

Contemporary European
Style Home

凤凰空间·华南编辑部

轻奢华时代

简欧风格的室内艺术



江苏凤凰科学技术出版社

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装帧设计 伍淑芬

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There are two features of interiors design with affordable luxury. One is the emphasis of quality and exquisite design instead of expensive pricing; second is the personalized taste displaying in the design. Comparing with luxurious design, affordable luxury elements applying in the interiors are more reserved and classy, which is the best way to showcase personality and creativity both for the designers and their clients.

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只为享受，不为炫耀



❖ 何谓轻奢华 ❖

眼下，伴随着人们审美观点的改变，一种新的消费文化——“轻奢华”，正在我们周围悄然发酵，慢慢影响人们的消费观念。与这种新趋势相对比，原来的时尚消费领域则以以下两种消费形式：一种是追求奢侈品带来身份象征和品牌认同，另一种是对更新频率快、款式众多的“快时尚”的追捧。

时间回到1981年，Giorgio Armani为了分流消费者开设了时尚界首个真正意义的副牌Emporio Armani，却意外地引领了奢侈品开设副牌的消费潮流。而“轻奢华”概念第一次正式被当作品牌定位，始于佛罗伦萨的女鞋品牌Moonsa。Moonsa与快时尚完全对立，拒绝为了更新的频率和琳琅满目的款式而放弃品牌的原创设计和品质保证，这一行为实际上反映了他们对“轻奢华”的追求和贯彻。在轻奢华看来，真正的时尚不应该跟更新速度成正比，而应该与设计师花精力的艺术创作相关。而近几年掀起的“轻奢华”浪潮，也正体现了消费者消费心理的变化。

而在室内设计界，奢华的古典风格经过一段时间的流行，已经出现了装饰语汇同质化、为了追求奢华而牺牲美感甚至舒适度等弊病。更甚者，设计抄袭拼凑，装饰重视外表而不重视细节和工艺，各种软装饰为降低成本而粗制滥造，远看是古典风格，却经不起细细的欣赏，所谓的奢华已经变成一种伪奢华。

风格的单一和不断重复带来的审美疲劳，以及更多有品位的业主的涌现，使轻奢华顺理成章地出现在人们的视野中。

❖ 轻奢华室内设计 ❖

轻奢华设计有两个特点：一是突出质量和设计的精致，而不是突出造价的昂贵；二是设计品位的个性化。借鉴这种理念，室内设计中的轻奢华，虽不繁复但却精致，又不似现代主义那样简洁乏味。和奢华相比，轻奢华显得更加内敛而富有品

Preface

前言

位，讲求个性与原创应该成为轻奢华室内设计最突出的特征。

对于业主而言，轻奢华风格意味着真正欣赏和追求居住的舒适体验，而不是单凭虚荣心作祟或是追逐潮流去选择装饰风格。通过这种风格的实现，他们既达到了节省装修成本的效果，又同时保证和凸显了其品位与生活品质，使他们能出于自我需求，理性地选择最适合自己生活方式的装饰。也正因如此，这种“轻度的奢侈”，作为一种生活和消费态度，赢得越来越多成功人士的青睐。

对于设计师而言，这种“轻度的奢侈”，不仅让业主能够在合理的预算内追求高品质的室内装饰，更给了设计师展示自我的空间和机会。在挣脱了风格的桎梏，放弃了为奢华而奢华的目的后，设计师可以着重去思考如何根据业主需求和地域特征设计出功能与审美统一的作品，而后进一步去思考如何形成自己的设计个性和设计风格。

我们期待轻奢华趋势的出现，能够丰富中国室内设计流行风格的格局。

❖ 奢与轻奢并存 ❖

轻奢华风格和古典风格或者传统风格之间并非泾渭分明，相反，轻奢华并非无源之水，它的很多灵感都来自于设计师对各种风格的提炼和糅合。伴随国内设计师设计风格的日趋多样化，设计师们更愿意在业主的要求下加入自己对古典风格的改造，为业主提供非凡体验，而这也是轻奢华形式的一个原因。

纵观全书的精彩案例，可以发现设计师在材料、色彩和配饰等方面很下功夫，使业主在居住的时候，不仅能感受到奢华精致的装饰细节，还能于其中寻找到属于自己个性的设计。轻奢华没有古典或传统风格悠久的历史，而这带来的直接好处便是设计师可以尽情加入自己的语言，而轻奢华趋势也在这个过程中变得愈发明显，其设计也同时趋于细分。正是由以上种种所提供的舒适体验以及精美设计所营造的奢华氛围，才能代表轻奢华真正的内涵——只为享受，不为炫耀。





