



Quality Styling -
A Brand Transformation Solution Strengthened by Design



Shift in Timber Flooring Products - From Timber Type Quality to Value-Added Design

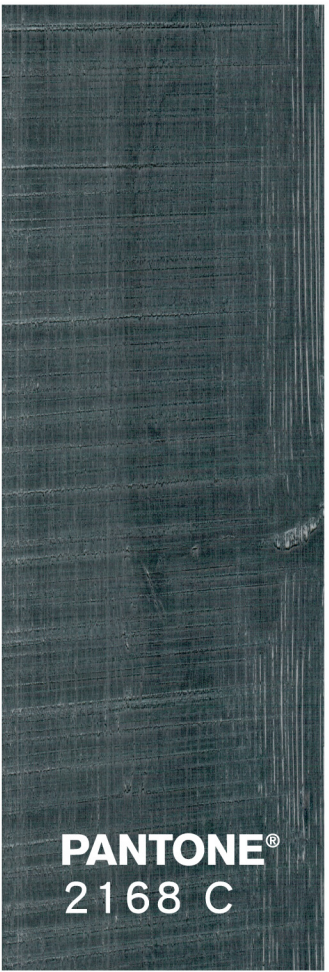
Founded in 1995, Nature Timber Flooring is the largest timber flooring brand in China. For the past 20 years, it has strived for producing high quality timber flooring products which have its main brand feature. In recent years, given the gradual saturation of the original customer market and the increasing premium the general public places on environmental issues, Nature Timber Flooring is also facing a point of inflexion in how the brand can impress upon its customers as a “high-quality timber suppliers” through the introduction of design, so that the establishment of a new corporate identity image, from the positioning of rare wood species sales to the product quality enhancement through design, which was indeed a major challenge for this collaboration.





Product Design Planning -
From Design Research to the
Realization of Quality Design

