
DESCENTE

品牌展示与陈列系统设计

BRAND DISPLAY AND RETAIL SYSTEM DESIGN

NATURE
TECHNOLOGY
MOVEMENT

以山地之名，探索向上的力量。

INSPIRED BY MOUNTAINS
DRIVEN BY MOVEMENT

目录

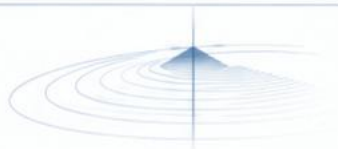
CONTENTS

以山为灵感
以运动为语言
构建更好的明天

INSPIRED BY MOUNTAINS
DRIVEN BY PEOPLE
A BETTER TOMORROW

PROJECT
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A CLEARER
TOMORROW |

橱窗
WINDOW DISPLAY

墙面系统
WALL SYSTEM

DP
DISPLAY POINT

01

破雪轨迹

BREAKING SNOW TRAJECTORY

橱窗 / WINDOW DISPLAY

PROJECT
CHAPTER

以滑雪破雪轨迹转译空间动势

TRANSLATING THE FORCE OF A SKI CUT INTO SPATIAL MOTION

将滑雪破开雪面的动态轨迹
转化为空间语言，
以流动的线条与张力的形态
构建橱窗的动势表达。

Transforming the dynamic line
of breaking through snow into
a spatial language, creating a kinetic
window display through fluid lines
and tense forms.

FROM
THE MOUNTAINS
TO A BRIGHTER
TOMORROW

SNOW
PEOPLE
MOVEMENT
SPACE
A BETTER TOMORROW

36.4000° N
138.2500° E

INSPIRED
BY MOUNTAINS



动势线条
MOTION LINES

流动的曲线，形成向前的动势
Fluid curves create forward momentum.



雪面切痕
SNOW CUT

破开雪面的瞬间，形成张力痕迹
The moment of breaking snow
creates a tense trace.



空间导向
SPATIAL FLOW

轨迹延展为空间动线，引导视线前行
The trajectory extends into spatial flow,
guiding the gaze forward.

速度
SPEED

切割
CUT

轨迹
TRAJECTORY

突破
BREAKTHROUGH

DESCENTE 迪桑特高端商业橱窗设计方案

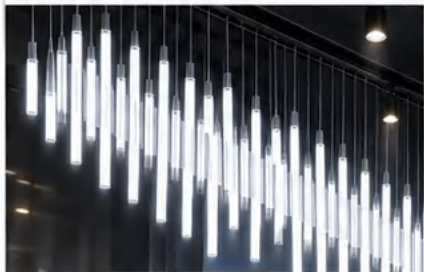
破雪轨迹 / DESCENT TRACE

LUXURY RETAIL WINDOW DISPLAY PROPOSAL



01 核心装置

CORE INSTALLATION



参数化悬挂灯光装置

以流动的光轨勾勒滑雪运动的速度与轨迹。

02 运动姿态

SPORTS POSTURE



高速切弯的动态姿态

定格破雪瞬间，传递品牌的专业与激情。

03 冰雪场景

SNOW SCENE



真实的雪山场景

岩石、雪雾与远山构建沉浸式极境氛围。

设计理念 / DESIGN CONCEPT

以高速滑雪 carving 切弯的破雪瞬间为灵感，将运动轨迹转化为可落地的参数化悬挂灯光装置，塑造兼具速度感、科技感与未来奢华气质的品牌旗舰橱窗。

DESIGN
THAT
MOVES

品牌 / BRAND

DESCENTE



类型 / TYPE

旗舰店橱窗



主题 / THEME

破雪轨迹



关键词 / KEYWORDS

速度·切弯·雪雾·科技



风格 / STYLE

极简未来奢华

品牌定位与客群分析 / BRAND POSITIONING & AUDIENCE

DESCENTE RETAIL WINDOW DISPLAY PROPOSAL

01 品牌定位

BRAND POSITIONING

高端专业滑雪

PREMIUM SKI PERFORMANCE

科技机能美学

TECHNICAL AESTHETICS

极简未来奢华

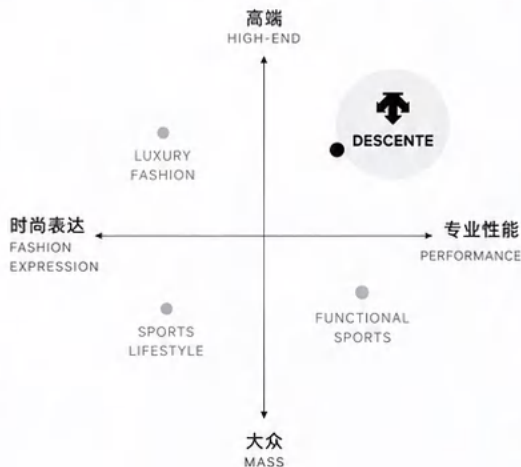
MINIMAL FUTURE LUXURY

国际运动时尚

GLOBAL SPORT FASHION

DESCENTE 迪桑特作为源自日本的高端专业滑雪品牌，以卓越的运动性能与前沿科技为核心，进入高端零售市场，通过精准、冷峻、富有张力的视觉语言，传递专业精神与未来美学，打造兼具功能与时尚的国际化品牌形象。

DESCENTE, A PREMIUM PERFORMANCE SKI BRAND FROM JAPAN, ENTERS HIGH-END RETAIL WITH A PRECISE, COLD, AND TECHNICAL VISUAL LANGUAGE, COMMUNICATING PROFESSIONAL SPIRIT AND FUTURE AESTHETICS, CREATING A GLOBAL BRAND IMAGE THAT COMBINES PERFORMANCE AND FASHION.



02 目标客群

TARGET USERS



核心滑雪玩家

CORE SKI ENTHUSIASTS

年龄 25 - 40 岁

核心特征

专业、热爱户外、追求极限

购买动机

高性能装备、专业信赖

视觉偏好

冰雪场景、专业运动形象
科技感、力量感

城市机能时尚人群

URBAN TECH LIFESTYLE

年龄 20 - 35 岁

核心特征

追求品质、注重穿搭
热爱户外与都市生活结合

购买动机

功能与时尚兼具
彰显个人品味

视觉偏好

极简设计、高级质感
城市与自然场景融合

高消费品质购物客

PREMIUM LUXURY CONSUMERS

年龄 30 - 50 岁

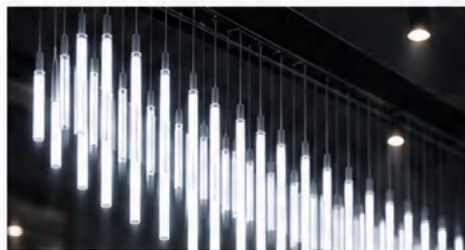
核心特征

高净值、注重品质与体验
追求国际品牌

购买动机

高端材质、品牌价值
专属购物体验

视觉偏好

高级、简洁、具有艺术感
体现品牌格调与生活方式

光影轨迹 · 科技美学

LIGHT INSTALLATION



专业装备 · 品牌形象

BRAND ICON

03 消费特征

CONSUMER INSIGHT



性能优先

PERFORMANCE FIRST

注重专业功能与
实际运动表现

高端材质敏感

PREMIUM MATERIAL

关注面料科技与
产品工艺品质

强视觉冲击

VISUAL IMPACT

被极简、冷峻、
具有张力的视觉吸引

社交媒体传播

SOCIAL SHAREABILITY

乐于在社交平台分享
穿着与体验

品牌科技故事

TECH STORYTELLING

认同品牌的专业积淀
与创新精神

品牌 / BRAND

DESCENTE



类型 / TYPE

旗舰店橱窗



主题 / THEME

破雪轨迹



关键词 / KEYWORDS

速度 · 切弯 · 雪雾 · 科技



风格 / STYLE

极简未来奢华



DESCENTE

DESIGN THAT MOVES
SKIING MOVES A BETTER TOMORROWSNOW
PEOPLE
TECHNOLOGY
A BETTER TOMORROW

03 / 08

创意构思与概念推导 / CONCEPT DEVELOPMENT

破雪轨迹 / DESCENT TRACE

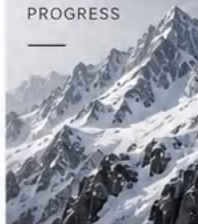
LUXURY RETAIL WINDOW DISPLAY PROPOSAL

01 灵感来源 / INSPIRATION

SKIING
MOVES
A BETTER
TOMORROW

源于滑雪运动中高速切弯的瞬间，运动员在离心力作用下划出优美的弧线，扬起的雪雾凝结成一条充满力量的轨迹。我们将这一自然的动态美学提炼为可构建的悬挂装置，以光的语言在橱窗中再现“破雪轨迹”。

FROM HIGH-SPEED CARVING TO A FROZEN TRAJECTORY, TRANSFORMING NATURAL MOTION INTO A BUILDABLE LIGHT INSTALLATION.

NATURE
INSPIRES
HUMAN
PROGRESS

02 概念推导 / DESIGN DERIVATION

01 滑雪切弯动作

SKI CARVING MOVEMENT



高速切弯，身体倾斜，雪板划出有力弧线。

02 运动轨迹提取

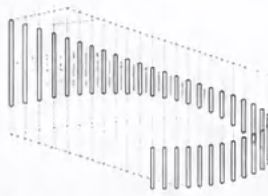
MOTION TRAJECTORY



提取滑行轨迹的S形曲线，呈现速度与方向的变化。

03 方形灯条参数化转译

PARAMETRIC TRANSLATION



将轨迹转化为可落地的方形灯条阵列，形成节奏变化。

04 橱窗空间构成

WINDOW COMPOSITION



结合山景、雪地、运动员与灯光装置，完成沉浸式橱窗空间构成。

03 轨迹节奏解析 / TRAJECTORY RHYTHM

加宽
EXPAND收束
PINCH再爆发
ACCELERATEA TRAJECTORY
BEYOND TOMORROW切弯
CARVE

关键词 / KEYWORDS

速度		SPEED
滑降		DESCENT
切弯		CARVE
雪雾		SNOW SPRAY
科技		TECHNOLOGY
未来奢华		FUTURE LUXURY

04 叙事逻辑 / DESIGN STORY

01 前景氛围 / FOREGROUND



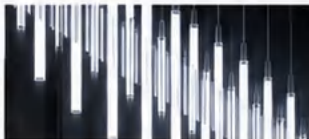
真实的雪山岩石与飘雪，营造沉浸式的高山场景。

02 运动员主体 / ATHLETE



专业滑雪运动员的动态姿态，传递品牌的专业与激情。

03 灯光装置 / INSTALLATION



参数化方形灯条以流动的S形轨迹，将运动速度与科技美学可视化。

04 背景山景 / BACKDROP



巍峨雪山与云雾，强化探索精神，诠释品牌不断向上的力量。



品牌 / BRAND

DESCENTE



类型 / TYPE

旗舰店橱窗



主题 / THEME

破雪轨迹



关键词 / KEYWORDS

速度·切弯·雪雾·科技



风格 / STYLE

极简未来奢华

空间构成与分析图 / SPATIAL ANALYSIS

破雪轨迹 / DESCENT TRACE

LUXURY RETAIL WINDOW DISPLAY PROPOSAL

01 正立面分析图 / FRONT ELEVATION ANALYSIS



02 关键标注 / KEY ELEMENTS

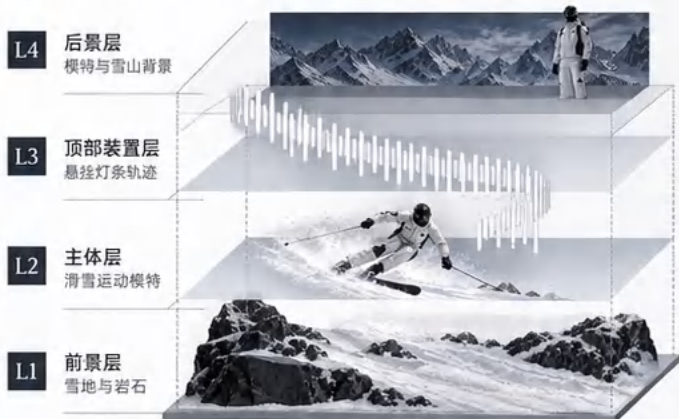
- A** 入口视线界面
开放的前景雪地与岩石，形成迎宾界面引导顾客视线进入。
- B** 滑雪运动主体
动态滑雪模特，强化品牌运动基因与张力。
- C** S形灯条轨迹
参数化悬挂灯光装置，形成贯穿空间的视觉轨迹。
- D** 静态锚点模特
站姿模特与雪板，作为视觉平衡与场景锚点。
- E** 雪山背景
高精度雪山画面，营造沉浸的高山环境。
- F** 品牌标识
DESCENTE 品牌标识与品牌主张，强化识别。

橱窗尺寸 / DISPLAY SIZE

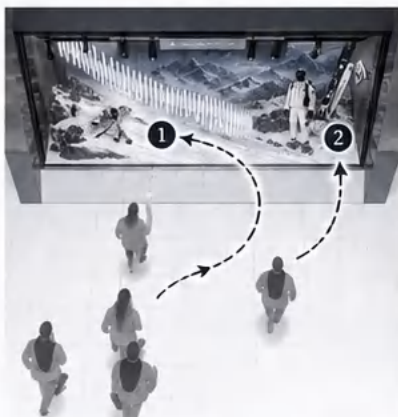
W4800 × H2400 × D2000mm

(内空尺寸 / APPROXIMATE SIZE)

03 空间层次 / LAYERS



04 观看动线 / VIEWING PATH

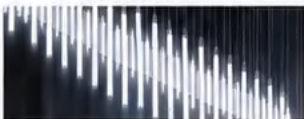


- 1 首先被光轨吸引
进入视野的第一焦点，感知空间的动势与氛围。
- 2 关注滑雪运动主体
视线沿S形轨迹自然过渡，聚焦动态模特。
- 3 最终识别品牌
视线落在品牌标识，强化品牌记忆与认同。

平面示意 / PLAN VIEW

顾客视线方向
VIEWING DIRECTION

05 构成原则 / COMPOSITION PRINCIPLES

01 视觉焦点
VISUAL FOCUS以S形灯光轨迹为核心视觉焦点，
形成强烈的识别性与记忆点。02 从左到右的动势引导
LEFT-TO-RIGHT FLOW通过S形轨迹引导视线，由左至右
形成流畅的观看动线，增强叙事性。03 动静平衡
STATIC VS DYNAMIC动态滑雪与静态模特形成张力对比，
营造富有层次的空间节奏。04 真实可落地的空间深度
REALISTIC DEPTH多层次的雪地、岩石与背景，构建
真实的空间深度与可实施性。

材质、灯光与落地策略 / CMF & TECHNICAL STRATEGY

破雪轨迹 / DESCENT TRACE

LUXURY RETAIL WINDOW DISPLAY PROPOSAL

01 材料板 / MATERIAL BOARD

DESCENTE | DESIGN THAT MOVES



02 灯光策略 / LIGHTING STRATEGY

DESCENTE | DESIGN THAT MOVES



- 01 聚焦重点，层次分明
通过轨道射灯精准照射产品、雪景与人物，
形成视觉焦点。
- 02 色温控制 4000K - 5000K
采用中性白光，还原冰雪场景的纯净质感，
同时保证产品真实色彩。
- 03 增强阴影与立体感
通过明暗对比塑造雪地、岩石与人物的立体层次，
提升场景真实感。
- 04 精准控制反射
优化灯具角度与亮度，避免玻璃过度反光，
确保最佳观看效果。

03 装置构造 / INSTALLATION LOGIC

细节呈现 / DETAIL VIEW
光与材质的精致结合，呈现悬浮的光轨效果。

04 落地要点 / BUILDABLE HIGHLIGHTS

- 01 模块化组装
MODULAR ASSEMBLY
标准化灯轨与装置模块，便于运输、快速安装
与多店复制。
- 02 便捷维护
MAINTENANCE ACCESS
轨道与灯条采用可拆卸结构，便于后期更换与维护。
- 03 隐藏式走线
HIDDEN WIRING
电源与线束集成于轨道内部，保持空间整洁美观。
- 04 耐用零售材料
DURABLE RETAIL MATERIALS
选用商业空间级别的金属、亚克力与环保雪材，
确保长期稳定使用。
- 05 真实的场景深度
REALISTIC DISPLAY DEPTH
结合多层岩石、雪景与背景画面，营造沉浸式的
冰雪空间体验。



品牌 / BRAND

DESCENTE



类型 / TYPE

旗舰店橱窗



主题 / THEME

破雪轨迹



关键词 / KEYWORDS

速度·切弯·雪雾·科技



风格 / STYLE

极简未来奢华

多尺寸橱窗适配 / MULTI-FORMAT ADAPTATION

破雪轨迹 / DESCENT TRACE

LUXURY RETAIL WINDOW DISPLAY PROPOSAL

01 横向方案 / HORIZONTAL WINDOW



橱窗尺寸 / DISPLAY SIZE

W4800 × H2400 × D2000mm

(内空尺寸 / APPROXIMATE SIZE)

02 正方形方案 / SQUARE WINDOW



橱窗尺寸 / DISPLAY SIZE

W3000 × H3000 × D1800mm

(内空尺寸 / APPROXIMATE SIZE)

03 竖向方案 / VERTICAL WINDOW



橱窗尺寸 / DISPLAY SIZE

W2400 × H3600 × D1800mm

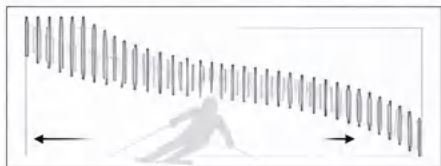
(内空尺寸 / APPROXIMATE SIZE)

04 轨迹适配逻辑 / TRAJECTORY ADAPTATION LOGIC

DESCENTE | DESIGN THAT MOVES

01 横向·强调全景动势

HORIZONTAL · PANORAMIC MOTION

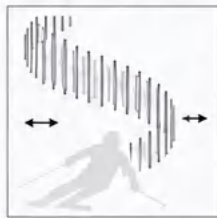


横向比例下，轨迹横向延展，强化滑雪的流动感与速度感，营造开阔的全景视觉体验。

The horizontal format emphasizes lateral extension of the trajectory, enhancing the sense of motion and speed, creating an expansive panoramic experience.

