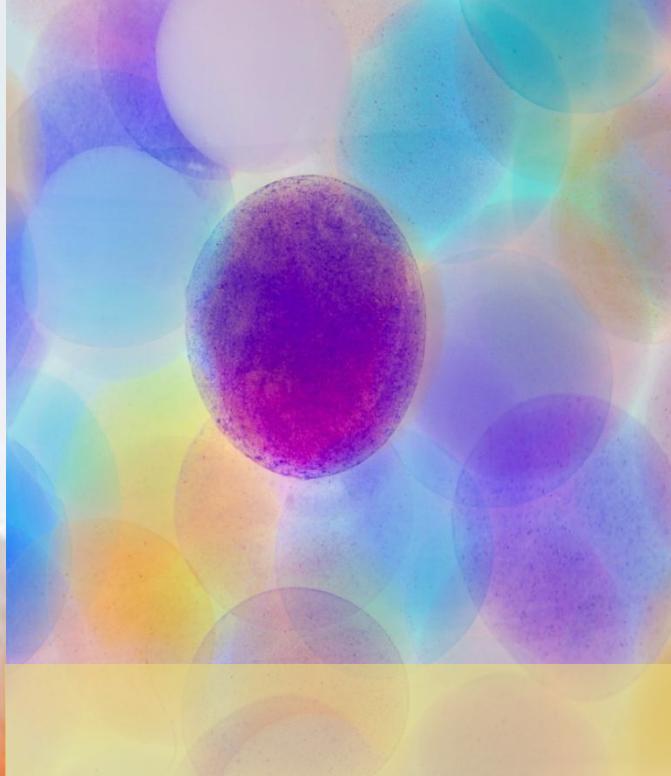
轻科技 Light Tech





轻科技 Light Tech





轻科技 Light Tech



Key words:

传承 Inheritance  
素雅 Elegancy  
质感 Quality  
厚实 Solid

## 实 True

基于国人对安全的社会环境，以及人与人彼此之间信任的诉求，渴望“一件可以用100年的产品”的消费理念正在悄悄兴起。

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Photo © 朱海

浅玉

紫藤

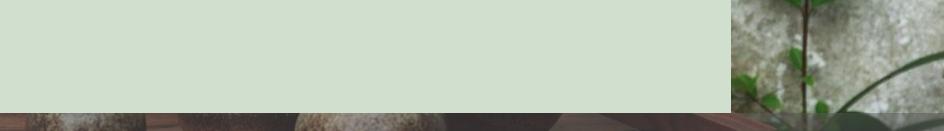
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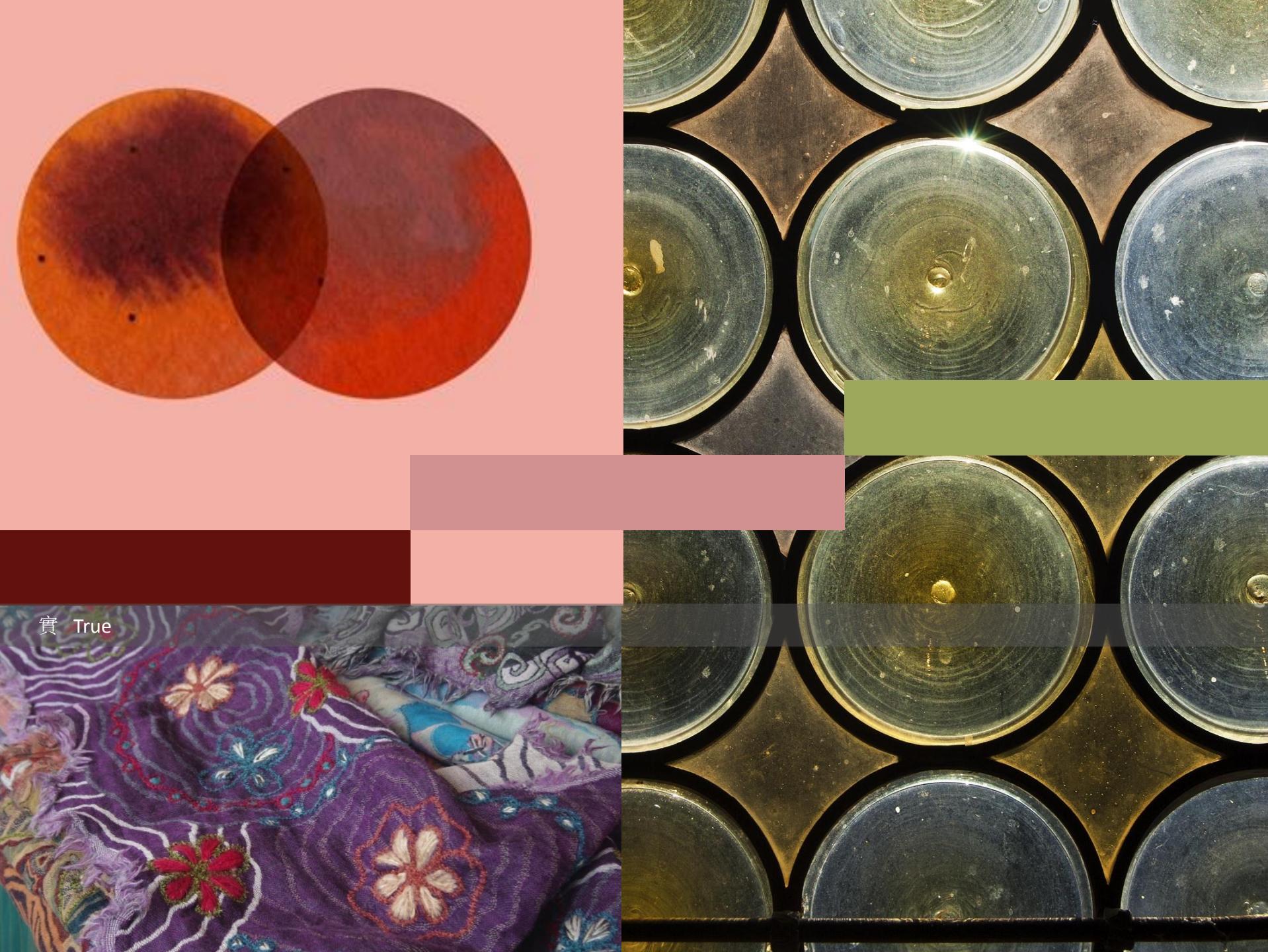


