

VIYI LeSUN

2025 FUTURE CONSUMER

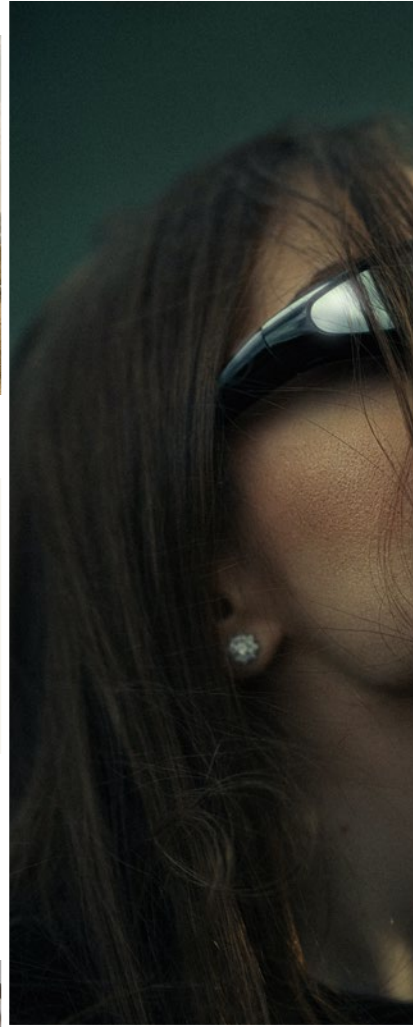
PVC Film Printer for Vinyl Flooring

《未来消费者》是 WGSN 的预测报告，以下四种消费者画像将在
2025 年推动您的事业发展。

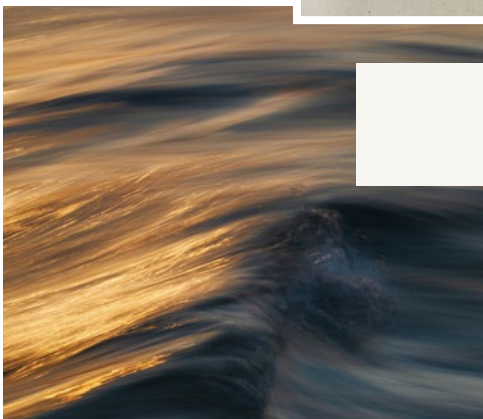
Future Consumer is WGSN's flagship forecast. The following four consumer
profiles will drive your business in 2025.



