



中国青年消费者

最新生活形态和彩妆色彩趋势

第九届可持续个人护理品技术高峰论坛

生活形态 & 品味

我们开发了独特的中国消费者细分理论，适用于针对中国市场的新产品开发和市场营销。

我们也有独特的消费者调研方法，为企业发现目标消费者的独特性，研究他们的生活形态和消费趋势。

我们建有中国消费者审美特征的数据库，我们的消费者审美测试能够帮助企业更加精准地做好产品设计与品牌视觉定位。



流行色

我们是中国最好的色彩研究团队之一，也是全球流行色研究的重要机构之一，在汽车、涂料和新材料领域具有丰富的研究经验。

我们为企业提供色彩系统设计，也提供设计趋势培训。



汽车品牌定位与设计趋势

我们建有大型的汽车品牌与设计趋势数据库。

我们帮助企业做好品牌定位与设计定位。



我们的客户



趋势 1 > 生活的绝对主义

Trend 1 > Absolutism of Life



为了提高生活质量，理性的消费者们用数字来规划生活中的每一个细节，从生活用具的精准度到每日碳消耗量，从对个人健康的监测到对征婚的条件限制，而在从前，人们从没过着如此精准的生活。

To improve their quality of life, rational consumers use metrics and measurements to plan their daily life in every detail. Applications cover many aspects of their life: carbon consumption, personal health monitoring, or mate matching. People never manage their life so precisely.

趋势 1 > 生活的绝对主义 > 新的消费现象和生活形态

Trend 1 > Absolutism of Life > New consumption phenomenon & Lifestyle



猎婚

智联招聘调查的七成单身白领愿意通过婚姻“猎头”或联姻机构来目标明确地寻找另一半。相对来说，“猎婚”针对的人群多为成功人士，高端人才，年龄也相对较大。

<http://finance.ifeng.com/money/wealth/staff/20091103/1420629.shtml>

Mate matching service

According to an inquiry conducted by zhaopin.com, 70% of white-collars are willing find their mate with precise criteria. Most services of that kind targets successful people and mature talents.



便携医疗仪器

家用医疗器械的消费者中，30多岁的年轻人越来越多，主要包括血压计等家庭用便携式医疗测量器械，他们希望随时检测身体状况，预防慢性疾病的发生。

http://paper.dzwww.com/shrb/data/20091203/html/16/content_2.html

Portable medical device

Young people in their thirties increasingly use medical devices at home. They mainly purchase sphygmomanometer as well as other portable medical measurement devices. Youngsters want to monitor their physical shape from time to time and avoid chronic diseases.



低碳算术

以低能耗、低污染、低排放为特征的“低碳”理念正受到年轻人的追捧。人们通过对照当天生活的每个细节，来计算当天碳排放，低碳算术成了低碳族最为推崇的法规定式。

<http://www.chinanews.com.cn/sh/news/2010/01-16/2075419.shtml>

Low-carbon arithmetic

The "low carbon" concept combines low consumption, low pollution and low emission. Young people calculate their carbon footprint by measuring the impact of their activities. Such arithmetic is highly recommended by low-carbon supporters.



称重地毯

体重对于为了保持健康和体形的人们很重要，如今，地毯也成了称量工具，这种设计把“数字精神”发挥到了极致。

http://gz.jiaju.sina.com.cn/news/2011-01-14/08561617434_14.shtml

Weighing carpet

Bodyweight is crucial if you want to keep healthy and fit. Nowadays, carpets also become weighing instruments.



智能控温杯

这款智能控温杯在降温的过程中，杯壁的热电材料将热能转化为电能贮存起来，在需要的时候对杯子里的液体进行辅助制冷或保温。

<http://www.ixiqi.com/archives/21700#more-21700>

Smart thermo-control mug

When cooling down, the thermo-electro material on the inner wall of mug converts the heat into electricity and stores it. When needed, this energy will be converted into thermo and make auxiliary cooling or heat preserving to the liquid in the mug.



生活百科计算器

生活百科计算器为用户提供各种常用的计算服务。包括普通的常用计算器，个人所得税计算器，女性安全期计算，百家姓，万年历，网络计算器，各种换算等等。

<http://www.50018.com/service/yiliao/>

Life Tips Calculator

Life Tips Calculator provides different computing services including simple calculator, personal income tax calculator, female periods calculating, family names, calendar, network calculator, unit conversion, etc.

