

2014年春季手册以创造性的洞察力收集世界范围内的流行趋势。此参考工具仅作为美克美家广告、商品、店面建设以及室内装饰中色彩、材质以及涂装颜色的灵感指引。手册仅作为灵感的启发,并不仅限于文字内容。

This trend book is a cohesive formula to global insight which has been collated together for Spring 2014. Influences are derived from trend reporters, trend spotters, color experts from Pantone, companies in New York, England, France, as well as lectures presented in the US and EU. These trends are being followed by Potterybarn, The Conrad Shop, Crate & Barrel, Ethan Allen, Anthropology, Harrods, Macy's and all 'haute couture' design emporiums. This reference tool is solely for the usage of MHF advertising, merchandising, store architecture and decor as inspiration and as a guideline of color, texture and finishes. The looks presented are for inspiration and not be taken literally.

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Color your world with bright shades of wonder.





我们再也无需区分岩石矿物、塑料、水 泥和垃圾。就像缤纷色彩和不同层次的气球 融化一样,泥沙的层次形成各种结缔,人们 符这种趋势的结果是为具有现代制造工艺 的石器时代。而在Ellse Graham的设计中就 体现出这种蜂红。

而且, 在如今, 我们还能看到皮毛座椅 也称为后工业中性体验中的一部分。Yuup Viesent的(塑料皮毛座椅)就能使人感触 到这种"新纪元",这种座椅用机械制作, 但看起来具有一种天然泥土的质感, 但确实 是机械制作的, 而又具有模拟地理层次和地 质纹理的线条脉络。这种产品及其使用周期 现在则反复得到运用,一再运用,并模制成 型, 然后将自然与合成材料结合在一起, 构 成某种妙趣横生的物件, 例如, 将牛膀胱打 造成塑料水壶, 达到设计和功能上的极简主 义。寻找出陈年旧货加以重新组合,看似平 淡无奇的砖块和刨花等可再生物料, 以有机 或纯天然的方式重新利用, 看起来极具现代 质感。所有这一切都可制成多层桌子。还有 摇钱碗--其实是用可再生的银行废币制作

We are no longer dividing rock minerals, plastic, cement and trash. Like melted balloons of different colors and layers, the sand and the earths layers create crusts, a sort of a stone age with modern manufacturing processes is defining the outcome of this trend. Ellse Graham shows it in her designs.

Also, today, you will see the fur chairs to be a part of this post industrial neutral experience. Yuup Viesent (plastic fur chair) it's tactile as is this 'Neo Geo' era and it's machine made to look like it's a sense of natural earth, but machine made. It has layers of strata mimicking lines of geographic layers and textures. The product and its life cycles are now used multiple times many times over again and molded and used before the nature plus synthetics are then lumped together creating interesting things like a cows bladder into a plastic water bottle making it very minimalistic in design and function. Taking old things and mixing them together. Recycled compounds like brick looks plained down to wood chips, repurposed to look like modern textures in a organic or rather natural way. So that all these have been put together to make tables with several layers. Money bowls - out of OUT

的,一旦经过粉碎、研磨…再融合在一起, 看起来就像是大理石制品。这呈現出一种幻想的极简构建的中性观点,但却是一种手工制作的极简主义,一种人造的极简主义,是 人工制造的,而且会磨损,但却是崭新的。

储存室采用高科技工艺和新型制作技术, 运用全新的"美错"设计理念子以设计, 并采用无毒面漆, 例如银米色、酸性绿、海军蓝、尤其是酸性绿特在2014年春季大行其速。该褐色和棕色的水泥与青灰米色、暗金色和棕色蓝质搭配构成柠檬粉的明快脉冲条纹。浴室中主要采用粉金色、赤陶色和暖黄蜂蜡基层形成像粗糙的质感, 具有未质或皮革的防滑和助水功能。

过于沉重的棕色体现出时间的沧桑、西 根墙的纹理使人想起染坊。对此要进行修 复、 而修复主要是采用木材和石材。 但这种 色彩和纹理的基层是全新的新纪元条纹中的 要素之一。

中性程度降低的卧室在维持赤陶和木纹 图案形态的同时,将采用明亮鲜黄的配饰装 饰。虽然石材体现出宏观的趋势,但在配套

OF COMMISSION bank notes that have been recycled and it looks like marble once it is crushed, pulverized ... together. It takes on is a visionary minimal architecturally neutral stand point. But it is crafted minimalism, it is man made minimalism. Its also hand made its worn down but it's new. Storage is the new glitch design with high tech new technologies and new manufacture. Along with non toxic surface finishes. The technologies are beige silver, acid green, blue navy, acid green for spring 2014 is going to be huge. Ecru and browns cements with bright bursts of lemon pink on pewter beige darker gold and brown. Pink gold and terra-cotta and a warm vellow bees wax strata it's a tactile slightly rough non slip feature to wood to leather, to waterproofing mainly used in bathrooms. Dirty browns convey time. Extreme textures convey rougher dyer forms. Patch work will be their but patchwork with woods and stones. There is going to be this bed layering of color and texture and in this whole new Neo Geo strips are going to be a major element. Abating neutrals bedrooms will have bright sunny vellow accessories and will be decorative while maintaining shapes in terra-cotta and wood graphics. While stone conveys the macro trend, solid browns, bright tumbling glass