The Pursuit of Joy Over Vanity



✧ What is affordable luxury ✧

As people's aesthetics are gradually transforming at the moment, a new trend is blooming in our culture of spending. There were two types of important spending patterns for the fashion consumers in the old days, one pattern is to obtain identity recognition through the pursuit of luxurious brands and goods, the other one is to spend on numerous "Fast Fashion" products, i.e. the goods are designed and manufactured quickly and cheaply to allow common consumers to capture the current trends. Among these trends, however, a new spending culture is now brewing, the concept of "Affordable Luxury" is slowly but surely affecting us in every way.

Looking back on the year of 1981, Giorgio Armani created its first sub-brand Emporio Armani to subdivide its customers, which ultimately opened a prospective path for the luxurious brands to create their numerous sub-brands. The concept of affordable luxury is being used as a brand orientation for the first time in history is the case of Moonsa, a brand from Florence for women's shoe. Moonsa refused to give up the brand's originality and quality to increase the updating frequency and product types, which posed a striking contrast with the normal fast fashion brands. This explains the essence of the concept of affordable Luxury – real fashion is the creative work by the designer's hand that takes much effort and time, and it should not become a contest of speed and cost. This new wave of affordable luxury concept booming in recent years exactly shows the change of customers' preference.

In interiors design, luxurious classical style had been popular for some time. Many problems arose with its popularity, such as the overwhelming pursuit of luxurious feeling at the expense of aesthetic and comfort. Or even worse, copy cats and plagiarists existed everywhere. They focused on copying the superficial appearance and neglected the details and techniques applied during each process. Those low-cost and roughly-made furnishings of plagiarized classical style would not stand in the trend of interior design. The so-called luxury had become a fake one.

The aesthetic fatigue incurred by monotonous style and continuous repetition, along with more and more tasty house-owners, naturally lead us to the path of affordable luxury style interiors.

Preface

✧ Interior design with affordable luxury ✧

There are two features of interiors design with affordable luxury. One is the emphasis of quality and exquisite design instead of expensive pricing, second is the personalized taste displaying in the design. Drawing on this, the affordable luxury elements in interior design are exquisite without being complicated, and are not as simple and boring as the modern style. Comparing with luxurious design, affordable luxury elements applying in the interiors are more reserved and classy, which is the best way to showcase personality and creativity both for the designers and their clients.

For the owner of a house, comfortable living experience is what really matters, rather than the decorating styles chosen solely based on vanity or trends. They value good taste and quality instead of extravagant expenditure on furnishing, and they reasonably choose the best way to decorate their house out of their own need and preference. As a way of living and spending, this slightly luxurious kind of styling has won more and more successful people's hearts.

For the designer, affordable luxury not only allows the owner to pursue high-quality interiors within reasonable budget, but also provides a platform for the designer to showcase his or her talents. Getting over the constraints of style, a designer may focus more on considering how to make the design both functional and good-looking based on the owner's requirements and geographical features, and further construct his or her own design signature and style.

✧ Coexist of luxury and affordable luxury ✧

In fact, there is no clear distinction between affordable luxury style and traditional classical style. On the contrary, the inspirations of affordable luxury style interiors come from the blending of various design styles. As the designers' styles nowadays become more diverse, the designers are more willing to make their own transformed interpretation of classical style in interiors at the request of the house owner, to ultimately create a unique and customized living space.

From the marvelous cases in this book, you may find that the designers were making all their efforts in choosing materials, combining the colors and playing with the furnishing accessories, for the purpose of creating a living space where the owner could sense the exquisite decorating details and feel their own personal taste. Affordable luxury is not a term with long history, which brings in the advantage for the designer to interpret in his own language, and therefore this concept is constantly segmenting. Comfortable living experience and understated luxurious atmosphere created by exquisite designs succeeded in explaining the true essence of affordable luxury style - the pursuit of joy over vanity.



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Chapter 1

第一章





Furnishing Details

软装细节展现





LA Atelier

洛杉矶公寓



设计师 — Kushani Perera
Designer

摄影师 — Jean Randazzo
Photographer

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