

Research on Gao Ding Based on the Chinese Way of Whole House Customization

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Abstract: The concept of "Gao Ding" in Chinese market is booming in recent years with the whole house customization in the design field, but it is particularly explained well for this new idea of design, which has a great relationship with people's concept of whole house customization, interior decoration, furniture and furnishings purchase. The development of "Gao Ding" field is also changing quietly with the change of people's concept. How did the word "Gao Ding" become popular? Why is "high-definition" popular? How to interpret "high-definition"? Only by understanding the logic behind the rise of "Gao Ding" can we better interpret what "Gao Ding" is. And the motivo of its development with the Contemporary home decoration design, from the past traditional construction to today's design and construction of one-stop service, decoration industry has developed more and more convenient. "High-quality life" is the Chinese people's yearning for a better life, and it is also President Xi Jinping Key words emphasized by the secretary on multiple occasions. This article will explain the current situation of this concept and some leading factories with their characteristics.

Keywords: Gao Ding; Whole house customization; Whole case design ; High-end customization

1. Introduction

More satisfactory income, more reliable social security, higher level of medical and health services, more comfortable living conditions, more beautiful environment... "High-quality life" is the Chinese people's yearning for a better life, and it is also President Xi Jinping Key words emphasized by the secretary on multiple occasions.

In recent years, people's livelihood improvement has continued to take substantial steps, reform measures have been implemented, and a new picture of continuous efforts to create a "high-quality life" is slowly unfolding. [1]And then in recent years in China a new concept of High end lifestyle called Gaoding is quite popular.

Some people say that the surname "ding" is not the surname "Gao" because "ding" is the basic premise and the fundamental attribute. In order to meet individualized and even unique requirements, the focus is on "ding".

Some people say that Gaoding is in "high" but not "fixing". The top of the high-definition pyramid is guided by "high ideas" instead of high prices and high materials. Oh? In other words, high prices must be fair and inclusive of the public? This "high concept" is really a bit of a virgin bitch.

Some people say that selling materials cannot be called high-end; selling design can be called high-end; high-end is a way of life. Gaoding is not only high standards in terms of quality, appearance, and product details, but "providing a way of life". The added value of Gaoding brand is definitely not the value of materials, but the value of design and aesthetics., The value of art and the value of lifestyle.

Others say that Gaoding is a "pseudo concept", and China has no real Gaoding at all! The real

high-definition is indispensable in terms of design, materials, craftsmanship, delivery, etc., and the current status of the industry is that regardless of design innovation, craftsmanship, and craftsmanship, it cannot be supported. Without the ingenuity in the bones, it cannot be made in the real sense. Certainly. Nowadays, many people do high-definition, under the guise of high-definition, to secretly change concepts, do indiscriminate refills, make some money, exchange temporary living space, and use "pseudo-high-definition" to satisfy consumers' vanity.

Gaoding is a concentrated expression of people's pursuit of individuality, fashion, convenience and efficiency. [2] The integration of architectural decoration, furniture, soft decoration and other industries has made decoration and purchasing furniture and accessories more convenient, and the field of whole house customization has gradually been accepted, recognized and respected by people. From the cognitive perspective of Chinese residents, we can see that although the concept of integrated design is more advanced, the content of cognitive level is still relatively vague, and the concept understanding is not clear enough. From the superficial understanding, the residents' understanding of the integrated design concept is only a decoration concept, which is considered as a fully decorated residence. But this is not the case. Fully decorated residence is not equal to integrated design residence. From the essence of fully decorated residence, this is a state that describes the completion of the residence, "that is, before the house turns the key, all the fixed surfaces of the functional space are paved or painted, and all the basic equipment of the kitchen and toilet are installed". On the basis of mass customization and intelligent manufacturing technology, enterprises provide customers with a series of household products and services including door-to-door measurement, professional design, customization, logistics and transportation, door-to-door installation, acceptance and maintenance. The whole house custom-made home pursues the coordination of style, color, shape and function among all the household components in the whole house environment, involving many fields such as room furniture, home decoration, household appliances, home textiles, home decorations, lamps, kitchen utensils, sanitary appliances and so on.

2. An overview of the "High-end" of the whole-house custom-integrated indoor whole-case design

First of all, the "high-end" of Gaoding does not refer to the scale of the company, but the actual performance of the product. Including the shape, material, workmanship, details, function, advanced sense of the scene, etc.

Second, price is an indicator that high-definition cannot bypass. Gaoding serves the elite class of society, and the price must be much higher than that of ordinary custom-made ones. There is also such an argument that "high-priced services also serve people who have no money!" Yes, people who have no money can also buy BMWs. But what kind of BMW do people without money buy? 1.5T, no matter how to refuel the pedal can not run. The BMW that everyone really talks about is the starting 530 or above. Can people with no money buy Haute Couture? Yes, buy high-priced low-profile products. A high-end store, the cost of opening a store is basically between 1.5-2.2 million, and the high-end smoked wood door panels, now the ex-factory price is about 1200-1500 per square meter, which can catch up with the sales price of Puding's first-tier echelon.[3] Don't be expensive, will you lose money and make money? No amount of "high ideas" can change the high price of high set.

