

GRAPHIC DESIGNER / ILLUSTRATOR / HAND LETTERING ENTHUSIAST

PORTFOLIO

ERQING XU



134.7274.6793 / XERQING@ICLOUD.COM / ZCOOL@徐尔馨

PROJECT NAME:

CHEESE GAL

CLIENT/COMPANY:

HONOR CREATIVE

TYPE:

BRANDING

TIME:

5/2020

DESCRIPTION:

Cheese Gal was born out of a small Nashville kitchen in early 2019, they are dedicated on using seasonal organic fruit, and perfect paired accoutrements. Whether for a dinner party, event or a date-night in, Cheese Gal boards are uniquely designed and lovingly assembled.

This branding design is dedicated on expressing Cheese Gal's love towards beautiful food, the hand-drawn logo and pattern shows how thoughtful, delightful and artisanal the brand presents.

Cheese Gal于2019年初诞生于纳什维尔的一个小厨房，他们致力于使用新鲜的时令有机水果与各类芝士，坚果，冷肉等进行最完美比例的搭配。无论是晚宴、活动还是约会之夜，Cheese Gal的charcuterie board都经过精心设计，将食物以最美的形式展现在众人面前。

这个品牌设计致力于表达Cheese Gal对美食，生活的热爱，同时将品牌对美味和匠心的思考用手绘的方式浓缩于logo及品牌的底色。



TOOLS:

Photoshop, Illustrator







PROJECT NAME:

FRESHMART

CLIENT/COMPANY:

RONG DESIGN

TYPE:

ILLUSTRATION

TIME:

12/2019

DESCRIPTION:

This is the branding project for CP Food's new project -- Freshmart, which is going to be a fresh produce distribution retail supermarket.

The idea of merging "line" and "surface" is based off of merging the idea of Eastern Food market with Western Eatery. Therefore this element of "line" and "surface" intertwined can be seen through out the entire brand.

就职于一融设计时为正大食品福来食集设计的品牌视觉。整套设计的语言为“线”和“面”的交融，特指中式传统菜市场与西式的“菜食场”的交融。在设计购物袋时，将“线”的语言作为线索贯穿logo与手绘图案，并为福来食集长沙首店，绘制了特别版本的购物袋以及一系列宣传物料。

TOOLS:

Procreate, Photoshop, Illustrator







福
food



福来食集

鲜榨果汁		鲜榨橙汁	鲜榨苹果汁	鲜榨葡萄汁
鲜榨橙汁	鲜榨苹果汁	鲜榨葡萄汁	鲜榨橙汁	鲜榨苹果汁
鲜榨橙汁	鲜榨苹果汁	鲜榨葡萄汁	鲜榨橙汁	鲜榨苹果汁

饮品

小食

主食



福来食集



品质福

QUALITY

WWW.FRESHMART.COM

福来食集

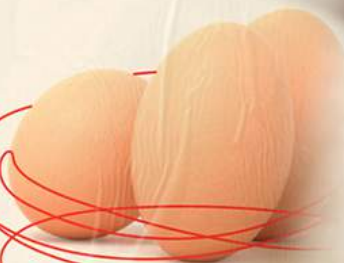


健康福

HEALTH

WWW.FRESHMART.COM

福来食集



新鲜福

FRESH

WWW.FRESHMART.COM

福来食集



美味福

GOURMET

WWW.FRESHMART.COM

PROJECT NAME:

BORSTAL CHOCOLATE

CLIENT/COMPANY:

PERSONAL

TYPE:

PACKAGING/BRANDING

TIME:

2/2018

DESCRIPTION:

This project was inspired by my love for classic paintings, and chocolate.

The name "Borstal" means "Brushstroke" in Dutch, I decided on that name because my favorite artist Vincent Van Gogh is a Dutch Post-Impressionist painter.

By using different types of Photoshop brushes, each package design successfully expressed the texture and emotion of the original paintings.

Flavor references are from a BuzzFeed article -- 15 chocolate flavor you need to taste before you die.

这个作品源于对各大经典艺术家及对巧克力的爱。

Borstal 在荷兰语的意思里是 brush stroke, 是于笔触的意思。梵高是荷兰的后印象派画家, 算是我对自己最喜欢的艺术家之致敬。

包装运用了不同的笔刷体现每一幅经典画作的质感与情绪。

巧克力口味借鉴于buzzfeed的文章“15 chocolate flavor you need to taste before you die”。

TOOLS:

Photoshop, Illustrator





BORSTAL
-CHOCOLATE-
SMOKE & STOUT CARAMEL

BORSTAL
-CHOCOLATE-
HEBRIDEAN SEA SALT

BORSTAL
-CHOCOLATE-
FIGS & ORANGE

BOR
-CHOC
HEBRIDEAN

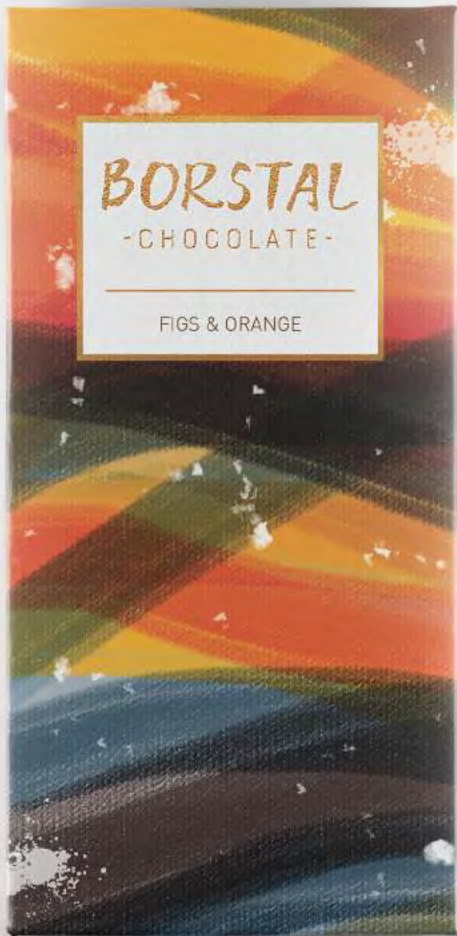
BORSTAL
-CHOCOLATE-
FIGS & ORANGE

BORSTAL
-CHOCOLATE-
BLACK PEARL

BORSTAL
-CHOCOLATE-
SMOKE & STOUT CARAMEL

BORSTAL
-CHOCOLATE-
SMOKE & STOUT CARAMEL

BORSTAL
-CHOCOLATE-
HEBRIDEAN SEA SALT



Nutrition Facts

Serving Size 1 cookie (31 grams)
Servings Per Container 40

Amount Per Serving

Calories 130 Calories from Fat 50

%Daily Value*

Total Fat 6g 9%

Saturated Fat 1.5g 8%

Trans Fat 0g

Cholesterol 10mg 3%

Sodium 130mg 5%

Total Carbohydrate 19g 6%

Dietary Fiber 0g 0%

Sugars 10g

Protein 1g

Vitamin A 0% • Vitamin C 0%

Calcium 0% • Iron 4%

*Percent Daily Values are based on a
2,000 calorie diet. Your daily values may be
higher or lower depending on your calorie
needs:

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbs		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

What's the taste?

Includes ginger, wasabi and black sesame seeds infused dark chocolate. This is definitely a puzzle for the palate. A swirl full of fascinating flavors, just like in Vincent Van Gogh's Starry Night.



Ingredients:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,



0 10 50 12 34 56 78 90 0



BORSTAL

- CHOCOLATE -

BLACK PEARL

PROJECT NAME:

CAKE & UTENSIL PACKAGINGS

TYPE:

PACKAGING

CLIENT/COMPANY:

LISA YOUNGASHI

TIME:

3/2020

DESCRIPTION:

Lisa Youngashi is a professional bakery brand based in Chongqing China. It offers customized wedding cake, birthday cakes, corporate catering, french dessert and other customized services.

This project is meant to rebrand them for the year 2020, The cake and utensil packagings took the fruit ingredient, illustrated into abstract patterns in order to bring more energy and dynamic to the brand style.

The whole brand language is now more energetic and fun.

LISA YOUNGASHI是重庆当地的热门法式甜品店，除线下门店外也涉及婚礼甜品、生日蛋糕、企业茶歇、法式甜品等定制服务。

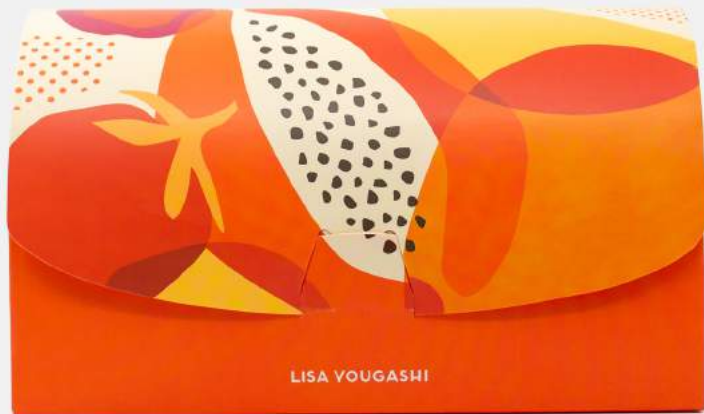
此次的作品为2020年LY为品牌形象做出的更改，在logo保持不变的情况下，客户希望通过改变品牌色，使品牌拥有鲜亮，轻奢的调性，用暖色调绘制抽象的图案。此类插画风格也出现在其未来的包装及周边，使LY的品牌形象更加完整，鲜活。

TOOLS:

Procreate, Photoshop,
Illustrator, Lightroom









LISA VOUGASHI



LISA VOUGASHI®



LISA VOUGASHI

PROJECT NAME:

NICK NORMAN LOGO

CLIENT/COMPANY:

NICK NORMAN

TYPE:

VI

TIME:

3/2020

DESCRIPTION:

Nick Norman is a singer song writer from Key West, FL. This project's goal is to redesign the original logo, elevate it to be more youthful and to fit with the modern style.

