

The theme of Interior Lifestyle China 2019

“It’s my lifestyle!”

If real life is not ideal, then where is ideal life? Interior Lifestyle China adds “lifestyle” to its Chinese name in 2019, which indicates that lifestyle has become the main appeal of design; a shift from products to life, and from reality to ideal. When there is a gap between real life and ideal life, home design products become bridges and converters in between. Let life be presented in the ideal way, and let ideal becomes real life.

Variety is the origin of ideal life

The essence of lifestyle is a certain value, it is an attitude towards life. Life is diverse and the lifestyles it presents are different. Variety is the source of happiness. Different necessities of life reflect different value appeals. Age, experience, professional background, personality and preferences are all a form of lifestyle, and are displayed distinctly and multidimensionally.

People with different lifestyles chooses different home design products. Consumers show their attitude towards life and declare their identity and self-status through the attributes of home design products. A product repositions its user’s lifestyle and labels itself to form a classification. A set of coffee cups and a vase become the labels of our ideal life.

Longing for beauty is the appeal of ideal life

No matter which lifestyle we choose, a product must meet our needs and realise its functional value. Every life scene, from clothing and food to housing and transportation, is set, and our behaviour must approach or fully conform to our expectations. The space of the scene, the design products, and even the surrounding music, colour, smell, and services, must achieve functionality and fulfil the first layer of ideal life.

Today, as business is highly developed, the functional differences between products are shrinking. The differences between lifestyle brands are more reflected in psychological differences. Consumers want to satisfy their emotional needs by purchasing and using lifestyle items. This kind of demand reflects a desire for a family, an affirmation of self-worth and a yearning for a good life. The concept of an ideal life is always better than reality.

Realising oneself is the goal of ideal life

“Who am I? How will I live? What do I love?” Consumers in the new retail environment are happy to share their lives on social platforms. Lifestyle products are matched with their users’ image, which reflects personality, income, aesthetics and values. This reflection is not only the classification of big data, but also the belonging of social groups. Users of the same attributes feel close to each other and regard each other as reference, and this community interaction encourages consumers to find their sample of ideal life.

When there is a gap and conflict between ideal life and reality, lifestyle products are no longer a product but a solution to resolve conflicts. The juicer is no longer just a juicer, but the guardian of health. The coffee cup is no longer just a coffee cup, but an intimate companion to enjoy life. Finding conflicts and resolving them brings life a step closer to what we imagine to be ideal.

Interior Lifestyle China brings together the beauty of life, makes real life more ideal, and makes ideal life a reality.