

重点活动 – 市场信息及营销策略

FEATURED EVENTS – MARKET INFORMATION & BUSINESS STRATEGIES

2023 年第三届纺织工业设计创新论坛 Innovation Forum for Textile Industrial Design

论坛 FORUM



本届论坛将围绕“设计赋能”为核心，围绕“设计色彩、设计产品、设计品牌与设计平台”等方面内容，深刻探讨如何构建行业工业设计价值体系，并邀请工业设计创新力强、发展水平领先的行业工业设计中心企业成功案例分享，塑造行业工业设计创新标杆典范，促进行业工业设计创新力、时尚力和竞争力。

Taking "design empowerment" as the core, focusing on "design color, design products, design brand, design platform", the forum will deeply discuss to create an industrial design value system, and invite flagship industrial design Centers and enterprises with powerful industrial design creativity to share their success cases. In doing so, the forum will set the benchmark model for industrial design innovation in the textile industry, promoting the industrial design innovation, fashion, and competitiveness of the industry.



| 2023.8.28 | |
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| 14:00 - 14:10 | 论坛致辞 Forum Address 徐迎新，中国纺织工业联合会副会长， 中国国际贸易促进委员会纺织行业分会会长 乔艳津，中国纺织工业联合会生产力促进部主任 Xu Yingxin, Vice Chairman of China National Textile and Apparel Council Vice President of the Sub-Council of Textile Industry, CCPIT Qiao Yanjin, Director of Productivity Promotion Department of CNTAC（待定） |
| 14:10 - 14:40 | 设计色彩： 工业色彩在产品上起到了凸显产品特色、令人耳目一新的作用，能延长产品的生命周期、形成家族化色彩设计语言。这些年，材料供应商在色彩与流行趋势方面进步很大，很多创新甚至引领了潮流的发展。 演讲题目： 工业色彩的历史与发展趋势 演讲嘉宾： 傅炯，上海交通大学设计学院副教授、设计趋势研究所所长 Design strategy: esigning color: Industrial color can highlight the product's features and refresh the experience, therefore, extending the product lifecycle and creating a tonal color palette. Over these years, material suppliers have made great progress in color and fashion trends, among which many innovations have even led the way. Topic: History and Trends of Industrial Color Speaker: John Fu, Associate Professor Head of Design Trend Institute, School of Design Shanghai Jiaotong University |
| 14:40 - 15:10 | 设计产品： 强化设计引领产品创新，提升企业产品综合性设计水平，构建企业工业设计价值力和竞争力。 演讲题目： 企业工业设计竞争力塑造 演讲嘉宾： 张东，鲁泰国家工业设计中心主任 Design strategy: Strengthen design-oriented product innovation. Improve the comprehensive design level of enterprise products and build the value and competitiveness of enterprise industrial design. Topic: Shaping the Competitiveness of Enterprise Industrial Design Speaker: Zhang Dong, Director, China Industrial Design Center of LUTHAI |
| 15:10 - 15:40 | 设计品牌： 设计赋能品牌核心价值，塑造品牌市场定位与理念，助力打造具有国际竞争力的品牌企业。 演讲题目： 时尚品牌工业设计集聚能力构建 演讲嘉宾： 孟昭，爱慕股份有限公司研发总监 Design strategy: Design empowers the core value of the brand, shaping the brand market positioning and concept, building internationally competitive brand enterprises. Topic: Building the Agglomeration Capability of Fashion Brand Industrial Design Speaker: Meng Zhao, Director of R&D, Aimer Co Ltd |
| 15:40 - 16:10 | 设计平台： 开展行业工业设计平台建设，针对中国纺织行业工业设计中心培育与评定工作，从评定管理办法、申报须知、申报条件与认定体系等方面进行精准辅导。 演讲题目： 中国纺织行业工业设计中心培育与评定工作推介 演讲嘉宾： 祝丽娟，中国纺织信息中心流行趋势部副主任 Design strategy: Create a trend-oriented and innovative industrial design platform. Improve the design evaluation system. Focus on fashion design concepts and enhance creative design capabilities. Topic: Cultivation and Evaluation Working for China's Textile Industry Industrial Design Centers Speaker: Zhu Lijuan Vice-Director of Fashion Trend Department, China Textile Information Center |