Thirdly, what the high definition is depends on what your reference object is and how to set the

basic watershed.

We might as well use luxury cars as an analogy. What kind of car is called a luxury car in China? BMW 5 series and above, Austrian A6 and above, Mercedes-Benz E-class and above can be called luxury cars, and the ones below are comfortable or economical. This is the basic method of distinction.

How does the customization industry determine such a frame of reference and a watershed? You can take Opel's high-end products as a benchmark-in terms of product appearance and quality, they are better-looking, better crafted, and more advanced than Opel's high-end products, which is high-end. Of course, the price will also be higher.

Why use the basic entry-level model of luxury cars as an analogy to define Gaoding, instead of how to define Gaoding in terms of how advanced it is, because

Because if you talk like this, many people will be out, and Gaoding will have no friends. Given such a definition and distinction of Gaoding, more and more people can play on this track. Taking advantage of the current trend, more brands can complete counterattacks.

High-definition keywords

At the Shanghai Gaoding Forum on July 8, Shi Zhensheng, Chairman of Blue Valley, said in his speech that Gaoding is a matter of fighting internal strength.

Generally speaking, there is a basic precipitation in the three-year period of Gaozhuo. In the fourth year, it will gradually exert its strength. No one or any enterprise can violate this basic law. In the past three years, one node per year: in the first year, clarify the basic functions of the basic body, continue to optimize in the second year, and stand out in the third year, relying on a solid foundation to make appearance innovations. This is a relatively safe approach.

High-end companies in the high-end industry, why don't they brag on the stage? It's not that they are low-key, but because they want to achieve a better product presentation, they have already half-dead themselves. The high-profile price is not affordable for the company at the current stage. The ones that have gone ashore start to build castles; other brands are either going ashore or are still setting up camps.[4]

What is Haute Couture? detail! Those who can't figure out the details, leave this track as early as possible. Why are many high-end customized bosses are excellent product managers? It's because only such people can make good products, and the brand can survive under the big waves. You think It's definitely not what you think! Don't you think, want me to think!

The so-called high-end, there are 5 key words: high-precision, high-service, high-taste, intelligent, limited.

Highly refined. Dissecting the existing domestic high-end brands, the reason why Weifa has today's position in the industry is that it only does one thing, and has done its finest to the extreme.

High service. Service, not only the product and service experience of the terminal store, but also the installation and delivery experience of the product. Last year, many high-end enterprises were very lively in appearance, but this year they have quieted down. why? All stuck on delivery. When the product is stable, the freshness of the market has passed

Good taste. China's high-end and high-taste, almost all come from Italy at present, basically there are not many original things. Taste, on the one hand, you must have money first, and then you will have taste when you are rich. With taste, you have time to talk about humanities. When there are these things before, there are things behind. The most advanced way of life is called hedonism.

Intelligent. Technology is changing with each passing day, dreams are reflected in reality, and the emergence and development of smart homes make all imagination within reach. Smart technology is gradually being integrated into modern homes, gradually becoming a high-definition standard, solving the problems and pain points in life, and creating a brand-new smart life.

Limited. The limit corresponds to the batch size and scale. Those that can be batched and scaled are not called high-definition. Because it is difficult, there are few, and because of the limited quantity, the price is also more expensive.

So, what is "high-definition"?

Gaoding is a tailor-made home improvement component product that serves the social elite and serves the lifestyle that users want. Satisfy the five key words of high refinement, high service, high taste, intelligence, and limited quantity. If these five keywords are done well, it is a proper high-end brand.

Simply put, lifestyle refers to the daily life of individuals and their families, including eating, dressing, playing, playing, enjoying and other activities.

Lifestyle in a broad sense includes labor life, political life, material consumption life, leisure and spiritual and cultural life, social life, religious life, etc. The narrow way of life restricts "life" to the areas of daily life, such as material consumption, leisure and entertainment, cultural life, family life, and so on. For example, house is a way of life, and it is also a way of life to like to call friends and friends; to love reading is a way of life, and to use vibrato all day is also a way of life; living alone is a way of life, four Family life is also a way of life...

Living is the foundation of all people's life activities. The home space is the specific scene where daily life can be unfolded. The home form is closely related to the lifestyle. The layout, furnishings, and styles of the home space express the owner's self-conceived self, including their imagined social class affiliation, separation from other groups in society, unique aesthetics, interests, and pursuits, all of which are different lifestyles Show and pursue.