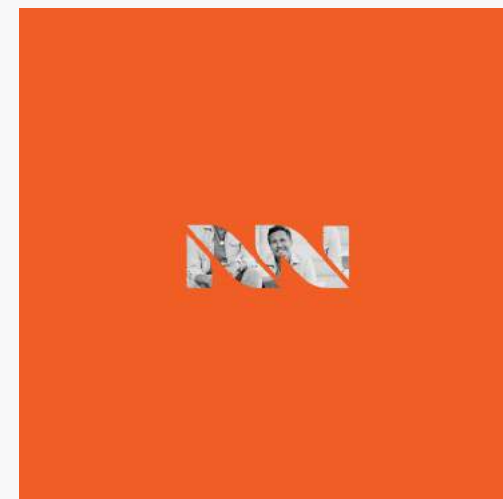
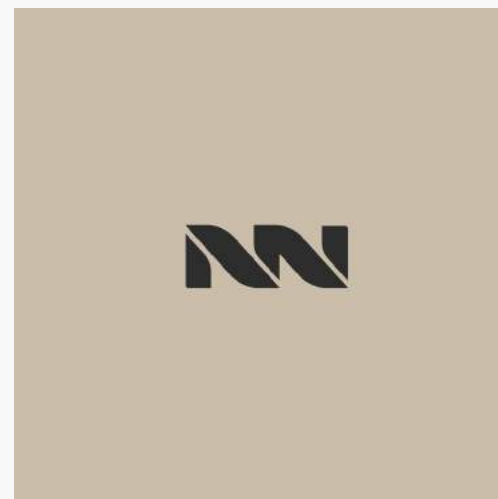
With the simplified logo, I integrated it into a wave-like pattern, that way the whole brand image became more unified and cohesive.

Nick Norman 是一位来自于美国的基韦斯特 (Key West, 位于美国佛罗里达群岛) 的一位作词作曲的歌手, 这个项目是希望通过对logo的重新设计, 并加入年轻的色调使整体风格更加有活力, 更符合当下潮流。

在这里延展了logo的NN, 使其形成了波浪的图案, 视觉上更加和谐统一。灰黑+亮橙色是很流行的现代运动色系, 混入米白, 整体的色系活泼且稳重。

TOOLS:

Illustrator





**NICK
NORMAN**

123.456.7890
@nicknormanmusic
www.nicknormanmusic.com

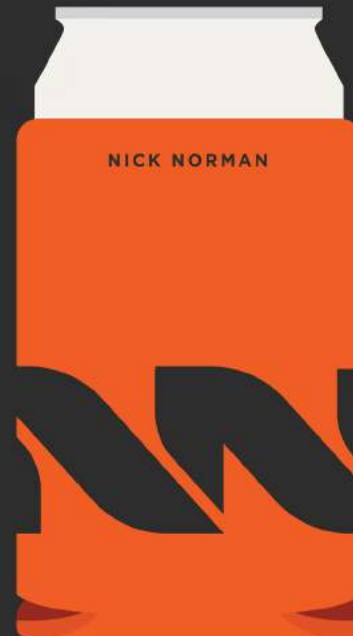
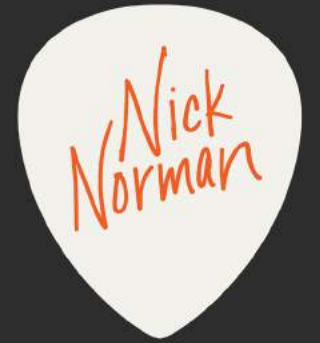
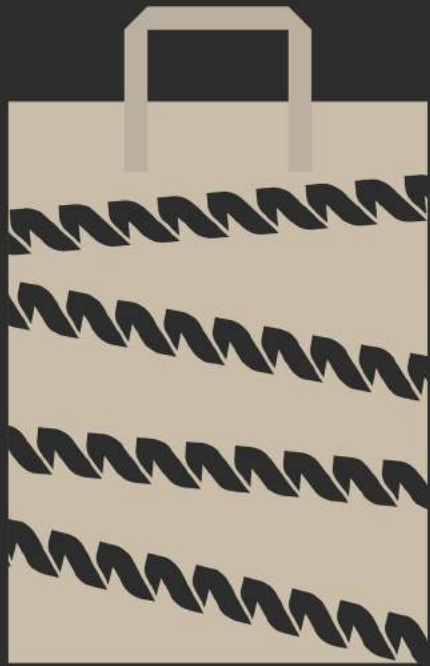
BASED IN KEY WEST
FL & NASHVILLE TN



NICK NORMAN
SINGER/SONGWRITER

BASED IN KEY WEST
FL & NASHVILLE TN

123.456.7890
@nicknormanmusic
www.nicknormanmusic.com





Nick Norman Live @ Nalu -
Rehoboth Beach, DE
11 JUNE 2020 @ 12:00pm
THURSDAY

Guest Performer:
Lewis Brice & Joel Rush

Nick Norman Live @ Nalu -
Rehoboth Beach, DE
12 JUNE 2020 @ 12:00pm
FRIDAY

Guest Performer:
Lewis Brice & Joel Rush



RSVP

Nick Norman



11 JUN 20



Nick Norman Live @ Nalu -
Rehoboth Beach, DE
11 JUNE 2020 @ 12:00pm
THURSDAY

Guest Performer:
Lewis Brice & Joel Rush



RSVP

Nick Norman



NICK NORMAN
LIVE HOUSE

JUN 11
2020

Nick Norman Live @ Nalu -
Rehoboth Beach, DE
11 JUNE 2020 @ 12:00pm
THURSDAY

RSVP *Nick Norman*



Nick Norman Live @ Nalu -
Rehoboth Beach, DE
11 JUNE 2020 @ 12:00pm
THURSDAY

Guest Performer:
Lewis Brice & Joel Rush

11 JUN 20



PROJECT NAME:

MOD PIZZA

CLIENT/COMPANY:

GS&F

TYPE:

LETTERING

TIME:

5/2019

DESCRIPTION:

This is a project made for GS&F's business outreach to MOD pizza in Seattle. We customized a pizza box, illustrated it with GS&F's core values, along with MOD pizza's core values.

就职于 GS&F 时与西雅图 MOD Pizza 的公益比稿项目，将公司的核心价值观与 MOD Pizza 的公益精神相融合，用纯手绘的方式“改装”，将我们能赋予的价值装入盒中，用最“老派”的方式亲手递送到客户手中，抛出我们橄榄枝。

TOOLS:

Procreate, Photoshop, Illustrator



PLATFORM
FOR
DOING GOOD
TASTES *Always*
GOOD
FOLLOW MOD AND

ACCOUNTABLE
EARN
TRUST
HAVE

ADVERTISING
LET THE WHOLE
PIE
WITH
GS&F
CREATIVE DEVELOPMENT & PRODUCTION
MEDIA STRATEGY PLANNING
BROADCAST
& NON-AIR VIDEO PRODUCTION
LEVELING
ACTIVATION
BRAND DEVELOPMENT
SOCIAL MEDIA & INFLUENCER MARKETING
CRISIS & REPUTATION
MANAGEMENT
DIST

GS&F MOD
SPREADING
MODness
A PLATFORM FOR DOING GOOD ALWAYS Tastes Good

PROJECT NAME:

PIECE OF TIME

TYPE:

ILLUSTRATION

CLIENT/COMPANY:

RONG

TIME:

2/2019

DESCRIPTION:

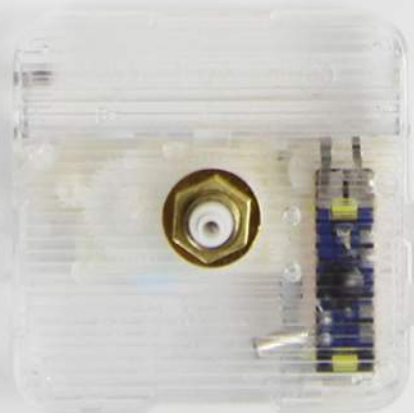
This was an internal project to demonstrate ways to use an innovation clock. It allows people to track their time, and it can also be used in many creative ways, such as doodling one's schedule on as a reminder.

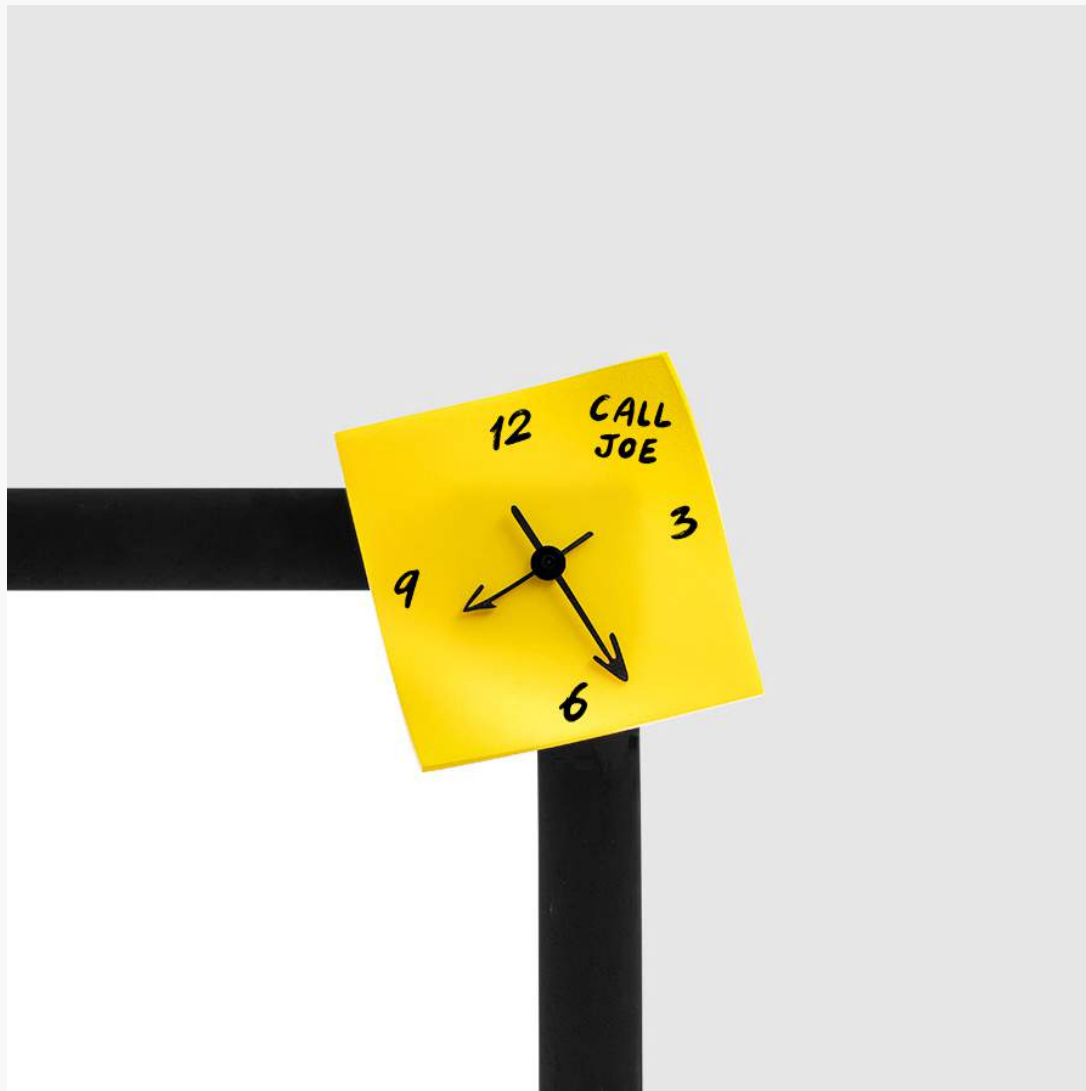
在一融设计就职时负责设计的内部翻新工程，此产品是一片如同便利贴的闹钟，同时也可以当做备忘录使用。可以有很多充满创意的用法，比如在闹钟面上涂鸦，留言，增添办公室的趣味与互动。

