

2018 Theme of Interior lifestyle China

Live up!

Miura Atsushi, a Japanese writer, puts forward that “the ultimate significance of consumption lies in how to live a more fulfilling life” in his book *The Fourth Consumption Era*. With the basic satisfaction of material needs, now we have a higher demand for life. All of the changes, including the upgrade of demand, products and consumers, aim to renew our life to be better. Interior Lifestyle China will follow our heart and *Live up* a brand new life together this autumn, to bring together the beauty of life.

Demand upgrade: the driving force of a brand new life

Nowadays, life no longer refers to daily necessities (such as firewood, rice, oil or salt) or merely accommodation (of three bedrooms and two living rooms); it carries more connotations. The previous state of life can no longer satisfy our spiritual needs, which stem from the heart and inevitably transform into action. Simple material guarantees have already been completed. Now we pursue better quality and a more wonderful life. The products, just as our personal labels in our Friends Circle, have to match our life qualities, future plans and aspirations.

Life is our living at home, yet it is more than home. Our new definition of LIFE is the organic combination of our daily activities including networking, travelling, work and education. *Living up* a brand new life is to upgrade it towards a beautiful vision.

Quality upgrade: the primary basis for a brand new life

A good design has to be impressive. In addition to basic functionality, more additional attributes are required. It should be beautiful in appearance; the color and style should be in accordance with seasonal fashion trends. In the subdivision area, the age of pursuing completion and exquisiteness has already passed. A good life requires expertise and exclusivity.

A good design also requires excellent marketing. The new consumption model has changed the mode of simple selling and buying. The era of buying for rigid demand has gone. Buying is an experience, similar to coffee-drinking, brunch-eating and appreciating art exhibitions; it can either be casual or predetermined. Consumption is a happy process. However, it is not only the goods themselves which make the consumption a happy experience. Shopping companions and consumption places are also important factors. The essence of living up a brand new life is the transformation of value and lifestyle.

Consumer upgrade: an important manifestation of a brand new life

Today, everyone can be a “life expert” and grow into an expert in a certain field. The life experts have their own opinions with the awareness of what they do or do not need. They have sharp senses on products, which help them to identify high-quality items. They desire better product-using experiences. They always choose products that can improve their life and arouse happiness.

The life experts emphasise individual demand and personal style, choosing only the products that match themselves. Consumption for self-pleasing has become an important expenditure in living expense. They live a brand new life while sharing their experience via We Media. This is a fast and convenient era when they can publish their “trick of the trade” immediately. Through consumption, the life experts express their attitude towards life, connect with the society and show their presence in daily life. They speak for their own life, a beautiful life.

Live up a brand new life, from today, from now.