器件和桌面陈设中采用的深棕、明亮的滚光 玻璃砖和陶瓷质感的板材, 能使我们以优雅 的方式体验柔和暗绿、全新浅粉的金属配 饰。亚麻织物不再需要以法式风格清洗熨 烫, 层叠在桌面上。咖啡机是采用粉碎的报 纸制成, 具有陶瓷的质感, 而且防水。抹墙 材料充分利用了粒纹。自然形态、同心圆形 态、贴面石材、混凝土和木质蜂巢板材, 均 予以重新利用, 而毫无浪费。石质盐瓶和胡 椒调味瓶均采用沙砾、石材和盐块制成。桌 面采用斑驳缭乱的中性色彩条纹, 使人想起 上个世纪七十年植物颜色的美耐皿材料, 具 有尺寸超大的室外用具的气派。宠物蛋造型 结构印刷在具有引人注目的水晶石和钻石图 案的木质纸上, 在背景中营造出环环相扣的 环状, 创造出绝无仅有的生物图形。

室内装饰品

枕垫均设计成石质图案,窗帘采用融合了矿 物质迷幻图形面料,以绘画的笔触,采用数 字印刷融入薄纱般的图案。

stone, porcelain looking plates in matching sets and in tableware will give us a tasteful way of experiencing the new pinkish metals with soft avocado. Linens are no longer perfectly ironed french laundered looks with layering on the table. Coffee makers are made out of crushed newspaper and have a porciline finished look and waterproof. Spackled materials bring grain to life. Natural shapes, concentric shapes, plastered stone, concrete and wood honey comb materials are being repurposed so that nothing is going to waste. Stone salt and pepper shakers are made out of grains of sand, stone, and salt. On the table gender neutral colors variegated stripes represent 70's melamine in vegetable colors, exaggerated are used like oversized outdoor furniture. Pet egg shaped structures printed on wood paper with dramatic crystals stones and diamonds will be worked into the rings and in backgrounds as well to create a unique creaturesque creature.

Soft Furnishing

There will be pillow designs stone patterns and psychedelics looking material melted minerals of curtains and sheer infused patterns digital printing in brush strokes.



高科技创新

图案逐渐被建筑细节所取代。不规则的图形从外观上展现出了一种运动趋势——石器时代使极简主义的艺术变得越来越精致。

High Tech Innovation

Patterns are replaced by structures and reliefs. Irregularity creates surface in motion - the stone age refined into man made minimalism.









动物入侵

无论是传统的家具还是现代的艺术 品,只要有皮草就会显得重要起来。即使是塑料制品也不例外。

ANIMAL INVASION

Accents will be embellished with furs from traditional furnishing to natural/organic art inspired furniture as well as plastics.



动物新生

在这个新的时代,设计师会使用 那些让你意想不到的材料。像牛 膀胱、鱼皮或者鸡皮去创造不同 寻常、独一无二的产品。这是关 于所有元素使用的思考。

FENDI

Unconventional materials will be used in this new era, like a cows bladder, fish skin, and chicken skin to create unique and unprecedented products. It's about using all the elements.







精打细算

层叠的报纸可以用来制造家具或 者家用物件的细节设计。同样, 如果报纸经过碾压再合成,就会 呈现像陶瓷一样的物质,可以用 来做防水的产品或者装饰。

WASTE NOT WANT NOT

Newspaper will be layered to create home furnishings and cosmetic automotive detailing. It can also be crushed and turned into a porcelain type substance which can be used as waterproof appliances and accessories.