TOOLS:

Procreate, Photoshop









PROJECT NAME:

NEWSLETTER

CLIENT/COMPANY:

CROSSVILLE

TYPE:

LAYOUT

TIME:

3/2019

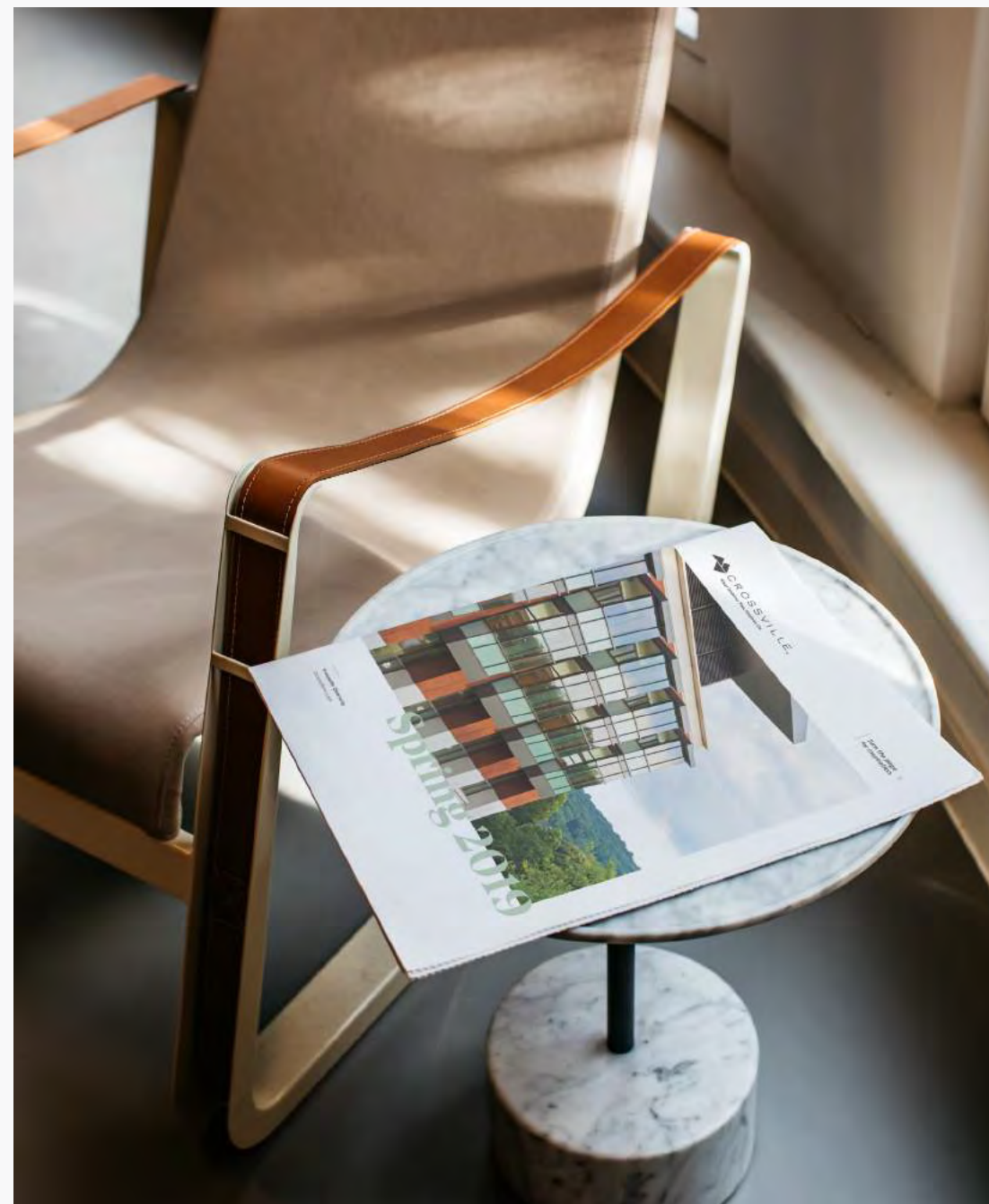
DESCRIPTION:

Crossville is America's leading manufacturer of porcelain tile. This newsletter was made for their monthly newsletter, which is sent with every tile order or electronically via email to their subscribers. This newsletter includes Crossville's featured interior designers, case studies and the newly released tiles.

Crossville是美国领先的B2B瓷砖制造商。其每个月都会向客户投递新品报刊，里面包括了最新的内部设计资讯，当前流行的设计师，以及即将新上市的瓷砖。这份报刊会以纸质+样品的形式投递，也会以电子邮件的形式发送到每一位订阅的客户手中。

TOOLS:

InDesign



New From Crossville

Get inspired with our featured collections. Then get started with complimentary samples or a full kit. For more, visit Crossvilleinc.com/sample-kit.

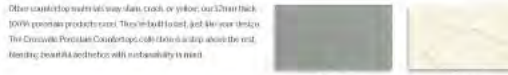
Reformation

Concrete visuals with neutral, pliable, organic and serene variations are reinterpreted in subtle shades, creating a comfortable cosmopolitan look. With Perfection technology provides extra realistic groutless and low-sheen glossy finish provides a sophisticated level of sophistication and performance. Available in 6 full kit or material. Join the revolution and let your design style take the next step with the new Reformation collection.



Porcelain Countertops

Over 20 countertop materials, way, stain, crack, or yellow, our 3/8" thick 100% porcelain products come. They're built to last, get the new design. The Crossville Porcelain Countertops collection is a step above the rest, featuring beautiful and durable with sustainability in mind.



Visit Crossvilleinc.com for look books and 3D interactive inspiration. 2018 New Product Review 2019 Color of the Year 2019 Residential

CROSSVILLE
What Inspires You. Inspires Us.

Turn the page for inspiration



Spring 2019

Crossville Quarterly
Crossvilleinc.com

CROSSVILLE QUARTERLY

FEATURED DESIGNER

Kerrie Kelly

She is Kerrie Kelly, an award-winning interior design professional in Southern California. She is an author and contributor. Kerrie's design style is modern and sophisticated, with a focus on clean lines and neutral tones.

She shares her insights with the world's interior design community.



Why interior design?

My clients allow me to design my own bedrooms, bathrooms, and living areas. It's a constantly evolving process that requires creative problem-solving. I love the challenge of bringing my clients' vision to life and creating a space that is both functional and beautiful.

What's California wine style, and what does "bringing the outdoor indoors" mean to you?

We can incorporate the outdoors into our homes by using natural materials like stone, wood, and bamboo. This creates a sense of connection to nature and brings the outdoors inside. It's all about creating a space that is both functional and beautiful.

Where do you get your design inspiration from?

I get my inspiration from nature, art, and travel. I love to see how different cultures and environments have created unique and beautiful spaces. It's all about creating a space that is both functional and beautiful.

How does sustainability come to life through tile and design elements?

Sustainability is about using materials that are eco-friendly and long-lasting. It's about creating a space that is both functional and beautiful. It's all about creating a space that is both functional and beautiful.

What's something you'd like to see happen for sustainable design?

I would love to see more sustainable design practices being adopted by the industry. It's all about creating a space that is both functional and beautiful. It's all about creating a space that is both functional and beautiful.

For more information, visit Crossvilleinc.com or contact us at info@crossvilleinc.com.

CROSSVILLE

FEATURED CASE STUDY

SPRING 2019

Circa Lighting West Hollywood



One designer said the story by reading it online, and see for yourself how Crossville's tile and countertop collections proved to be the ideal surfacing solutions for this West Hollywood lighting showroom. The range of porcelain tile plays a superb supporting role that puts the spotlight back on the lights.



The most recent remodel of Circa Lighting's inner West Hollywood showroom encompassed an expansive 4,800-sq-ft area that includes a lighting showroom. The project was a challenge, but the team focused on surfacing materials because of their impact on the feel of spaces, for which lighting is the focal point. Crossville's State of Grace marble-look porcelain countertop collection makes a bold statement for counters and backsplashes.



Check out the entire story online at Crossvilleinc.com/Design-Inspiration/Project-Gallery/Circa-Lighting-West-Hollywood.

Designer: Rudy Colby, Colby Design
Architect: Tim Sullivan, Scrafano Architects
Contractor: Howard CDM

CROSSVILLE



Sustainability is in the Air.

We're so excited to publish the Spring 2019 newsletter!

For this edition, we dive deep into the world of sustainability, a cornerstone to everything we do at Crossville. We also explore inspiring ways that designers are expressing themselves by bringing the outdoors indoors.

We hope you take a moment to read through it. *True inspiration isn't always obvious, but finding the right partner always should be.*

We hope to have the opportunity to work with you. Wishing you all the best, and may you find beauty in all things spring.



GREG MATHER, President, Crossville, Inc.



Bringing the Outdoors Indoors

BIOPHILIA

Biophilia connects the relationship between humans and nature. A multi-generational process and fabricator plays a role in Crossville's sustainability, despite today's designers' reluctance to use natural materials for floors and walls, capturing the changing of both alive and American oak species in a durable process of body.



Nest Joyous Oak AV352 Porcelain Stone

EARTH TONES

The use of earthy natural colors and deep hues, like you see here with Java Joint and Astral Plane, helps designers bring sustainability into focus, merging beautiful aesthetics with green performance. Even better, the look looks good and does good. All of our porcelain tiles come with a Green Squared® certification from the Tile Council of North America.