02 正方形·聚焦视觉核心

SQUARE · CONCENTRATED FOCUS



正方形比例下，轨迹向中心收束，形成聚焦的视觉核心，兼顾平衡与张力。

The square format concentrates the trajectory towards the center, creating a strong visual focus while maintaining balance and tension.

03 竖向·强化垂直动势

VERTICAL · RISING-DESCENDING MOTION



竖向比例下，轨迹纵向延展，强化上升与下坠的动态，突出空间高度与视觉冲击力。

The vertical format extends the trajectory vertically, emphasizing the rising-descending motion and creating a strong sense of height and visual impact.

05 适配原则 / ADAPTATION PRINCIPLES

01 尺度控制

SCALE CONTROL



根据不同橱窗尺寸，调整轨迹长度、弯曲幅度与灯光数量，保持整体比例协调。

Adjust trajectory length, curvature and number of light bars according to different window sizes.

02 焦点一致

FOCAL CONSISTENCY



无论何种尺寸，始终保持滑雪运动主体与S形光轨为核心视觉焦点。

Maintain the skiing figure and S-shaped light trajectory as the core visual focus across all formats.

03 人体比例

HUMAN PROPORTION



结合人体视线与浏览距离，确保运动主体的尺度与视觉舒适度。

Consider human viewing height and distance to ensure a comfortable visual proportion.

04 安装可行

INSTALLATION FEASIBILITY



适配不同空间条件与结构限制，确保灯光系统与装置的安全、稳定与可落地。

Adapt to different spatial conditions and structural constraints, ensuring safe, stable and feasible installation.



品牌 / BRAND

DESCENTE



类型 / TYPE

旗舰店橱窗



主题 / THEME

破雪轨迹



关键词 / KEYWORDS

速度·切弯·雪雾·科技



风格 / STYLE

极简未来奢华

构造节点与尺寸深化 / DETAILING & DIMENSION

破雪轨迹 / DESCENT TRACE

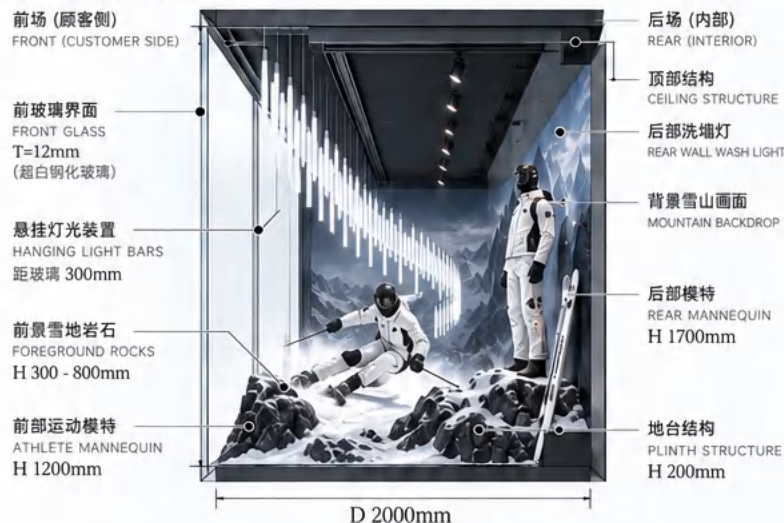
LUXURY RETAIL WINDOW DISPLAY PROPOSAL

01 正立面尺寸图 / FRONT ELEVATION & DIMENSIONS

DESCENTE | DESIGN THAT MOVES



02 纵向剖面图 / SECTION PERSPECTIVE



03 灯具节点详图 / LIGHTING DETAIL



04 平面关系图 / PLAN VIEW



05 落地控制要点 / BUILDABILITY NOTES

- 01 模块化组装 / MODULAR ASSEMBLY
灯具、轨道、地台、岩石造景采用模块化设计, 便于运输、快速安装与现场调整。
- 02 隐藏走线 / HIDDEN WIRING
电源与控制线路集成于顶部地台内部, 外观简洁, 保持纯净的视觉效果。
- 03 精准间距 / PRECISE SPACING
根据S形轨道参数控制灯间距与高度, 确保流畅的动态效果与整体韵律。
- 04 安全稳固 / SAFE SUSPENSION
采用高强度钢丝与专业连接件, 确保承重安全, 符合商业空间安装规范。
- 05 便捷维护 / MAINTENANCE ACCESS
预留检修口与可拆卸结构, 便于后期灯具更换与系统维护。

02 百分之一秒

1/100 SECOND

橱窗 / WINDOW DISPLAY

PROJECT
CHAPTER

将风洞测试与速度临界点转译为空间精度

TRANSLATING WIND-TUNNEL PRECISION INTO SPATIAL EXACTNESS

百分之一秒，
是速度、气流与精度交汇的瞬间。
我们将风洞测试中的数据与运动
轨迹，转化为空间叙事，
以精确的线条与结构，
呈现速度被感知的方式。

One hundredth of a second
becomes a spatial narrative
of speed, airflow, and precision.
We translate wind-tunnel data
and motion traces into space,
presenting how speed is perceived
through precise lines and structure.

FLOW
TESTING
HIGHER
POSSIBILITIES

36.4000° N
138.2500° E

AIRFLOW
SPEED
PRECISION

FROM
DATA TO SPACE
A FASTER
TOMORROW

气流模拟

AIRFLOW SIMULATION

流动的气流，勾勒出速度的轨迹。
Dynamic airflow reveals
the trajectory of speed.

速度临界点

SPEED THRESHOLD

临界点的瞬间，凝聚力量与方向。
At the threshold, a moment
concentrates force and direction.

空间转译

SPATIAL TRANSLATION

将数据轨迹转化为空间语言，
引导视线前行。
Transforming data traces into
spatial language, guiding the gaze forward.

速度
SPEED

气流
AIRFLOW

精度
PRECISION

临界点
THRESHOLD

DESCENTE 迪桑特高端商业橱窗设计

百分之一秒 / 1/100 SECOND

EVERY FRACTION MATTERS
HUMAN × AIR × APPAREL

以运动科技
开启更好的明天

SPORTS TECHNOLOGY
A BETTER TOMORROW



PROJECT OVERVIEW

项目概述

我们将赛场上决定胜负的“百分之一秒”转化为零售空间中的沉浸式体验，以风洞为灵感，构建一个关于人 × 空气 × 服装的科技美学橱窗，展现 DESCENTE 迪桑特在专业运动领域的极致追求与创新精神。

We transform the competitive difference of one hundredth of a second into an immersive retail experience, inspired by wind tunnel testing, centred on human × air × apparel, showcasing DESCENTE's ultimate pursuit of performance and innovation in professional sports.

DESIGN KEYWORDS

设计关键词



速度
SPEED



气流
AIRFLOW



精确
PRECISION



空气动力学性能
AERODYNAMIC
PERFORMANCE



高端滑雪
PREMIUM
SKIING



实验室美学
LABORATORY
AESTHETICS



未来极简
FUTURISTIC
MINIMALISM

PROJECT INFORMATION

项目信息

品牌 Brand	项目类型 Type	主题 Theme	风格调性 Tone	橱窗尺寸 (参考) Window Size (Ref.)
DESCENTE 迪桑特	旗舰店橱窗展示 Flagship Window Display	百分之一秒 1/100 SECOND	运动科技 × 高级质感 Sports Technology Luxury	W 6000 × H 3000 × D 2000 mm (可根据实际店铺调整) (Adjustable per store condition)

THEME INTERPRETATION

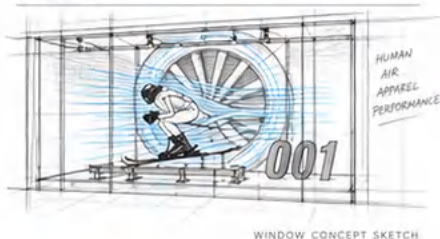
主题诠释

百分之一秒，不只是一段时间，而是对更高、更快、更稳定的持续追求。我们以风的轨迹为视觉语言，呈现运动员与空气的对话，以及专业装备如何在科技加持下，突破极限。这是一个关于速度、精确与未来的橱窗，也是 DESCENTE 品牌精神的空间化表达。

1/100 second is not just a unit of time, but a relentless pursuit of higher, faster, and more stable performance. Through the visual language of airflow, we present the dialogue between athletes and air, and how professional apparel, empowered by technology, breaks boundaries. It is a window about speed, precision and the future — a spatial expression of the DESCENTE brand spirit.

CONCEPT SKETCH

概念手绘



WINDOW CONCEPT SKETCH

DESCENTE 迪桑特高端商业橱窗设计

百分之一秒 / 1/100 SECOND

EVERY FRACTION MATTERS
HUMAN × AIR × APPAREL

以运动科技
开启更好的明天

SPORTS TECHNOLOGY
A BETTER TOMORROW

BRAND DNA 品牌基因

DESCENTE 源自专业，追求极致

始于1935年的日本专业运动品牌，以运动科学为核心，专注于滑雪等高山运动领域，通过不断的技术创新，帮助运动员和运动爱好者突破极限，追求更好的自己。

Founded in 1935 in Japan, DESCENTE is a professional sports brand driven by the science of movement. With a deep heritage in ski and alpine sports, we continually innovate to help athletes and enthusiasts push beyond limits and become a better version of themselves.

BRAND KEYWORDS 品牌关键词



COMPETITIVE DIFFERENTIATION 竞争优势与差异化

01 真正的运动基因

AUTHENTIC SPORTS DNA

源自滑雪与高山运动的专业积淀，而非时尚跨界。

Born from ski and alpine sports, not a fashion spin-off.

02 科技驱动创新

TECHNOLOGY DRIVEN INNOVATION

以空气动力学、人体工学与材料科技，持续提升运动表现。

Leveraging aerodynamics, ergonomics and material science to elevate performance.

03 高端专业形象

PREMIUM & PROFESSIONAL

兼具功能性与先锋美学，在专业与时尚之间建立独特平衡。

A unique balance of functionality and avant-garde aesthetics.

MARKET TONE 市场调性

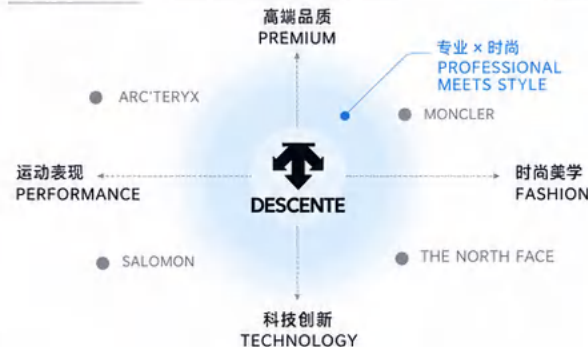
高性能 × 高端质感 × 科技美学 × 国际化视野

面向全球高端运动市场，传递专业、创新与时尚并重的品牌形象，成为追求卓越表现与品质生活人群的首选。

High performance × premium quality × technological aesthetics × global perspective.

Positioned for the global premium sports market, DESCENTE represents a unique balance of professional performance, innovation and style, becoming the brand of choice for those who pursue excellence and a refined lifestyle.

BRAND POSITIONING MATRIX 品牌定位矩阵



TARGET AUDIENCE ANALYSIS 目标客群分析

01 高净值滑雪消费人群

HIGH-NET-WORTH SKI ENTHUSIASTS

追求顶级装备与专业体验
关注品质、性能与国际化生活方式。

Pursue top-tier gear and professional experiences, with a focus on quality, performance and a global lifestyle.

02 都市专业运动爱好者

URBAN SPORTS ENTHUSIASTS

热爱运动，注重功能与舒适
在城市与户外之间自由切换。

Passionate about sports, valuing functionality and comfort, and moving seamlessly between city and outdoor environments.

03 科技审美时尚客群

TECH-SAVVY STYLE SEEKERS

关注科技、设计与潮流
追求兼具功能与美感的高端运动服饰。

Drawn to technology, design and trends, seeking premium sports apparel that combines function and aesthetics.

04 旗舰店打卡传播人群

FLAGSHIP STORE VISITORS

热衷社交分享与品牌体验
通过打卡传播，扩大品牌影响力。

Enthusiastic about social sharing and brand experiences, helping to amplify brand awareness through check-ins and content creation.



DESCENTE 百分之一秒的空间转译

百分之一秒 / 1/100 SECOND

EVERY FRACTION MATTERS
HUMAN × AIR × APPAREL以运动科技
开启更好的明天SPORTS TECHNOLOGY
A BETTER TOMORROW

CONCEPT STORYLINE 概念故事线

01 竞技计时

COMPETITION TIMING

赛场上，百分之一秒
决定胜负。On the competition field,
one hundredth of a second
makes the difference.

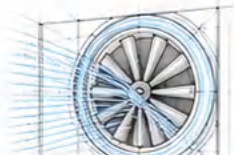
02 空气动力学研究

AERODYNAMIC RESEARCH

通过空气动力学研究，
解析人与空气的关系。Through aerodynamic
research, we decode
the relationship between
human and air.

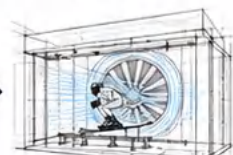
03 风洞可视化

WIND TUNNEL VISUALIZATION

在风洞中，气流被看见，
数据变为可感知的力量。In the wind tunnel,
airflow becomes visible,
turning data into
a tangible force.

04 空间装置转译

SPATIAL INSTALLATION

我们将风洞中的科学场景
转译为沉浸式空间装置。We translate the scientific
scene from the wind tunnel
into an immersive
spatial installation.

05 高端零售体验

PREMIUM RETAIL EXPERIENCE

让消费者在空间中感受
科技、性能与未来的交汇。We create a premium
retail experience where
consumers feel the convergence
of technology, performance
and the future.

KEYWORDS 设计关键词

速度
SPEED气流
AIRFLOW精确
PRECISION空气动力学性能
DRAG未来
FUTURE

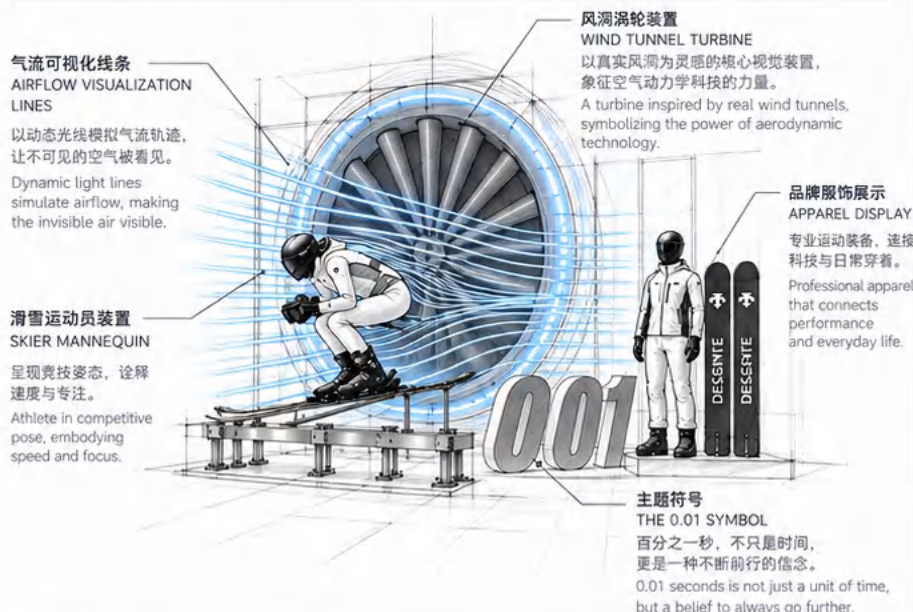
BRAND ESSENCE 品牌内核

HUMAN × AIR × APPAREL

人与空气 × 运动服饰 × 更好的未来

以运动科技为纽带，连接人、空气与服饰，
在百分之一秒的追求中，不断突破边界。Connecting human, air and apparel through sports technology,
we keep pushing boundaries in the pursuit of one hundredth
of a second.

SPATIAL CONCEPT 空间概念构成



RENDER 效果图

在真实的空间中，科技与美学交汇，
将百分之一秒的力量转化为可感知的品牌体验。In the real space, technology and aesthetics come together,
transforming the power of one hundredth of a second
into a tangible brand experience.

CONCEPT STATEMENT 概念阐述

我们将赛场上决定胜负的“百分之一秒”，转化为一个关于人 × 空气 × 服装的沉浸式空间叙事，
通过科学、艺术与商业的融合，展现 DESCENTE 迪桑特在专业运动领域的极致追求与创新精神。We transform the competitive difference of one hundredth of a second
into an immersive spatial narrative about human × air × apparel,
showcasing DESCENTE's ultimate pursuit of performance and innovation
in professional sports through the fusion of science, art and commerce.