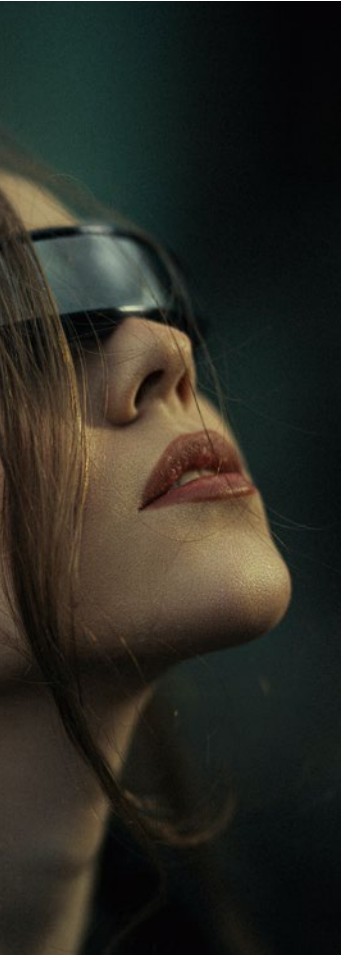
Social Environment



Physical and Mental Well-being



Smart Technology

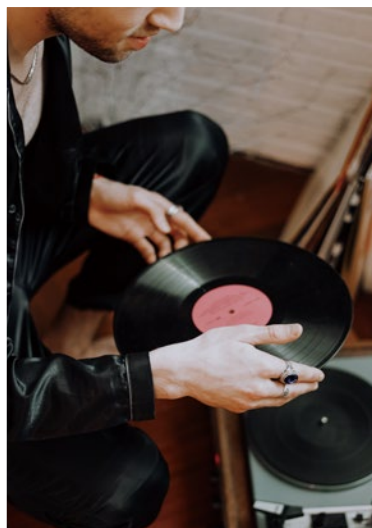


FACTORS SHAPING CONSUMER BEHAVIOR IN 2025

2025 影响消费者行为的因数

- 身心健康: 寻求身体和心理健康
- 社会环境: 感到与外界和自然环境相通
- 个性体验: 寻求并探索刺激体验
- 智能科技: 在实体和数字世界中运用技术寻找解决方案

- **Physical and Mental Well-being:**
Seeking physical and psychological health.
- **Social Environment:**
Craving connectivity with the outside world and nature.
- **Personal Experiences:**
Pursuing and exploring stimulating experiences.
- **Smart Technology:**
Employing technology in both the physical and digital realms to find solutions.



Personal Experiences

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返璞归真者

CONSUMER PROFILE

消费者画像

The New Nihilists

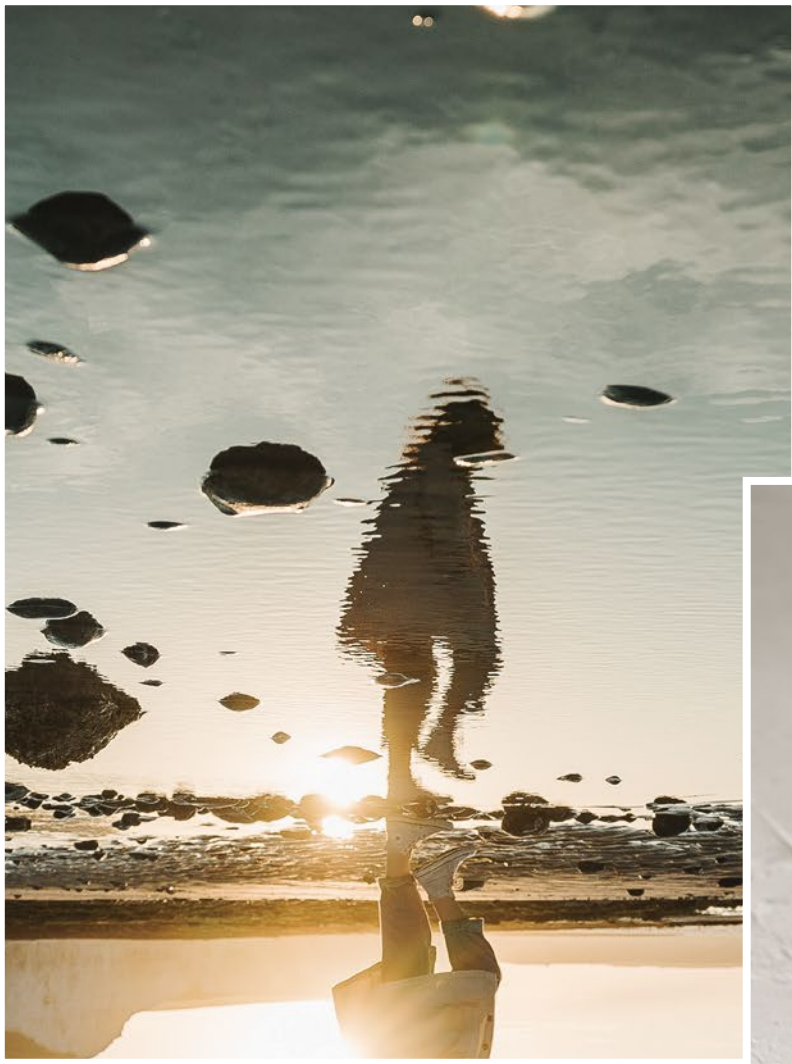
新虚无主义者

Contemplative | Alternative thinkers | Seeking meaning

沉思冥想

非传统的思想家

寻求意义



Ta 们选择远离世界的动荡,在主流之外寻找新的意义和幸福,迫切寻求着身体与心理的疗愈,需要一个“疗愈性空间”来缓解压力。

这种“疗愈性空间”主打宁静而纯粹,柔和的色彩,干净的纹理,让人在舒适的空间中寻求快乐和满足。



They're opting out of the world's turmoil, but these consumers haven't given up caring – they're just finding new meaning and happiness outside the mainstream.