Java Joint French Press JAV05 Porcelain Stone



BOLD EXPRESSIONS

Bold expressions of space connect people fully with earthy tones. Our tile features add a whole new dimension and a renewed commitment to sustainability. The look of rich green woods adds a natural alternative to natural stone with its attractive, mango-like grain, and these woods can be used with other surface textures to increase visual interest and interest.



Convergence Peacock CON08 Glass

Convergence Indigo CON06 Glass

To browse our full portfolio of tiles and order samples, visit Crossville.com.

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Designing with a Green of Truth



City of Alexandria Police Department | Alexandria, VA | Photos courtesy of HDR Architecture, Inc.

The desire to reduce carbon footprints is more pressing than ever. As a company with a conscience, Crossville wants to do more to build ourselves accountable and play our part in designing beautiful spaces that are best for the environment, too.

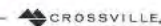
Sustainability was a natural decision for the firm of our design partner. It's always been a core company philosophy that to really do something about it, we hope to educate the design community on ways to integrate with eco-materials and further pave the way for a more sustainable future - that also looks fabulous.

In 2018 alone, Crossville recycled more than 11.5 million pounds of fired porcelain - almost one million pounds of recycling per month for an entire year - and an additional three million pounds of vitrified solids recycled back into production. All told, since the launch of our "Take-Back" program in 2009, we've recycled a total of 120 million pounds of tile.

For a fresh perspective on design sustainability in 2019, we looked to Sue Hansen, American Hansen (AIA, LEED Fellow, CIB, LEED, and AIA LEED), and consulting firm based in Omaha, Nebraska. She believes that education is key when it comes to our clients, designers, clients, and manufacturers alike. Often, she finds the right questions to begin the conversation, she said. One of the main priorities she believes our industry should focus on moving forward in 2019 is to work more

"Crossville didn't just follow the pack, they worked with others to develop a new, respected standard for the tile industry - to be good leaders and stewards of environmental responsibility."

— **Jean Hansen** | Sustainable Principal at HDR Architecture, Inc.



closely to promote human and environmental health in every last of interior design and architecture, whether you see it or not.

HDR and Crossville teamed up to renovate and develop a 1.6-million-sq-ft site in the center of Alexandria, Virginia, to certify the project under the Leadership in Energy and Environmental Design (LEED) rating system.

It demonstrated our partnership with the city of Alexandria is helping a more sustainable future, and resulted in the project winning Environmental Design & Construction Excellence in Design Award in the government/institutional category for new construction. The building is now projected to achieve a 31.8% energy savings relative to a similar design building.

By installing Crossville Porcelain Stone EcoCycle in the new state-of-the-art police station, Crossville delivered a tile that looked good aesthetically, contains a minimum of 4% per consumer recycled content, and is manufacturing process that is Green Squared® certified.

"Porcelain is now emitting a lot of interest for a variety of aesthetic, fire, water, exterior, counters, and floors," Hansen said. "Porcelain is becoming more popular because it's easy to use, looks like stone, and available for many uses."

Crossville is certified by the Tile Council of North America (TCNA) for its entire U.S. manufacturing porcelain product lines, as well as its manufacturing processes.



"Crossville clearly evaluates their products from a life cycle perspective, looking how their products influence their environments," Hansen said. "What's important for a porcelain tile manufacturer is to take into consideration? Crossville didn't just follow the pack, they went with others. In doing a new, respected standard for the tile industry, they wanted their products to stand out, but also they wanted to be good leaders and stewards of environmental responsibility."

The relationship between architects, design firms and architects continues to evolve, but the most important part, Hansen said, is

that all parties communicate, push each other, provide more opportunities for education, and raise the bar when it comes to beautiful sustainable design.

After all, the business test for interior design should not be whether it looks good, but whether it can do good, too.

To learn more and to see sustainable samples, visit Crossville.com.

To donate recycled or recycled porcelain, visit Crossville.com/green.



EARTH TONES

The use of earthy natural colors and deep hues, like you see here with Java Joint and Astral Plane, helps designers bring sustainability into focus, merging beautiful aesthetics with green performance. Even better, the look looks good and does good. All of our porcelain tiles earned Green Squared® certification from the Tile Council of North America.

Java Joint French Press JAV05 Porcelain Stone

Nest Joyous Oak AV352 Porcelain Stone

Convergence Peacock CON08 Glass

Convergence Indigo CON06 Glass



New From Crossville

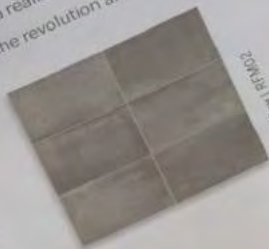
Get inspired with our two newest collections, then get started with complimentary samples on us. For more, visit Crossvilleinc.com/sample-cart.

Reformation

Concrete visuals with movement, pitting, aggregate, and sheen variation are reinterpreted in stylish planks, creating a completely contemporary look. Digital Plus technology provides ultra realistic graphics, and Crossville's quality provides a guaranteed level of sophistication and performance unheard of in traditional materials. Join the revolution and reform your design style with the fresh new Reformation collection.



1012421 | 120 x 240 cm



2012421 | 120 x 240 cm



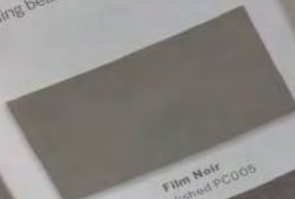
6012421 | 120 x 240 cm



7012421 | 120 x 240 cm

Porcelain Countertops

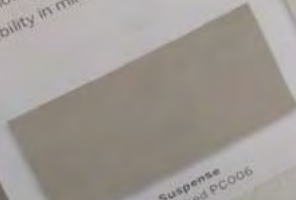
Other countertop materials may stain, crack, or yellow; our 12mm thick 100% porcelain products excel. They're built to last, just like your design. The Crossville Porcelain Countertops collection is a step above the rest, blending beautiful aesthetics with sustainability in mind.



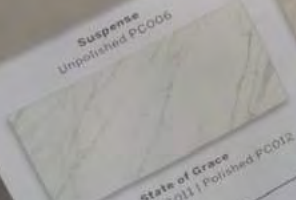
Film Noir
Unpolished PC005



Night Watch
Polished PC010



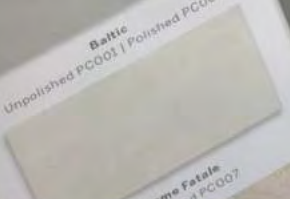
Suspense
Unpolished PC006



State of Grace
Unpolished PC011 | Polished PC012



Baltic
Unpolished PC001 | Polished PC002



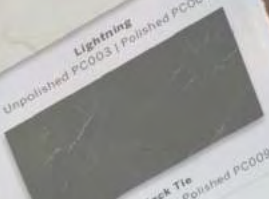
Femme Fatale
Unpolished PC007



Wheat Field
Unpolished PC013 | Polished PC014



Lightning
Unpolished PC003 | Polished PC004



Black Tie
Unpolished PC008 | Polished PC009



Sugar Coat
Unpolished PC015 | Polished PC016

Visit Crossvilleinc.com for look books and to find more inspiration.



2018 New Product Review | 2019 Color of the Year | 2019 Residential

PROJECT NAME:

BD PROJECTS

TYPE:

ECOMMERCE PAGES

DESCRIPTION:

This is a collection of E-commerce pages for a number of brands I worked on. My job includes building the outline of the page, integrate animation with design for each module of the page to create a better shopping experience.

就职于上海百秋电子商务有限公司时负责品牌设计项目，从比稿到页面设计，搭建页面楼层框架，思考页面的机制玩法。致力于将品牌的标志元素活用至线上，配合开发团队利用模块动效实现线上线下统一的购买体验。

TOOLS:

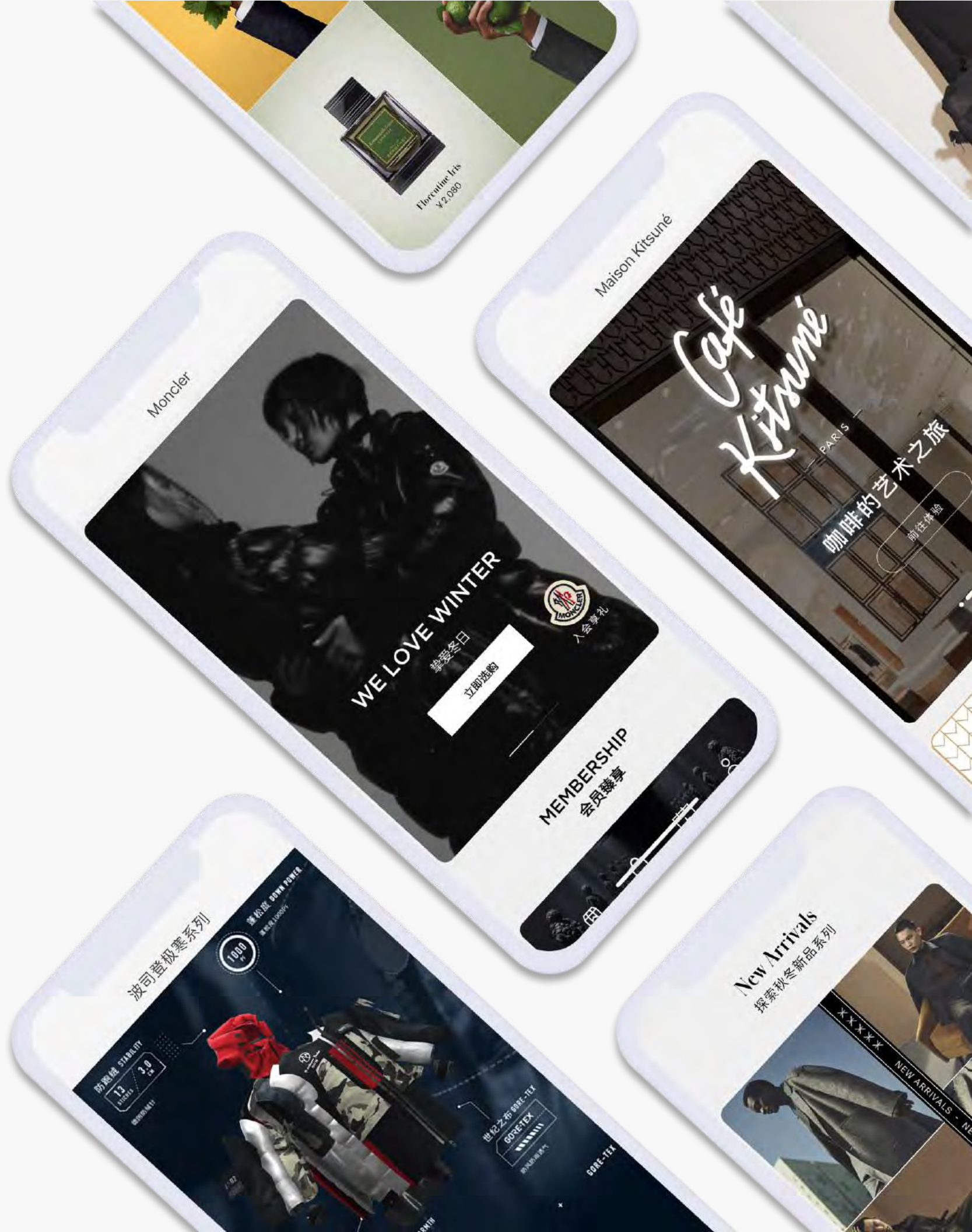
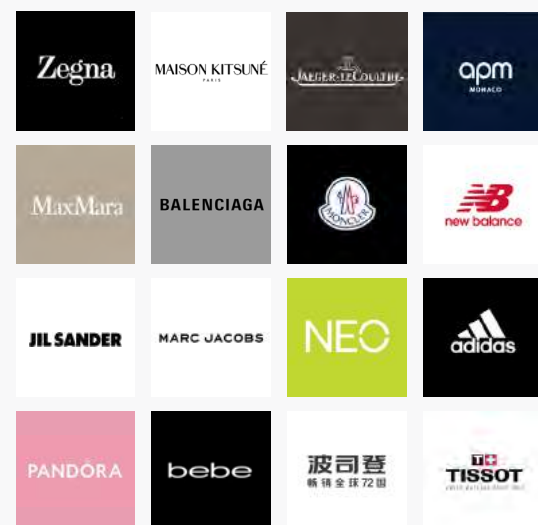
Photoshop, Illustrator