實 True



實 True





實 True

實: 哪一个是正确的例子?

True: Which is the correct example?





金属拉丝



米黄色



石纹



浅色木纹



深色木纹



香槟金



皮纹

Key words:

省思 Reflection  
洗练 Tempering  
本质 Essence  
平实 Plain

# 亦舍亦得 Less is More

因“自省”而带来的趋势，这次的自我审视的过程不是为了彰显自己、寻求与众不同，是一次真实的灵魂探索和自我决定。

This is a trend resulted from “self-examination”. And this time, self-examination is not for showing-off, or seeking for differentiation with others – it is a true-to-self soul-searching and self-determination.

Photo © ElleDeco

青紫烟

素红梅

缥色

MUJI  
無印良品

MUJI  
無印良品



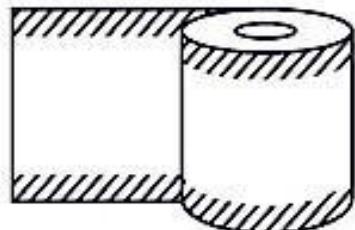
MUJI  
無印良品



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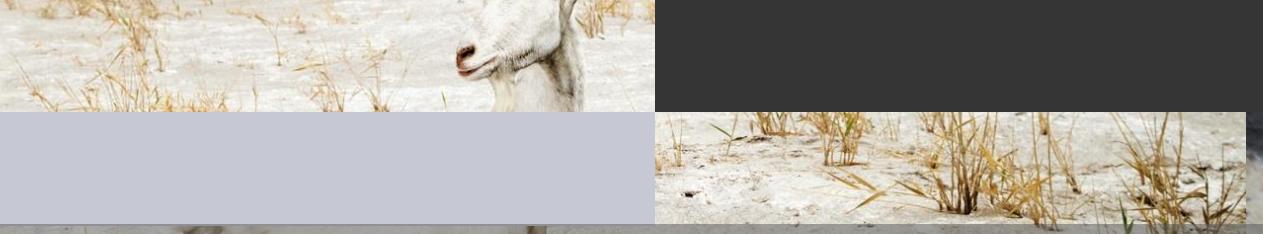
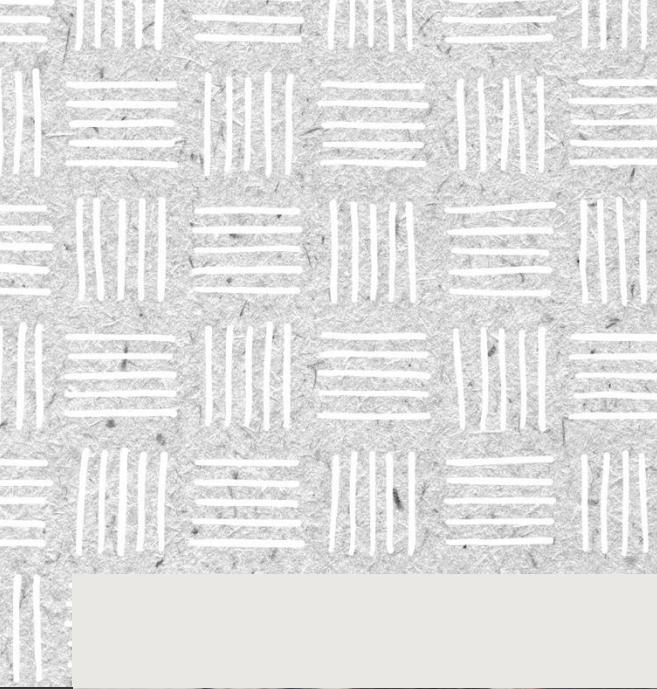
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亦舍亦得 Less Is More