This kind of 'restorative space' emphasizes tranquility and purity, with soft colors and clean textures, inviting people to seek joy and contentment within a comfortable environment.



Flooring size: 7.25x48"

VL88184-001

HALFWAY OAK

Layout size:
984x1270mm

The New Nihilists



阳光照进屋内,打在纯天然木制桌椅上,温馨而质朴。哈夫韦橡木凭借舒适的木材外观、温暖的色调,把家变成一个避难所。

Sunlight fills the room, illuminating the natural wooden furniture with a warm and inviting charm. Halfway Oak's comfortable appearance and soothing tones turn your home into a personal refuge.

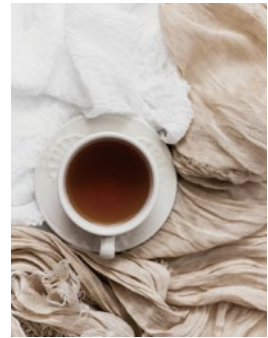


Flooring size: 7.25x60"

VL88065L-001

HIGHLAND OAK

Layout size: 984x1570mm



The New Nihilists



柔和的阳光照在海兰橡木细腻自然的天然纹理上,给卧室增加了宁静、舒适。在屋内,人们可以静静地阅读书籍,带给心灵自然而美妙的治愈感。

The gentle sunlight caresses the delicate and natural grain of Highland, adding a sense of tranquility and comfort to the bedroom. Inside the bedroom, one can peacefully indulge in reading books, experiencing a natural and delightful sense of healing for the soul.



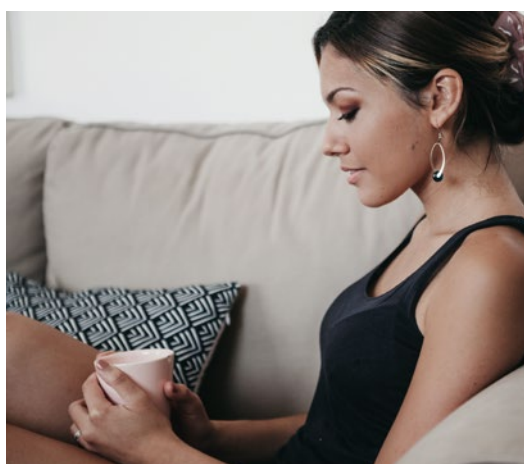
Flooring size: 7.25x48"

VL88195-001

TOUTLE CYORESS

Layout size:
984x1270mm

The New Nihilists



图特尔柏木将自然的温柔传递到空间之中,以原木色勾勒出纹理的简约,用一种极简的浅色主义打造干净治愈的空间场景。

Toutle Cyoress brings the natural gentleness to the space, outlining textures with burlywood in a minimalist manner. Employing a simple light color scheme, it creates a clean and pure space with a touch of minimalistic serenity.



Flooring size: 7.25x60"

VL88243L-003

—
TELC OAK

Layout size: 984x1570mm



The New Nihilists



将柔和的岁月感无限放大,在家的每一个角落都能沉落于天然木纹的温柔中,感知生活惬意本色,让人从心底生起温暖的归属感。

Amplifying the gentle sense of time, this design envelops every corner of home in the soothing embrace of natural wood vein. It invites a serene experience of authentic living, instilling a warm sense of belonging from deep within.