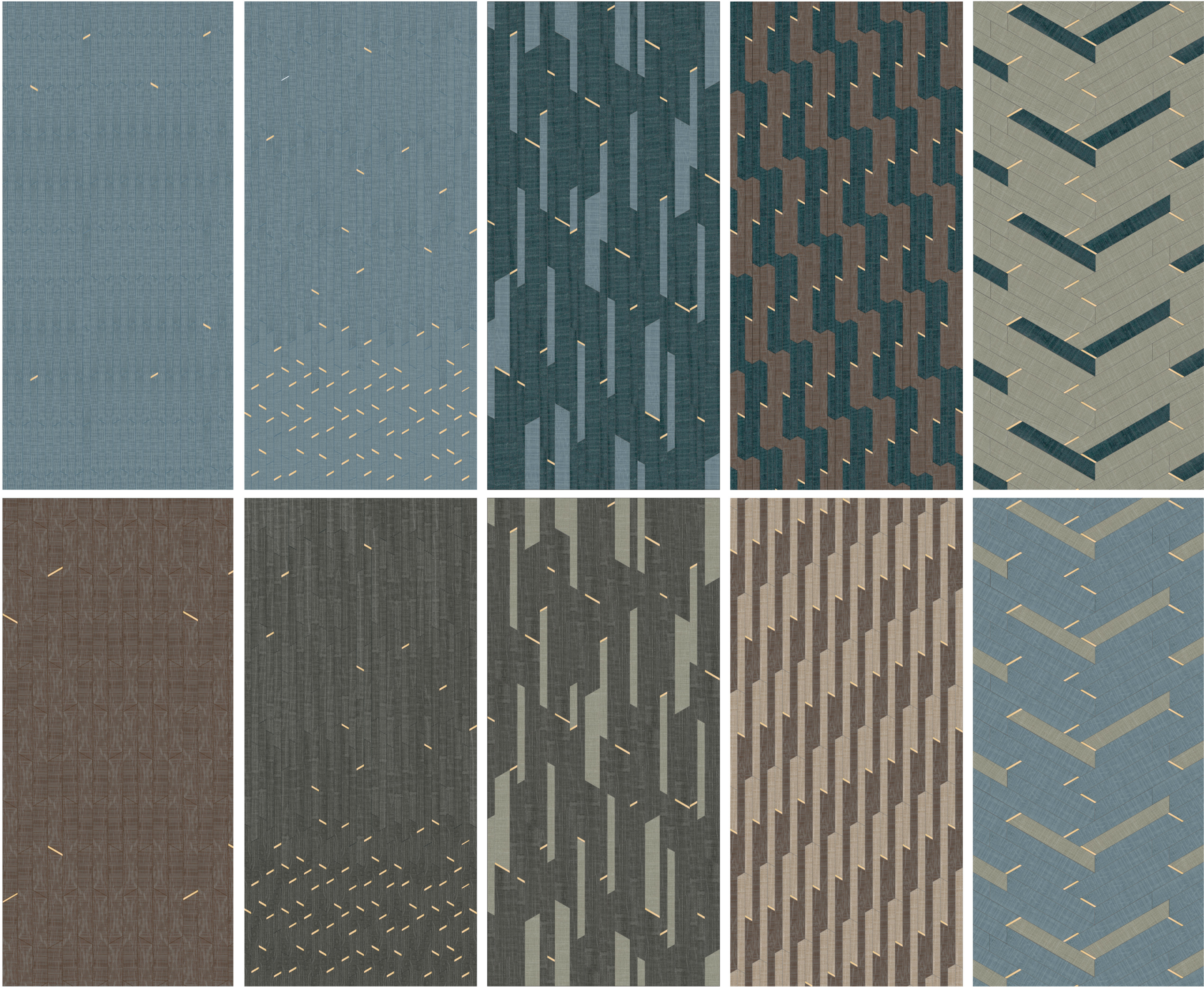
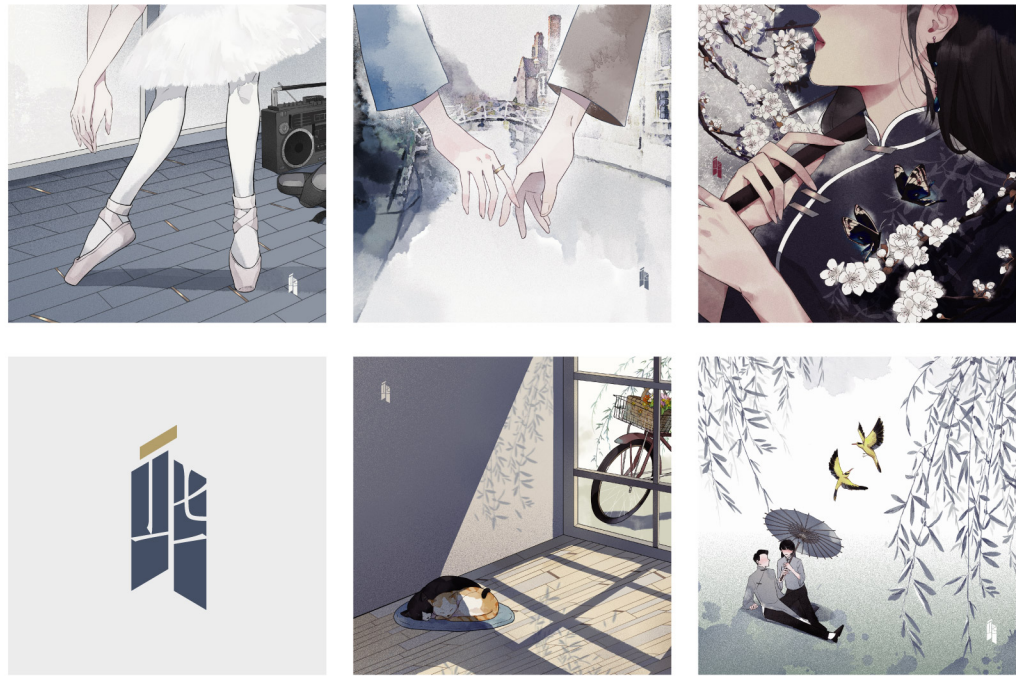
Through a large number of investigative researches, the current main target consumer group of renovation turned out to be the married couple born after 1980’ s. Apart from the current timber flooring products being able to satisfy environmental protection and practicality, "Personalization" has become another focus of their attention, as these consumers prefer natural colors such as genuine timber, black, gray and dark brown, etc., while demand for such customized products have been on the rise in recent years, not to mention the growing emphasis on natural texture with modernity and simplicity. In response to the outcomes of these basic market researches, the "scenarios in life" as our creative foundation, along with the theme of “Saying Good-bye to Cambridge Again” by the Poet, C.M. Hsu, an epitome of 1920’ s Youth literature movement, which generated 5 sets of individual colors, configuration and combination, “Poetic Glamor” Series, in the hope of appealing to the new-generation consumers who places premium on personalization, in sync with the concept of “De-styling is the epitome of genuine life realization” .