DESCENTE 迪桑特高端商业橱窗设计

百分之一秒 / 1/100 SECOND

EVERY FRACTION MATTERS
HUMAN × AIR × APPAREL

以运动科技
开启更好的明天

SPORTS TECHNOLOGY
A BETTER TOMORROW

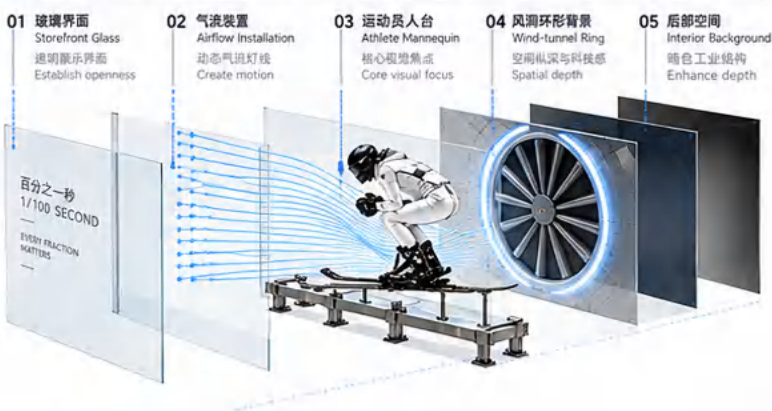
1 立面构成分析 FRONT ELEVATION ANALYSIS

以严谨的空间构成，呈现运动科技的视觉张力

SCALE 1:50



2 空间层次解析 SPATIAL LAYERING (FROM GLASS TO BACKGROUND)



3 视觉焦点分析 VISUAL FOCAL POINTS

多重视觉引导，强化品牌信息传递



- 1 顶部品牌标识 Top Logo Fascia
品牌识别的第一视觉触点
- 2 风洞环形背景 Wind-tunnel Ring
最具冲击力的科技核心视觉
- 3 运动员人台 Athlete Mannequin
动态姿态传递速度与力量
- 4 0.01 艺术装置 0.01 Sculpture
强化“百分之一秒”的主题记忆
- 5 第二人台与滑雪器材 Second Mannequin & Skis
完整呈现专业装备与产品系列

4 顾客视线动线 CUSTOMER SIGHTLINE ANALYSIS 引导式视觉路径，激发驻足与探索欲



- 视觉动线节奏
VISUAL RHYTHM
- 品牌识别 Brand Recognition
 - 视觉聚焦 Visual Focus
 - 信息获取 Information Intake
 - 产品探索 Product Exploration

5 轴测分解图 EXPLODED AXONOMETRIC

清晰呈现各组件的空间关系与结构构成



DESCENTE 风洞空气流线可视化装置

让空气被看见 / SEE THE AIRFLOW

EVERY FRACTION MATTERS
HUMAN × AIR × APPAREL

以运动科技
开启更好的明天

SPORTS TECHNOLOGY
A BETTER TOMORROW

装置整体结构

INSTALLATION OVERVIEW

前层 流线

FRONT LAYER

靠近侧窗玻璃的流线
突出空间层次与视觉冲击

中层 流线

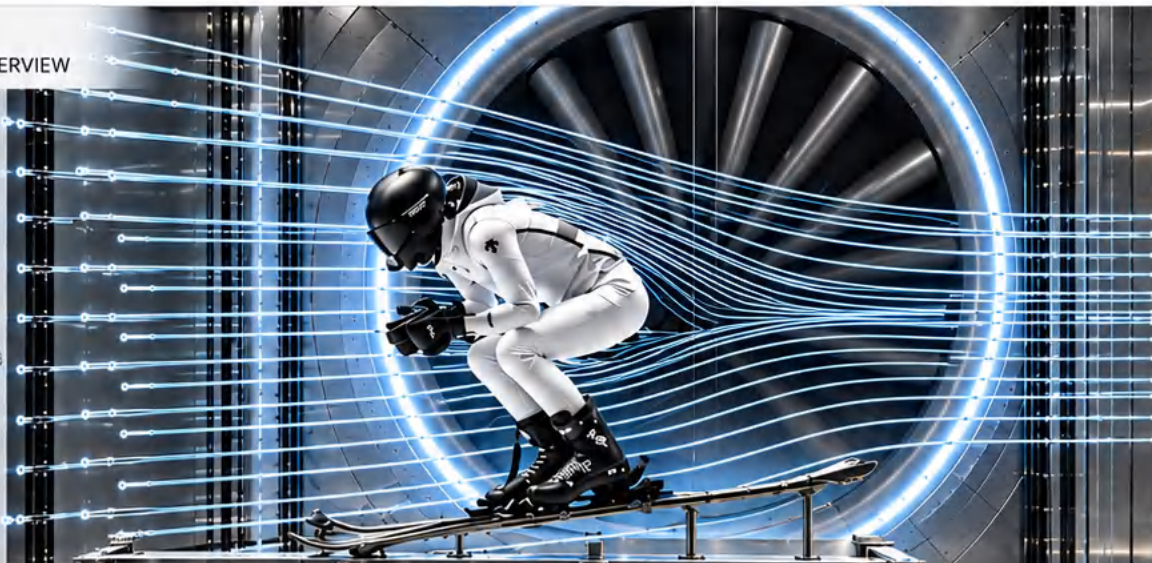
MIDDLE LAYER

围绕运动员身体的核心流线
模拟真实气流包裹与偏转

后层 流线

BACK LAYER

靠近风扇与背景的流线
强化速度感与空间纵深



气流形态分析

AIRFLOW BEHAVIOR ANALYSIS

01 来流 / BEFORE BODY



均匀平行的气流以稳定速度
从前方进入测试区域。

Uniform and parallel airflow
enters the test zone at a stable
velocity.

02 肩部绕流 / AROUND SHOULDER



气流在肩部上方加速并向外偏转，
形成顺滑的绕流曲线。

Airflow accelerates over the
shoulder and deflects outward,
forming a smooth streamline.

03 腰部收束 / WAIST CONTRACTION



在腰部形成明显的流线收束，
气流贴合身体曲线通过。

Streamlines contract at the waist,
closely following the body contour
with minimal separation.

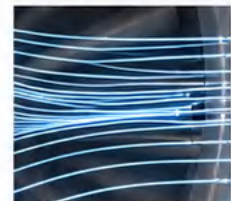
04 腿部延展 / LEG EXTENSION



气流沿大腿、小腿顺畅延伸，
在下肢位置保持稳定贴附。

Airflow extends smoothly along
the legs, maintaining attachment
and stability.

05 尾流 / EXIT FLOW



身体后方气流重新汇聚，
形成平顺的尾流，降低湍流。

Streamlines gradually rejoin
behind the body, forming a
stable wake with reduced
turbulence.

流线装置细节

INSTALLATION DETAILS



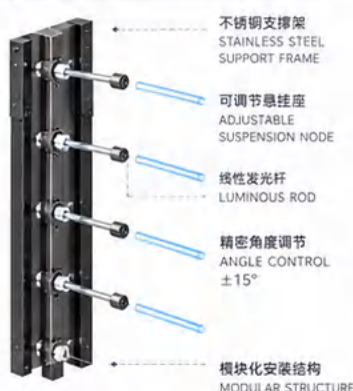
流线杆特写 / STREAMLINE ROD DETAIL

高透光线性灯杆，精确控制间距与角度，构建清晰的气流轨迹。

Luminous linear rods with precise spacing and angles, creating clear airflow trajectories.

结构与控制逻辑

STRUCTURE & CONTROL LOGIC



不锈钢支撑架

STAINLESS STEEL

SUPPORT FRAME

可调节悬挂座

ADJUSTABLE

SUSPENSION NODE

线性发光杆

LUMINOUS ROD

精密角度调节

ANGLE CONTROL

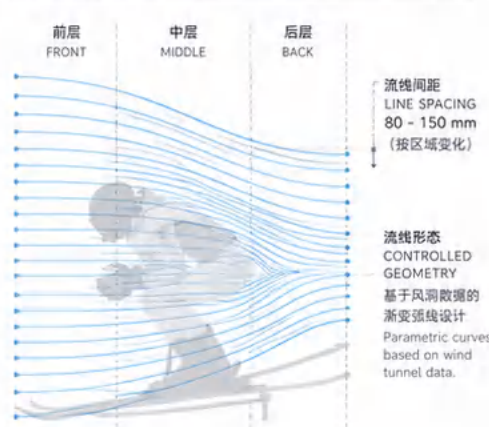
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模块化安装结构

MODULAR STRUCTURE

流线间距与几何控制

LINE SPACING & GEOMETRY



前层

FRONT

中层

MIDDLE

后层

BACK

流线间距
LINE SPACING
80 - 150 mm
(按区域变化)

流线形态
CONTROLLED
GEOMETRY
基于风洞数据的
渐变曲线设计
Parametric curves
based on wind
tunnel data.

DESCENTE 迪桑特高端商业橱窗设计

材质与灯光策略 / MATERIAL & LIGHTING STRATEGY

以运动科技
开启更好的明天

SPORTS TECHNOLOGY
A BETTER TOMORROW

材质选型 MATERIAL PALETTE

EVERY FRACTION MATTERS



拉丝不锈钢
BRUSHED
STAINLESS STEEL

精密拉丝，冷峻质感
高端耐用

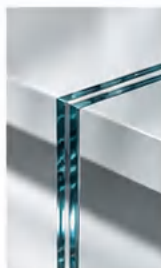
Precision brushing
with a premium,
durable finish.



深色阳极铝
DARK ANODIZED
ALUMINUM

细腻哑光，科技质感
结构稳定

Refined matte texture
with a technical look
and lasting stability.



超白玻璃
ULTRA-CLEAR GLASS

高透通透，呈现纯净
的空间视觉

High transparency
creates a clean and
open visual experience.



半透明亚克力气流杆
TRANSLUCENT ACRYLIC
AIRFLOW RODS

内嵌光效，呈现气流轨迹
的动态张力

Embedded lighting creates
a dynamic visualization
of airflow.



发光环体细节
LUMINOUS RING DETAIL

均匀发光，强化科技焦点
与空间张力

Uniform illumination
enhances the technical
focal point and spatial
depth.



高性能哑光面料
MATTE PERFORMANCE
FABRIC

专业运动面料，轻量透气
功能导向

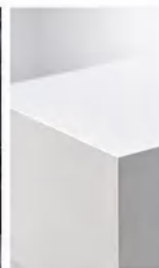
Performance textile
with a clean matte finish,
lightweight and breathable.



黑色头盔与滑雪硬件
BLACK HELMET &
SKI HARDWARE

精准工艺，专业质感
强化运动属性

Precision craftsmanship
with a professional
athletic character.



纯净白色展台
CLEAN WHITE PLINTH

简洁克制，突出产品
与空间层次

Minimal and refined
to highlight product
and spatial hierarchy.

灯光策略 LIGHTING STRATEGY

LIGHT SHAPES PERFORMANCE



01 天花下射灯 / 聚光灯
CEILING DOWNLIGHTS /
SPOTLIGHTS

均匀照亮整体空间，
提供基础照度与节奏感。

Provide uniform ambient
illumination and visual rhythm
for the space.



02 模特重点照明
KEY LIGHTING ON
MANNEQUINS

精准打亮运动姿态与服装细节，
突出产品质感与科技属性。

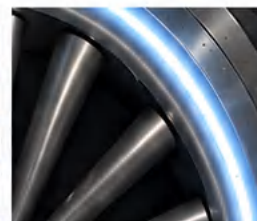
Accurately highlight the
athletic posture and apparel
details, emphasizing product
quality and technical performance.



03 气流线条边缘照明
EDGE LIGHTING ON
AIRFLOW LINES

通过线性光源强化气流轨迹，
营造速度与动态感。

Use linear lighting to enhance
airflow trajectories, creating
a sense of speed and motion.



04 涡轮环体光效
GLOW ON CIRCULAR
TURBINE RING

均匀柔和的环形发光，
形成视觉焦点与空间张力。

A uniform and refined glow
creates a visual focal point
and spatial tension.



05 地面与玻璃反射
REFLECTIONS ON
FLOOR AND GLASS

通过高光地面与玻璃反射，
放大光影层次，增强空间通透感。

Reflections from polished floors
and glass amplify light and shadow
layers, enhancing spatial depth
and transparency.

氛围意向 MOOD STRIP



冷静 × 精准 × 动态 × 未来

CALM × PRECISION × DYNAMIC × FUTURE

细节展示 DETAIL CLOSE-UPS



气流杆细节
AIRFLOW ROD DETAIL
精密结构与均匀发光效果
Precision structure with
uniform illumination.



发光环体细节
LUMINOUS RING DETAIL
细腻光效与金属工艺结合
Refined illumination and
premium metal craftsmanship.

DESCENTE 迪桑特高端商业橱窗设计

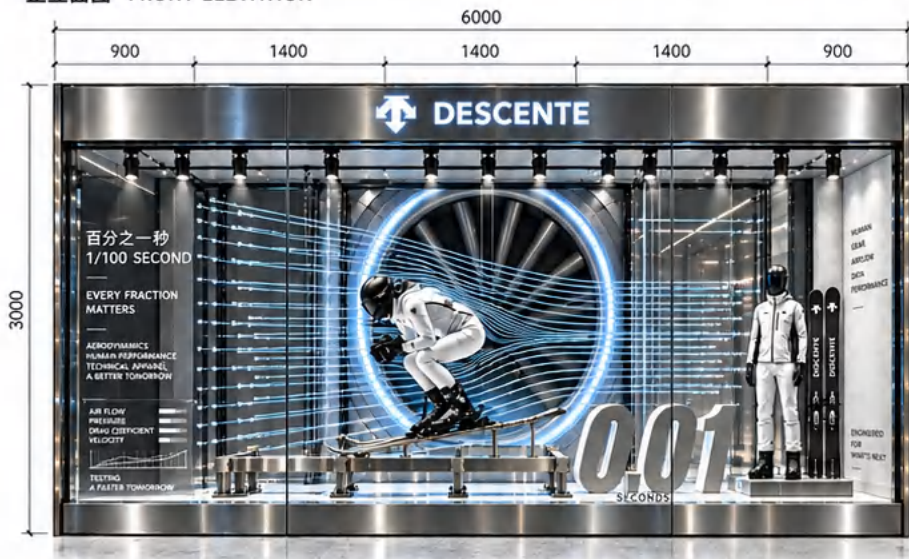
构造节点与尺寸深化 / DETAILING & DIMENSION

EVERY FRACTION MATTERS
HUMAN × AIR × APPAREL

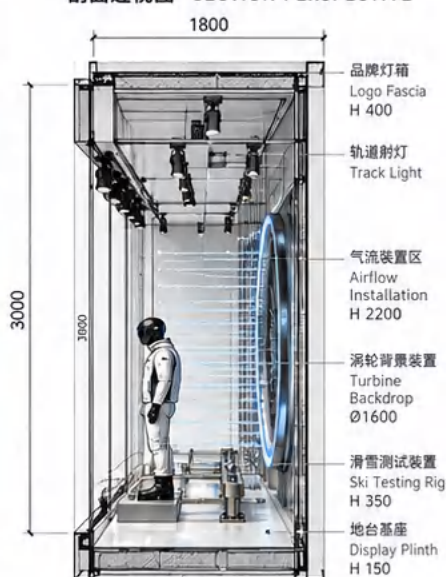
以运动科技
开启更好的明天

SPORTS TECHNOLOGY
A BETTER TOMORROW

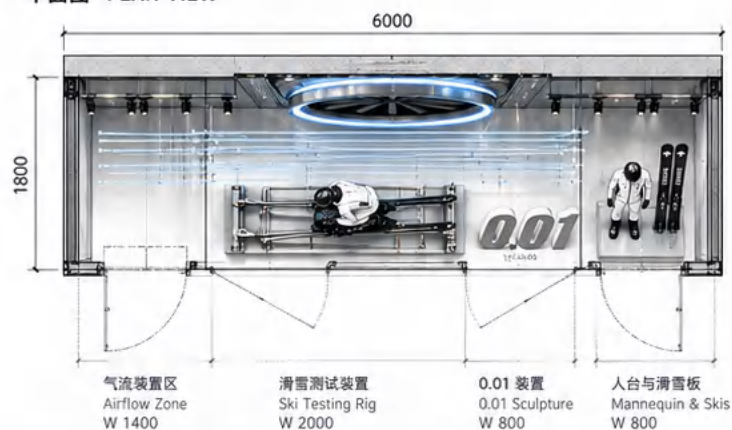
正立面图 FRONT ELEVATION



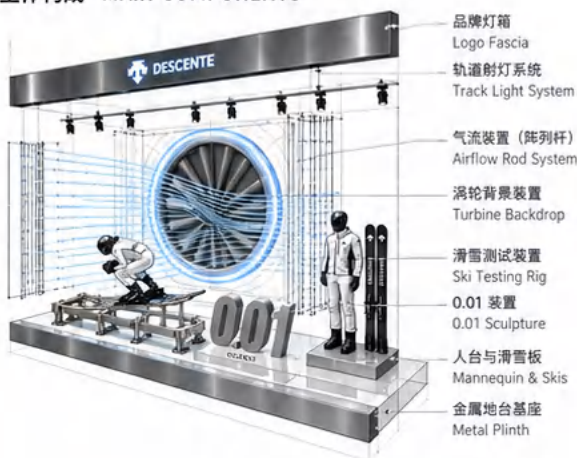
剖面透视图 SECTION PERSPECTIVE



平面图 PLAN VIEW

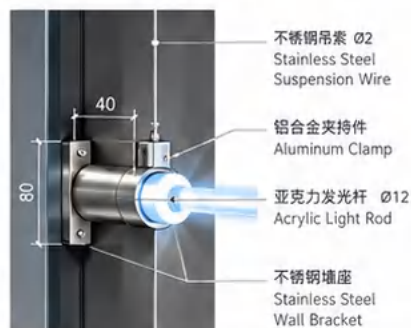


主体构成 MAIN COMPONENTS



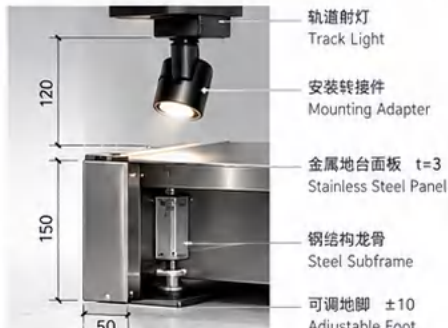
节点详图 01 气流杆件固定节点

DETAIL 01 AIRFLOW ROD SUPPORT



节点详图 02 地台与射灯接口

DETAIL 02 PLINTH & TRACK LIGHT INTERFACE



尺寸与材料 DIMENSIONS & MATERIALS

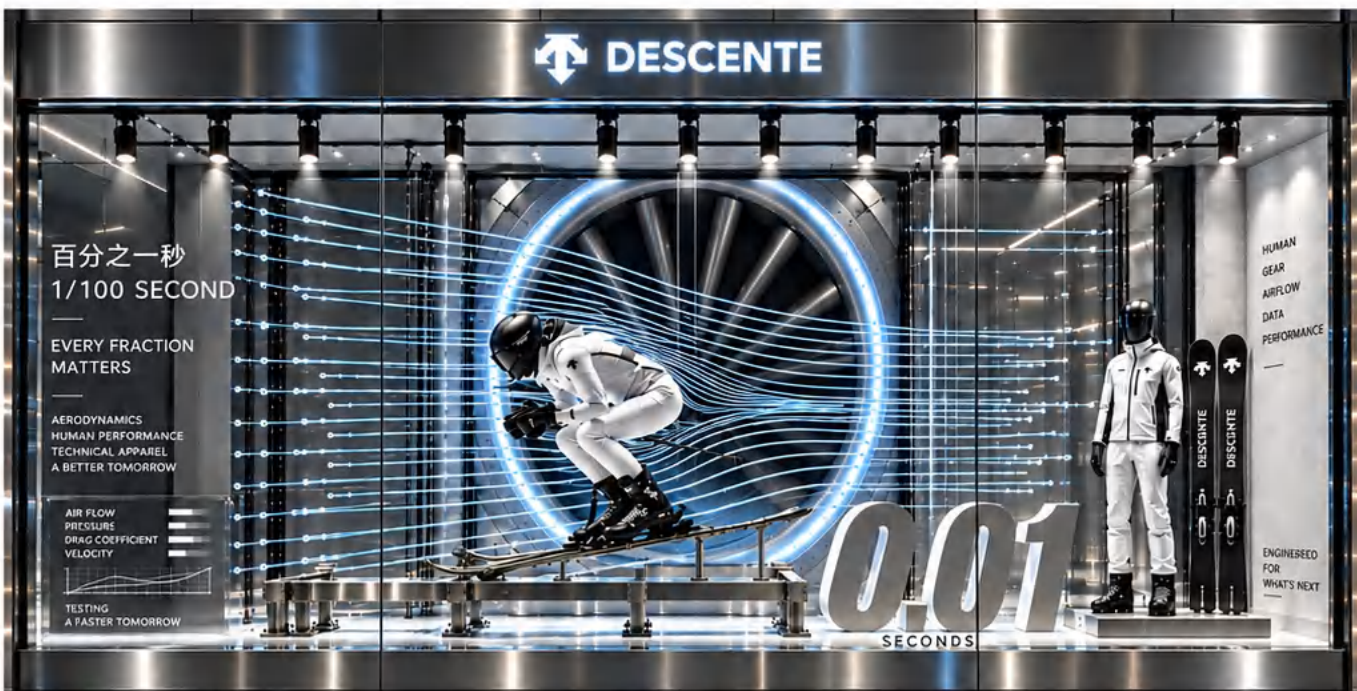
整体尺寸 (参考) Overall Size (Ref)		
宽度 W	6000 mm	
高度 H	3000 mm	
进深 D	1800 mm	
主要构成 Key Components		
品牌灯箱	Logo Fascia	H 400 mm
气流装置区	Airflow Zone	H 2200 mm
涡轮背景	Turbine Backdrop	Ø 1600 mm
滑雪测试装置	Ski Testing Rig	L 2000 mm
地台基座	Display Plinth	H 150 mm
人台	Mannequin	H 1800 mm
0.01 装置	0.01 Sculpture	H 450 mm

注: 尺寸为概念方案参考值, 可根据现场条件调整。
Note: Dimensions are conceptual and may be adjusted according to site conditions.