Flooring size: 7.25x48"



The New Nihilists

Layout size: 1284x1270mm

VL88266-005

LOWDEN WALNUT

细腻治愈的原木色，诠释生活中的浪漫与温馨。具有流动美感的胡桃纹理烘托出空间的自然调性，温柔而有力量，让日常生活变得更有魅力。



Delicate and healing burlywood embodies life's romance and warmth. The flowing beauty of walnut vein highlights the space's natural tone, gentle yet empowering, making everyday life more enchanting.

CONSUMER PROFILE

消费者画像

The Pioneers

开拓者

Mercurial | Seeking inspiration | Risk-takers

雄辩机智

寻找灵感

敢于冒险



他们是行动者、变革者和机会制造者，他敢想、敢做、敢为，对未知充满好奇，拥有创新思想，愿意尝试新的消费和自我表达形式，热爱生活，热爱生命。

他们因变革和新思想而蓬勃发展，打破常规的设计更能激发他们的兴趣，让其回归创新、开拓的多元个性。



The Pioneers are movers, shakers and opportunity-makers —unafraid to dream, act, and redefine. Curious about the unknown, they embrace innovation, exploring novel ways of consumption and self-expression.

With a passion for life, they thrive on change and fresh thinking. Designs that break norms captivate their interest, fueling their diverse, pioneering spirits.

Flooring size: 7.25x48"





VL88150-001

—

TAKU OAK



VL88313-001

—

CLARY OAK

The Pioneers

简单而时尚的象牙白和自然元素很好地结合。柔和的配色,不浮夸、不夺目,安宁而惬意,一切都是为了让家居空间拥有更舒适的色彩。

The simple and stylish ivory white blends well with natural elements. Soft colors, not extravagant or flashy, create a peaceful and cozy ambiance, all aimed at giving the home space a more comfortable color palette.

Layout size: 984x1270mm

Flooring size: 7.25x60"



VL88112L-005

DEARY HICKORY



Layout size: 984x1570mm

经过时间沉淀的山核桃,融于空间之中,深邃且静谧,搭配紫罗兰色的家具色调,恰到好处地展现了轻奢风格的精致与浪漫。

VL88318L-005

WYONG HICKORY



The Pioneers

Aged whickory, imbued with time, seamlessly blends into the space, deep and tranquil. Paired with violet-hued furnishings, it perfectly embodies the refined and romantic essence of understated luxury.



Flooring size: 9x72"



A



VL88317XL-001

WILTON OAK



B



VL88282XL-001

ZORY OAK

Layout size: 984x1890mm

AB 版的橡木混拼设计,以原生态的肌理和质感,彰显空间中自然的生活气息。给人带来的是一种高雅的气场,是质感生活的首选。

AB patterns oak mix-and-match design showcases a natural living atmosphere with its authentic texture and feel. It exudes an elegant aura and is the prime choice for a lifestyle of quality and refinement.

The Pioneers

Flooring size: 9x72"



A

VL88316XL-001

REGINA OAK



B

VL88278XL-001

ZARANJ OAK

Layout size: 984x1890mm

一树一木的质感在这里平铺直叙,承载着生活的痕迹,复古情调呼之欲出,带来安静而柔和的陪伴。

The texture of each tree and wood is laid out here, carrying the traces of life. Vintage vibes are about to emerge, bringing a quiet and gentle companionship.

The Pioneers

Flooring size: 7.25x48"



A



VL88110-001

PIERCE MAPLE

B



VL88314-001

LAWTON MAPLE

The Pioneers

当多巴胺家居与天然的原木色纹理交汇时,能将人们从躺平的内卷世界中抽离,获得内心片刻的宁静与喜悦,点燃澎湃活力的家居生活。

When Dopamine Home intersects with the burlywood vein, it can pull people out of the curled-up world, providing moments of inner peace and joy, igniting a vibrant home life.