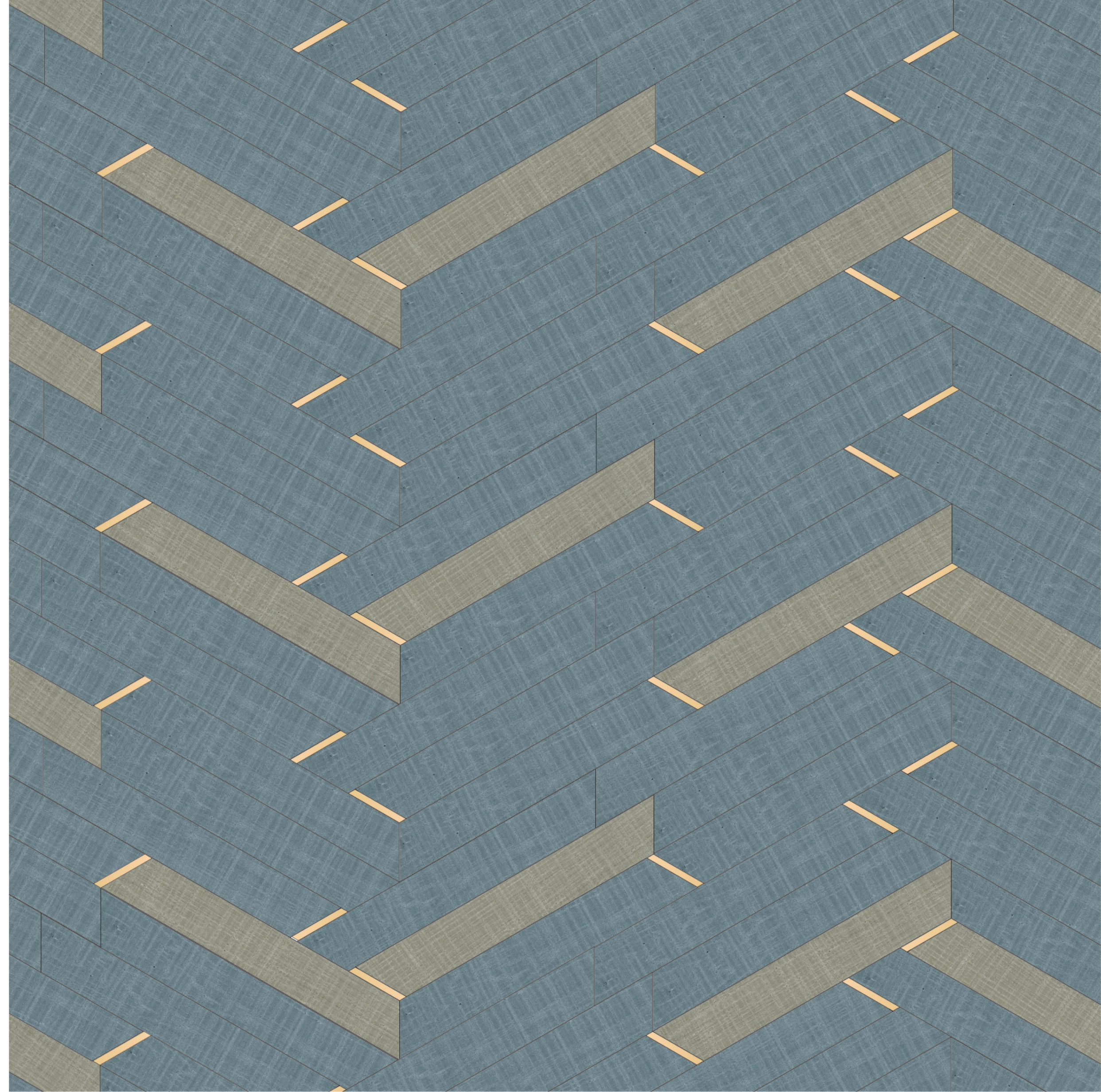