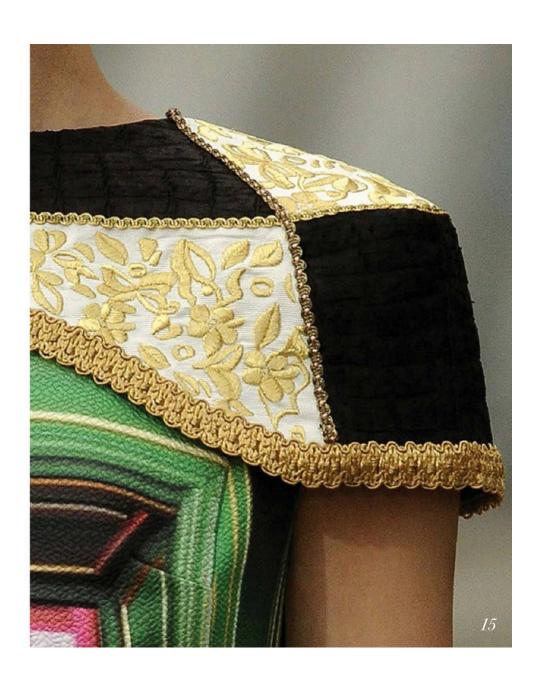
拼接

面料、图案、材质以及色彩细致地 重叠与拼接,给折衷主义的外观带 来了全新的理解。

PATCH WORK

The fine details of layering fabrics, patterns, textures, and colors give an eclectic presentation that redefines the tailored look.









看我变 "绿" 这一季, 无论是酸绿还是柔和的鳄 梨绿, 各种各样的绿色将会大放光 芒。最好的就是能搭配略带桃红以 及银质金属的颜色。

COLOR ME GREEN

Various shades of green will emerge over the season from acid green to soft avocado. Mix with pinkish and silver metals and finishes.



亮黄色的装饰

春季欢迎明亮的黄色归来。装饰性 物件会装点空间中的所有角落。而 黄色与灰色条纹的结合能够很好地 平衡色彩。

BRIGHT YELLOW ACCENTS

Spring welcomes the bright bursts of yellow into the home. Accents pieces will decorate all the areas of our living spaces. Vertical stripes mixed with gray balance the pallet.











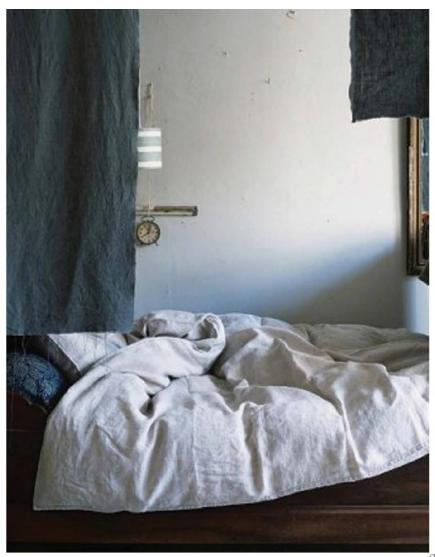
法式水洗

这是材质的世界。将亚麻压碎、变 皱、堆叠。波西米亚的怀旧风情。

FRENCH LAUNDERED LOOK

It's all about the texture. Linens will be crushed, crinkled and layered. Reminiscent of the bohemian look.





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圆润

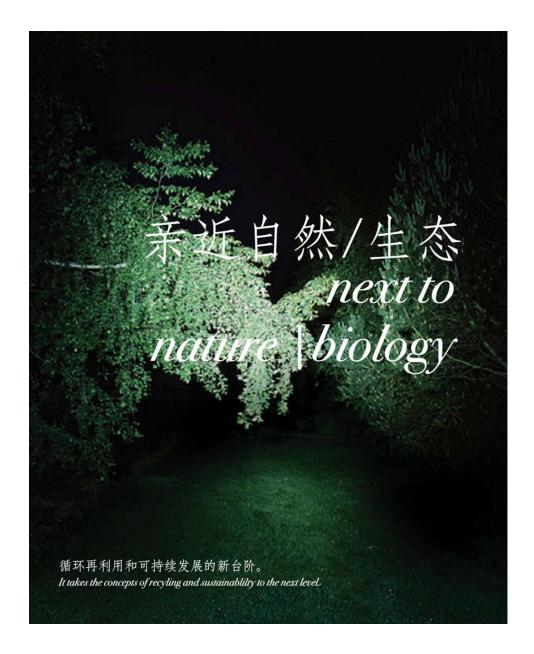
使用抛光的木质或塑料,将鸡蛋形状的结构改造成室内或者户外的座椅。这些形状是通过计算机精准计算而成的,标志着设计和灵感的新时代即将到来。

BULBOUS

Egg shape structures will be used as indoor/ outdoor seating options. Produced in high polished plastic or wood. These shapes are being generated by computer algorithm. A new age of design and thought is approaching.







产品源自于一种全新的哲学理念, 人类将创造出狂野的体系和黑色 和花卉, "黑茫茫" (Big Black Nothing) 即将成为中国的绿叶文化 中重大活动。

Products are grown through a new philosophy, human kind will create wild systems and black floral, "Big Black Nothing" is going to be a big movement in the Chinese culture with leaves.