趋势 1 > 生活的绝对主义 > 设计案例

Trend 1 > Absolutism of Life > Design Indicators



趋势 1 > 生活的绝对主义 > 彩妆案例

Trend 1 > Absolutism of Life > Makeup Indicators



彩妆概念：

理性、人工感，大胆直接的色彩风格。生活中的色彩以及智能环保的概念已经在一群人的心中占有很重要的地位，独树一帜的彩妆理念，通过最优的方式达到相同震撼的效果，理性彩妆创作设计手法结合不同造型手法。

趋势 2 > 专业力量

Trend 2 > Challenge Experiences



概念：随着财富的增长，中国的富人正不断尝试更专业的运动体验，马术、开飞机都开始进入他们的视野。

对于大部分普通人，运动品牌举办的各种活动为他们提供了体验专业运动的机会。

Concepts: With the growth of wealth, the Chinese rich are trying to have a more professional sports experience. Horseback riding or even flying a plane are just palatable .

For average people, activities organized by big sports brands provide them opportunity to experience professional sport.

趋势 2 > 专业力量 > 案例 > 新的消费现象和生活形态

Trend 2 > Challenge Experiences > New consumption phenomenon & Lifestyle



全国攀冰大会

2011全国攀冰大会在北京密云举行，吸引了百位攀冰爱好者的参与。活动中既有面向初级爱好者的体验式攀冰活动，也有专业的攀登技能培训、速度攀冰赛、难度攀冰赛等等。

China Ice Climbing Festival

The China Ice Climbing Festival attracted hundreds of ice climbing amateurs and pros in Miyun, Beijing.

<http://sports.workercn.cn/c/2011/02/11/110211073614827112745.html>



欧洲警察万里行

这是联合意大利国家警察署到中国进行的一次交流活动。15名欧洲警察将驾驶产自意大利的贝纳利机车和个性化的钱江龙摩托车从温岭发车，途经15个省市最终到达上海，行程共计12000公里。

Policemen bike tour

Benelli is an Italian Motorcycle manufacturer owned by Chinese company Qianjiang located in Wenling. 12 Policemen from European police forces did a tour of around 12,000 km across the most important provinces of the country to raise funds for local Red Cross and assist the people of the Sichuan region of China.

<http://news.163.com/11/0721/07/79FJESC300014AED.html>



考飞机驾照

中国的私人飞机市场规模正直线上升，私人飞机正由富豪们的奢侈品变成商务出行的交通工具。近两三年，公务机制造商们获得的内地企业订单，比前10年总和还要多。在这一环境下，考“飞机本儿”正成为财富人士的最新时尚。

Jet pilots

The private jet market is soaring in China. Private jets means luxury travels but are also interesting for business trips. In the past two or three years, private jet manufacturers in Mainland China received far more orders than that received over the past 10 years. A pilot license is the latest status symbol among the affluent.

http://www.china.com.cn/v/news/2011-05/19/content_22597160.htm



靠滑翔伞年收6位数

石家庄的滑翔伞爱好者石磊，因为爱好滑翔伞运动，把这一爱好做成了职业：航拍，航测，广告宣传，生意一单接着一单。石磊说，每年他的收入的总额都能上6位数，“玩了，也赚钱了，真的挺好。”

Paraglider business

Shi Lei, a paraglider enthusiast in Shijiazhuang makes money with his hobby: aerial photography, aerial survey, advertising, etc. He said "play, and also make money, it's really good."

http://news.xinmin.cn/domestic/gnkb/2011/05/25/10905831_3.html



马术运动风潮

近年上海的马术俱乐部每年会员递增数在40%左右，领养马的人数也在逐年增长。马术成为金领之间一种新的社交方式。

Horse riding wave

The number of member of Shanghai horse club increases 40% in recent years. The number of horse owners is growing and riding is becoming a new social activity for the gold collars.

http://www.tianhenet.com.cn/sports/2011/0831/45732_2.shtml

趋势 2 > 专业力量 > 设计案例

Trend 2 > Challenge Experiences > Design Indicators



趋势 2 > 专业力量 > 彩妆案例

Trend 2 > Challenge Experiences > Makeup Indicators



彩妆概念：

专业力量所展现的不仅仅是彩妆在技术上的专业性，更是专业技术之间的一种融合，力量，速度，激情的能量爆发，独特和高技术的享受。瑞典彩妆的零售商NK 2012在诠释彩妆概念有着坚定的眼神和眉宇间的英姿。

趋势 3 > 轻城慢舞

Trend 3 > Slow Dance



概念：高速发展了多年之后，
中国开始反思和减速。

慢城运动是对快节奏的、
盲目追求经济发展的城市生活的反叛。

从政府、城市规划师到普通的白领，都在追求更科学健康，更富有诗意的慢城生活。

Concepts: After years of rapid growth, China began to rethink and slow down. The SLOW CITY Campaign started, as the rebellion of fast-paced city life and blind pursuit of economic development. From the government, the city planners to ordinary white-collar workers, all of them are in the pursuit of a healthier, more scientific and more poetic SLOW CITY life.