CLIENT/COMPANY:

BUY QUICKLY

TIME:

2020



多彩秋日 时光由我
以时间见证永恒爱意

即刻选购

关注店铺




积家尊享权益
时间：10月1日-10月10日

- 专属定制服务
指定腕表尊享
- 积家精美表带
指定腕表尊享
- 积家旅行表盒
指定腕表尊享

详询积家在线客服大使

会员购物金 表带搜索器 3D观表&AR试戴

积家会员购物金
锁定心仪時計 会员优先购

即刻体验



双面风采 自由切换

翻转系列腕表 双面翻转系列腕表

REVERSO ONE
翻转系列腕表

¥45,000

即刻选购



时间奥妙 复古诠释

MASTER ULTRA THIN MOON
超薄大师系列月相腕表

¥80,000

即刻选购



RENDZ-VOUS DATE
约会系列日历腕表

¥60,000

即刻选购



强者姿态 不同凡响

积家北宸系列自动腕表

¥55,000

即刻选购

FOR HIM FOR HER

积家北宸系列自动腕表

¥138,000

即刻选购

MASTER ULTRA THIN
超薄大师系列小秒针腕表

¥62,000

即刻选购

男士腕表 即刻选购

女士腕表 即刻选购

系列甄选

REVERSO 翻转系列

即刻探索

积家高级制表大工坊
始于1833年

积家大工坊位于汝山谷，从自然中汲取无限灵感，将多种制表工艺汇聚于同一屋檐下。自1833年起，积家在创新精神与蓬勃热情的鼓舞下研发出1200多种机芯，成为“高级制表的领导者”。

88VIP




FALL/WINTER 2021
秋冬新品

立即选购

入会享礼

MEMBERSHIP
会员臻享

惊喜礼盒 臻品预购 品牌活动 专属客服

即刻参与

MONCLER GENIUS
天才系列

7 MONCLER FRGMT
藤原浩合作系列

向左滑动 变换灵感新装

ONE HOUSE | DIFFERENT VOICES | ONE HOUSE | DIFFERENT VOICES

7 MONCLER FRGMT

ONE HOUSE | DIFFERENT VOICES | ONE HOUSE | DIFFERENT VOICES

WOMEN'S COLLECTION
女士系列

探索更多

FRELE CNY 14,620	GHANY CNY 5,550

MEN'S COLLECTION
男士系列

探索更多

MONTBELIARD CNY 13,850	PARK CNY 7,400

ACCESSORIES
配饰

SUNGLASSES
眼镜

方框太阳镜
CNY 2,400

WOMEN
女士

大衣&外套 时装 配饰

MONCLER STYLE
穿搭攻略

雪境探险 都市玩趣

MONCLER NOW
品牌阵地

MONCLER VOICES
品牌之声 >

MONCLER WORLD
品牌故事

法国奢华羽绒服品牌Moncler (盟可睐), 自1952年始至今, 致力于糅合时尚设计与创新科研成果, 创造出体现专业与风格的时装及精品配饰。

探索更多



Zegna

(重设) 何谓当代男士

探索更多

Z 加入会员 探索杰尼亚世界 >

New Arrivals

探索秋冬新品系列



弹力棉质Polo衫
¥2,200



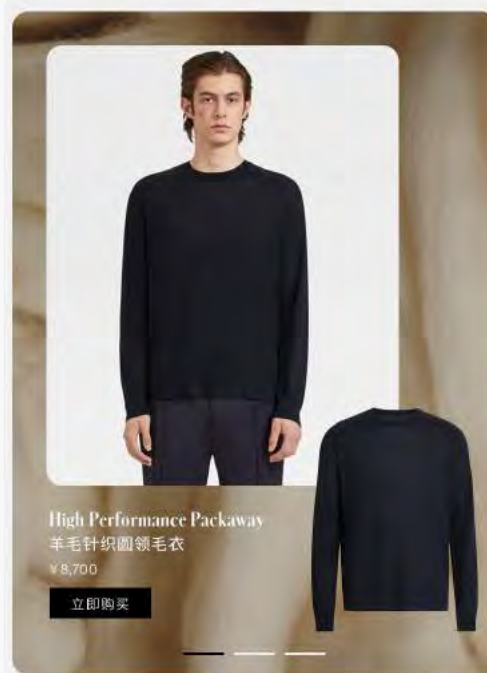
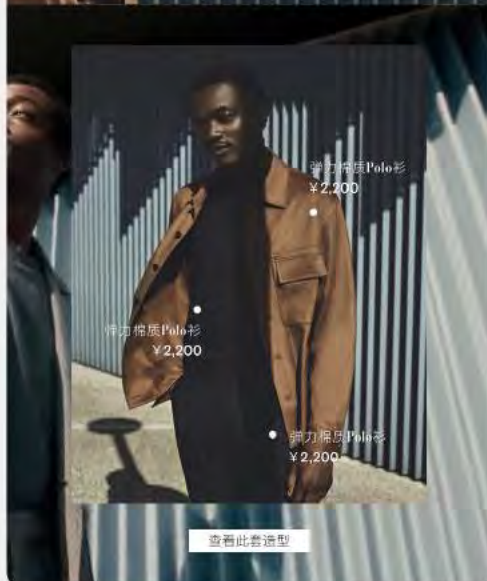
弹力棉质Polo衫
¥2,200



弹力棉质Polo衫
¥2,200

(REDEFINE)
WHAT MAKES A MAN

2121秋冬, 杰尼亚以先锋之势再次重设对它的定义
在男士穿衣习惯不断变迁的当下
杰尼亚进一步打破工作与休闲的界限
重新解构现代男装, 致敬当代男士



Categories

精选品类



Classify

甄选系列



Reservation

预约服务



Winter Fashion Show

21 冬季系列



Explore Our World

我们的世界





adiCLUB
会员礼遇

运动不止一面
在运动中窥见更多可能

20元无门槛优惠券

*数量有限 先到先得

创建会员形象



RELEASE
尖货日历

NOV 20 限时发售

TRAE YOUNG 1
特雷·杨第一代签名篮球鞋
¥999

11/20 10:00 10 / NOV 10 / NOV

HOT SALE
本周热卖

TOP 1

贝壳头板鞋 SUPERSTAR

01 899

02 899

03 899

04

Z COLOR

¥899

上滑查看更多

NEW IN
春日风潮

女子新品 男子新品

潮流运动 精致复古 魅力型格 时尚出街

C HOODY 新款运动连帽卫衣 ¥799

POST UP 新款休闲篮球鞋 ¥899

FORUM 84 LOW 新款休闲篮球鞋 ¥899

C TWILL PANT 风格简约的摩登运动裤 ¥859

COLORFUL
色彩搭配



COLORFUL
色彩搭配

左右滑动更多商品

Campus经典运动鞋 Campus经典运动鞋 Campus经典运动鞋

选购黄色热款

LOOKBOOK
搭配推荐

男子搭配 女子搭配

出色行动 “型”走街头 时尚机能

ST WOVEN TT 印花外套

M 3S L060 印花运动裤

SUPERSTAR 经典板鞋

SEARCH
大家都在搜

- #外套卫衣 #运动裤装 #小白鞋 #老爹鞋 #帆布鞋 #休闲板鞋 #跑步鞋 #童鞋 #羽绒服 #户外运动 #篮球鞋

COMFORTBALL
足球系列

PREDATOR X COPA

X SPEEDFLOW 足球运动鞋 ¥899

X SPEEDFLOW 足球运动鞋 ¥899

X SPEEDFLOW 足球运动鞋 ¥899

X SPEEDFLOW 足球运动鞋 ¥899

X SPEEDFLOW 足球运动鞋 ¥899

X SPEEDFLOW 足球运动鞋 ¥899

查看更多X SPEEDFLOW

CATEGORY
精选分类

男子 女子 儿童

板鞋 休闲鞋 跑步鞋 篮球鞋 卫衣/帽衫 夹克/外套 运动裤 包配饰

查看更多女子产品

adiCLUB
尊享天猫欢迎礼 解锁专属福利

加入会员



MARC JACOBS

全新系列 一睹风采

即刻探索

奢享礼遇



花呗免息



定制好礼



会员权益



即刻入会

CUSTOM SELECTION

甄选推荐 搭配灵感



THE TOTE BAG
¥3,800

THE SNAPSHOT

相机包



THE SNAPSHOT

¥3,000

即刻探索



THE TOTE BAG

托特包



THE TOTE BAG

MARC JACOBS



THE TOTE BAG

MARC JACOBS

CUSTOM MADE

定制



THE PATCHES

THE STRAP

THE SCARF



THE DAISY PATCH

¥100

即刻探索



NEW FASHION

定义新风尚



HAND BAG

SOFT BAG

BACKPACK



THE MEDALLION PENDANT

¥800

即刻探索

PEANUTS WEBBING STRAP

¥950

即刻探索

探索更多 +

CATEGORIES

精选分类



THE SNAPSHOT

探索更多 +

THE TOTE BAG +

NEW ARRIVALS +

THE ACCESSORIES +

THE BACKPACKS +

ABOUT BOSIDENG

关于品牌



PROJECT NAME:

BOSIDENG REBRAND

TYPE:

ECOMMERCE PAGES

DESCRIPTION:

BOSIDENG was founded in 1976, It focuses on the development, design and production of down jackets. in 2021 they decided to renew their entire Tmall homepage design, and to create a comprehensive Tmall E-store guideline.