The color pallet is bright greens think 'The Brazil cup 2014', it's a tropical place, tropical tones will be the big thing, Amazon plants, posh fluorescents mixed with soil, roots, natural structures into interiors, growing nature, growing out of the interiors. There are bright colors and plastics which will no longer be obnoxious - super natural shiny, powdery colors, plus patterns like Gaugan heritage prints Trobriand Islands of the captured growth in planters. Integrated with architectures are now innovative and vertical buildings creating harvest gardens are going to be the rage. Multiple shades of green and okre and dark green mixed in

合在一起,在深绿的映衬之下格外繁茂,而此处条纹体现出关键的作用…与室内和户外环境中的明快和中性相辅相成,既体现出大自然, 其实也是依照大自然的绿色打造。

with magenta against deep green is huge. Stripes are key, as well.... they will be mixed with brights and neutrals together for instance in both internal and enviorments, it will reflect nature and it will be green and shaped very naturally. Ceramic bathrooms, tone on tone brights and united in color. Air plants, hanging - will be big stimulating to the internal prints and external gardens. Terreiums wont be so prominant, but nature in its own environment creating vapor. Exuberant bright poppys will be big. In next to nature a pale tone of the Nordic subdued colors will be complimentary to add with the vibrancy of pinks and reds with oversized patterns, bright mauve, blue, green, and vellows. Decorative bamboo edges and decals on glass resinate a 50's modernism. (bamboo edges etched with decorative carvings) Bowls or objects of accessories for tabletop will have misted

饰的碗具或物件均采用喷雾工艺处理。具有花卉色彩的陶瓷刀具不再 是银色,而是呈现出花卉的粉红以 及人工蜡染的树脂边缘的鲜艳明 亮。

居室造就生活:

其次的重点色彩就是粉红。随着粉 红啤酒的兴起,粉红色必将男士追 棒的颜色,并以穿着粉色服饰形。 在这种按彩系列的自于巴西。 奇中,北欧淡雅色和源自于巴西、 洪都拉斯以及巴厘岛的热带风情与 下心是在室内还是全外家具际 设施

就家具、壁纸和地毯的色彩而言, 洋红将与绿色乃至诸如北欧主题的 中性色搭配。

applications sprayed on.

Ceramic knives with floral colors no silver just floral pink, and bright colored resin man-made cerated edged knives.

HOME BUILD LIFE:

The next coloration that will be big is PINK. There will be an emergence of pink beer, pink is going to be a hot color for men, and comfortable for men to wear. In this color blocking and retros story, Nordic pale, the tropicals form Brazil, Honduras, and Bali will mix patterns and styles seamlessly on indoor and outdoor furniture. There will be structures and textures that represent natural features which will be digitally done. Leaf patterns will bring a beautiful rhythm to the space.

On furniture wall paper on carpeting. Magenta will be with green or tone down neutrals such as the Nordic theme.



绿色的深思

强烈且具有活力的绿植、树叶以及 夸张的图案,用这些元素来营造让 想象力无限发散的奇妙空间。

THINK GREEN

Strong and vibrant bright greens, leaves, textures, and oversized patterns, create unusual places for the imagination to flourish.





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丛林中的绿色

墙上的剪影将时尚元素空间突显得 淋漓尽致。优雅精致的面料上绣着 热带雨林的植物以及夏威夷的图 案。

TROPICAL GREENS

Silhouettes refined with a flair of modern elements along with the addition of tropical florals and Hawaiian prints embroidered in luxurious elegant fabrics.

