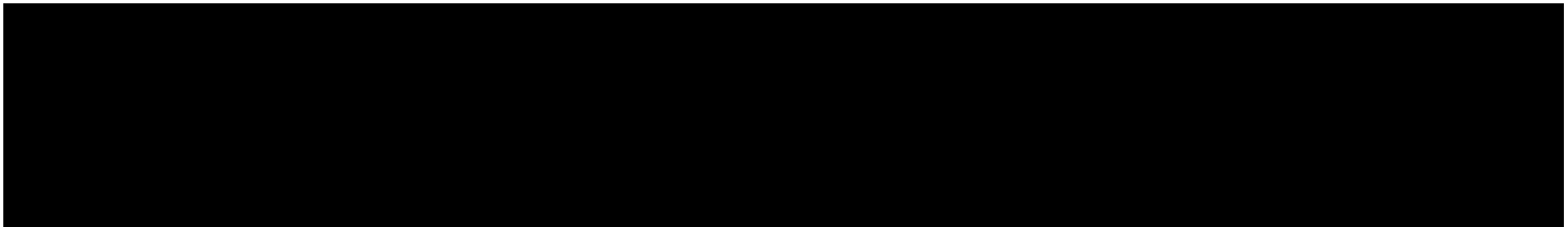




Interior design Trends in Chinese market in 1tier cities

Ambre Ma, Shanghai, China



About my articles



2012年至今，在《财智生活》（招商银行VIP刊）、《优朵》（招行女性VIP刊）、《奢》（中国银行VIP刊）、《智富》（招商证券VIP刊）、《新娘》等国内外生活方式类刊物发表了《巴黎的中国品牌》、《婚礼用酒如何品》、《路易十四，为了国家而时尚》、《捷豹、变4和小贝——腐国式跨界婚姻》、《像巴黎人一样穿着》、《跟着家具去旅行》等大量独立署名文章传播与介绍品牌与生活方式。

And some speeches



聊遍环球 Vol.17

时间: 9月25日(周四) 18:30-20:00
地点: 2F 圆形广场

Date: Sep. 25th (Wed) 18:30-20:00
Venue: 2F Event Circle

本期聊遍环球将邀请来自咨询管理、营养学、旅游、及品牌公关等行业的嘉宾一同分享他们的人生故事与生活感悟。

We invite speakers coming from various backgrounds including Consulting Management, Nutriology, Tourism, and Public Relation fields to share their ideas and life stories with all the audience.

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演讲嘉宾 Presenter

| | |
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|  张正彪 上海市对外服务有限公司 高级客户经理 |  何涛 中国现代领导力学院创始人 |
|  苏超麟 国家高级营养师 北京营养师协会 上海分部理事长 |  叶志辉 旅游作家 上海地铁旅游资讯达人 |
|  马家华 米特天地美业 (out let) | |

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|  Katy Su Senior Nutritionist Director of Beijing Nutritionist Club Shanghai Branch |  David Veh Travel Reporter Expert of Travel in SH by Metro |
|  Ambre Ma Mega Outlet, Media Supervisor | |

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SWFC 聊遍环球-17期

主题: **Interculture**, 跨文化征途上的新青年
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Interior design Trends in Chinese market in 1tier cities

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DESIGN TRENDS IN THE CHINESE METROPOLES

November 27, 2014 · by ambrena · in Asian Trends, Design Trends ·

As an observer who works in the interior design marketing area for more than 4 years, I'd like to share some interesting facts about design trends in China.

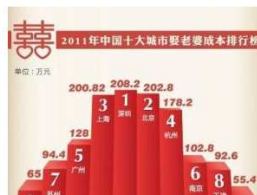
Actually, the Chinese market is not a sophisticated market, which, like all markets, is influenced by many different factors. These last years, many people tend to cling to more traditional designs. When a very strong tradition meets up with the new trends and modern western taste, a whole array of different trends coexists.

1. Women decide

According to Chinese culture, women determine in general the way the interior looks. Chinese women often choose the furniture though the men might pay in the end. According to a new survey provided by Tencent, 60% of young men rather stay home with their computer than go outside. In Shanghai most guys are rare species at most social and networking events. However, this group is not the top level of Chinese society, though it is the majority of its county's youngsters.

And then one day, they get married and as tradition dictates the husband-to-be is supposed to offer his bride a new apartment for their new life in China. His new wife is the one who chooses the interior design.

Let's focus on Shanghai: marriage is quite expensive in Shanghai. In 2011 this was about 2million RMB (330 000 US\$) per couple. Interior decoration is the second biggest part (around 4.5%) of the marriage budget. And the budget is mostly controlled by the brides to be!