DESCENTE 迪桑特高端商业橱窗最终方案

以运动科技 开启更好的明天

EVERY FRACTION MATTERS
HUMAN x AIR x APPAREL运动科技
让每一次向前
都有意义SPORTS TECHNOLOGY
A BETTER TOMORROW细节特写：运动姿态与气流
DETAIL VIEW — ATHLETE & AIRFLOW细节特写：风洞装置
DETAIL VIEW — WIND TUNNEL细节特写：科技信息与产品
DETAIL VIEW — TECH & APPAREL斜视视角：整体橱窗效果
PERSPECTIVE VIEW — STORE FRONT项目价值
PROJECT VALUE

本项目以“百分之一秒”为核心，将空气动力学实验、顶级运动表现与专业服装科技融为一体，打造兼具科技感与情感共鸣的高端商业橱窗。它不仅呈现了DESCENTE对运动性能极致追求的品牌态度，也为零售空间带来强烈的视觉吸引力与沉浸式体验，树立了可落地、可推广的旗舰店级橱窗范本。

Centred on "1/100 second", this project integrates aerodynamic testing, elite athletic performance and technical apparel into a unified retail experience. It expresses DESCENTE's uncompromising pursuit of performance, creates strong visual attraction and emotional resonance, and establishes a flagship-level window model that is both buildable and scalable.

最终关键词
FINAL KEYWORDS专业
PROFESSIONALISM科技
TECHNOLOGY精准
PRECISION沉浸
IMMERSION高端
PREMIUM核心价值点
KEY PROJECT VALUES品牌表达
BRAND EXPRESSION

传递传达、挑战与不断向前的品牌精神。
Communicates a spirit of professionalism, challenge and constant progression.

零售吸引力
RETAIL ATTRACTION

强烈的视觉冲击与沉浸式体验，提升到店关注与停留。
Creates powerful visual impact and immersive experience to drive store traffic and dwell time.

科技叙事
PERFORMANCE
STORYTELLING

以可视化气流与数据，讲述运动科技的真实力量。
Brings performance technology to life through visualised airflow and data storytelling.

视觉记忆点
VISUAL MEMORABILITY

独特的场景与符号，形成强烈的品牌记忆。
A distinctive scene and strong brand signature that leaves a lasting impression.

旗舰级落地性
FLAGSHIP BUILDABILITY

结构可行、材料可控、适配高端商业空间。
A feasible, material-efficient solution, ready for flagship retail environments.

运动不止于此。
与世界一起，向更好的明天。

SPORTS GOES BEYOND TODAY.
TOGETHER FOR A BETTER TOMORROW.

03 无缝运动

SEAMLESS MOTION

PROJECT
CHAPTER

墙面系统 / WALL SYSTEM

将无缝结构与人体运动逻辑转译为连续陈列界面

TRANSLATING SEAMLESS CONSTRUCTION INTO A CONTINUOUS
DISPLAY INTERFACE

以无缝的运动逻辑串联空间，
将面料的连续性、人体工学的
贴合关系与陈列动线相融合，
构建不被打断的零售体验。

Linking space through seamless
movement, integrating fabric
continuity, body mapping and
retail circulation to create an
uninterrupted retail experience.

FROM
MOVEMENT
TO A MORE
OPEN TOMORROW

FABRIC
BODY
SPACE
CONTINUITY
A BETTER TOMORROW

36.4000° N
138.2500° E

INSPIRED
BY MOUNTAINS

连续界面

CONTINUOUS SURFACE

以无缝曲面串联陈列，形成连贯的空间界面。
Seamless curves connect displays,
creating a continuous spatial surface.

面料逻辑

FABRIC LOGIC

借鉴针织结构的连续性，形成柔韧的系统。
Drawing from knit structure continuity
to create a flexible system.

人体动线

BODY FLOW

基于人体运动轨迹，构建顺畅的浏览动线。
Based on human movement trajectories,
building a smooth browsing flow.

连续
CONTINUITY

弹性
ELASTICITY

贴合
FIT

流动
FLOW

03 | 无缝运动 SEAMLESS MOTION

WALL SYSTEM / 墙面系统

FROM PATTERN TO MOTION / 从结构织造到运动语言

以科技重构运动，
让结构流动成可能。
DESIGN FOR A BETTER TOMORROW.



设计概念 / CONCEPT



结构织造 TECHNICAL KNIT 无缝结构 SEAMLESS STRUCTURE 成衣轮廓 GARMENT CONTOUR 运动流动 MOTION WAVE

材质语言 / MATERIAL LANGUAGE



功能针织 TECHNICAL KNIT 哑光金属 MATTE METAL 冲孔面板 PERFORATED PANEL 柔感灰布 SOFT GRAY FABRIC 线性灯光 LINEAR LIGHT

侧视图 / SIDE VIEW



450-550

平面示意 / PLAN



01

RETAIL
ENVIRONMENT
DESIGN

项目总览 PROJECT OVERVIEW

DESCENTE 无缝运动

SEAMLESS MOTION / FROM FLAT PATTERN TO MOTION

—— 从二维纸样到无限可能 让运动自然发生

FROM FLAT PATTERN TO POSSIBILITY LET MOTION LIVE THE POSSIBLE

A BETTER TOMORROW
THROUGH MOVEMENT



01 项目概述 / PROJECT OVERVIEW

“无缝运动”是 DESCENTE 以服装纸样为起点的零售空间设计概念。我们将专业的服装工艺语言转化为可视化的空间叙事，从二维纸样到立体成衣，再到人体运动，呈现科技如何让运动更自由、让穿着更自然的过程。

“SEAMLESS MOTION” is a retail environment concept by DESCENTE that takes garment patterns as the starting point. It translates professional apparel engineering into a visual storytelling experience, showing the journey from flat patterns to formed garments and to human motion, and how technology enables greater freedom in movement and a more natural wearing experience.

02 主题诠释 / THEME INTERPRETATION

从 PATTERN (二维纸样) 出发，经过 FORM (结构成形)，最终抵达 HUMAN (人体成衣)。这是一个关于精确、结构与人的完整叙事，也是 DESCENTE 一贯秉持的信念：以科技为桥梁，连接服装与人体，让运动自然发生。

From PATTERN (flat pattern) to FORM (structure), and finally to HUMAN (wear the motion).

This is a complete narrative of precision, structure and the human body, and it reflects DESCENTE's belief — using technology as a bridge to connect apparel and people, letting motion live the possible.

03 设计关键词 / DESIGN KEYWORDS



纸样逻辑
PATTERN LOGIC



结构成形
STRUCTURE TO FORM



人体工学
HUMAN ERGONOMICS



运动自由
FREEDOM OF MOTION



科技美学
TECHNOLOGY AESTHETICS



模块展示
MODULAR DISPLAY

04 系统逻辑 / SYSTEM LOGIC



05 项目信息 / PROJECT INFORMATION

项目名称	PROJECT NAME	DESCENTE 无缝运动 / SEAMLESS MOTION
项目类型	PROJECT TYPE	零售环境设计 / RETAIL ENVIRONMENT
品牌	BRAND	DESCENTE
核心主题	CORE THEME	从二维纸样到运动 / FROM PATTERN TO MOTION
关键词	KEYWORDS	结构 · 科技 · 人 · 运动 STRUCTURE · TECHNOLOGY · HUMAN · MOTION
完成时间	COMPLETION	2024

02

RETAIL
ENVIRONMENT
DESIGN

设计洞察 DESIGN INSIGHT 从二维纸样到人体运动

FROM FLAT PATTERN TO HUMAN MOTION

—— 连接设计、结构与人体，在运动中让科技被看见。

CONNECTING DESIGN, STRUCTURE AND PEOPLE, BRINGING TECHNOLOGY TO LIFE THROUGH MOTION.

SNOW
MOUNTAIN
CITY
AND BEYOND

A BETTER TOMORROW
THROUGH MOVEMENT

01 问题与机会 / PROBLEM & OPPORTUNITY

纸样是抽象的

PATTERN IS ABSTRACT

二维纸样承载着设计意图与结构逻辑，但对大多数消费者而言过于专业和抽象，难以直观理解其背后的功能价值。

Flat patterns contain design intent and structural logic, but they are too professional and abstract for most consumers, making it difficult to understand their functional value.



HIDDEN
POTENTIAL
IN EVERY
PATTERN

功能服饰难以被理解

FUNCTIONAL APPAREL IS HARD TO UNDERSTAND

高性能服饰融合了空气动力学、结构工程与人体工学等多重科技，但这些复杂的技术往往隐藏在外观之下，消费者难以感知其带来的真实运动体验。

High-performance apparel integrates aerodynamics, structural engineering and ergonomics, but these complex technologies are often hidden beneath the appearance, making it hard for consumers to perceive the real motion experience.



MORE
THAN
WHAT
MEETS
THE EYE

消费者需要看见从设计到运动的连接

CONSUMERS NEED TO SEE THE CONNECTION

消费者不仅关注产品的外观，更希望理解从纸样设计、结构成形到人体运动之间的完整链路，看到科技如何转化为真实的运动表现与生活价值。

Consumers not only care about appearance, but also hope to understand the complete journey from pattern design, to structural form, to human motion, seeing how technology translates into real performance and everyday value.



FROM
DESIGN
TO MOTION
TO A BETTER
TOMORROW

02 核心洞察 / CORE INSIGHT

纸样、形态与人体并非独立的阶段，而是一个连续的系统。

通过将二维的设计语言翻译为三维的结构形态，并进一步与人体运动相连接，让科技以可视化的方式被感知，实现从设计到运动的完整表达。

Pattern, form and human are not independent stages, but a continuous system. By translating the 2D design language into 3D structural form and further connecting it with human motion, we visualize technology and create a complete narrative from design to motion.



03 设计策略 / DESIGN STRATEGY

01 提取纸样

EXTRACT PATTERN



从二维纸样中提取核心结构语言

EXTRACT KEY STRUCTURAL LANGUAGE FROM FLAT PATTERN

02 构建形态

BUILD FORM



将纸样转化为三维结构形态展现成形逻辑

TRANSLATE PATTERN INTO 3D FORM TO REVEAL FORMATION LOGIC

03 转译人体运动

TRANSLATE MOTION



结合人体工学分析转译为运动语言

APPLY ERGONOMIC ANALYSIS TO TRANSLATE INTO MOTION

04 组织展示系统

CREATE DISPLAY SYSTEM



以清晰的视觉系统呈现从纸样到运动的过程

USE A CLEAR VISUAL SYSTEM TO SHOW THE JOURNEY

05 创造理解与共鸣

INSPIRE UNDERSTANDING



让消费者直观感受科技与运动建立情感共鸣

HELP CONSUMERS VISUALLY EXPERIENCE TECHNOLOGY AND MOTION, BUILDING EMOTIONAL RESONANCE

04 视觉关键词 / VISUAL KEYWORDS



纸样
PATTERN



缝线
SEAM



折叠
FOLD



层次
LAYER



运动
MOTION



人体工学
ERGONOMICS

03

概念生成 CONCEPT GENERATION PATTERN → FORM → HUMAN

从二维纸样到三维结构 到人体成衣

FROM FLAT PATTERN TO STRUCTURE TO HUMAN WEAR THE MOTION

SNOW
MOUNTAIN
CITY
AND BEYOND

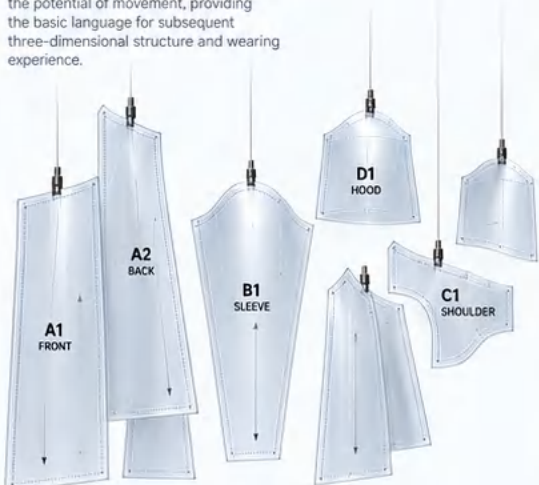
A BETTER TOMORROW
THROUGH MOVEMENT

01 纸样来源 / PATTERN ORIGIN

从二维纸样，发现运动的可能

从二维纸样中，发现运动的可能。从二维纸样中，发现运动的可能。从二维纸样中，发现运动的可能。

The flat pattern is the origin of everything. Based on functional design and human ergonomics, each piece of pattern carries the potential of movement, providing the basic language for subsequent three-dimensional structure and wearing experience.



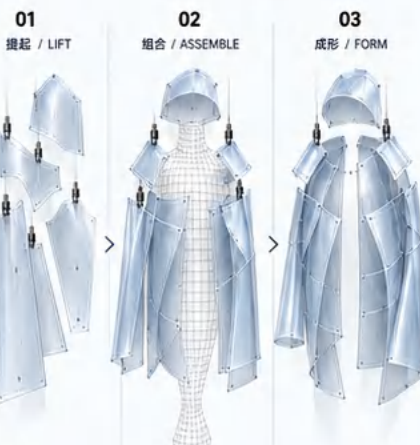
- A1 前片**
A1 FRONT
定义前部轮廓与开合结构
Defines front silhouette and opening structure
- A2 后片**
A2 BACK
构建背部包裹与活动空间
Builds back coverage and movement space
- B1 袖片**
B1 SLEEVE
塑造手臂活动量与动态曲线
Shapes arm mobility and dynamic curve
- C1 肩片**
C1 SHOULDER
连接肩部结构引导肩部运动
Connects shoulder structure and guides shoulder movement
- D1 帽领**
D1 HOOD
构建立体防护与头部包裹
Creates 3D protection and head coverage

02 结构推演 / FORM DEVELOPMENT

从平面到立体，让结构产生运动

从平面到立体，让结构产生运动。从平面到立体，让结构产生运动。从平面到立体，让结构产生运动。

From flat pattern to spatial structure. Through lifting, assembling and forming, flat pieces are transformed into a three-dimensional and coherent apparel structure, laying the foundation for human movement.



- 从平面到立体**
FROM FLAT TO VOLUME
将二维纸样提起，形成基础的立体空间。
Lift the flat pattern pieces to create basic spatial volume.
- 从部件到结构**
FROM PARTS TO STRUCTURE
组合各部件，建立整体结构关系。
Assemble the parts to establish an integrated structural system.
- 从结构到形态**
FROM STRUCTURE TO FORM
形成完整的成衣形态，呈现流畅的运动轮廓。
Form a complete apparel shape, presenting a smooth dynamic silhouette.

03 人体成衣 / HUMAN FIT

以人为本，让运动发生

以人为本，让运动发生。以人为本，让运动发生。以人为本，让运动发生。

Centered on human movement, the structure adapts to body ergonomics, achieving a balance between protection, flexibility and comfort, so that technology truly serves human movement.



04 概念关系 / CONCEPT RELATION

从纸样，到结构，到成衣，再到运动

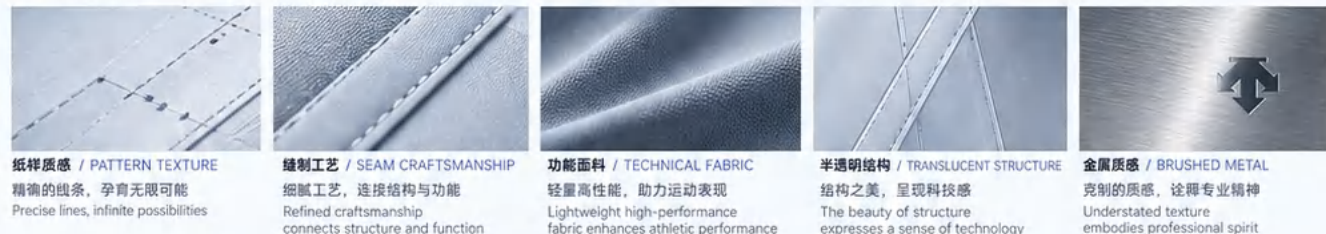
From pattern to form, to apparel, and finally to motion — a complete chain of logic, where every fraction drives a higher tomorrow.