为波司登全新打造天猫店铺视觉，重新定义品牌标志。设计并规划了整套电商设计规范，包括首页，二级页，详情页的设计规范，付费素材的设计规范，打标，主图规范以及产品或模特大片的拍摄规范等内容。

由于在比稿初期品牌的大部分素材不可使用，为了更好地体现效果，在页面设计初期使用了竞品素材。

TOOLS:

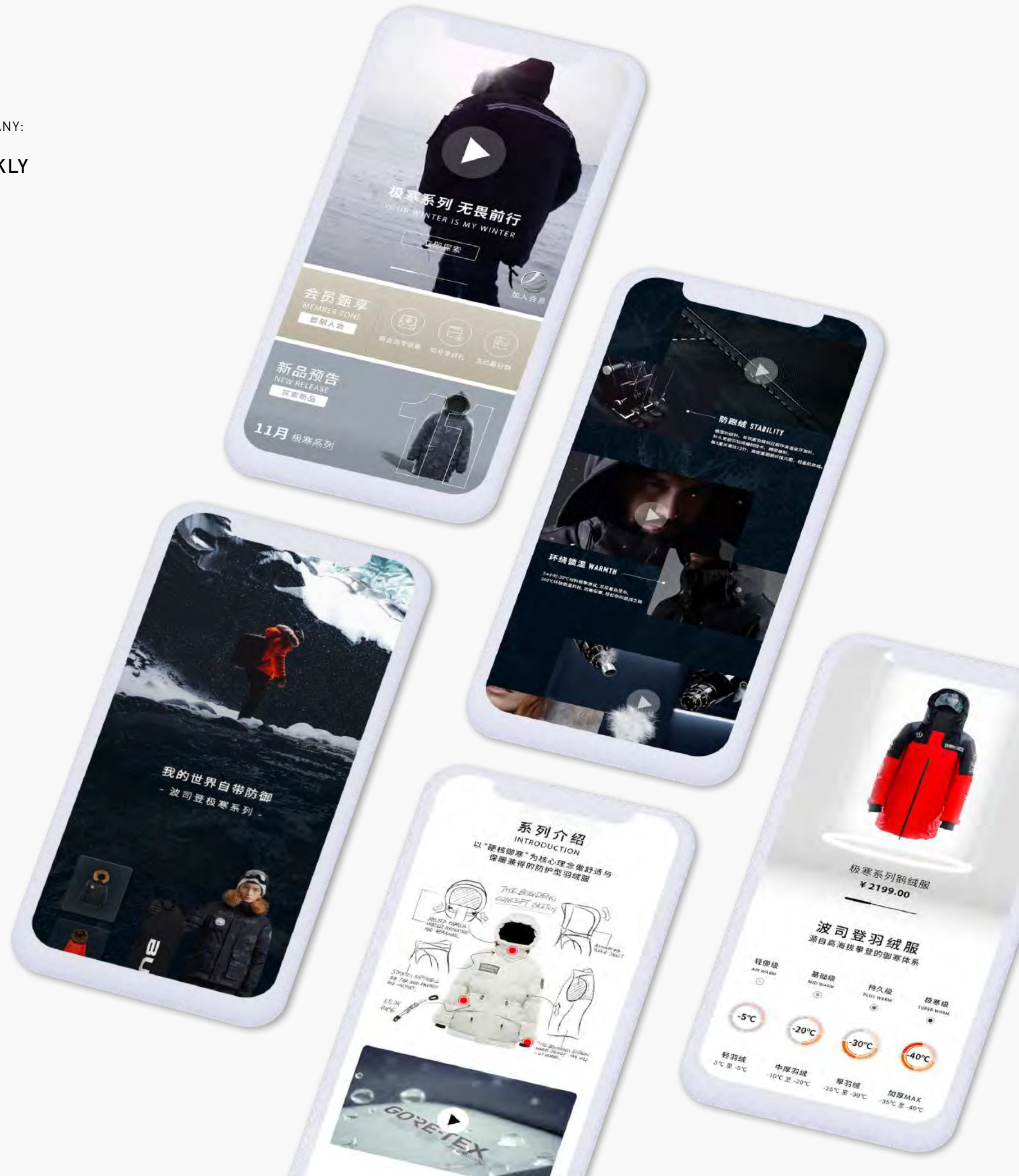
Photoshop, Illustrator

CLIENT/COMPANY:

BUY QUICKLY

TIME:

2021





极寒系列 无畏前行
YOUR WINTER IS MY WINTER

立即探索

加入会员

会员甄享
MEMBER ZONE

即刻入会

- 新会员专享券
- 积分享好礼
- 互动赢好礼

新品预告
NEW RELEASE

探索新品

11月 极寒系列

当季新品
NEW ARRIVAL

极寒羽绒服
¥2199.00

防跑绒 Sta
德国3厘米13针
13 stitches in 3 cm
German technology

01 BOSIDENG
EXTREME WARM

短款羽绒服
¥2199.00

立即购买



精选系列
PRODUCT SERIES

极寒系列 Extreme Warm	攀登系列 Climbing Series
滑雪系列 Skiing Series	高端系列 Premium Series

休闲生活
LEISURE LIFE

WOMAN

MAN



立体修身裁剪 高弹面料 高蓬羽绒

休闲生活女士短款 ¥2399	休闲生活女士长款 ¥2399
-------------------	-------------------

查看更多

高端商务
HIGH-END COMMERCE

WOMAN

MAN



英伦廓定工艺 国际首创 老品级测试

高端商务女士长款 ¥2399	高端商务女士长款 ¥2399
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查看更多