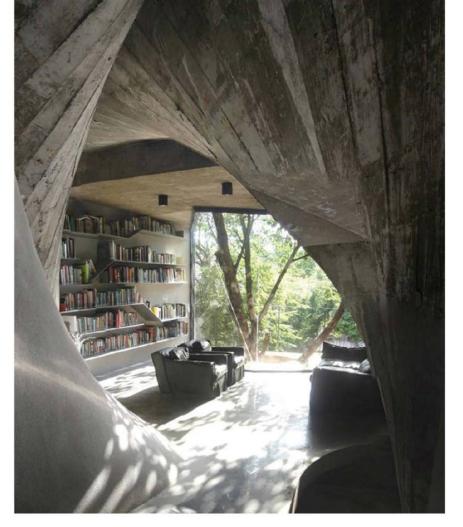


自然生活

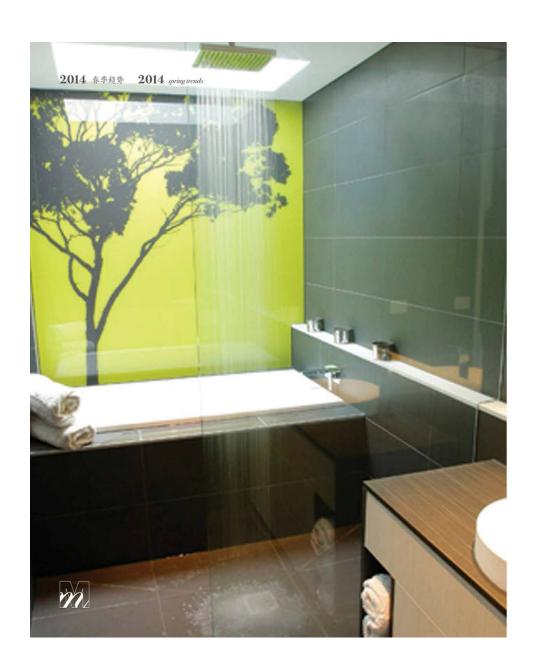
绿色生活方式在设计和建筑中是关 键因素,其核心在于仿效自然环境 而不是占据空间。这是一种心态的 宁静。

NATURES WAY

Green living will be a key factor in design and architecture. It's about being a part and mimicking natural environment rather then overpowering the space. It's a serenity of mood.









同系配色

无论是墙面上夸张的图案, 还是瓷 砖浴室, 都是同基调自然活力元素 的最好体现。

TONE ON TONE

Oversized graphic prints will be printed on walls. Ceramic bathrooms will be tone on tone in vibrant shades of natural elements.





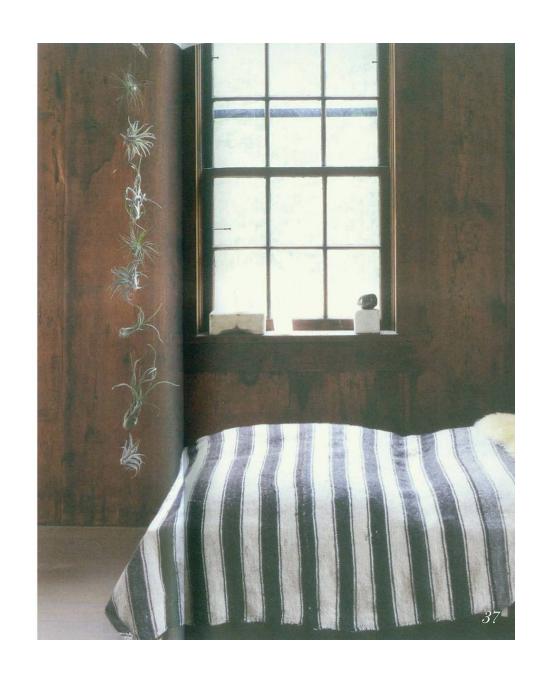
植物生命

印有GUAGAN遗产版画的花盆盛满 了热带的植物,悬挂在空中的绿植 给房间和花园的角落带来了生机。

PLANT LIFE

Tropical plants submerged into Gaugan Hertiage print terracotta planters and hanging air plants will give life to the corners of our homes and gardens.







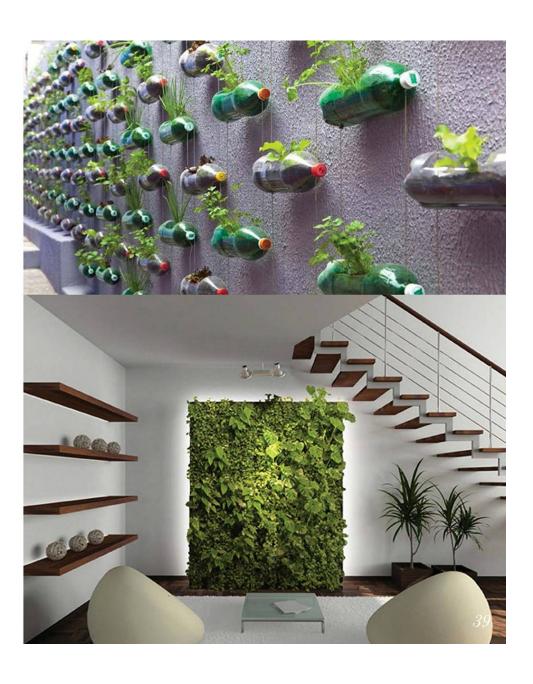
简化生活

旧物的利用与改造在设计和建筑中 会变得越来越新颖以及智能。花园 和阳台垂直的墙不仅能给小空间或 室内的墙面带来春天的气息,还能 自然地净化空气。

SIMPLIFIED LIVING

Repurposing items becomes new and smart in design and architecture. Vertical gardens will spring up in small places and inside, focal walls of foliage will clean the air naturally.