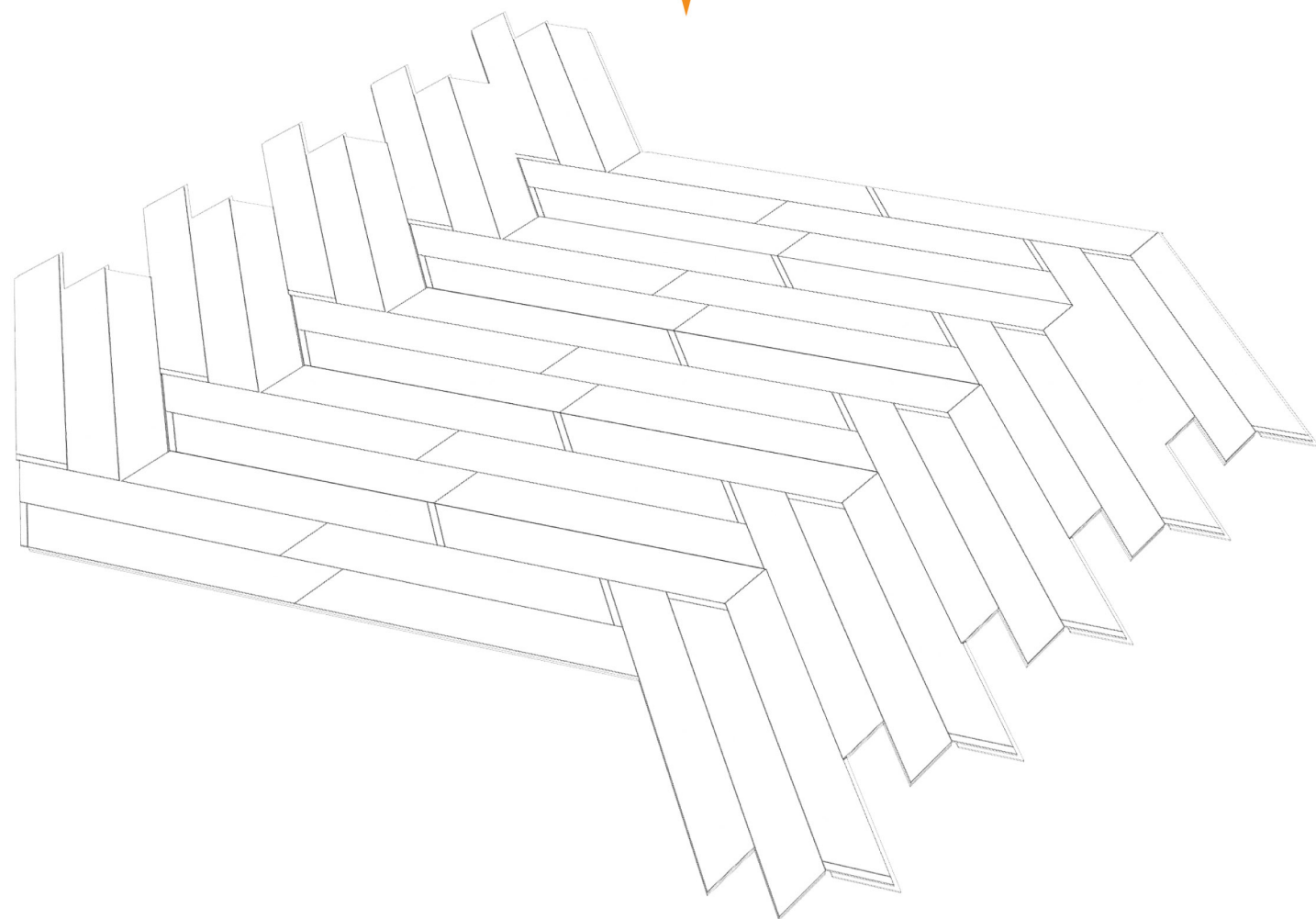