“每一个微小的突破，都是向更高的自己。”
EVERY FRACTION DRIVES A HIGHER TOMORROW.

05 材质与语言 / MATERIAL & VISUAL LANGUAGE

以材质细节，传递科技与美学 Through material details, we convey the integration of technology and aesthetics.



04

设计深化 DESIGN DEVELOPMENT

WALL SYSTEM COMPOSITION & DISPLAY LOGIC

RETAIL
ENVIRONMENT
DESIGN

从概念到空间, 构建有逻辑的展示语言

FROM CONCEPT TO SPACE, BUILD A COHERENT DISPLAY LANGUAGE

A BETTER TOMORROW
THROUGH MOVEMENT

01 效果呈现 / EFFECT RENDERING



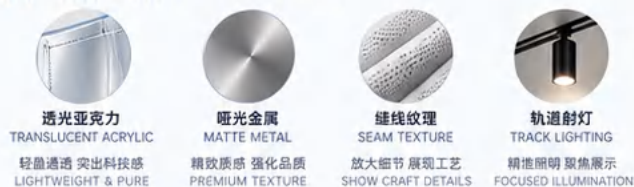
02 模块分区 / MODULE ZONES



03 展示层级 / DISPLAY HIERARCHY



04 材料与灯光 / MATERIAL & LIGHTING



05 设计价值 / DESIGN VALUE



05

RETAIL
ENVIRONMENT
DESIGN

系统应用 SYSTEM APPLICATION 从展示墙到店内体验

FROM DISPLAY WALL TO IN-STORE EXPERIENCE

—— 让技术走出展示，融入真实的运动生活场景

BRING TECHNOLOGY OUT OF DISPLAY AND INTO REAL SPORT LIFE

A BETTER TOMORROW
THROUGH MOVEMENT



01 店内应用效果 / IN-STORE APPLICATION

“无缝运动”展示墙作为品牌零售空间的核心视觉装置，与产品陈列、数字内容和体验区有机结合，打造从认识到体验再到购买的完整路径，让技术走出展示，融入消费者的真实运动生活场景。

The Seamless Motion display wall serves as the core visual element in the retail space, integrating product display, digital content and experience areas to create a complete journey from awareness to experience to purchase, bringing technology out of display and into real sport life.

02 应用场景逻辑 / APPLICATION LOGIC

旗舰店主墙 FLAGSHIP STORE MAIN WALL



品牌形象核心展示
完整呈现技术与产品体系
Core brand statement
Fully present technology
and product system

科技展示区 TECHNOLOGY EXPERIENCE ZONE



结合数字内容与互动装置
深化技术理解与体验
Combine digital content
and interactive installations
to deepen understanding

主题企划墙 THEME CAMPAIGN WALL



根据季度主题灵活应用
连接产品与运动场景
Adapt flexibly to seasonal themes
to connect products with
sport scenarios

03 用户触点 / CUSTOMER TOUCHPOINTS



吸引注意
ATTRACT ATTENTION
具有冲击力的视觉陈列
引发兴趣
Impactful visual display
sparks interest



理解概念
UNDERSTAND CONCEPT
通过结构化展示
清晰传达技术逻辑
Structured display
clearly communicates
technology logic



对比选择
COMPARE & CHOOSE
多角度产品陈列
支持理性选择
Multi-angle display
supports rational choice



试穿体验
TRY ON EXPERIENCE
上身体验感受
验证运动表现
On-body experience
validates performance



产生购买
DRIVE PURCHASE
从认识到认同
激发购买决策
From understanding
to identification
drives purchase

04 系统适配 / SYSTEM ADAPTABILITY

大型旗舰店 LARGE FLAGSHIP STORE



完整系统 + 体验区 + 数字内容
Full system + experience zone + digital content

标准店 STANDARD STORE



核心展示墙 + 产品陈列
Core display wall + product display

小型店 COMPACT STORE



精简模块 + 灵活组合
Streamlined modules + flexible combination

05 项目价值 / PROJECT VALUE



让技术可视化
TRANSLATE TECHNOLOGY
INTO VISUAL EXPERIENCE



提升沟通效率
IMPROVE BRAND
COMMUNICATION



强化品牌识别
REINFORCE BRAND
IDENTITY



模块化灵活复用
MODULAR DESIGN
FOR MULTI-STORE USE

06

RETAIL
ENVIRONMENT
DESIGN

总结与价值 DESIGN VALUE

TURNING GARMENT STRUCTURE INTO SPATIAL STORYTELLING

—— 从服装结构到空间叙事 让运动科技被看见

A BETTER TOMORROW
THROUGH MOVEMENT

01 项目总结 / PROJECT SUMMARY

“无缝运动”以服装的二维纸样、三维结构与人体运动为核心线索，将专业的服装工程语言转译为可感知、可理解、可体验的零售空间叙事。通过结构拆解、动态呈现与系统化展示，让消费者直观感受 DESCENTE 在运动科技、人体工学与设计美学上的深度融合，从而建立更强的品牌认知与情感连接。

“SEAMLESS MOTION” translates the language of garment engineering — from 2D patterns to 3D form and human motion — into an understandable and immersive retail narrative. Through structural deconstruction, dynamic visualization and a systematic display, it allows consumers to directly experience the integration of DESCENTE's technology, human ergonomics and design aesthetics, building stronger brand recognition and emotional resonance.

02 核心成果 / KEY OUTCOME

打造了一套可复制、可延展、具备品牌识别度的零售空间解决方案，成功将专业科技转化为直观的视觉语言与体验场景，提升消费者的理解效率与参与感，为品牌在零售端构建了更具长期价值的沟通平台。

We have created a replicable, scalable retail environment solution with a distinctive brand identity, successfully transforming professional technology into an intuitive visual language and experiential scenario. It enhances consumer understanding and engagement, and provides DESCENTE with a long-term communication platform of greater value at the retail level.

03 价值矩阵 / VALUE MATRIX



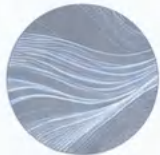
结构清晰 CLEAR STRUCTURE

以服装结构为核心逻辑，层层递进，信息清晰易懂。
Built on garment structure with a clear and progressive narrative logic.



以人为本 HUMAN-CENTRIC

聚焦人体工学与运动需求，让科技真正服务于人。
Centered on human ergonomics and motion needs, ensuring technology serves people.



技术传达 TECHNOLOGY COMMUNICATION

将专业科技转化为可感知的视觉语言与体验场景。
Transforming professional technology into an intuitive visual language and experience.



模块化延展 MODULAR SCALABILITY

基于标准化模块设计，适配不同店型与主题需求。
Based on standardized modules, adapting to various store formats and campaign needs.

04 适用场景 / APPLICABLE SCENARIOS



01 技术型零售墙 / TECHNICAL RETAIL WALL

在门店中系统呈现产品结构与科技语言。
Systematically present product structure and technology in stores.



02 产品教育展示 / PRODUCT EDUCATION DISPLAY

用于新品发布、科技解读与消费者教育。
Used for new product launches, technology storytelling and consumer education.



03 季节性主题装置 / SEASONAL CAMPAIGN INSTALLATION

结合季度主题，打造沉浸式品牌体验。
Create immersive brand experiences aligned with seasonal themes.

05 系统延展 / SYSTEM EXTENSION



06 结论视觉 / CONCLUDING VISUAL



04 四境防护

FOUR CONDITIONS

墙面系统 / WALL SYSTEM

PROJECT
CHAPTER

以一件外壳应对雨、风、雪与核心防护的多维场景

ONE SHELL FOR RAIN, WIND, SNOW, AND CORE PROTECTION

在多变的环境中，
以系统化的墙面防护，
将雨、风、雪与核心防护整合为
统一的设计语言，
让建筑从容应对全场景的挑战。

Through a systematic wall system,
we integrate protection from rain,
wind, snow, and core structural
safety into a unified design language,
enabling architecture to adapt
confidently to all conditions.

雨境
RAIN

风境
WIND

雪境
SNOW

外壳
CORE SHELL

FROM
NATURE'S COMPLEXITY
TO A MORE
RESILIENT TOMORROW

ALL
CONDITIONS
ALL SPACES
A BETTER TOMORROW

雨水阻隔
RAIN PROTECTION

以连续的表面与排导系统，
高效应对雨水的渗透与积聚。

A continuous surface and drainage system
effectively resists rain infiltration
and accumulation.

风压应对
WIND RESISTANCE

通过流线型设计与结构优化，
化解风压，保持稳定。

Streamlined design and structural
optimization help dissipate wind pressure
and maintain stability.

雪载承受
SNOW BEARING

以高强度外壳与合理的结构体系，
应对积雪荷载，保障长期安全。

A high-strength shell and rational structure
withstand snow loads and ensure
long-term safety.

雨境
RAIN

风境
WIND

雪境
SNOW

外壳
CORE SHELL

04 | 四境防护 FOUR CONDITIONS

WALL SYSTEM 墙面系统 ONE SHELL · ALL CONDITIONS / 一件外壳，应对多重环境

以科技，应对多变的自然
ENGINEERED AROUND THE BODY.



设计概念 / CONCEPT



雨境 RAIN
防水 · 密封 · 防护

风境 WIND
阻风 · 稳定 · 透气

雪境 SNOW
保温 · 抗寒 · 持久

核心防护 CORE SHELL
动态中的全面防护

材质渐变 / MATERIAL TRANSITION



防水面料
WATERPROOF FABRIC

外壳纹理
SHELL TEXTURE

拉丝不锈钢
BRUSHED METAL

哑光深色板
MATTE PANEL

气流 / 雪纹图形
AIRFLOW GRAPHIC

侧视图 / SIDE VIEW



平面示意 / PLAN



01

四境防护 FOUR CONDITIONS

ENGINEERED FOR ALL CONDITIONS

RETAIL
ENVIRONMENT
DESIGN

—— 一件外壳，应对多重环境
ONE SHELL, ALL CONDITIONS

A BETTER TOMORROW
THROUGH MOVEMENT



01 项目概述 / PROJECT OVERVIEW

DESCENTE 四境防护是面向高端零售空间的概念化展示项目。以一件专业外壳为核心，将品牌的运动基因与科技实力转化为可感知的空间语言，通过雨、风、雪与核心防护四大环境维度，呈现产品在多重自然条件下的专业表现，让消费者直观理解一件外壳如何应对不断变化的世界。

The DESCENTE Four Conditions is a conceptual retail display project that centers on one protective shell. It translates the brand's professional sports DNA and technology into a tangible spatial language, showcasing the shell's performance across four environmental conditions — rain, wind, snow and core protection — helping consumers intuitively understand how one shell is made for all conditions.

02 主题诠释 / THEME INTERPRETATION

自然环境不断变化，但探索从未停止。四境防护以一件外壳为核心，串联雨、风、雪与核心防护四大体验场景，融合材料科技、功能结构与场景化叙事，打造沉浸式的高端零售体验，让科技不止于参数，更转化为可感知、可体验的真实场景。

Environments change, but exploration never stops. Centered on one protective shell, the Four Conditions connect rain, wind, snow and core protection, integrating material innovation, functional design and immersive storytelling to create a premium retail experience where technology is not just a specification, but something consumers can see, feel and experience.

03 设计关键词 / DESIGN KEYWORDS



雨境防护
RAIN PROTECTION
防水密封
应对复杂天气
WATERPROOF
SEALED SHIELD



风境掌控
WIND CONTROL
防风稳定
自在呼吸
BLOCK STABILIZE
BREATHE



雪境耐受
SNOW ENDURANCE
保温抗寒
持久防护
INSULATE RESIST
ENDURE



核心防护
CORE SHELL
动态中的全面防护
PROTECTION
IN MOTION



全境就绪
ALL-WEATHER READY
一件外壳
应对多重环境
ONE SHELL
ALL CONDITIONS



专业户外科技
PREMIUM TECHNOLOGY
源自运动
成就更好的探索
ENGINEERED
FOR A HIGHER TOMORROW

04 项目信息 / PROJECT INFORMATION

品牌	项目类型	零售环境设计	主题	四境防护	应用场景	品牌专卖店 / 高端商业	视觉调性	科技 · 专业 · 高级
BRAND	PROJECT TYPE	RETAIL ENVIRONMENT	THEME	FOUR CONDITIONS	APPLICATION	BRAND RETAIL / COMMERCIAL SPACE	TOPE	TECH · PROFESSIONAL · PREMIUM

02

设计洞察 DESIGN INSIGHT

以外壳为核心的全气候零售逻辑

ALL-WEATHER RETAIL LOGIC CENTERED ON ONE SHELL

RETAIL
ENVIRONMENT
DESIGN

A BETTER TOMORROW
THROUGH MOVEMENT

01 零售问题 / RETAIL CHALLENGE

户外科技概念抽象，消费者在店内难以直观理解专业技术的实际意义，导致决策门槛高，需要更具沉浸感和可视化的零售表达。

Outdoor technology is abstract and difficult for consumers to understand in-store, creating a high decision threshold. A more immersive and visual retail language is needed to make technical performance tangible and easy to grasp.

02 用户需求 / USER NEED

消费者希望拥有一件外壳，能够从容应对多变的自然环境——无论是雨水、强风、雪境，还是日常城市通勤与旅行场景，实现一件多用、全天候的穿着体验。

Users want one shell that can confidently respond to changing conditions — rain, wind, snow, as well as daily urban transitions, delivering a versatile, all-weather wearing experience.

03 功能分区逻辑 / FUNCTIONAL LOGIC

基于真实户外环境与用户场景，系统划分为 RAIN 雨境、CORE SHELL 核心防护外壳、WIND 风境、SNOW 雪境，形成清晰的展示结构，并以“一件外壳，应对多重环境”作为整体叙事主线。

Based on real outdoor environments and user scenarios, the system is organized into RAIN, CORE SHELL, WIND, and SNOW, with "One Shell, All Conditions" as the overarching narrative.



04 材料转译 / MATERIAL TRANSLATION

将专业的户外材料科技，如防水、阻风、保温、压胶工艺、轻量化防护等，转译为可感知、可视化的零售语言，通过材质、图像与动态装置，让消费者在店内直观理解技术如何带来真实的防护体验。

Translate professional outdoor material technologies — waterproofing, windproofing, insulation, seam sealing and lightweight protection — into a tangible and visual retail language through materials, imagery and dynamic installations, so consumers can intuitively understand how technology delivers real protection.

05 体验目标 / EXPERIENCE GOAL

通过沉浸式的场景化展示，帮助消费者在店内快速理解产品在不同环境下的性能表现，建立功能与场景的直观联系，激发穿着想象，提升购买信心，最终实现从“看懂科技”到“向往体验”的转化。

Through immersive, scenario-based displays, help consumers quickly understand product performance in different environments, connect function with real-life scenarios, spark imagination for actual use, increase purchase confidence, and ultimately transform understanding of technology into a desire to experience it.

设计关键词
DESIGN KEYWORDS



03

RETAIL
ENVIRONMENT
DESIGN

概念生成 CONCEPT GENERATION

一件外壳，应对多重环境

ONE SHELL, ALL CONDITIONS

A BETTER TOMORROW
THROUGH MOVEMENT

RAIN 雨境

WATERPROOF / SEALED / SHIELD
防水 / 密封 / 防护

BUILT
FOR
REAL
WEATHER
为真实
的天气而生



WATERPROOF
FABRIC
防水面料

SEALED SEAMS
压胶工艺

WATER REPELLENT
拒水涂层

CORE SHELL

核心防护外壳

PROTECTION IN MOTION
动态中的全面防护

LIGHTWEIGHT
PROTECTION
轻量防护



ALL
CONDITIONS
READY
应对多重环境

WIND 风境

BLOCK / STABILIZE / BREATHE
阻风 / 稳定 / 透气

WINDPROOF
STRUCTURE
防风结构

BREATHABLE
MEMBRANE
透气膜

AERODYNAMIC FIT
空气动力剪裁

SNOW 雪境

INSULATE / RESIST / ENDURE
保温 / 抗寒 / 持久

THERMAL INSULATION
保温科技

SNOW RESISTANT
抗雪防护

DURABLE SHELL
耐用外壳

SNOW GEAR
雪境装备

01 环境启发 / ENVIRONMENTAL INSPIRATION



源于自然环境不断变化的挑战，DESCENTE 从雨、风、雪等多重户外场景中汲取灵感，洞察专业运动者在真实环境下的需求，思考一件外壳如何同时应对多变的自然条件。

Inspired by the ever-changing natural environment, DESCENTE draws from real outdoor challenges such as rain, wind, and snow, insightfully understanding the needs of professional athletes, and rethinking how one shell can respond to multiple conditions.

02 核心概念 / ONE-SHELL CORE IDEA



以“动态中的全面防护”为核心理念，打造一件兼具轻量、防护、透气与耐用的全能外壳。它不仅是一件功能服饰，更是一种适应多环境的移动解决方案。

With "Protection in Motion" as the core idea, we create a versatile shell that combines lightweight protection, breathability and durability. It is more than functional apparel — it is a mobile solution for multiple environments.

03 场景转译 / TRANSLATION INTO FOUR SCENARIOS



雨境

RAIN

防水 / 密封 / 防护
WATERPROOF
SEALED / SHIELD



风境

WIND

阻风 / 稳定 / 透气
BLOCK / STABILIZE
BREATHE



雪境

SNOW

保温 / 抗寒 / 持久
INSULATE / RESIST
ENDURE



核心防护

CORE SHELL

动态中的全面防护
PROTECTION
IN MOTION

将自然环境转化为四大体验场景，通过具象的视觉语言与产品陈列，让消费者直观感受一件外壳在不同环境下的专业表现。

We translate natural environments into four immersive retail scenarios, using visual storytelling and product displays to let consumers intuitively experience the shell's professional performance in each condition.

04 整合呈现 / INTEGRATION INTO A DISPLAY SYSTEM



最终以一个完整的零售展示系统，将四大场景与核心防护概念整合为统一的品牌叙事，强化专业、科技与高端的品牌形象。

Finally, we integrate the four scenarios and the core protection concept into a unified retail display system, reinforcing a consistent brand narrative of professionalism, technology and premium quality.