粉色, 你准备好了么? 2014年,粉色将会成为男士流行色

2014年,粉色将会成为男士流行色的又一选择。与花卉和夏威夷风格的图案搭配在一起:整个空间将会变得更加柔软,但是却能营造出大胆、自信的效果。

READY FOR PINK?

Pink is found to be the choice color for men's fashion in 2014. Mixed with floral and Hawaiian prints: homes will become softer but create a bold new look that is confident and secure.



无论是白天还是夜晚, 现如今的年轻人整日不停地忙着敲击键盘, 或许是沉迷于丰富多彩的社交媒体, 或者是玩网络游戏, 又或者浏览网页。电脑图像已经成为从虚拟世界回归现实生活的结果之一。这是80年代最流行的趋势。鲜艳明亮的花卉、古灵精怪的图案、大胆的电脑图像、以及夸张的扎染、全息摄影材料、模糊的图像以及集合图案的拼接。水彩颜料、油漆喷溅, 这是一种非常年轻、娱乐的风格。

The millennials are busy clicking away on their computers both day and night, getting lost online in all benefits of social media, online gaming, and internet surfing. As a result the merging of reality and computer graphics are becoming one. Its a big flash back to the 80's. Bright florescences, pixilated graphics, bold computer graphics, oversized tie dies, holographic 3-D materials, blurred images, with geometric patchwork. Watercolor, paint splashes, its very youthful and playful style.



80年代的流行艺术

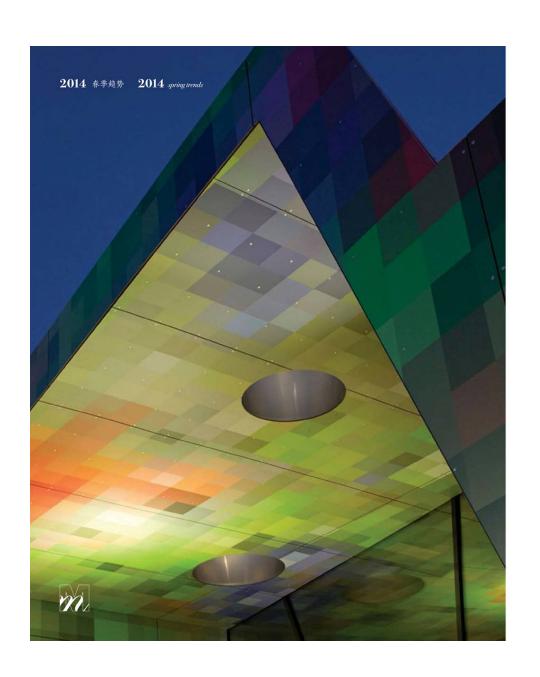
计算机的应用,催生了抽象图案和油漆飞溅在艺术和印刷作品中的应用,数字美学开拓了创造力的新领域。

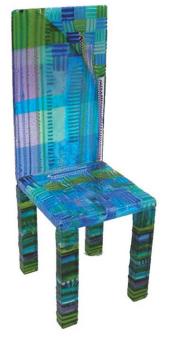
80'S POP ART

Computer generated pixilation and paint splashes will be used in art and prints. Taking the digital age to new levels of creativity.









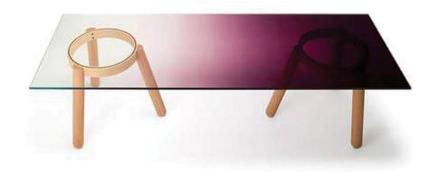
先进的实体动画

计算机生成的实体动画将用于创作 建筑物、装饰性图案、家具和配 饰,在更大的意义上,这是一种设 计和兴趣的数学方程。

ADVANCED PIXILATION

Computer generated pixilation will be used to create arhicture, decorative prints, furniture and accessories. Its more of a mathmatical equation of design and interest.





坡度

渐变以及扎染也将会成为趋势。单 色的渐变, 在数码美学的衬托下, 显得更加优雅、精致。

GRADIENTS

Gradients and tie dies in monotone applications represent a softer side to this new digital aesthetic with refined elegance and sophistication.







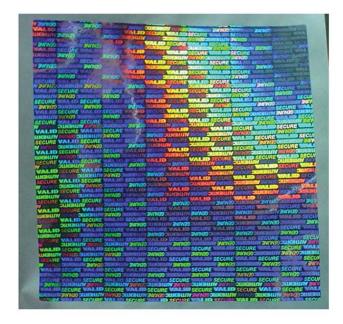


多种多样的色彩

墙漆以及色彩的混合,能够营造一 种艺术感极强的设计和潮流趋势。

COLOR GALORE

Mixing of paints and colors all substrates to create and artist style of design and fashion trend.