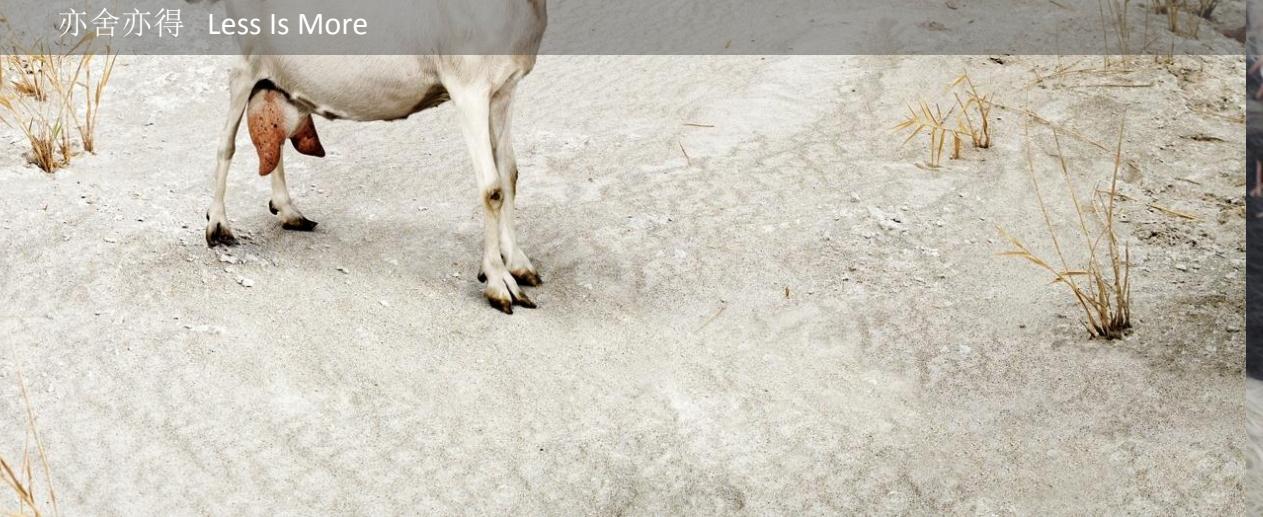


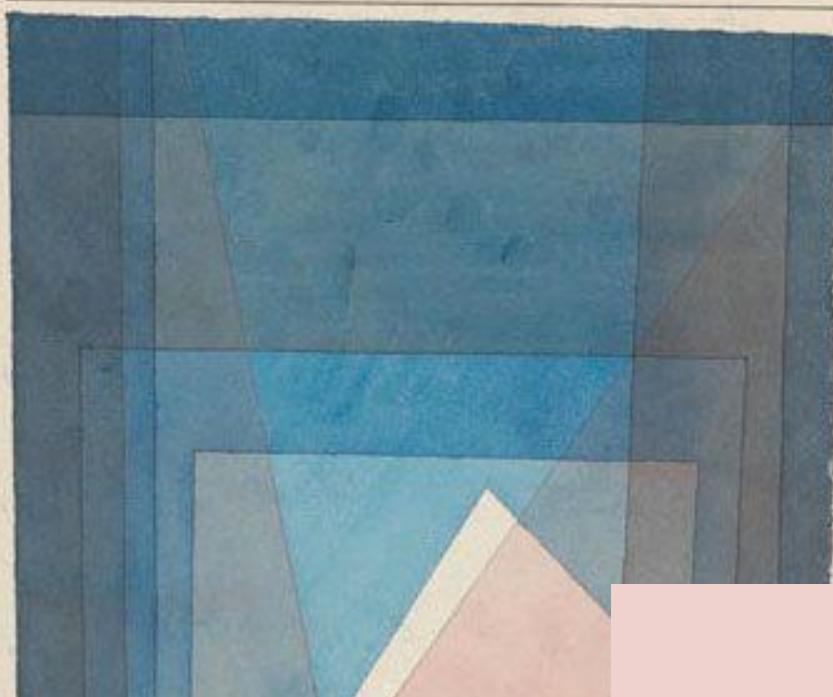
折纸沙发 DuPont Tyvek Sofa by YANG DESIGN





亦舍亦得 Less Is More

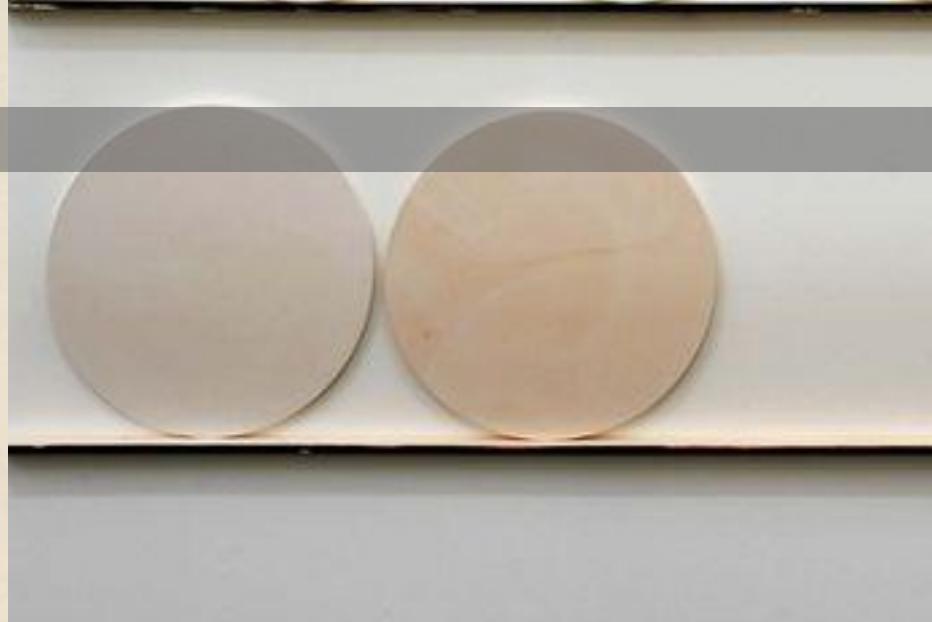




亦舍亦得 Less Is More

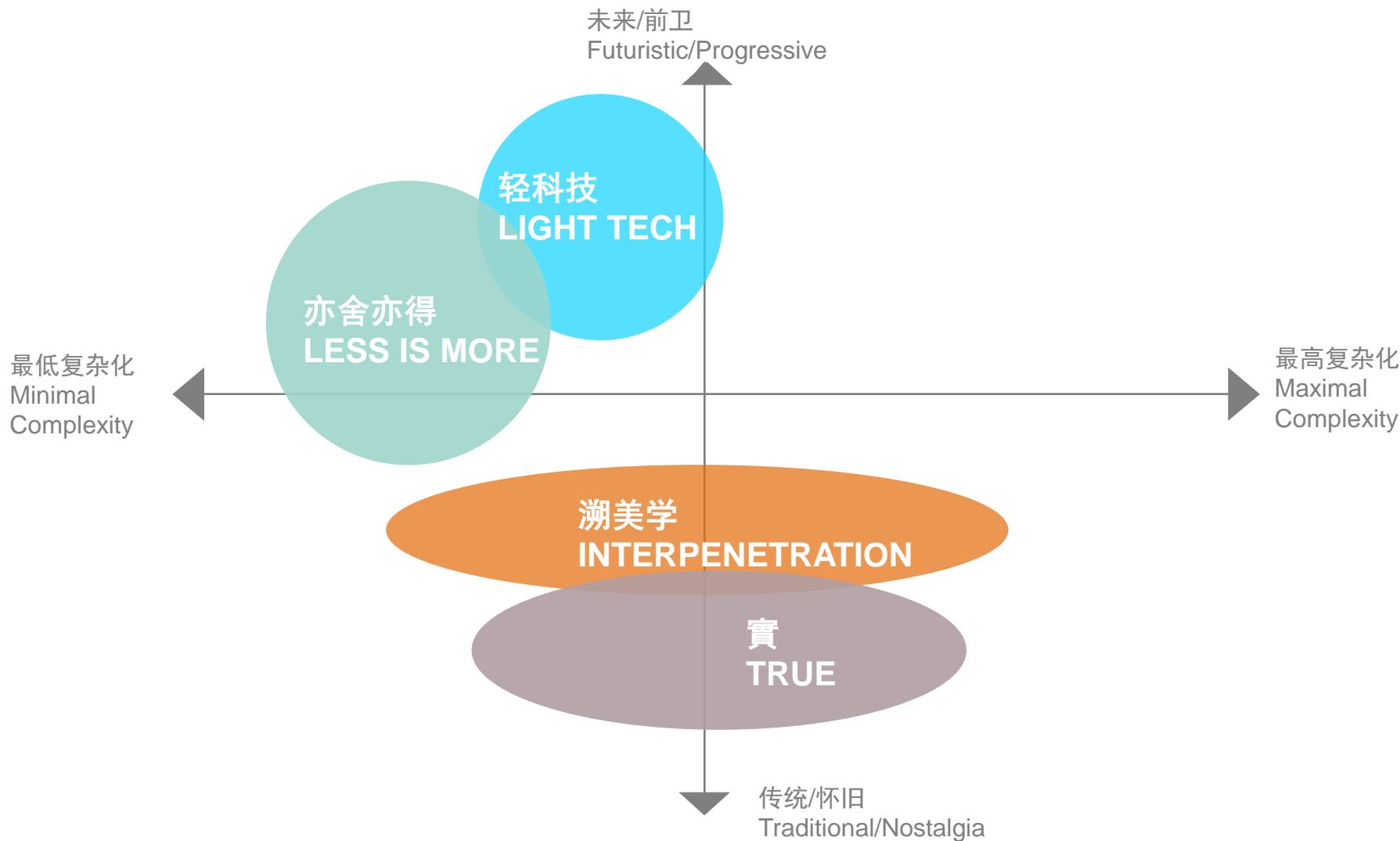


亦舍亦得  
*Pyramid*



# 四大趋势风格示意图

## Style Matrix



# 本书内容

## What's in the Book

超过100页的丰富资源，并附上中英翻译

2013年度中国热点总结，并集合了中国六大领域先锋人物的针对性采访

针对2015-2016中国市场，提出四大视觉趋势

每个大趋势分别提出5色主色盘及7色副色盘 以CMYK色码为主，另外提供Pantone色码供参考

平均每个大趋势分别提出4种以上具代表性的材料样本

上海市区内，两小时的现场研讨会服务 可选服务

Over 100 pages of rich resources with Chinese and English translations

Annual summary of the 2013 Chinese consumer market, with a collection of six expert interviews