演进路径 / EVOLUTION PATH



自然环境

NATURAL
ENVIRONMENT

多变的户外挑战



性能需求

PERFORMANCE
NEEDS

运动者的真实需求



场景转译

SCENARIO
TRANSLATION

四大零售场景



展示系统

DISPLAY SYSTEM

统一的品牌叙事

材料与视觉语言 / MATERIALS AND VISUAL LANGUAGE



金属质感
BRUSHED METAL
工业精致感



防水质感
WATERPROOF TEXTURE
功能科技感



气流线条
AIRFLOW LINES
动态与速度



雪景纹理
SNOW TEXTURE
自然真实感



山峰图形
MOUNTAIN GRAPHIC
探索与挑战



冷光氛围
COOL LIGHT ATMOSPHERE
科技与高级感

04

RETAIL
ENVIRONMENT
DESIGN

系统深化 SYSTEM DEVELOPMENT

四境展示系统构成

FOUR CONDITIONS DISPLAY SYSTEM

品牌主视觉区

BRAND HEADER

四境防护主题与品牌标识
强化品牌识别与主题表达

雨境展示区

RAIN ZONE

雨境主题场景与产品展示
呈现防水 / 密封 / 防护

材质故事面板

MATERIAL STORY PANEL

功能材质解析图文
强化科技背书

配件展示区

ACCESSORIES DISPLAY

雨境系列配件陈列
背包 / 手套 / 帽子等



场景视觉背景

GRAPHIC BACKDROP

四境主题场景视觉
营造沉浸式环境氛围

核心防护区

CORE SHELL ZONE

核心产品陈列区
凸显一件外壳的多场景适应能力

A BETTER TOMORROW
THROUGH MOVEMENT

照明系统

LIGHTING SYSTEM

轨道射灯与层次化照明
突出产品与场景氛围

风境展示区

WIND ZONE

风境主题场景与产品展示
呈现防风 / 稳定 / 透气

雪境展示区

SNOW ZONE

雪境主题场景与产品展示
呈现保温 / 抗寒 / 持久

底柜收纳系统

BASE STORAGE CABINET

金属底柜整合收纳空间
保持保界面整洁统一

01 设计解析 / DESIGN ANALYSIS



视觉层级

GRAPHIC HIERARCHY

通过清晰的主次层级，构建
“品牌主张—四境场景—核心产品
—功能解析”的视觉叙事，强化
信息传达效率与品牌识别。

A clear visual hierarchy presents
the brand proposition, four condition
scenarios, core product and technology
story in a structured and impactful way.



产品陈列逻辑

PRODUCT DISPLAY LOGIC

以核心防护外壳为中心，两侧延展
雨、风、雪三大场景，配件与材质
解析补充完整的产品生态，形成
清晰的陈列逻辑。

With the core shell at the center,
flanked by rain, wind and snow
scenarios, accessories and material
stories build a complete product
ecosystem with clear display logic.



场景化叙事

SCENARIO STORYTELLING

采用真实的自然元素与动态视觉
语言，营造雨、风、雪的沉浸式
场景，传递产品在多变环境中的
专业防护能力。

Real natural elements and dynamic
visuals create immersive rain, wind
and snow scenarios, communicating
the professional protection in
changing environments.



沉浸式焦点构成

IMMERSIVE FOCAL COMPOSITION

通过中央核心陈列与环形视觉聚焦
设计，打造强烈的场景中心感，
引导消费者进入“一件外壳，应对
多重环境”的品牌体验。

The central display and circular
visual focus create a strong sense of
center, guiding consumers into the
brand experience of “One Shell,
All Conditions.”

02 材料与部件 / MATERIALS & COMPONENTS



金属拉丝材质

BRUSHED METAL

高级质感，坚固耐用
呼应品牌专业基因



防水面料

WATERPROOF FABRIC

专业防水科技
应对复杂天气



压胶工艺

SEALED SEAMS

精密压胶处理
提升防水性能



风场视觉元素

AIRFLOW GRAPHIC

动态线条语言
呈现风的力量



雪境材质纹理

SNOW TEXTURE

真实雪景质感
强化场景氛围



岩石陈列底座

ROCKY BASE

自然岩石纹理
增强场景真实感

03 模块逻辑 / MODULE LOGIC



雨境 RAIN

防水 / 密封 / 防护

WATERPROOF / SEALED / SHIELD



风境 WIND

防风 / 稳定 / 透气

BLOCK / STABILIZE / BREATHE



雪境 SNOW

保温 / 抗寒 / 持久

INSULATE / RESIST / ENDURE



核心防护 CORE SHELL

动态中的全面防护

PROTECTION IN MOTION

一件外壳
应对多重环境

ONE SHELL
ALL CONDITIONS

05

RETAIL
ENVIRONMENT
DESIGN

零售应用与项目价值 RETAIL APPLICATION & VALUE

从单体展示到完整体验

FROM DISPLAY TO EXPERIENCE

A BETTER TOMORROW
THROUGH MOVEMENT



零售空间应用示意 / IN-STORE APPLICATION

将四境防护概念融入零售空间，打造沉浸式品牌体验
BRINGING THE FOUR CONDITIONS CONCEPT INTO RETAIL SPACES FOR AN IMMERSIVE BRAND EXPERIENCE



旗舰店 FLAGSHIP STORE

完整的四境防护体验，打造品牌形象标杆
A full Four Conditions experience, setting the benchmark for brand presence.



标准店 STANDARD STORE

在标准店型中灵活呈现核心内容
Flexible presentation of core content in standard store formats.



店中店 SHOP-IN-SHOP

高效模块化设计，适配多种零售场景
Modular and efficient design, adapting to various retail environments.

02 消费者旅程 / CONSUMER JOURNEY



04 总结 / CONCLUSION

以一个外壳，应对多重环境。不仅是一件产品，更是一套完整的零售体验语言。
通过统一的设计，科技的叙事与沉浸的场景，四境防护从展示走向体验，连接品牌与消费者，创造更远的价值。
One shell, all conditions. More than a product, it is a complete retail experience language.
Through a unified design, compelling technology storytelling, and immersive environments, the Four Conditions concept moves from display to experience — connecting brand and consumer, and creating greater, lasting value.

03 项目价值 / PROJECT VALUE



05 性能分区

PERFORMANCE ZONES

墙面系统 / WALL SYSTEM

PROJECT
CHAPTER

以人体性能映射建立清晰的零售分区逻辑

BUILDING A RETAIL ZONING SYSTEM THROUGH PERFORMANCE MAPPING

将防护、透气、弹性与灵活四大性能转化为空间分区，以人体运动需求为核心，构建清晰的动线与体验节奏，让功能在空间中自然流动。

Transforming protection, breathability, stretch, and mobility into spatial zones, we create a clear retail zoning system centered on human movement, allowing functionality to flow naturally through the space.

防护
PROTECTION

HEAD & UPPER BODY

弹性
STRETCH

ARMS & CORE

透气
BREATHABILITY

TORSO

灵活
MOBILITY

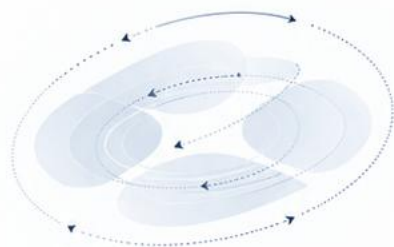
LEGS & LOWER BODY

PEOPLE
MOVEMENT
SPACE
A BETTER TOMORROW

FROM
THE MOUNTAINS
TO A BRIGHTER
TOMORROW

36.4000° N
138.2500° E

INSPIRED
BY MOUNTAINS



分区逻辑
ZONING LOGIC

基于人体运动性能需求，建立四大功能分区空间逻辑。

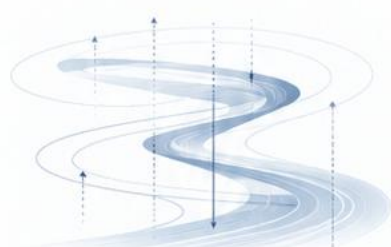
Based on human performance needs, we establish a spatial logic for four functional zones.



人体映射
BODY MAPPING

将人体关键部位的性能需求转化为空间分区的依据。

Mapping performance needs of key body areas into the foundation for spatial zoning.



动线体验
SPATIAL FLOW

以运动动线串联各分区，形成自然流动的浏览与体验节奏。

Connecting zones through a movement trajectory, creating a natural and immersive browsing experience.

防护
PROTECTION

透气
BREATHABILITY

弹性
STRETCH

灵活
MOBILITY

05 | 性能分区 PERFORMANCE ZONES

WALL SYSTEM / 墙面系统

以科技，适应更高的环境。 ENGINEERED FOR A HIGHER TOMORROW.

DESCENTE

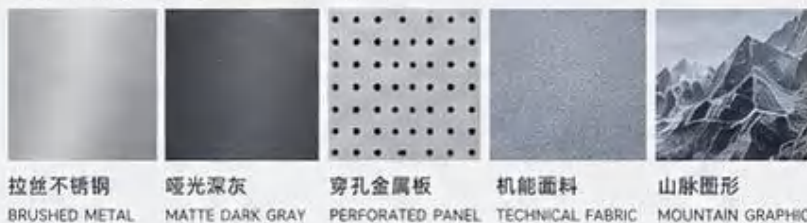
ENGINEERED AROUND THE BODY



设计概念 / CONCEPT



材质语言 / MATERIAL LANGUAGE



侧视图 / SIDE VIEW



平面示意 / PLAN



05 | 性能分区 PERFORMANCE ZONES

WALL SYSTEM / 墙面系统

以科技, 适应更高的环境。 ENGINEERED FOR A HIGHER TOMORROW.

DESCENTE
ENGINEERED AROUND THE BODY



设计概念 / CONCEPT



防护 PROTECTION 透气 BREATHABILITY 性能地图 PERFORMANCE MAP 弹性 STRETCH 灵活 MOBILITY

材质语言 / MATERIAL LANGUAGE



拉丝不锈钢 BRUSHED METAL 哑光深灰 MATTE DARK GRAY 穿孔金属板 PERFORATED PANEL 机能面料 TECHNICAL FABRIC 山脉图形 MOUNTAIN GRAPHIC

侧视图 / SIDE VIEW



平面示意 / PLAN



05 | 性能分区 PERFORMANCE ZONES

WALL SYSTEM / 墙面系统

以科技，适应更高的环境。 ENGINEERED FOR A HIGHER TOMORROW.

DESCENTE

ENGINEERED FOR A HIGHER TOMORROW



单位: mm

设计概念 / CONCEPT



防护 PROTECTION 透气 BREATHABILITY 性能地图 PERFORMANCE ZONES 弹性 STRETCH 灵活 MOBILITY

材质语言 / MATERIAL LANGUAGE



拉丝金属 BRUSHED METAL 哑光深灰 MATTE DARK GRAY 穿孔金属板 PERFORATED PANEL 机能面料 TECHNICAL FABRIC 山脉图形 MOUNTAIN GRAPHIC

侧视图 / SIDE VIEW



450-550

平面示意 / PLAN



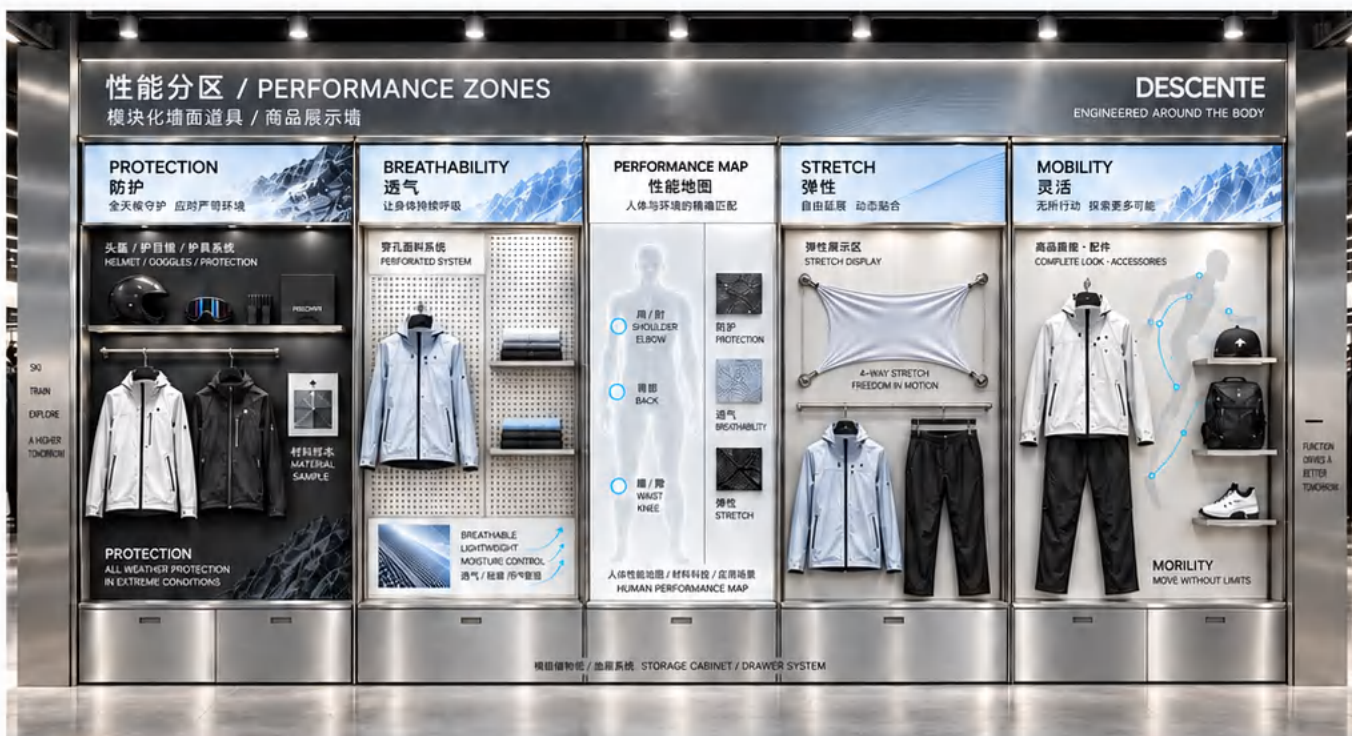
性能分区 PERFORMANCE ZONES

ENGINEERED FOR A HIGHER TOMORROW

—— 以科技，适应更高的环境

ENGINEERED FOR A HIGHER TOMORROW

A BETTER TOMORROW
THROUGH MOVEMENT



01 项目概述 / PROJECT OVERVIEW

DESCENTE 性能分区是面向高端零售空间的模块化墙面展示系统。基于品牌专业运动基因，整合产品、科技与场景化体验，以清晰的功能分区和系统化的视觉语言，呈现专业运动装备在不同环境下的性能表现，帮助消费者直观理解产品价值，激发探索更高环境的渴望。

The DESCENTE Performance Zones is a modular retail wall system for premium retail spaces. Built on the brand's professional sports DNA, it integrates products, technology and scenario-based experiences, presenting the performance of professional gear in different environments through a clear functional zoning and a unified visual language, helping consumers intuitively understand product value and inspiring the drive to explore a higher tomorrow.

02 主题诠释 / THEME INTERPRETATION

以人体为核心，围绕防护、透气、弹性、灵活四大性能维度，结合专业运动场景与先进材料科技，构建从产品到体验的完整叙事。性能分区不仅是商品展示，更是品牌科技力与运动精神的可视化表达，让每一次探索都更进一步。

Centered on the human body, the Performance Zones are built around four key performance dimensions — protection, breathability, stretch and mobility. Combining professional sports scenarios with advanced material technologies, it creates a complete narrative from product to experience. More than a display, the Performance Zones visualize DESCENTE's technological strength and sporting spirit, inspiring every exploration to go further.

03 设计关键词 / DESIGN KEYWORDS



防护
PROTECTION
全天候守护
应对严苛环境
ALL WEATHER
PROTECTION



透气
BREATHABILITY
让身体持续呼吸
LET THE BODY
BREATHE



性能地图
PERFORMANCE MAP
人体与环境的
精确匹配
HUMAN-ENVIRONMENT
PRECISION MATCH



弹性
STRETCH
自由延展 动态贴合
FREEDOM IN MOTION



灵活
MOBILITY
无所行动
探索更多可能
MOVE WITHOUT LIMITS

04 项目信息 / PROJECT INFORMATION

品牌 BRAND	DESCENTE	项目类型 PROJECT TYPE	零售环境设计 RETAIL ENVIRONMENT	主题 THEME	性能分区 PERFORMANCE ZONES	应用场景 APPLICATION	品牌零售店 / 商业空间 BRAND RETAIL / COMMERCIAL SPACE	视觉调性 TONE	科技 · 专业 · 高级 TECH · PROFESSIONAL · PREMIUM
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02

RETAIL
ENVIRONMENT
DESIGN

设计洞察 DESIGN INSIGHT 以人体为核心的性能零售逻辑 BODY-CENTERED RETAIL LOGIC

—— 将专业运动科技转化为可感知、可体验、可理解的零售语言
TRANSLATING PROFESSIONAL SPORTS TECHNOLOGY INTO AN INTUITIVE, EXPERIENCABLE
AND EASY-TO-UNDERSTAND RETAIL LANGUAGE.

A BETTER TOMORROW
THROUGH MOVEMENT

01 零售问题 / RETAIL CHALLENGE

专业功能复杂，消费者难以快速理解

高性能产品蕴含多维度的专业科技，但在零售环境中，消费者往往难以从产品外观识别其真实的功能价值，导致决策门槛高。

High-performance products integrate complex technologies, but consumers often find it difficult to understand their functional value from appearance alone in a retail environment, resulting in a higher decision threshold.



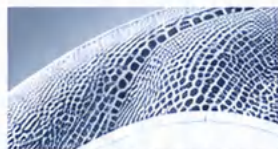
FROM
PROFESSIONAL
TECHNOLOGY
TO EVERYDAY
UNDERSTANDING

02 用户需求 / USER NEED

从功能到体验的真实运动期待

消费者不仅关注产品本身，更希望获得在真实运动场景中的穿着体验：更好的保护、更舒适的体感、更大的活动自由度，以及应对多变环境的全能性能。

Consumers not only care about the product itself, but also expect a real wearing experience in authentic sports scenarios: better protection, more comfortable body feel, greater freedom of movement, and all-around performance to handle changing environments.



REAL
SPORTS
REAL
EXPECTATIONS

03 功能分区逻辑 / FUNCTIONAL LOGIC

以人体为核心，建立五大性能分区

基于人体运动机能与不同部位的功能需求，我们将产品与空间划分为五大性能分区：防护、透气、性能地图、弹性与灵活，系统化呈现 DESCENTE 的科技实力。

Centered on the human body and its functional needs, we organize the product and retail space into five Performance Zones: Protection, Breathability, Performance Map, Stretch and Mobility, systematically showcasing DESCENTE's technological strength.