CONSUMER PROFILE

消费者画像

The Time Keepers

时间守卫者

Discerning | Seeking enrichment | Epicurean

眼光敏锐

| 追寻丰富

| 享乐主义



对于他们来说,时间是最宝贵的资源,他们会把时间投资在能让生活更丰富的事情上。

他们喜欢灵活、多功能、一体化的智能家居空间,利用科技赋能,平衡工作与生活。



For these memory-makers, time is the most valuable resource, and they want to do more than just spend it – they want to invest it in things that will make their lives richer.

They enjoy smart home spaces that are flexible, multifunctional, and integrated, leveraging technology to empower them in balancing work and life.

Flooring size: 9x72"





The Time Keepers

VL88199XL-002

COUGAR OAK

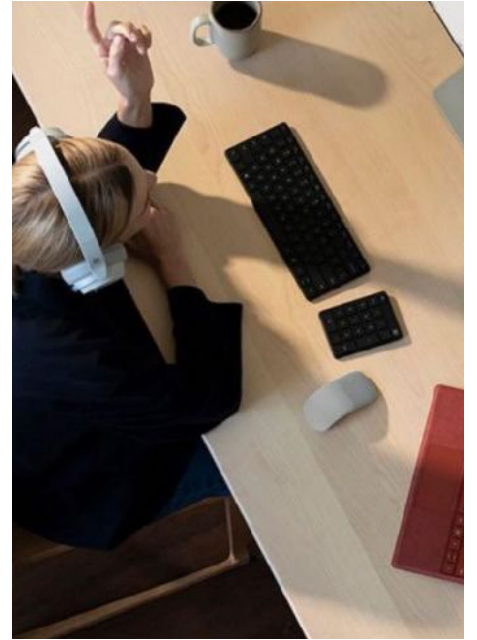
Layout size: 984x1890mm

Infusing Cougar Oak with its most burlywood, radiating the pure beauty of wood. Amidst the flowing time, it directs life towards self-focus and comfortable contentment.

赋予库格橡木最自然的原木色调，散发纯净的木之美，在流淌的时光中，让生活聚焦自我，惬意自如。

Flooring size: 9x72"





The Time Keepers

VL88309XL-001

—
LYON OAK

Layout size: 984x1890mm

The natural wood vein texture of Lyon Oak, unfolding its delicacy, makes one feel like wandering in nature. Slowing down, seeking a tranquil moment of their own amidst the spread of wood, as if time has paused.

里昂橡木天然的木纹肌理,铺面而来的细腻让人仿佛漫游在大自然之中,偶然放慢自己的节奏,找寻属于自己的安谧时光。





The Time Keepers

VL88200XL-008

POWERS HICKORY

Layout size: 984x1890mm

Immersed in the essence of hickory, the space harmonizes art and life, universality and individuality, masses and self, creating a perfect balance, shaping a contemporary model of a well-lived life.

在浸润了山核桃气息的空间中，让艺术与生活、共性与个性，大众与自我之间形成完美的平衡，塑造出当代良好生活的模样范本。

Flooring size: 9x72"



VL88238XL-001

KINGSTON HICKORY

Layout size: 984x1890mm

The Time Keepers



Kingston Hickory blends modern interior solutions, capturing nature's vigor in limited spaces. Pursuing a rational life while retaining human touch, it emanates precious warmth and vitality.

金斯敦山核桃结合了现代室内解决方案，在有限的空间感受大自然的张力。追求理性生活的同时，保留空间的人性化，还有珍贵的烟火气，

Flooring size: 9x72"





The Time Keepers

VL88269XL-001

KOWEN OAK

Layout size: 984x1890mm

Embrace a natural life with family, merging emotions and exchanging personalities. Kowen Oak's serene gray palette narrates a tranquil urban narrative, inviting poetic contemplation and seamless connection with nature.