SINCE 2005
我的第一件波司登

服装个体户
浙江

品牌追踪
BRAND NEWS

波司登 × 登峰系列
全新高科技羽绒服 43年专业力作


点击查看

设计师推荐
DESIGNER COLLECTION


新一代羽绒服
波司登 × 高缇耶
Jean Paul Gaultier

波司登门店
BOSIDENG STORE


上海 SHANGHAI	北京 BEIJING
成都 CHENGDU	广州 GUANGZHOU



我的世界自带防御
- 波司登极寒系列 -



极寒系列鹅绒服
¥ 2199.00



防跑绒 STABILITY
13 STITCHES / 3.0 CM
德国防插针

环绕锁温 WARMTH
-30 3000PF
-30°C 极寒考验

系列介绍 INTRODUCTION

以“硬核御寒”为核心理念
做舒适与保暖兼得的防护型羽绒服



世纪之布 GORE-TEX
580亿每平方厘米微小透气孔，每个微孔比水滴小2万倍，使得雨雪无法渗入，水汽比水蒸气大100倍，使得汗液轻松排出，保持身体干爽舒适。



防跑绒 STABILITY
德国防插针，有效避免缝制过程中高温破坏面料，针孔更细防钻绒专利技术，精密缝制，每3厘米高达13针，高密度超细纤维内衬，轻盈防跑绒。



环绕锁温 WARMTH
24小时-30°C材料极限测试，双层蓄热厚布，360°无缝锁温科技，防寒保暖，轻松应对挑战之路。



蓬松度 DOWN POWER
源自全球羽绒产地，甄选鹅腹之冠上等大朵羽绒，瑞士质检认证，通过国际RDS认证，蓬松度1000PF的奢侈品质羽绒。

WIN THE COLD WINTER

我的世界自带防御



波司登极寒系列 EXTREM WARM




THE BOSIDENG CONCEPT SKETCH

ADDED PUFFS WATER-RESISTANT AND BREATHABLE

STRENGTHENED SOFT-SHELL FOR TARP AND PROTECT AND FURTHER

NO ON-PUFF

THE BOSIDENG EXTREM WARM JACKET AND PUFF - 30 SEASONS



新品主推 NEW ARRIVALS



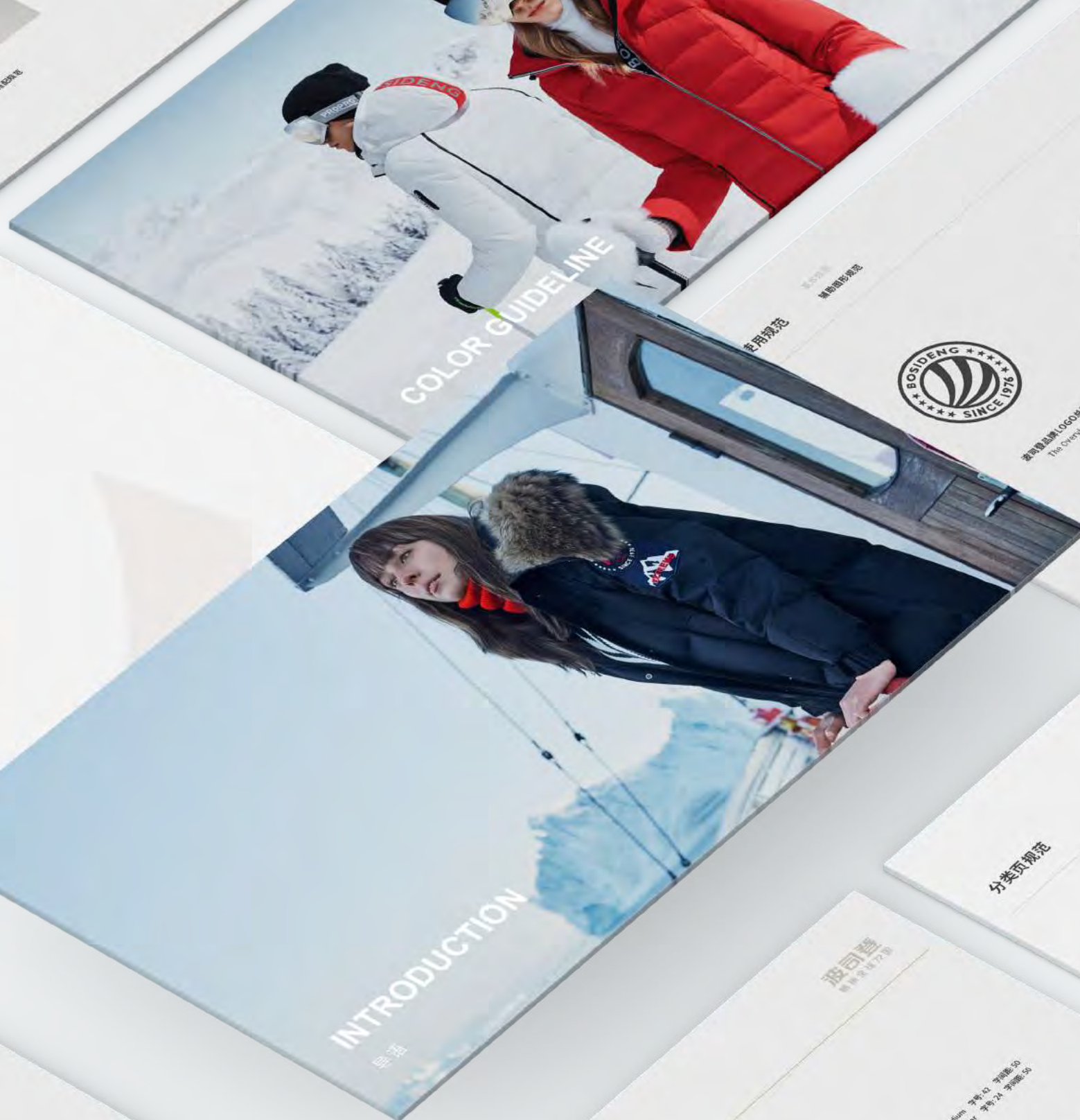
极寒系列鹅绒服
¥ 2199.00

[查看全部](#)

达人推荐 KOL RECOMMENDATION



波司登
全球72国
波司登天猫电商设计规范
TMALL ESTORE GUIDELINES



使用规范

品牌图形规范

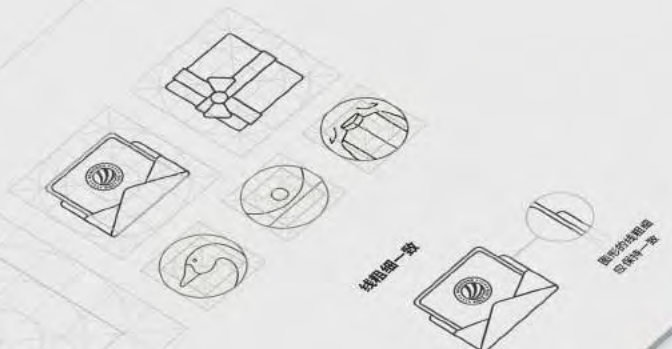
品牌LOGO最小使用范围
Brand Logo Minimization

波司登品牌LOGO总类
The Overview

分类页规范



波司登
全球72国



波司登
全球72国

详情页规范
主标题: 20 / 副标题: 16 / 品牌: Medium / 字体: 12 / 字间距: 20
副标题: 12 / 品牌: Regular / 字体: 14 / 字间距: 20

详情页规范
标题: 文案为详情页的主标题
副标题: 文案为详情页的副标题
品牌字体: 品牌品牌的效果定义, 品牌品牌与品牌品牌
正文: 居中排版 品牌品牌的效果定义, 品牌品牌
位置: 1500px以内(居中, 品牌品牌), 品牌品牌
高度: 1500px以内(居中, 品牌品牌), 品牌品牌
宽度: 750px 品牌品牌: 20px (品牌品牌)

100px
20px
250px
50px
250px



PROJECT NAME:

TIKTOK LIVE STREAM

CLIENT/COMPANY:

ROMOMO

TYPE:

**LIVESTREAM ROOM
DISPLAY**

TIME:

2022

DESCRIPTION:

TikTok, known in China as Douyin, is a short-form video hosting service. Many brands also use the livestream feature to sale products. These are the livestream space we built for pitching the idea to clients. My job was to collect brand's elements from the retail store's interior design, then illustrate a demonstration for the 3D designer to help rendering the space.

为各大品牌打造直播间，在项目中负责草图绘制与Demo，再brief建模师进行最终的渲染搭建工作



AIGLE
DEPUIS 1853



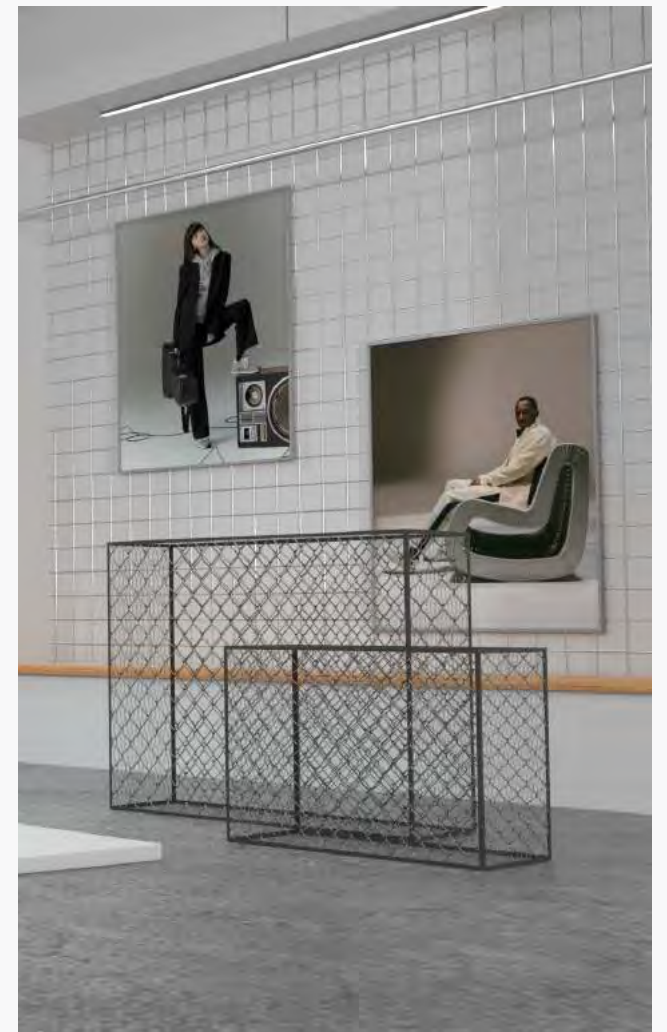
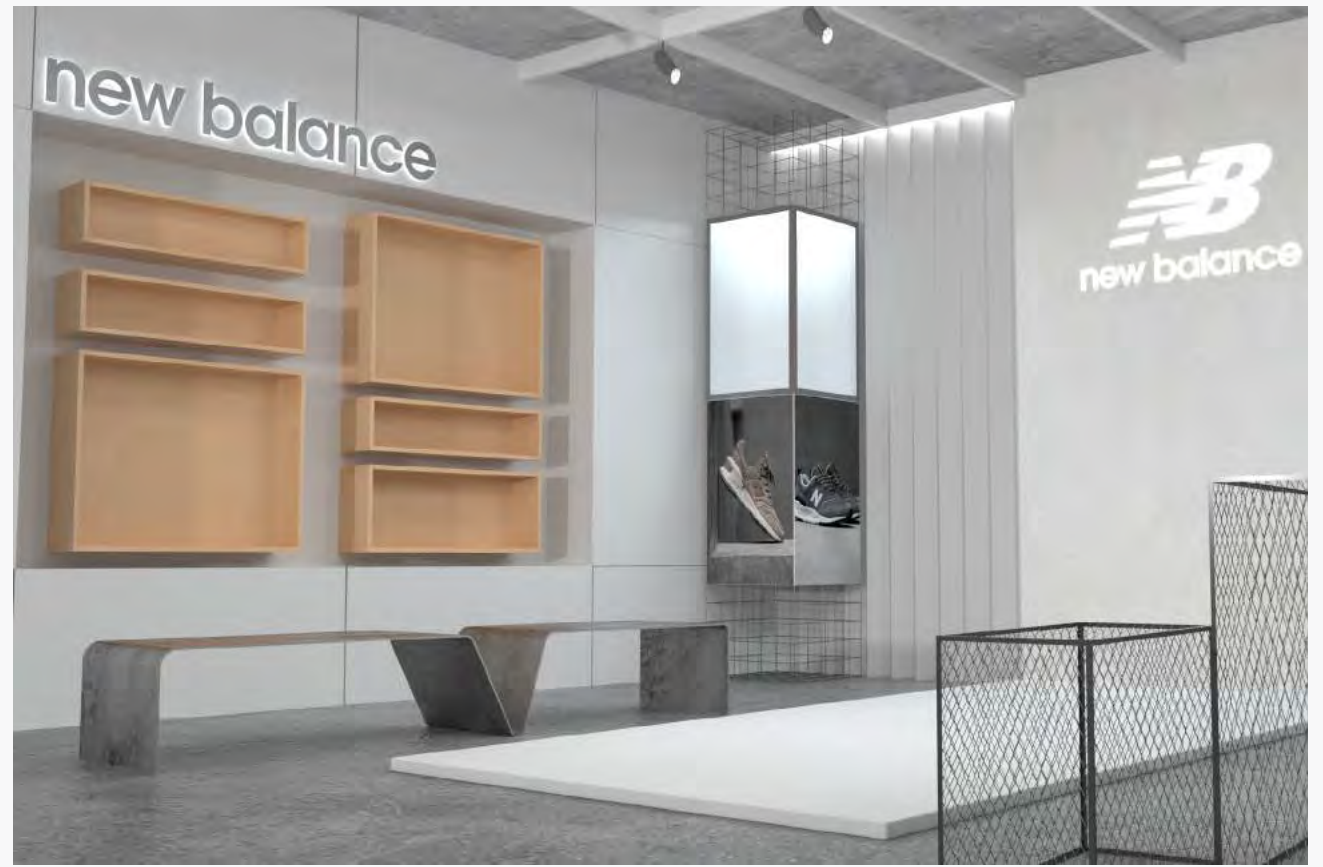
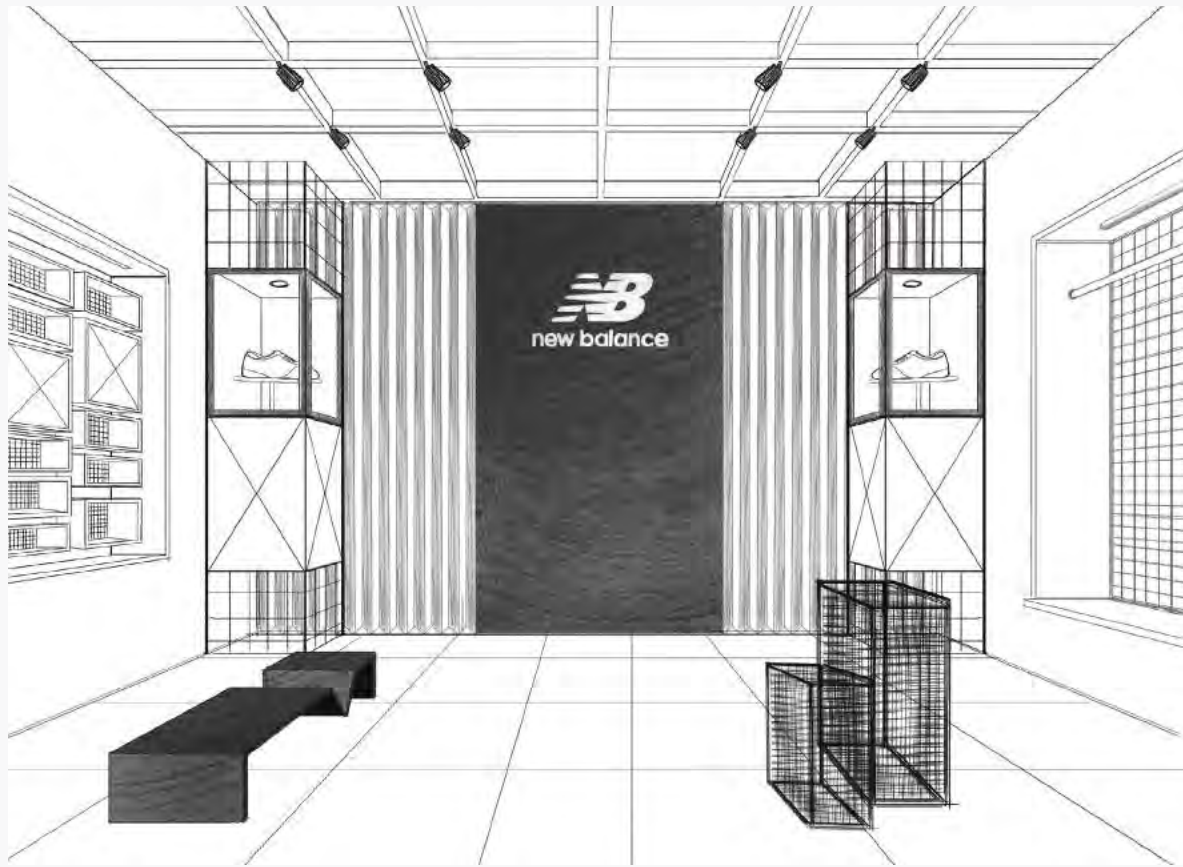
maje
PARIS