A SYSTEMATIC
APPROACH
FROM BODY
TO PERFORMANCE

04 材料转译 / MATERIAL TRANSLATION

将科技材料转化为可视化体验

通过材质样本、结构拆解与细节展示，将抽象的功能科技转化为可触摸、可感知的零售体验，帮助消费者直观理解产品的性能优势。

We translate advanced materials and technologies into tangible retail experiences through material samples, structural deconstruction and detail displays, helping consumers intuitively understand product performance advantages.



FROM
MATERIAL
TO MEANING

05 体验目标 / EXPERIENCE GOAL

激发探索，建立情感共鸣

通过清晰的功能分区与沉浸式展示，让消费者不仅理解产品的性能，更能想象自己在真实场景中的运动体验，从而激发探索欲望，建立与品牌的情感连接。

Through clear functional zones and immersive displays, we help consumers not only understand product performance, but also envision their own movement experience in real scenarios, inspiring exploration and building emotional resonance with the brand.



MORE
THAN
A PRODUCT
A HIGHER
TOMORROW

设计关键词 / DESIGN KEYWORDS



全天气防护
ALL WEATHER
PROTECTION



人体性能映射
BODY MAPPING
FOR PERFORMANCE



动态弹性
DYNAMIC
STRETCH



高效透气
HIGH-EFFICIENCY
BREATHABILITY



无界灵活
MOBILITY
WITHOUT LIMITS

将专业运动的性能，转化为每一位消费者都能理解和感受的零售体验。

TURNING PROFESSIONAL SPORTS PERFORMANCE INTO AN INTUITIVE AND MEANINGFUL RETAIL EXPERIENCE FOR EVERY CONSUMER.

概念生成

CONCEPT GENERATION

版本迭代与系统演进 / VERSION ITERATION & SYSTEM EVOLUTION

从轻量探索到深度表达，最终形成成熟的高端零售空间体系。

From light exploration to deep expression, ultimately forming a mature high-end retail spatial system.

A BETTER TOMORROW
THROUGH MOVEMENT



01 版本一 轻量探索 VERSION 1 LIGHT EXPLORATION

- 空间调性**
Spatial Tone 明亮 · 轻量 · 科技感
Bright · Lightweight · Technical
- 适用场景**
Target Scenario 核心商场 · 高流量空间 · 品牌入门
Core Malls · High Traffic · Brand Introduction
- 设计重点**
Design Emphasis 模块化展示 · 功能分区清晰
突出产品与科技信息
Modular Display · Clear Zoning
Highlight Product & Technology



02 版本二 深化表达 VERSION 2 DEEPER EXPRESSION

- 空间调性**
Spatial Tone 深色 · 沉浸 · 专业感
Dark · Immersive · Professional
- 适用场景**
Target Scenario 旗舰店 · 高端商业 · 品牌形象强化
Flagship Stores · Premium Retail
Brand Image Elevation
- 设计重点**
Design Emphasis 强化品牌叙事 · 科技视觉系统
沉浸式体验氛围
Enhanced Brand Storytelling
Tech Visual System · Immersive Atmosphere



03 版本三 体系完善 VERSION 3 SYSTEM MATURATION

- 空间调性**
Spatial Tone 精致深色 · 高级 · 品牌完整度
Refined Dark · Sophisticated · Premium
- 适用场景**
Target Scenario 旗舰店 · 核心地标 · 长期品牌资产
Flagship Stores · Key Locations
Long-term Brand Asset
- 设计重点**
Design Emphasis 系统化整合 · 材质与光影升级
打造统一的高端零售语言
System Integration · Enhanced Materials & Lighting
A Unified Premium Retail Language

演进路径 / EVOLUTION PATH

01 探索 / EXPLORE

以基础的功能展示为起点
验证模块化系统的可能性

Start with a clear functional display
to validate the potential of the modular system.

02 深化 / EVOLVE

引入沉浸式视觉与科技叙事
强化品牌体验与专业度

Introduce immersive visuals and technology storytelling
to strengthen brand experience and professionalism.

03 完善 / COMPLETE

形成成熟的空间体系与高端零售语言
实现品牌价值的持续输出

Establish a mature spatial system and premium retail language
to achieve a consistent brand value expression.

材料与视觉语言 / MATERIALS AND VISUAL LANGUAGE



自然与探索
NATURE & EXPLORATION



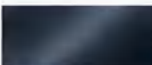
人体与运动
HUMAN & MOVEMENT



功能科技
TECHNOLOGY



材质语言
MATERIAL LANGUAGE



色彩体系
COLOR SYSTEM



图形元素
GRAPHIC ELEMENTS



面料质感
FABRIC TEXTURE

ELEMENTS FROM NATURE
DRIVEN BY TECHNOLOGY

04

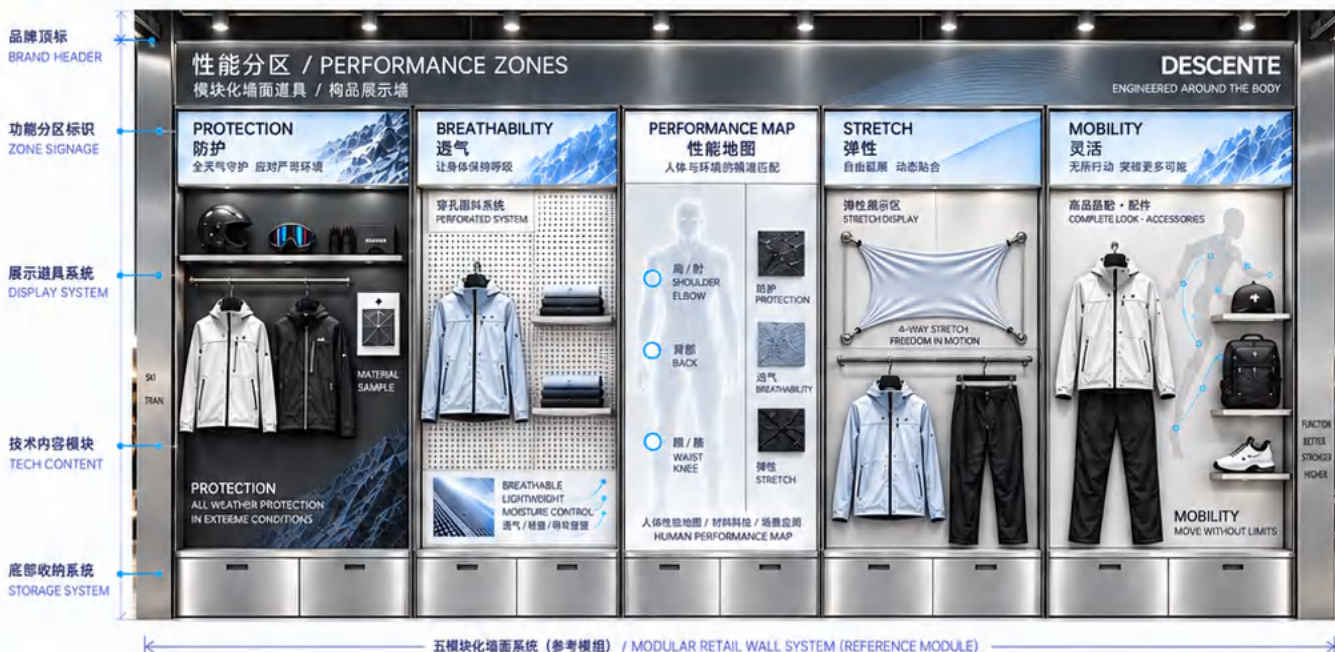
RETAIL
ENVIRONMENT
DESIGN

系统深化 SYSTEM DEVELOPMENT 模块化墙面系统构成 MODULAR WALL SYSTEM DEVELOPMENT

—— 以系统化设计，构建可复制、可延展的高性能零售空间
A SYSTEMATIC APPROACH TO CREATE A REPLICABLE AND SCALABLE HIGH-PERFORMANCE RETAIL SPACE.

A BETTER TOMORROW
THROUGH MOVEMENT

01 系统立面图 / SYSTEM ELEVATION



02 设计解析 / DESIGN ANALYSIS

01 视觉层级 GRAPHIC HIERARCHY



清晰的三层信息层级：品牌顶标、功能分区与技术内容，建立统一的视觉秩序与专业感。

Clear three-level hierarchy — brand header, zone signage and tech content, creating a unified and professional visual order.

02 材料语言 MATERIAL LANGUAGE



以金属、穿孔板与高性能面料纹理构建专业、克制、现代的材料体系，呼应品牌的技术基因。

A material system of metal, perforated panels and technical fabric textures, expressing a professional, refined and modern identity aligned with the brand's DNA.

03 商品展示逻辑 PRODUCT DISPLAY LOGIC



结合挂装、层板、配件与技术样本，形成完整的品类展示与场景化搭配，逻辑，提升消费者的理解与体验。

A combination of hanging, shelving, accessories and material samples creates a complete category presentation and outfit logic, enhancing consumer understanding and experience.

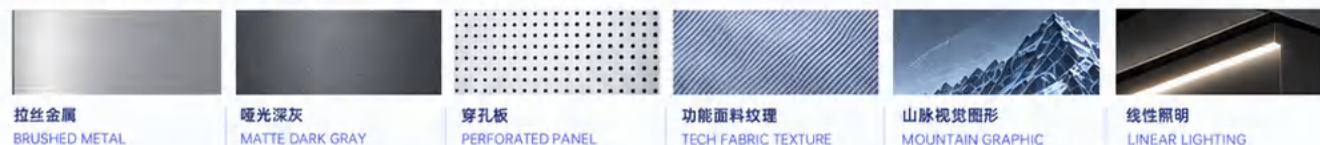
04 模块化与灵活性 MODULE FLEXIBILITY



标准化模块尺寸与道具接口设计，支持不同店型灵活组合与内容替换，实现高效复制与持续更新。

Standardized modules and display interfaces enable flexible combination across different store formats, supporting efficient replication and continuous content renewal.

03 材料与部件 / MATERIALS & COMPONENTS



04 模块组合逻辑 / MODULE COMBINATION LOGIC



从防护到自由，构建完整的高性能体验旅程。
FROM PROTECTION TO FREEDOM, CREATING A COMPLETE HIGH-PERFORMANCE JOURNEY.

05

RETAIL
ENVIRONMENT
DESIGN

零售应用与项目价值 RETAIL APPLICATION & VALUE 从功能陈列到完整体验

FROM FUNCTIONAL DISPLAY TO RETAIL EXPERIENCE

以专业性能为核心，创造更具吸引力的零售体验
TURNING PERFORMANCE INTO A MORE ENGAGING RETAIL EXPERIENCE

A BETTER TOMORROW
THROUGH MOVEMENT



01 应用场景 / APPLICATION SCENARIOS

旗舰店 / FLAGSHIP STORE

打造品牌科技体验中心
CREATE A BRAND TECHNOLOGY EXPERIENCE HUB



完整五大性能分区，打造沉浸式品牌体验
FULL PERFORMANCE ZONES CREATE AN IMMERSIVE BRAND EXPERIENCE

标准店 / STANDARD STORE

灵活配置，适配不同店铺客群
FLEXIBLE CONFIGURATION FOR DIFFERENT SPACES



根据店铺面积和客群需求，灵活组合核心分区
FLEXIBLE COMBINATION OF CORE ZONES BASED ON STORE SIZE AND TARGET CUSTOMERS

店中店 / SHOP-IN-SHOP

高效植入，强化品牌识别
EFFICIENT DEPLOYMENT WITH STRONG BRAND PRESENCE



在多品牌环境中快速建立专业形象
QUICKLY ESTABLISH A PROFESSIONAL IMAGE IN MULTI-BRAND ENVIRONMENTS

02 消费者旅程 / CONSUMER JOURNEY



吸引关注
ATTRACT ATTENTION

清晰的视觉分区
快速传递品牌专业形象
CLEAR ZONING VISUALLY GETS CONSUMERS' ATTENTION



理解功能
UNDERSTAND FUNCTION

通过材料、结构与科技展示
让消费者轻松理解产品性能
MATERIAL, STRUCTURE AND TECHNOLOGY DISPLAYS HELP CONSUMERS UNDERSTAND EASILY



对比选择
COMPARE PRODUCTS

清晰的品类划分
便于比较不同产品的性能差异
WELL-ORGANIZED ZONING MAKES IT EASY TO COMPARE DIFFERENT PRODUCT PERFORMANCE



选择购买
CHOOSE AND PURCHASE

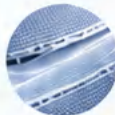
专业的信息传达增强信任感
激发购买意愿
PROFESSIONAL STORYTELLING BUILDS TRUST AND DRIVES PURCHASE INTENTION

03 项目价值 / PROJECT VALUE



清晰的视觉引导
VISUAL CLARITY

通过五大性能分区
建立清晰的产品逻辑
FIVE PERFORMANCE ZONES CREATE CLEAR PRODUCT CLASSIFICATION



专业的科技表达
TECHNOLOGY EXPLANATION

将复杂的科技转化为
直观易懂的零售语言
TRANSLATE COMPLEX TECHNOLOGY INTO A SIMPLE, INTUITIVE RETAIL LANGUAGE



高端的品牌氛围
PREMIUM ATMOSPHERE

现代、专业的空间设计
强化品牌高端形象
MODERN AND PROFESSIONAL SPACE DESIGN STRENGTHENS THE PREMIUM BRAND IMAGE



灵活的模块化系统
MODULAR SCALABILITY

适应不同店型与市场需求
支持快速复制与升级
ADAPTS TO DIFFERENT STORE FORMATS AND MARKETS, SUPPORTING QUICK REPLICATION AND UPGRADES

04 总结 / CONCLUSION

让性能、科技与产品分类 转化为清晰的零售体验

TURN PERFORMANCE, TECHNOLOGY AND PRODUCT CLASSIFICATION INTO A CLEAR RETAIL EXPERIENCE

DESCENTE 性能分区模块化墙面系统，将品牌的专业基因转化为可感知的零售体验。它通过清晰的分区、直观的科技表达和灵活的空间应用，帮助消费者理解产品价值，激发运动热情，并最终促进购买转化。无论是旗舰店、标准店还是店中店，性能分区都能以一致的品牌语言，传递 DESCENTE 的专业精神。与消费者一起，探索更高的明天。

The DESCENTE Performance Zones wall system transforms the brand's professional DNA into a tangible retail experience. Through clear zoning, intuitive technology storytelling, and flexible spatial application, it helps consumers understand product value, sparks the passion for movement, and ultimately drives conversion. In flagship stores, standard stores or shop-in-shops, Performance Zones communicates DESCENTE's expertise with a consistent brand language, moving forward with consumers toward a higher tomorrow.

06 山城切换

TERRAIN CONTINUUM

墙面系统 / WALL SYSTEM

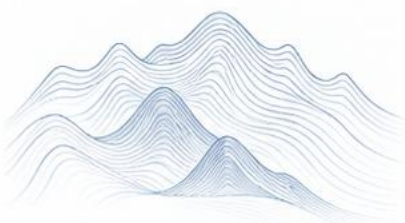
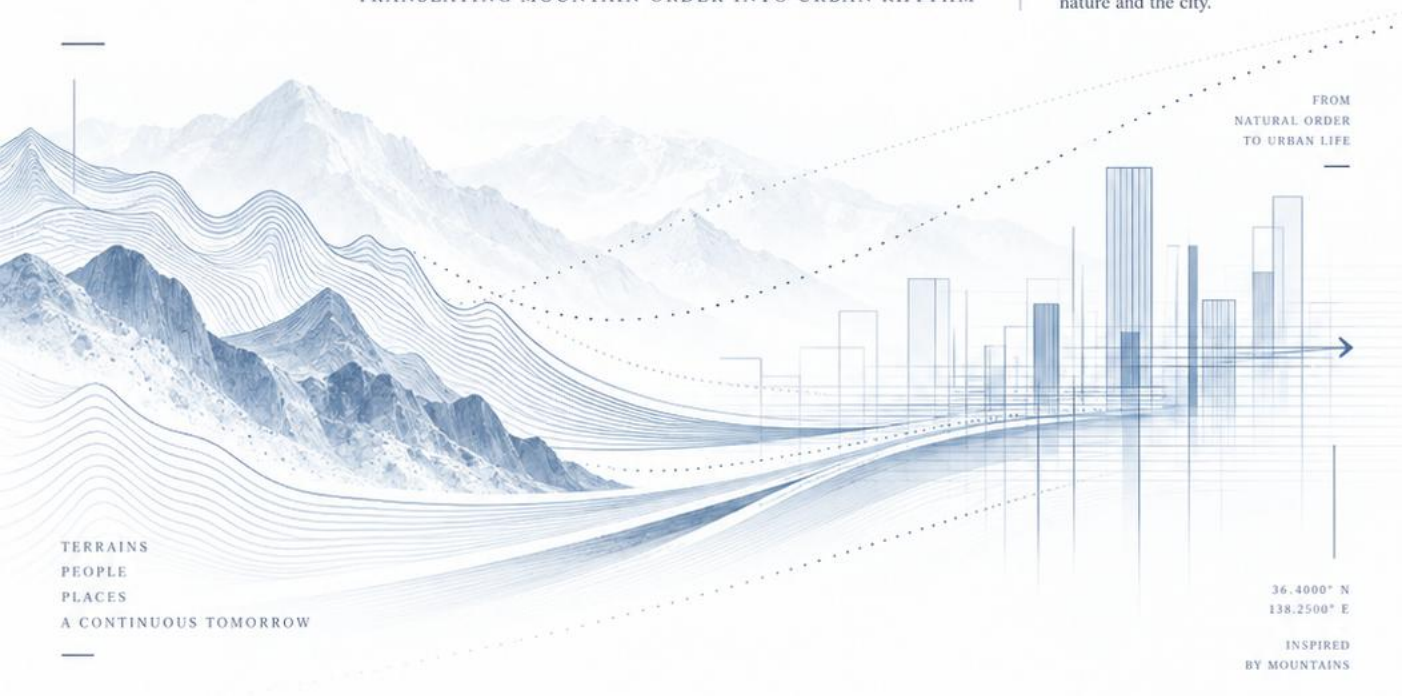
PROJECT
CHAPTER

将山地秩序过渡为都市节奏的空间逻辑

TRANSLATING MOUNTAIN ORDER INTO URBAN RHYTHM

从山地的自然形态与地貌秩序出发，提取其结构语言，转化为都市空间的线性节奏，在室内墙面系统中构建连接自然与城市的过渡场域。

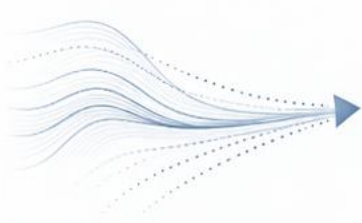
Starting from the natural forms and terrain order of the mountains, we extract their structural language and translate it into the linear rhythm of urban space, creating a transitional field on the wall system that connects nature and the city.