与家人一起回归自然的生活，融入情感、彼此个性的交流与融合。科文橡木灰色系的平静叙述，让人在城市之中一边慢享诗意，一边自然生活。

CONSUMER PROFILE

消费者画像

The Reductionists

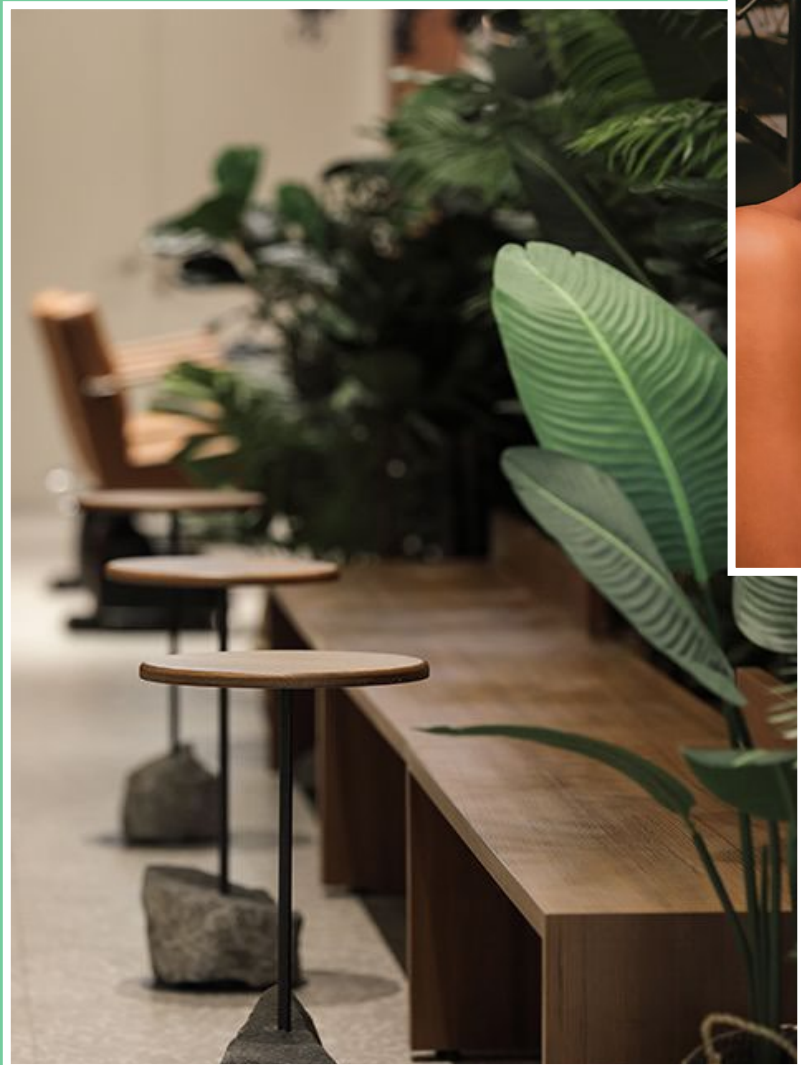
返璞归真者

Community-focused | Values-driven | Seeking connection

价值驱动

社群主导型

寻求连接



他们在疫情期间拥抱了数字便利和远程生活,希望重新建立更具人性化的线下连接和社群,开始寻求与精神契合、与自然连接、与社会和解的森系生活方式。

顺应自然,返璞归真,让自我回归本我。



After embracing digital convenience and remote living during the pandemic, these consumers are looking to re-establish IRL connections and communities with a more human touch.

Embrace nature, reconnect with simplicity, and rediscover your authentic self.

Flooring size: 7.25x60"