In the custom home furnishing industry, Boloni was the first to talk about lifestyle. As early as 2004, Boloni's boss Cai Ming said that what Boloni should do is to help you discover what you really like in your heart, because you may not know what you like. What kind of car you drive, what kind of clothes you wear, what kind of house you live in, and what kind of home to buy, I will help you match and choose.

The highly praised high-end brand prestige also talks about lifestyle, to "satisfy consumers' yearning for a better life." Although Wifa does not have any original things, it has done the things of several top Italian brands to the extreme, and sold them more expensively than everyone else.

The domestic whole-house customization boss, Oupai, is also talking about lifestyle. How big is your kitchen, how to do it in the cabinets, where to put a few plates, a few sets of chopsticks, a few forks, and how to arrange them? The lifestyle it talks about is actually a storage solution.

Different brands have very different understanding and performance of lifestyle. The lifestyle mentioned by Boloni is closer to the understanding of lifestyle in this article.

3. The reason of the new concept of Gaoding on the concept of whole house customization integration

3.1. High-definition is popular, of course, there are also reasons for industry development and market competition.

The main reason is that China's current whole-house customization market has been severely saturated.

Because the whole house customization (ordinary customization) used to be the outlet, more and more people follow the trend, resulting in the track becoming more and more crowded. Some have been in large companies for a few years and come out to work on their own factories, some real estate predators like Country Garden cross-border looting, and some move furniture "counter-attack" custom-made. In the beginning, because of opaque information and insufficient competition, everyone could still make some money. However, when the market reshuffle caused by overcapacity, market saturation, and rising raw material prices began, most people's life was difficult and they began to look for new ones. Way out.

Where is the way out? In the terminal, we can see live "success" cases. There is a dealer in Huizhou, Guangdong that does whole-house customization, acting as an agent for a second-tier brand in Guangdong, opening 9 stores, with an annual revenue of 30 million, and earning 3 million a year. I think it's okay.[5] Last year, he joined a new haute couture brand, opened a specialty store, and raised 6 people. When he settled at the end of the year, he found that he also sold 30 million, but that also sold 9 stores with 30 million, but he needed to raise Small 100 people. Suddenly I found that ordinary customization can't be done, and it's boring.

However, is "Gaoding" really a shiny new track and a promising new way for the customization manufacturers who are in desperate need of transformation? we will not discuss this article for the time being, and will analyze it later.

3.2. Why is Gao ding popular?

First, analyze it from the bottom logic of lifestyle,

The lifestyle of people with no money (just in need, focusing on functions) calls for multiple uses for one house and multiple uses for one thing;

The lifestyle of the wealthy (improvement and enjoyment) is called one house for one use, and one thing for one use.

Different lifestyles have brought different demands for household products. When people's living area is getting bigger and bigger, the population is getting smaller and smaller, when there are more and more valuable things, when these valuable luxury goods need to be sorted, stored and displayed in a ostentatious way.[6] The lifestyle needs of one use, one thing and one use. Of course, you can also say that the reason for the popularity of high-definition is that consumption and aesthetics have been upgraded.

Second, the whole house custom racetrack is overcrowded, and the price of raw materials has risen sharply to accelerate the reshuffle of the industry. The era of relying on air outlets to "mix the days" has passed, and market entities need to find a new track.

Third, the flow of people in traditional building materials stores has dropped drastically, and terminal store business has become more and more difficult to do. The high order value is high, the output per capita is high, and the net profit value is high. It seems that making money is faster and easier. Over-selling to the point where the profit is marketable, it seems that there is only high-priced.

Fourth, there are huge opportunities in the follow-up market for Gaoding. Ordinary customization cannot satisfy aesthetic upgrades and quality upgrades. The subdivision of Gaoding should have broad development prospects.

Fifth, behind the "high-density fever", of course, there are also man-made factors that fuel the flames, such as the series of exhibitions and theme pavilions represented by the 2020 high-density exhibition, such as the hype of various brands. After the completion of basic decoration, it is the matching of soft clothes and home furnishings. This work is a key link in the whole design. Traditional decoration generally achieve the completion of basic decoration on the end, in fact, the late soft clothing collocation is a part of the icing. General customers in collocation of soft decorations and furniture are not a unified planning arrangement, most of them see what they like to buy, random collocation, give people into a sense of incomparable, greatly affecting the overall effect of the later period. The whole case design is to bring this link into the overall design, so that the whole decoration design is unified as a whole, showing the best visual and use effect. In the whole design process, the interior designer and the overall architectural designer should cooperate, and the interior designer can deeply understand the architect's intention, and then draw the interior design blueprint according to his conception. Not only that, the architectural designer must consider the practicality and scientificity of the internal use of the structure to make preliminary modifications when conceiving the structure, so as to maximize the rights and interests of users. The two must start the design simultaneously, and combine the structural layout of the two to consider the furniture placement and color matching, and choose the best to make the design plan the best.