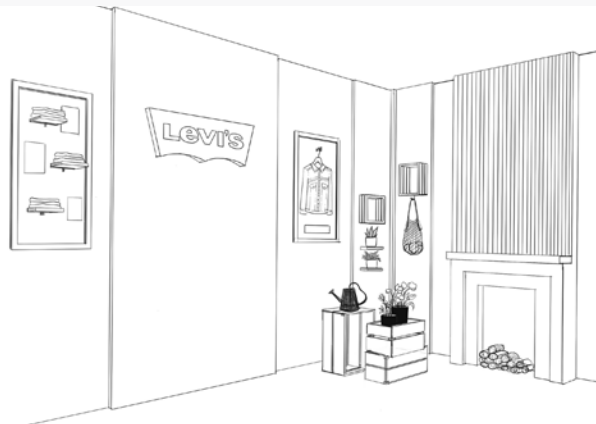


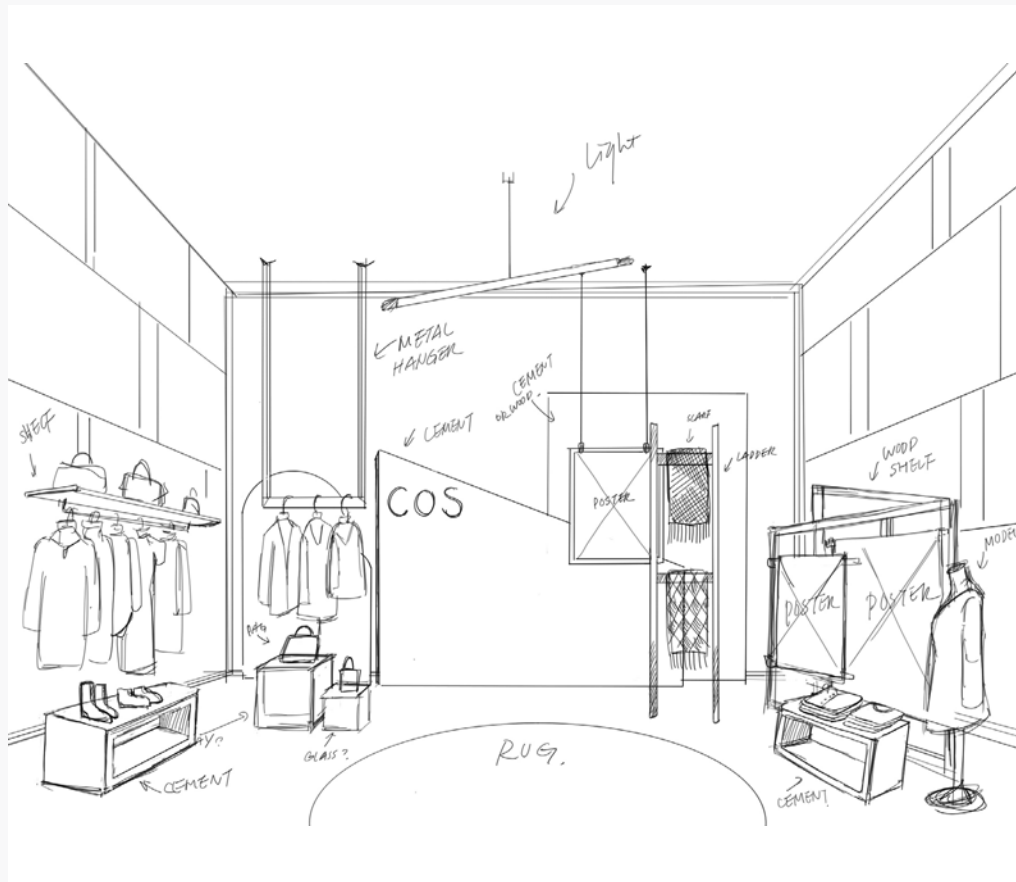
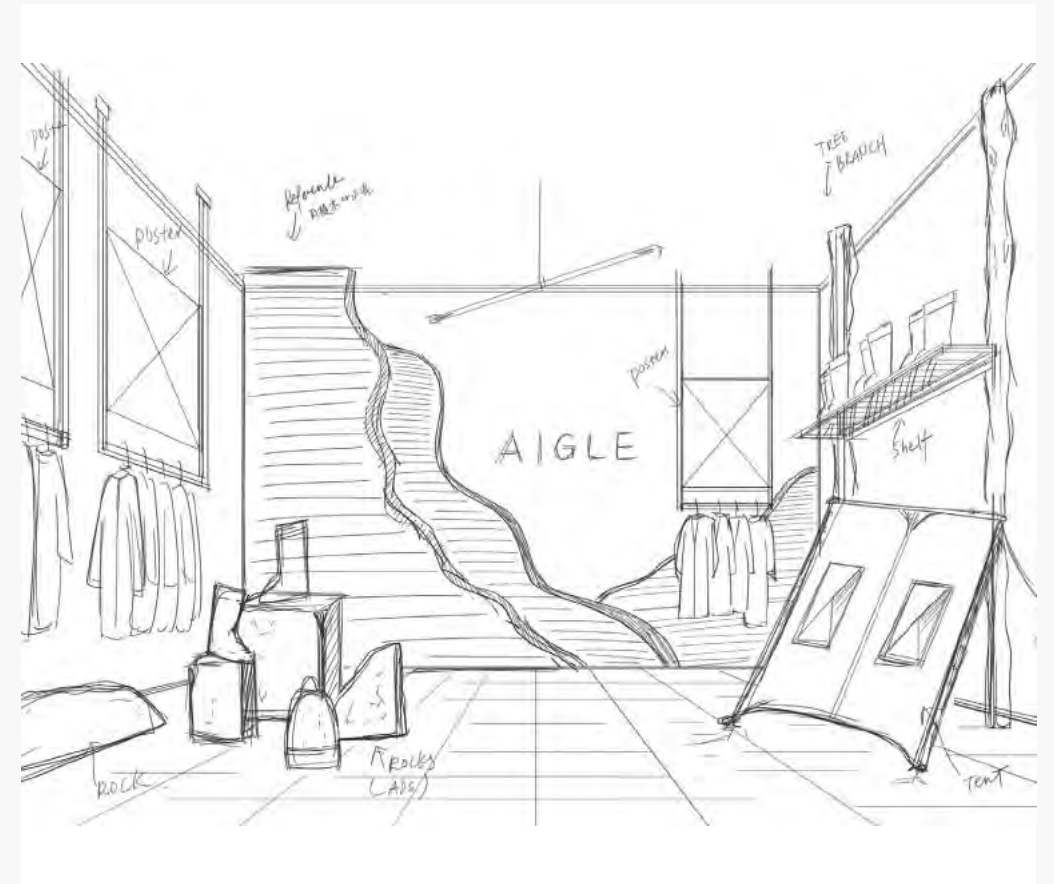
COS

PANDORA

SANDRO







THANK YOU FOR VIEWING

134.7274.6793 / XERQING@ICLOUD.COM / ZCOOL@ 徐尔馨