VL88229L-004

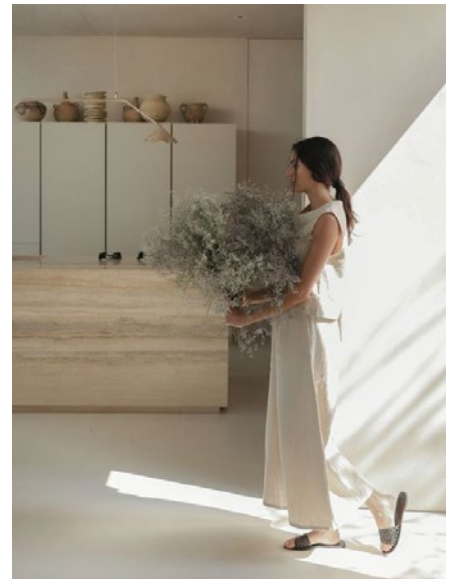
NANNUP OAK

Layout size: 984x1570mm

The Reductionists

生活在繁华的都市中,向往一份简单与自然,楠立橡木为空间营造了平静温和的氛围,描绘出平淡生活中的艺术之美。

Amidst the bustling city, yearning for simplicity and nature, Nannup Oak instills a calm and gentle ambiance, portraying the artistic beauty of everyday life's tranquility.



Flooring size: 7.25x60"

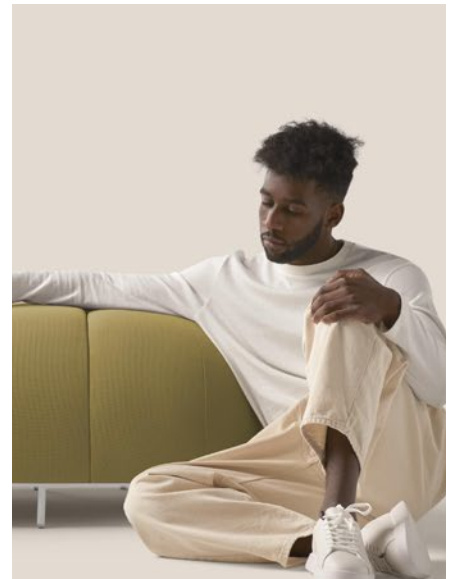


VL88268L-009

PALERANG OAK

Layout size: 984x1570mm

The Reductionists



帕拉瑞橡木每一处纹理,都在叙述着岁月沉淀而来的质感,透露出森林山石的气息,形成浑然天成的现代居住空间。

Every vein of Palerang Oak narrates the texture derived from years of precipitation, exuding the essence of forest and mountain rocks, crafting a seamlessly natural modern living space.

Flooring size: 9x72"





VL88277XL-001

—
ZABOL OAK

Layout size: 984x1890mm

The Reductionists



As warm sunlight weaves through space, Zabol Oak harmoniously reveals variations, rustic yet warm and refined, infusing minimalist settings with a unique soul.

当温暖的阳光洒进空间光影交织，扎博勒橡木和谐且富有变化，质朴中却不失温暖和精致，为简约的空间赋予不一样的灵魂。

Flooring size: 9x72"



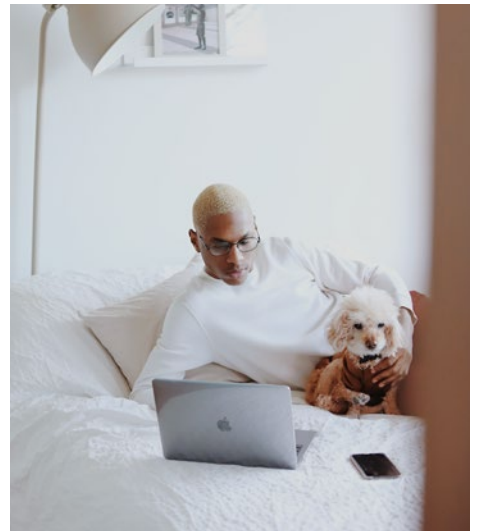


VL88279XL-001

KAJAKI OAK

Layout size: 984x1890mm

The Reductionists



Kajaki Oak's subtle white edges design dances like vitality in space, offering a beautiful visual experience. Away from the hustle and bustle, indulge in serene tranquility, returning everything to its purest essence.