影像图案

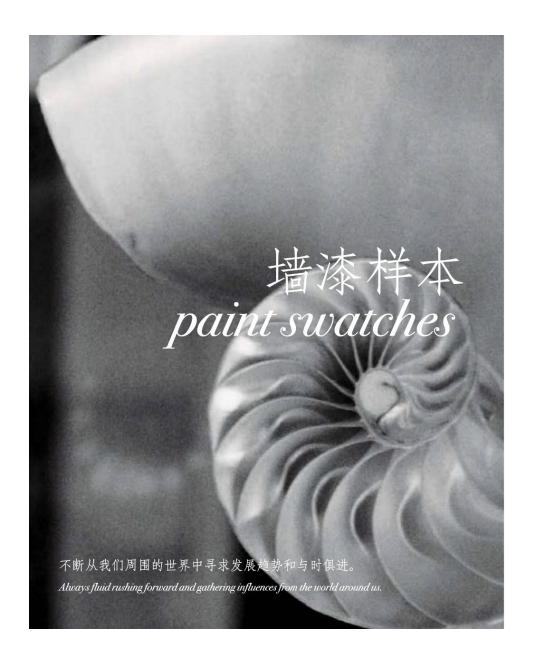
这种影像图案将以不可抗拒的视觉 冲击力,必定能体现出这种创新 优势。

HOLOGRAPHICS

With their compellingly futuristic feel, holographics are guaranteed to give that innovative statement edge.







墙壁不再是被忽略的一个元素。

装修中,须在房间布置上发挥积极作用,油漆的色调,墙面和整体效果的风格有新的突破。无论是暖色还是冷色,这种颜色本身就能彰显出质地,强调某种色调,并非能在色谱中随时找到,sherwin-williams创造了4个独特的色彩组合,会有所有的趋势风格。

Walls are no longer just a neutral backdrop to attention-grabbing furniture; they have an active role to play in setting the stage for rooms where things happen. Paint shades, wall coverings and finishing effects break new ground in dynamic style. Whether warm or cool, the color lends itself to texture, emphasizing a tactility not always found within a color spectrum. Sherwin-Willams has created 4 unique color combinations that will flatter all trend styles.



合理配色

灰色和黑色赋予他们新的灵感。当 我们坚持自己就会引领世界潮流, 利用几何和三维, 打造的图案和形 状、印像、空间是非常重要的。

REASONED

Gray is the new black, and math is the new sexy. As we embrace our inner geek, we're also celebrating the quantifiable world's impacton design: using geometry and 3D printing to create patterns and shapes in which shadows, negative space and tone on tone are as important as the structure itself.







色彩分析

越来越多人喜欢传统文化的手工花 边,刺绣,蜡染等少数染色技术, 赋予民俗审美新的文化。

INTRINSIC

There's growing interest in preserving individual cultural traditions — handmade lace, embroidery, batik and other ethnic dyeing techniques lend an earthy, folkloric aesthetic to this new Bohemianism.





奇巧珍异

这是一副奇妙新颖的灵丹妙药,魔 力科技与奇思妙想相辅相成,甜蜜 梦想与惊秋梦魇缠绕交织,标新立 异成为痴迷乃至欲望的客体, 这就 是您从未见过的奇异之美。

CURIOSITY

It's a strange new elixir, where mad science meets fantasy, and sweet dreams overlap with feverish nightmares. Oddities are now objects of fascination, even desire. The bizarre has never been more beautiful.



Enigma SW 6018



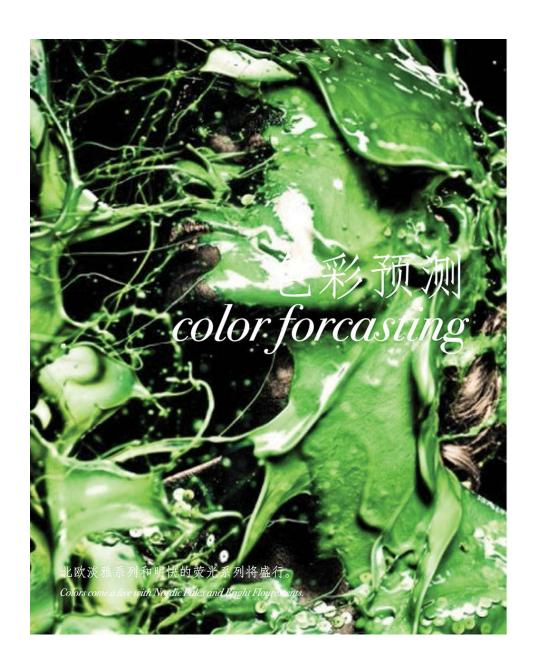


玲珑剔透

薄如蝉翼的面料隐隐闪烁着柔和魅影,奢华但不媚俗的倩影,这是一种以柔和调解的简约、微妙色彩和力度致优雅的心灵得到平衡。

DIAPHANOUS

A soft gleam behind gossamer fabric. It's a luxurious image, but luxury isn't what lures us to it. Instead, it's the exquisite, spiritual balance of simplicity, delicate colors and strength tempered by softness.