Four design macro trends for the 2015-2016 Chinese market

A main palette of 5 colors and a sub-palette of 7 colors for each macro trend

Average more than 4 pieces of material samples representing each macro trend

Two hours of in-person trend seminar and consultancy service within Shanghai city ( Optional )

# 总结 Key Take-aways

- 趋势预测要求国际视野、本土洞察、策略思维、跨行业的接触、以及前瞻性。
- 影响设计趋势的因素包括政治、经济、社会、技术、文化、设计等因素。
- 基于需求的层级，不同品类的产品更新换代速度不同，因此对设计趋势的应用速度也不同。
- 基于影响力模型，不同消费者对设计趋势的接受程度不同。
- 绝大部分品牌需要争夺的“主流市场”是34%的早期大众和34%的晚期大众。
- YANG DESIGN预测2015-2016年中国设计趋势为溯美学、轻科技、實、亦舍亦得。
- Trend prediction requires international vision, local insight, strategic thinking, multi-discipline practice and forward-looking mindset.
- Factors behind design trends are Politic, Economic, Society, Technology, Culture & Design.
- Trend adaption speed varies according to different product categories.
- Consumers take different attitude towards trend in the influence model.
- Most brands fight for the mainstream market of 34% early majority and 34% late majority.
- For 2015-2016, the 4 Chinese design trends forecasted are Interpenetration, Light Tech, True and Less is More.



T H A N K S



Xiaojing Huang  
Strategy Director

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