趋势 3 > 轻城慢舞 > 案例> 新的消费现象和生活形态

Trend 3 > Slow Dance > Indicators > New consumption phenomenon & Lifestyle



南京取消镇街GDP考核

南京市正式颁布文件，明确对6个郊县的66个镇街不再进行GDP考核。在告别“唯GDP论”呼吁多年之后，中国地方政绩的考核体系开始实质性改变。

Nanjing cancel Towns GDP assessment

Nanjing government announced that the 66 counties of Nanjing will cancel the GDP index and introduce new indicators such as employment, inhabitant income but also ecological civilization, harmony and stability.

<http://www.chinanews.com/gn/2011/08-08/3239847.shtml>



台湾畅销书《老屋绿改造》

台湾畅销书作者林黛玲出版了三本关于改造自家的住宅的书籍接连热销。她教人们如何把自己家改造成创意住宅、平价绿房子，如何在忙碌生活中实现师法自然的生活态度。她被称为“幸福住宅的推手”。

Green Home

Taiwan's best-selling author Lin Dai ling published three books to explain how to transform their houses into a creative, affordable green homes and how to integrate more nature in our daily life. She was known as the "the promoter of happy living".

<http://www.ic975.com/Main/Rundown.ic?id=7167>



农民工积分入广东

针对外来工融入城市的户籍难问题，广东的一些城市开始试行“积分入户”政策。以学历、职称、年龄、社保缴纳情况等指标计分，达到一定分数即可申请入户，按分排队。

Points to settle in Guangdong

Guangdong in south China unveiled a points system for the millions of farmer-turned-workers in the province hoping to settle in cities and towns. A migrant worker will be qualified to apply for urban household registration once his or her points accumulate to 60, said a document of the provincial government. At the same time, his or her spouse and minor children can also be registered.

Under the new system, migrant workers earn different points depending on their educational background, skill level, social security records and participation in charity activities such as donating blood.

<http://news.sina.com.cn/c/2011-09-13/082123146448.shtml>

地铁图书馆

南京首座地铁图书馆开业。由南京金陵图书馆设立的这个地铁服务点可供市民用公交卡、市民卡或借书卡在地铁站借书。

Metro Library

The first metro library in Nanjing opened operated by the Nanjing Jinling Library. Citizens can borrow books here with their transportation card, citizen card or library card.

http://www.dayoo.com/roll/201009/06/10000307_103455245.htm



台湾木工大师阎瑞麟

图中是阎瑞麟的作品“毛毛虫小盘”。阎瑞麟所有的作品灵感都来源于环境中季节的变化、植物的生长、动物的生态，以木为材料，从设计发想、制图、画线、刨型、制榫、胶合、砂磨到涂装甚至到販售都是他一人逐步独立完成。他称自己为一个人的细木工。

Taiwan Wood master Yan Ruilin

"Caterpillar Pannikin" is the work of Yanrui Lin. The Taiwanese artist is inspired by seasons, plants, animals. Wood is his favorite material and he uses different techniques to express his ideas.

<http://www.douban.com/photos/photo/756773740/>



万科中心

新建的万科中心是世界上最大的平面摩天大楼里，室内大规模使用速生材料竹子，门、地板、墙体、吊顶都运用了竹材。

Vanke Center

Nicknamed the "Horizontal Skyscraper," the Vanke Center is a surreal hybrid — part building, part landscape, part infrastructure.

The design for the Vanke Headquarters takes care to use renewable and recyclable materials. All the doors, floors and furniture are made from bamboo and the carpets throughout the building are made from completely recycled material.

<http://www.vanke.com/docs/about/vankeweekly/561shenzhen/vankez>

houkan0115465.aspx

趋势 3 > 轻城慢舞 > 设计案例

Trend 3 > Slow Dance > Design Indicators



趋势 3 > 轻城慢舞 > 彩妆案例

Trend 3 > Slow Dance > Makeup Indicators



彩妆概念:

城市的节奏逐渐缓慢下来，彩妆妆容也随着寂静下来，诠释了一种会呼吸的彩妆，通过层叠缺轻薄色彩达到裸妆的效果，用头部造型为整体的造型打造一种情调。

Michael Kors秀场妆容足以让我们感受到那种温暖的感觉。中国风演绎增添了乡间的格调。

趋势 4 > 创意流星

Trend 4 > Easy Games



概念：总有各种有趣刺激的事物不断闯入年轻人的视野中，于是他们被吸引、去追随，燃烧热情、打发时光、交新朋友。追逐一个又一个新鲜事物成为他们生活方式的一部分。也有人成为了潮流圈子里的指标人物，从此爱好变成事业，是玩儿也是工作。

Concepts: There are always fresh and interesting things attracting young people's eyes. They chase the latest boom, burn their passion, make new friends and then move on to next. Some of them may become the big name in their circle, and develop their hobby into a career.