在本季中,我们从包括潘通色卡、颜色实验室和WGSN等机构在内的来源中精选色彩。我们生活在日益变革和变化的世界上,而这个世界始终是不断成长和繁荣昌盛的。丰富而富于活力的明快色彩总能以其功能性色调捕获时尚和潮流的活力和新的亮点。

This season we extract colors from various sources including Pantone, Color Lab, and WGSN. We live in a shifting and ever changing world, which is always growing and flourishing. Exuberant and energetic brights capture the vigor and new focus of styling and trending with functional color pallets.



新现代风

这些潘通色卡颜色可用于纤维、羊毛、纱线和合成材料的通用指南。 这些颜色配方是由WGSN2014春季 色彩标识表预测提供,并细分为新 现代风、追随大自然和新数字美学 三个范畴。

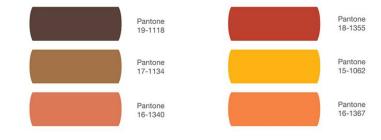
NEO GEO

These pantone colors are to be used as general guidelines for fabrics, wood, yarns, and synthetic materials. These color formulas are provided by WGSN's Spring 2014 Color Barometer and subdivided into the three categories of Neo Geo, Next to Nature and New Digital Aesthetics.

色彩标识表:红色 COLOR BAROMETER: RED



色彩标识表: 橙色/棕色 COLOR BAROMETER: ORANGE/BROWN





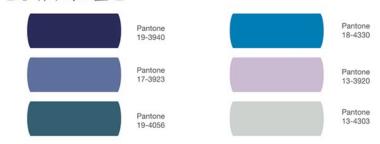
2014 春季趋势 2014 NEXT TO NATURE Lively depth and interesting shade changes are found in nature in the precious irregularities of organic growth or in rock formations. These effects are mirrored in unique, hand-crafted objects.

追随大自然 NEXT TO NATURE

色彩标识表: 蓝色/灰色 COLOR BAROMETER: BLUE/GRAY

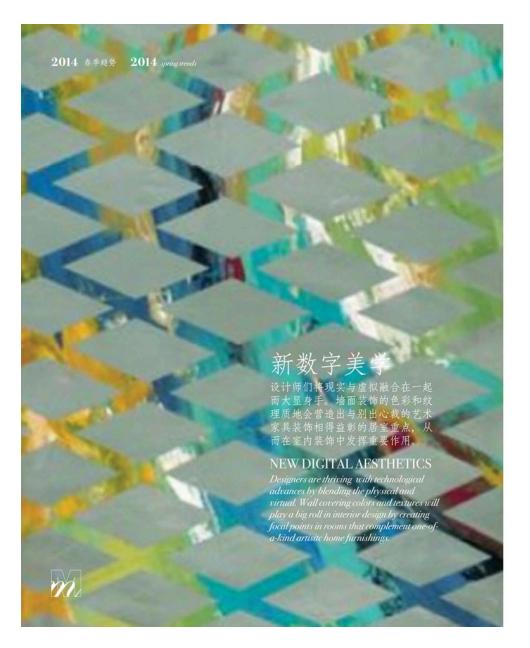


色彩标识表: 蓝色 COLOR BAROMETER: BLUE



色彩标识表: 绿色/蓝色 COLOR BAROMETER: GREEN/BLUE





色彩标识表: 紫色 COLOR BAROMETER: PURPLE



色彩标识表: 绿色 COLOR BAROMETER: GREEN



色彩标识表: 黄色 COLOR BAROMETER: YELLOW





潘通色卡面料颜色

我们生活在一个始终处于成长和转型的不断变化的世界中。本季潘通色卡将微妙而柔和的室外的舒缓明暗过度色纳入到居室之中。这些色彩在诸如Prada & Givency等高档男装中得到广泛使用。

PANTONE FABRIC COLORS

We live in a shifting and changing world which is always growing and transforming. This spring Pantone has invted the soft shades of the outdoors to fill the home with colors that are subtle and soft. These colors are highly used in Mens coutour clothing such as Prada and Givency.

Pantone Cashmer Rose 16-2215

Pantone Blue Asler 18-4252

Pantone Orchid Bouquet 13-3412

Pantone Placid Blue 15-3920

Pantone Dewkist 13-0107

Pantone Green Glow 13-0442

Pantone Lemon 13-0752

Pantone Cactus 18-0130