卡贾基橡木小白边的设计,如同空间中跳动的生命力,带来唯美的视觉感受。远离喧嚣,享受轻松宁静的美好,让一切回归到最初的纯粹。

Flooring size: 7.25x60"





VL88292L-001

WARKA OAK

Layout size: 984x1570mm

The Reductionists

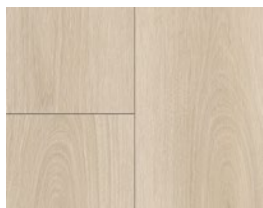
简约温暖的空间总能给予人归属感,在那些极妙的岁月里,溢出了温暖却不失稳重的光,呈现出一种淡雅悠远的氛围。

Simplicity and warmth in space always provide a sense of belonging. In those wonderful years, a gentle and dignified light overflows, creating a subtle and tranquil ambiance.

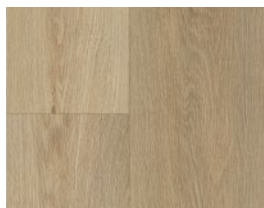


The New Nihilists

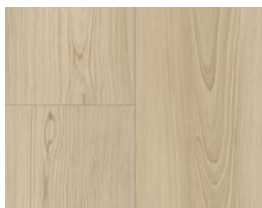
新虚无主义者



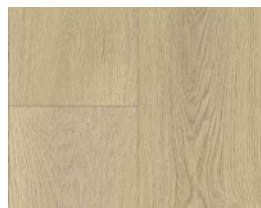
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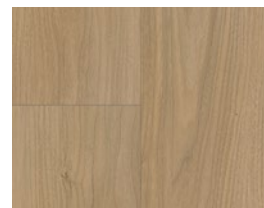
VL88065L-001



VL88195-001



VL88243L-003



VL88266-005

The Pioneers

开拓者



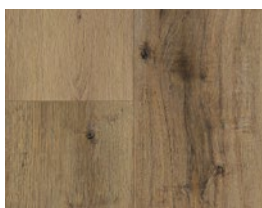
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VL88313-001-B



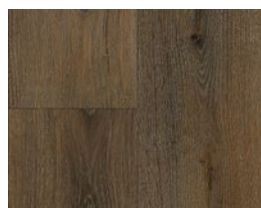
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VL88318L-005-B



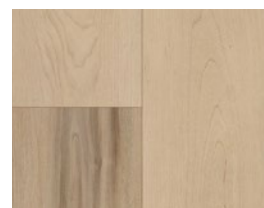
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VL88317XL-001-B



VL88278XL-001-A

VL88316XL-001-B

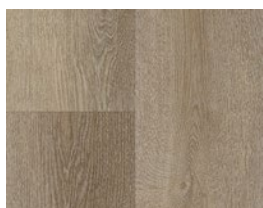


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The Time Keepers

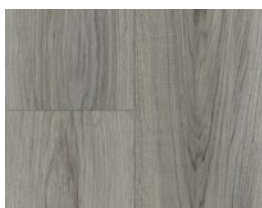
时间守卫者



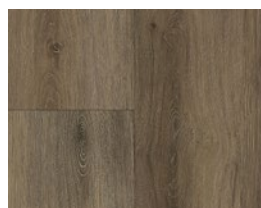
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VL88309XL-001



VL88200XL-008



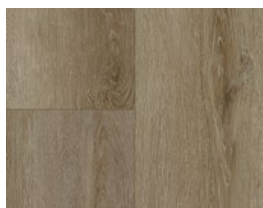
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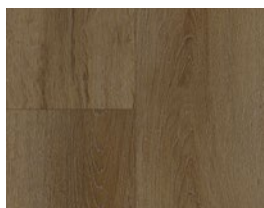
VL88269XL-001

The Reductionists

返璞归真者



VL88229L-004



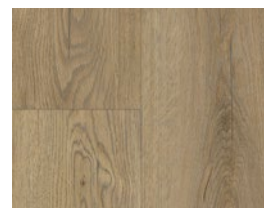
VL88268L-009



VL88277XL-001



VL88279XL-001



VL88292L-001

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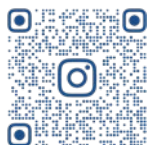
www.viyilesun.com



WeChat



Web



Ins