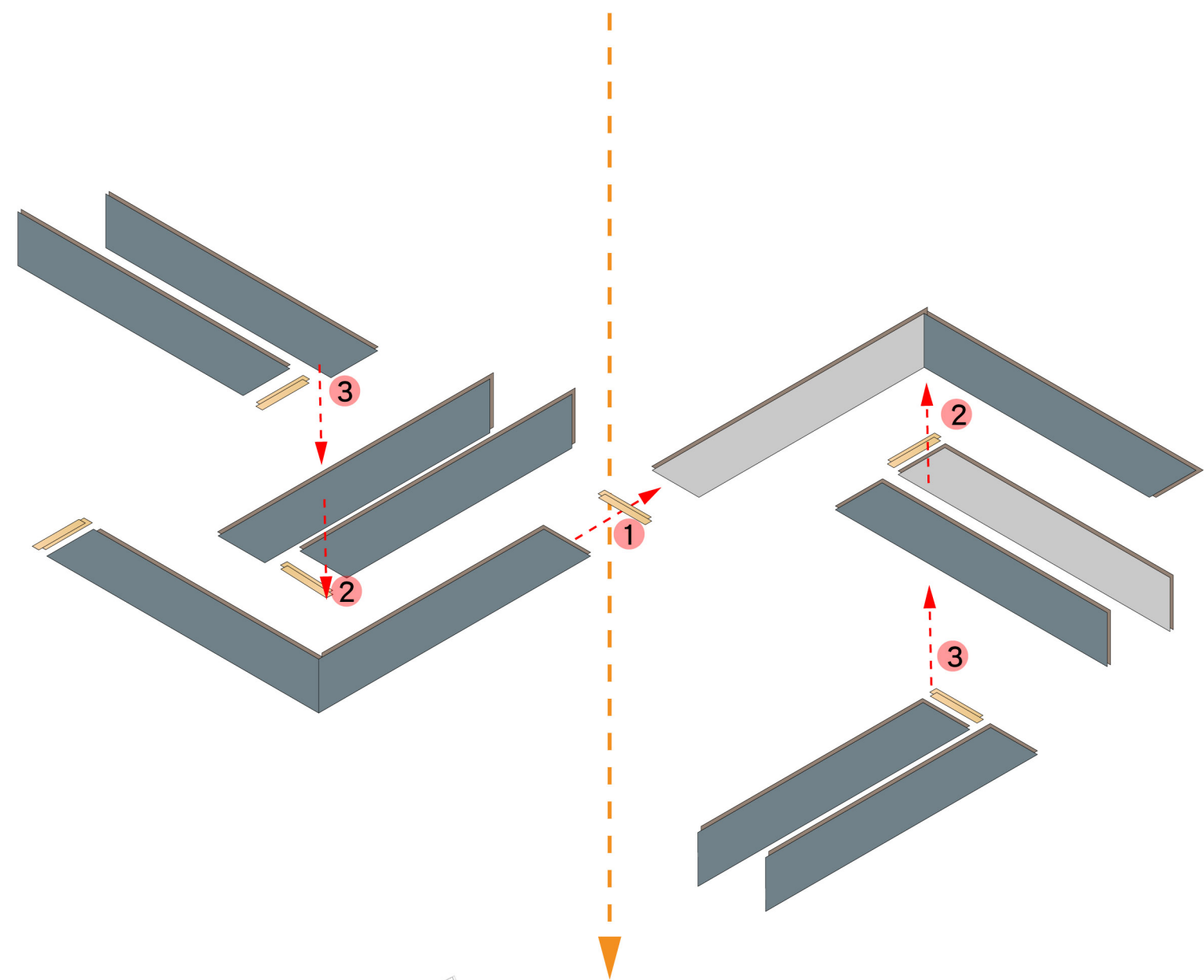