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Main Points

Women decide



IKEA influences the youth



Middle-aged adults still like traditional design



Women decide

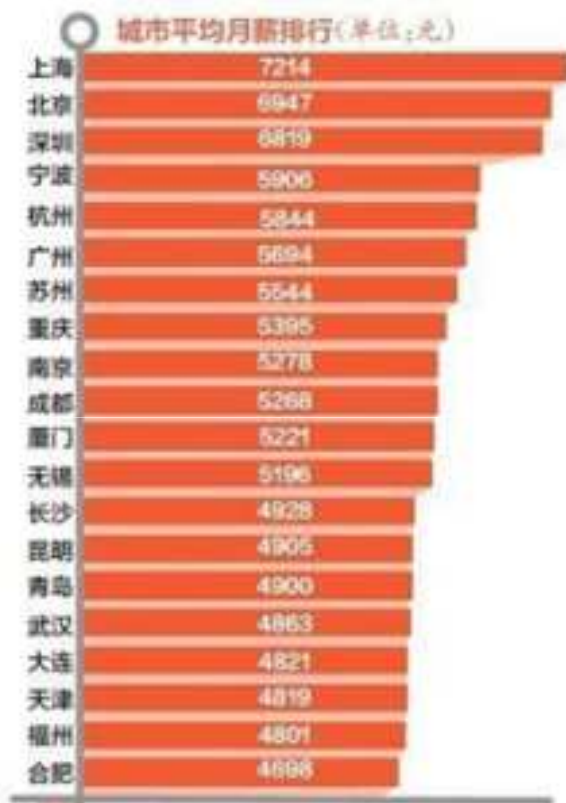


The biggest expense for the newly weds, after new accommodation, is interior decoration, furniture included.

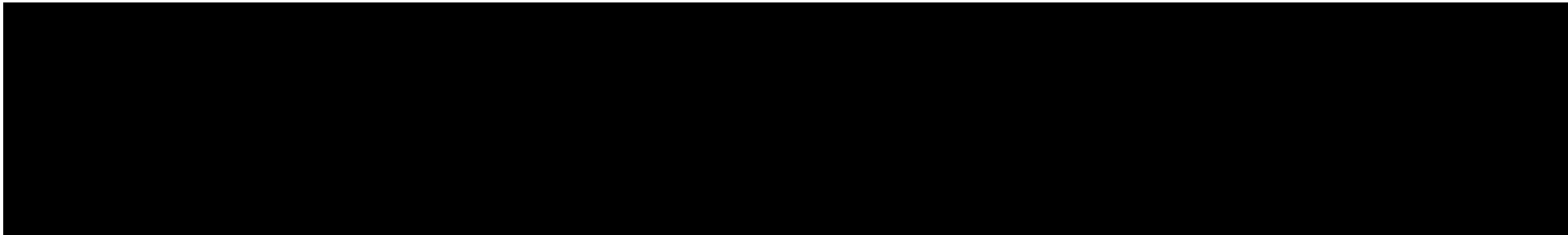
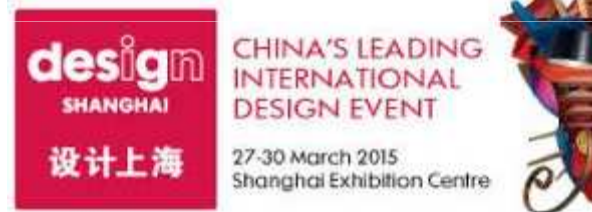




IKEA influences the youth

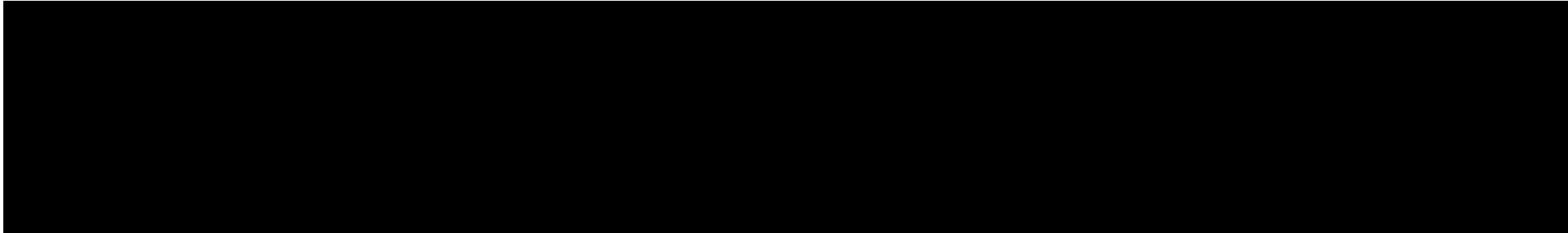


The young like the simple Scandinavian style more and more, especially in the big cities like Shanghai, Beijing, Chendu etc. You can find a lot of young visitors in the interior design fairs like:





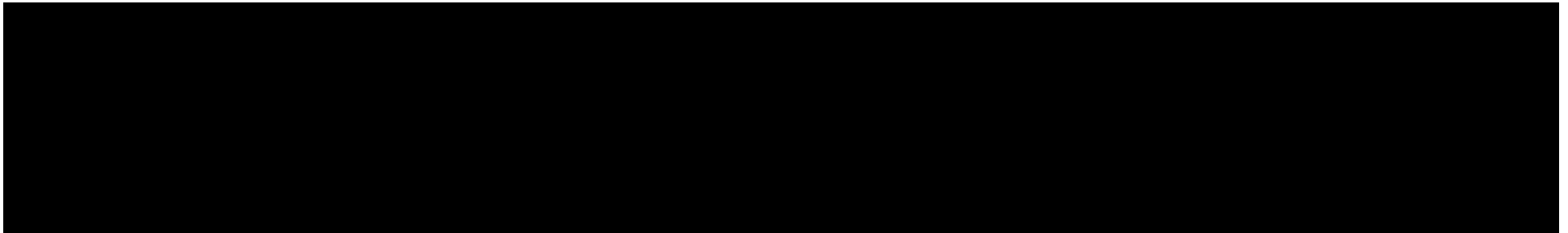
Middle-aged adults still like traditional design





MY Ending words

The market is always influenced by many components.
While the younger generation grows up,
contemporary design will have more fans!



Thanks for your attention!

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