4. The current style of Chinese Gao Ding design

After the first Couture Exhibition in 2020, the whole house Couture has become a hot spot. As a distributor of imported European home furnishings for many years, he switched to domestic Couture. From 2008, he went to Milan Furniture Fair and joined in 2015. A domestic high-definition brand is also the first to come into contact with advanced customization in China, and has some new experiences of its own. Although it is impossible to fully understand it, I am willing to share it.

Views are my own, welcome to discuss and correct.

Classical whole wood customization-It has been the mainstream in almost 2010, and then it has fallen back, but it has always had its own market

At present, there is no real high-level customization. It is just a concept in China. If it is really said that the whole house is private, it is estimated that there is only the previous classical whole wood customization, which is a knife. It is made of solid wood, and it is all finely crafted or abrasive. After making changes

4.1 Whole wood customization

Luxury parapet

Brands are mainly concentrated in Jiangsu, Zhejiang and Guangzhou. Brands include gz, sxgz, dwl, etc.

Of course, there are also many small workshops all over the country. Different levels.

4.2. Customized blending craftsmanship, color change, has been popular in 2010, and is now returning

The other is the flat plate of mixed oil process, or simple lines

Compare the paint craftsmanship and the ability of the factory to land. For example, ts should be

the first brand of domestic oil mixing, and there are many other similar factories.

There are many similar brands byl sy, etc.

4.3 Light luxury, New Oriental is currently falling in 2016

Dyed veneer is mainly used here from 2016, such as the representative mlmw. Although some clubhouse styles and discoloration issues are slowly launched on the stage, the impact is still great, and it is also very popular with high-end consumers.

Similar to the brand m a number. In fact, everyone knows that there are many people who follow this trend.

4.4 Italian minimalism, 2015, 2018 development, current heyday

One of the most popular styles recently. For example, nyn has been deeply involved in this market since 2015, and it is still the industry leader. It mainly draws on foreign brands such as poliform molteni C and uses natural veneer as the mainstay. There are too many brands following the trend.

4.5 The trendy fashion brand of technology veneer 2020 attracts non-mainstream markets

Recently, there have also been some factories that use design-based technology veneers, such as the om brand.

4.6 Some domestic high-end brands that do engineering or increase traffic are not as good as the well-known brands B and V. Of course, B has been gradually launched into the market after being acquired. These are all sold at high prices using channels and models. In addition, many traffic companies are also optimistic that this market is moving towards this.

4.7 Imported paint-free brands, in addition to the above several high-traffic high-end brands, because the market is chaotic, there are also paint-free boards and brand tonality, such as several R brands and hnw. Of course, they have been gradually upgrading their brands recently. Take the paint route

In fact, many high-end paint factories are also taking the paint-free route. For example, the lw brand of mlmw and others will not be repeated one by one.

That is, the higher ones, the lower ones, the lower ones, and the higher ones, including the top 10 listings and the launch of high-end brands, but it is difficult to say which step can be taken. For example, this year' s Simi and Opai' s new Bonis and the top solid villa

4.8 In addition, the cantilever theme of fn brand borrowing from foreign ligo and some other brands is also a very interesting direction. In addition, there are many customizations from soft decoration, stairs, wooden doors, doors and windows, ceilings, etc. to the whole house and then to the whole house high-definition.

Among them, the xk and ip from the high-end door or the ls from the high-end staircase are still good.

Others All-rock slab high-definition, all stainless steel high-definition, all-aluminum high-definition should gradually not go too far because it is just a concept, of course, there are piles of domestic leaks.

4.9 In addition, there are many fake foreign devil brands in China. It is difficult for consumers to define a company registered abroad, or buy one abroad, and then return to the country to produce these.

4.10 2020, the high-definition personal studio model is also emerging. It is also accompanied by the rise of domestic paint-free oem factories, which has led to the out-of-sales of foreign equipment and the out of stock of foreign paint-free boards, which is also a manifestation of domestic

consumption.

Finally, in 2021, the concept of high-definition has slowly faded, and it is also the time for multiple styles to continue to move forward.

In addition, the door and wall cabinets are integrated, fully installed, and the whole case is also an air outlet, which is becoming more and more complicated and chaotic.

5. Conclusions

This article introduces the most popular vocabulary in the field of whole house customization in China, advanced customization. It also explained the reason and background of its occurrence. In the context of China's economic development, consumers with consuming capacity need to customize their own homes and the market is not fiercely competitive, which has created China's unique advanced custom full-case design and different Design style, these are the unique design culture of China. The overall Gaoding design is an attempt based on the concept of high end whole-house customization integration, and it is also a future trend. Throughout the process, the participation of users will play a vital role in the implementation of the design. The "tailor-made" design enables the integration of customization throughout the house and truly realizes the people-oriented design concept.[8]

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