“Poetic Glamor Series” -
The Craft Tradition Built on Timber
Pattern, Brass Components and Angled-Cut

“Poetic Glamor” was a product series developed from a disciplined research effort, as the main color themes of indigo and brown grey with six timber-tone colors of square-cut and asymmetrical configuration. With detailing of small brass piece embedded at angled-cut timber junctions, on one hand, it was to prevent of the warping of natural timber materials, but to increase product quality through the matching usage of genuine timber and brass pieces, which have been patented. Apart from these products of refined craftsmanship, used in the already familiar timber flooring, it can also be utilized in walls, ceiling and decorative compositions.

“Poetic Glamor” Series, apart from being made with high quality timber and environmentally friendly paints, has also embodied hand-made saw-cut craft in presenting genuine timber patterns, so as to preserve the brand impressions of genuine and natural qualities, it also strengthened the differentiating qualities of genuine timber in the spirit of hand-made craft tradition.









Impact of New species - Cross-Industry Collaboration between DIKENI Apparel and Nature Homeware

Apart from the introduction of new retail model, in the face of the current fast-paced commercial landscape, DIKENI Apparel has formed cross-industry collaboration with Nature Homeware, in the hope of generating some sparks, as both DIKENI and Nature Homeware has the young generation born in the 80' s, the youthful core in the society who are hard-working yet with tasteful lifestyle, as the main consumer target, so through this collaboration, there shall be retail block with Nature Homeware theme in DIKENI stores, and DIKENI merchandise display in Nature Homeware store.







質感風格形塑 - 一個設計強化的品牌轉型方案

木地板的產品轉型 - 從強調木種品質到設計加值

創立於 1995 年的 Nature 木地板，為中國最大的木地板品牌，過去二十多年來致力以高品質木種為素材，生產質地精良的木地板，對產品品質的高度要求也成為其主要品牌特色。近年伴隨原客群市場逐漸飽和與普羅大眾對環保議題的日益重視，Nature 木地板也面臨轉型契機，如何透過設計的導入，讓品牌在給予消費者「高品質的木材供應者」印象之餘，建立新的企業識別形象，由過去珍稀木種銷售轉型成透過設計強化產品品質的提升，便為本次合作的一大挑戰。

產品設計規劃 - 由設計調研到質感設計的實踐

透過大量的調查及研究，我們歸納出 1980 後世代、已婚族群為當今室內裝修的主力消費客群。消費者認知當今木地板商品再滿足環保與實用之餘，「個性化」成為另一個他們所關注的重點，這些消費者偏好原木、黑灰白與深棕等自然色澤，同時對客製化商品需求亦逐年升高，並以現代、簡約等強調自然質感的呈現為主要喜好風格。回應這些基礎調研的結論，我們藉「生活中曾經的場景」為發想，以徐志摩的「再別康橋」為題，將 1920 年代文藝與知識青年的形象融合其中，設計出五款色彩、排列、搭配方式迥異的系列產品 - 「詩意韶華」系列，這款強調設計、去風格化，文青形象的產品，讓這些重視個人主體性的新世代消費者，有挑選各自喜好的機會，改變了傳統墨守成規的思考，並藉此引申「去風格化就是生活方式具體實踐」的理念。

詩意韶華系列 - 以木質紋理、黃銅構件與斜角切分共構的工藝性

「詩意韶華」是在嚴謹的調研基礎上產生的系列設計產品，我們以丈青藍、棕灰調為主色，藉六款深淺不一的木質色澤，搭配細長平行四邊形的切割，以非對稱的形式交織組構。此外在木料的斜角接縫處，亦被植入小型黃銅構件，一方面藉以防止自然材質的木製品變形，同時也透過實木與黃銅等異質材料的碰撞提升產品質感，這個別出心裁的設計今日已成功申請到專利。這些強調細膩工藝精神的產物，除了做為熟知的木地板外，也可廣泛運用在壁面、天花，甚至是裝飾畫作的呈現。「詩意韶華」系列在一如既往的具備高品質木材與環保塗料之外，更結合手工鋸切工藝以呈現立體真實的木質紋理，在保有品牌過去給予人真實、自然的印象之外，也強化了實木自身的差異性特質，一種手作、工藝與職人精神的體現。

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