趋势 4 > 创意流星 > 案例 > 新的消费现象和生活形态

Trend 4 > Easy Game > Indicators > New consumption phenomenon & Lifestyle



死飞大革命

死飞自行车是没有齿轮转换器、也没有煞车的自行车，齿轮直接用螺丝固定在轮轴上。骑死飞没有减速、不是前进就是后退，这一刺激的运动正在流行开来。已经办到第三届的“死飞大革命”把死飞赛场搬到了街头，有竞速，马球，倒骑，定车，跳高等等项目，有两百多人参加，阿迪达斯赞助了此次活动。

Fixed gear revolution

Fixed gear is a bicycle without gear converter and brake. The gear is directly screwed to the axle. It cannot slowdown and moves either forward or back. This exciting sport has been more and more popular. Sponsored by Adidas, the third "Fixed Gear Revolution" has moved from the stadium to the streets. The programs of it include racing, polo, back riding, jump, and more than 200 people participated.

<http://www.urbanlook.com/web/news!newsGet.do?id=4503>



飞盘相机

这是一个三角飞盘的相机，采用空中拍摄技术，在飞盘被抛出后的旋转过程中捕捉人像，拍下自然又特别的照片。

Frisbee Camera

This is a triangular Frisbee camera with aerial photography techniques. Thrown out in the air, the Frisbee can capture portraits in the rotation. As a result, the photos are natural and special.

http://news.ifeng.com/gundong/detail_2011_08/25/8658011_0.shtml



光影快闪

也叫做光轨迹涂鸦，是一种在夜晚或黑暗的房间手持光源或相机产生光成图效果的摄影技术。在各地，各种主题的光轨迹涂鸦活动层出不穷，年轻人用这种方式表现自己的创意。

Lighting graffiti

Light graffiti is a photographic technique in which exposures are made usually at night or in a darkened room by moving a handheld light source or by moving the camera. This technique is becoming very popular among creative young Chinese

<http://www.douban.com/event/14285976/>



广州暴走小分队

暴走这种运动休闲方式正在广州年轻人中兴起。组织者帮忙控制速度，安排路线，中途吃饭和吃夜宵的费用参加者AA平摊，等等。解压、认识朋友、找人边走边聊天以及寻觅和发现城市故事，都是暴走族们的行走目的。

Guangzhou walking team

Walking is becoming popular among young people in Guangzhou. Organizers make sure the walks are safe. Participants share meals. While walking, people reduce stress, make friends, and discover the city.

http://gzdaily.dayoo.com/html/2011-08/22/content_1453279.htm



波鞋改造

广州创意人C9的鞋子改造作品两次受邀参加了皇家概念鞋巡展。这次C9历时一个月把鞋子改造成“西门蜈蚣”，创意来源于传统的舞蜈蚣，以纪念这个逾百年历史、代代相传，即将消失的传统文化。

Creative sports shoes

C9 is a creative designer. He showed his creation at the Royale Elastics concept show. He called the shoes "Simon Centipede". The inspiration comes from Chinese traditional dance "Centipede dance", a dance that was almost forgotten.

<http://roll.sohu.com/20110803/n315363804.shtml>



《鞋之魂》球鞋文化纪录片

中国第一部球鞋文化纪录片《鞋之魂》在北京首映。这部纪录片表达的主题是：球鞋承载青春的追忆。

Soul shoes, a journey across sneakers culture

China's first documentary on sneakers culture -- "Soul Shoes" was just released in Beijing. The film shows that a lot of youngsters' memories revolve around sneakers.

http://v.youku.com/v_show/id_XMjMxOTM5MjI0.html

趋势 4 > 创意流星 > 设计案例

Trend 4 > Easy Games > Design Indicators



趋势 4 > 创意流星 > 彩妆案例

Trend 4 > Easy Game > Makeup Indicators



彩妆概念:

light touch, 光影的强烈反差结合超级荧光带来新的设计风格。来自Alena Dedova, Glow in the dark makeup, Jessica Magazine, 采用极致的荧光色彩去展现彩妆的魅力, 让漆黑的空间中闪现亮丽的光芒。Maybelline New York Beauty在展现新一季的彩妆概念时候同样采用这样手法去表现。



Thank You !