地貌提取
TERRAIN EXTRACTION

从山体轮廓与地质纹理中提取形态与结构语言。

Extracting form and structural language from mountain contours and geological textures.



形态过渡
FORM TRANSITION

将自然的曲线与地貌秩序转化为线性的空间节奏。

Transforming natural curves and terrain order into a linear spatial rhythm.



都市生成
URBAN GENERATION

延续山地的秩序逻辑，在城市中构建新的垂直节奏。

Continuing the logic of mountain order to create a new vertical rhythm within the urban context.

山地
MOUNTAIN

过渡
TRANSITION

城市
CITY

秩序
ORDER

06 | 山城切换 MOUNTAIN → CITY

WALL SYSTEM / 墙面系统

TERRAIN CONTINUUM

同一种适应复杂地形的设计逻辑，从山地延伸至城市。

以山为始，向城市行
SAME LOGIC. MORE POSSIBILITIES.



设计概念 / CONCEPT



山脊 MOUNTAIN RIDGE 折板 FOLDING GEOMETRY 台阶过渡 TERRACE TRANSITION 城市立面 URBAN FACADE

材质渐变 / MATERIAL TRANSITION



石材 STONE 微水泥 MICRO CEMENT 金属折板 FOLDED METAL 拉丝不锈钢 BRUSHED STEEL 城市格栅 URBAN GRILLE

侧视图 / SIDE VIEW



450-550

平面示意 / PLAN



顾客动线 CUSTOMER FLOW

01

山城切换 TERRAIN CONTINUUM

RETAIL
ENVIRONMENT
DESIGN

同一种适应复杂地形的设计逻辑，从山地延伸至城市。
SAME LOGIC. MORE POSSIBILITIES.

ALL TERRAIN
ALL LIFE



02 项目概述 / PROJECT OVERVIEW

“山城切换”是 DESCENTE 将全地形的设计逻辑从山地性能延伸至城市生活的零售空间项目。通过“山地 / 转换 / 城市”三大场景的陈列序列，展现从专业户外到都市日常的连续体验，在不同环境中始终保持运动本质，让专业科技融入日常穿着，拓展运动的更多可能。

TERRAIN CONTINUUM is a retail environment project that translates DESCENTE's all-terrain design logic from mountain performance to urban lifestyle. Through a three-part display sequence of Mountain, Transition and City, it showcases a continuous experience from technical outdoor to everyday urban life — keeping the essence of movement in every environment and bringing professional innovation into daily wear, for more possibilities in motion.

SAME
LOGIC.
MORE
POSSIBILITIES.

A BETTER TOMORROW
THROUGH MOVEMENT

03 设计关键词 / DESIGN KEYWORDS



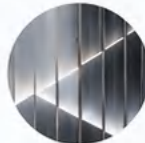
山地基因
MOUNTAIN DNA
源于山地的专业基因
DRIVEN BY
MOUNTAIN HERITAGE



场景切换
TERRAIN SHIFT
从地形到生活方式
FROM TERRAIN
TO LIFESTYLE



城市机能
URBAN UTILITY
适应多元城市场景
BUILT FOR
THE MODERN CITY



线性光带
LINEAR LIGHT
引导空间与节奏
GUIDING SPACE
AND MOVEMENT



模块展示
MODULAR DISPLAY
灵活组合的系统语言
A FLEXIBLE
MODULAR SYSTEM

04 项目信息 / PROJECT INFORMATION

品牌品牌	BRAND	DESCENTE	应用场景	APPLICATION	品牌旗舰店 / RETAIL FLAGSHIP STORE
项目类型	PROJECT TYPE	零售环境设计 / RETAIL ENVIRONMENT	视觉风格	VISUAL TONE	专业 / 现代 / 冷峻 / PROFESSIONAL · MODERN · ICY
主题概念	THEME	山城切换 / TERRAIN CONTINUUM	完成时间	COMPLETION	2024

02

设计洞察 DESIGN INSIGHT

从山地性能到城市生活的零售逻辑

FROM MOUNTAIN PERFORMANCE TO URBAN LIFESTYLE

ALL TERRAIN
ALL LIFE

设计挑战

DESIGN CHALLENGE

如何在零售空间中，清晰传达DESCENTE从山地专业到城市日常的全地形产品逻辑，让消费者在一个连续的场景中，理解品牌的技术基因、功能延展与生活方式，从而产生更深层次的情感共鸣。

How can we clearly communicate DESCENTE's all-terrain product logic — from mountain performance to urban lifestyle — within a retail environment, allowing consumers to experience the brand's technical DNA, functional versatility and lifestyle in a seamless journey, and ultimately build deeper emotional connection.

01 山地 / MOUNTAIN



用户需求
USER NEED

应对多变环境，追求专业防护与可靠性。
Professional protection and reliable performance for changing conditions.

场景特征
SCENE CHARACTER

高海拔、复杂地形、极端天气。
High altitude, rugged terrain, extreme weather.

零售回应
RETAIL RESPONSE

通过专业的产品陈列与山地视觉语言，强化品牌的技术基因与专业形象。
Reinforce technical DNA and professional credibility through dedicated product display and mountain visual language.

02 转换 / TRANSITION



用户需求
USER NEED

适应多场景切换，兼顾功能与穿着体验。
Adapt to multiple scenarios with both functionality and wearing comfort.

场景特征
SCENE CHARACTER

从户外到都市的过渡场景，强调灵活性与适应性。
In-between scenarios from outdoor to city, requiring flexibility and adaptability.

零售回应
RETAIL RESPONSE

以过渡性的空间与穿搭组合，呈现产品的多功能性，激发更多使用可能。
Use transitional space and styled outfits to showcase product versatility and inspire more possibilities.

03 城市 / CITY



用户需求
USER NEED

满足日常通勤与城市生活的多元需求，兼具功能、风格与舒适性。
Meet the diverse needs of daily commute and urban life, with functionality, style and all-day comfort.

场景特征
SCENE CHARACTER

城市街区、工作通勤、社交生活。
Urban streets, work commute, social life.

零售回应
RETAIL RESPONSE

通过现代、简洁的陈列语言，展现产品在都市场景中的实用性与时代表达。
Present the practicality and modern style of the products in urban scenarios through a clean and contemporary display language.

从全地形基因 到日常都市体验

FROM ALL-TERRAIN DNA
TO DAILY URBAN
EXPERIENCE

我们将山地专业基因转化为可被日常感知的零售体验，通过场景的连续叙事，让消费者在空间中自然完成从功能认知到生活想象的心理转换。

We translate mountain performance DNA into a tangible retail experience through a continuous spatial narrative, enabling consumers to naturally shift from functional understanding to lifestyle imagination within the space.



一个逻辑 多重可能

SAME LOGIC.
MORE POSSIBILITIES.

无论身处山地还是城市，DESCENTE 始终以运动科技为核心，通过设计连接不同场景与人群，让运动自然发生于每一天。

Whether on the mountain or in the city, DESCENTE stays true to its sports technology, connecting different scenarios and people through design, and letting movement live naturally every day.

04 设计关键词 / DESIGN KEYWORDS



全地形基因
ALL-TERRAIN DNA

源于山地的专业积淀
DRIVEN BY MOUNTAIN HERITAGE



场景过渡
SCENE TRANSITION

连接多元生活场景
BRIDGING MULTIPLE SCENARIOS



线性引导
LINEAR GUIDANCE

引导空间叙事与动线
GUIDING THE SPATIAL JOURNEY



都市机能
URBAN FUNCTION

满足日常多元需求
FOR EVERYDAY LIVING



持续体验
CONTINUOUS EXPERIENCE

让运动融入每一天
MOVEMENT FOR A BRIGHTER TOMORROW

03

概念生成 CONCEPT GENERATION

山地—转换—城市的系统转译

TRANSLATING MOUNTAIN, TRANSITION, AND CITY INTO ONE SYSTEM

A BETTER TOMORROW
THROUGH MOVEMENT

01 MOUNTAIN 山地



视觉语言 VISUAL LANGUAGE

雄伟的山脉、岩石肌理与自然地形。
Majestic mountains, rock textures
and natural terrain.

产品逻辑 PRODUCT LOGIC

专业防护、功能科技、应对复杂环境。
Professional protection, functional
technology for demanding conditions.

情感氛围 EMOTIONAL ATMOSPHERE

探索、挑战、自由。
Exploration, challenge, freedom.

02 TRANSITION 转换



视觉语言 VISUAL LANGUAGE

几何切面、线性光影、结构过渡。
Geometric planes, linear light and
structural transition.

产品逻辑 PRODUCT LOGIC

功能与生活的融合，灵活适应多场景。
Integration of performance and lifestyle,
adapting to multiple scenarios.

情感氛围 EMOTIONAL ATMOSPHERE

流动、变化、无限可能。
Movement, transformation, possibility.

03 CITY 城市



视觉语言 VISUAL LANGUAGE

现代建筑、垂直线条、都市质感。
Modern architecture, vertical lines
and urban texture.

产品逻辑 PRODUCT LOGIC

都市穿着、功能延续、日常多场景。
Urban wear, continued functionality
for everyday life.

情感氛围 EMOTIONAL ATMOSPHERE

高效、从容、面向未来。
Efficiency, confidence, a better tomorrow.

概念演化路径 / CONCEPT EVOLUTION PATH



山地纹理
MOUNTAIN TEXTURE
自然地貌的原始力量
PRIMAL POWER OF NATURE



线性光影过渡
LINEAR LIGHT TRANSITION
从自然到城市的视觉桥梁
A VISUAL BRIDGE
FROM NATURE TO THE CITY

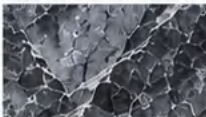


城市立面 / 产品系统
URBAN FACADE / PRODUCT SYSTEM
融入都市生活的全地形设计
ALL-TERRAIN DESIGN
FOR URBAN LIFE

材料与视觉语言 / MATERIALS AND VISUAL LANGUAGE



山脉图形
MOUNTAIN GRAPHIC
自然·探索
NATURE · EXPLORATION



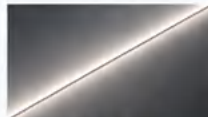
岩石肌理
STONE TEXTURE
真实·力量
AUTHENTICITY · STRENGTH



金属拉丝
BRUSHED METAL
精密·专业
PRECISION · PROFESSIONAL



垂直格栅
VERTICAL RIBBED METAL
秩序·现代
ORDER · MODERN



线性光影
LINEAR LIGHT
连接·过渡
CONNECTION · TRANSITION



都市轮廓
URBAN SILHOUETTE
多元·未来
DIVERSITY · FUTURE

项目结论 / CONCLUSION

“山城切换”以同一种全地形的设计逻辑，贯穿从山地性能到都市生活的产品体系。
通过自然、过渡与城市的连贯表达，让运动突破场景边界，在每一种环境中都自然发生。

TERRAIN CONTINUUM extends a single all-terrain design logic from mountain performance to city lifestyle. Through a coherent expression of nature, transition, and the urban environment, it lets movement live naturally in every scenario.

04

RETAIL
ENVIRONMENT
DESIGN

系统深化 SYSTEM DEVELOPMENT 模块化展示系统构成 MODULAR DISPLAY SYSTEM DEVELOPMENT

—— 从山地到城市的连续体验 模块化构建无限可能

FROM MOUNTAIN TO CITY A CONTINUOUS EXPERIENCE THROUGH MODULAR DESIGN

ALL TERRAIN
ALL LIFE



01 图形层级 / GRAPHIC HIERARCHY



通过山地、过渡、城市三段式图形叙事，形成清晰的视觉层级，传递品牌“从山地到城市”的核心理念。

Three-part graphic narrative creates a clear visual hierarchy, conveying DESCENTE's core concept of "from mountain to city."

02 材质语言 / MATERIAL LANGUAGE



融合金属、石材与图形材质，构建自然与城市的对话关系，体现功能性与现代美学的平衡。

A refined mix of metal, stone and graphic materials builds a dialogue between nature and the city, expressing the balance of functionality and modern aesthetics.

03 产品陈列逻辑 / PRODUCT DISPLAY LOGIC



基于场景的品类陈列，结合挂装、层架、平台等多种方式，突出产品功能与系统化展示。

Scenario-based product display using hanging, shelving and platforms to highlight product function and create a systematic presentation.

04 模块灵活性 / MODULE FLEXIBILITY



采用标准化模块单元设计，支持不同城市空间与店型的灵活组合，具备高适应性及可复制性。

Standardized modular units enable flexible composition for different store formats and spaces, offering high adaptability and replicability.

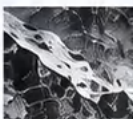
05 主要材质与组件 / KEY MATERIALS & COMPONENTS



金属拉丝面板
BRUSHED METAL PANEL



深色哑光板
MATTE DARK PANEL



山地图形材质
MOUNTAIN GRAPHIC PANEL



线性灯光系统
LINEAR LIGHT SYSTEM



城市图形材质
CITY GRAPHIC PANEL



底部收纳柜
STORAGE BASE CABINET

06 模块组合逻辑 / MODULE COMBINATION LOGIC



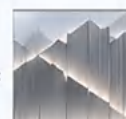
山地模块
MOUNTAIN



过渡模块
TRANSITION



城市模块
CITY



山城切换
TERRAIN CONTINUUM

05

RETAIL
ENVIRONMENT
DESIGN

零售应用与项目价值 RETAIL APPLICATION & VALUE

从山地逻辑到城市体验

FROM TERRAIN LOGIC TO RETAIL EXPERIENCE

ALL TERRAIN
ALL LIFE

01 应用场景 / APPLICATION VIEW



02 多业态应用 / MULTI-FORMAT APPLICATION

旗舰店 / FLAGSHIP STORE



完整的山-城主题体验，打造品牌旗舰形象。
A COMPLETE MOUNTAIN-TO-CITY EXPERIENCE
THAT DEFINES THE FLAGSHIP BRAND IMAGE.

标准店 / STANDARD STORE



模块化组合，灵活适配不同店型与面积。
MODULAR CONFIGURATION TO FLEXIBLY ADAPT
TO DIFFERENT STORE FORMATS AND SIZES.

店中店 / SHOP-IN-SHOP



高效落地的标准化方案，快速提升终端形象。
A HIGHLY EFFICIENT, STANDARDIZED SOLUTION
TO ELEVATE IN-STORE PRESENCE QUICKLY.

03 顾客体验旅程 / CUSTOMER JOURNEY



04 项目价值 / PROJECT VALUE



05 项目总结 / CONCLUSION

“山城切换”将专业的山地设计逻辑转化为零售空间的沉浸式体验，连接户外与城市、产品与生活、科技与人，推动运动自始至终融入日常。它不仅是零售场景的升级，更是品牌与消费者之间的情感桥梁，让运动的可能性在每一个场景中发生。

TERRAIN CONTINUUM TRANSLATES DESCENTE'S PROFESSIONAL MOUNTAIN DESIGN LOGIC INTO AN IMMERSIVE RETAIL EXPERIENCE, CONNECTING OUTDOOR AND URBAN, PRODUCTS AND LIFESTYLE, TECHNOLOGY AND PEOPLE. IT IS MORE THAN A VISUAL UPGRADE - IT IS AN EMOTIONAL BRIDGE BETWEEN BRAND AND CONSUMER, BRINGING THE POSSIBILITY OF MOVEMENT TO LIFE IN EVERY ENVIRONMENT.

07 三箭滑降

THREE DESCENTS

DP / DISPLAY POINT

PROJECT
CHAPTER

以三重滑降方向构建聚焦式陈列中心

BUILDING A FOCUSED DISPLAY POINT THROUGH THREE DESCENT VECTORS

以三种滑降方向为灵感，融合速度、控制与地形的力量，在空间中汇聚成一个聚焦的陈列中心，传递多维运动的张力与平衡。

Inspired by three descent directions, uniting the power of speed, control and terrain, the spatial composition converges into a focused display point, conveying the tension and balance of multidimensional movement.

SNOW
PEOPLE
MOVEMENT
SPACE
A BETTER TOMORROW

FROM
THE MOUNTAINS
TO A BRIGHTER
TOMORROW

36.4000° N
138.2500° E

INSPIRED
BY MOUNTAINS

斜降

DIAGONAL DESCENT

沿斜向切入，释放速度与动势。
Cut in along a diagonal vector,
releasing speed and momentum.

垂降

VERTICAL DESCENT

垂直下探，强化控制与稳定。
Descend vertically,
strengthening control and stability.

横降

HORIZONTAL DESCENT

横向延展，顺应地形与流动。
Extend horizontally,
adapting to terrain and flow.

斜降

DIAGONAL DESCENT

垂降

VERTICAL DESCENT

横降

HORIZONTAL DESCENT

聚焦

FOCUS

07 | 三箭滑降 THREE DESCENTS

DP SYSTEM / 陈列装置

以运动科技，适应更高的环境。 ENGINEERED FOR A HIGHER TOMORROW.

DESCENTE

ENGINEERED AROUND THE BODY



单位: mm

设计概念 / CONCEPT



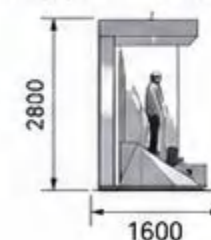
山峰意象 MOUNTAIN PEAK
斜滑降 DIAGONAL DESCENT
中央主峰 SUMMIT AXIS
横滑降 HORIZONTAL DESCENT
滑雪运动 SKI MOTION

材质语言 / MATERIAL LANGUAGE



拉丝金属 BRUSHED METAL
哑光深灰 MATTE DARK GRAY
透光亚克力 TRANSLUCENT ACRYLIC
雪岩纹理 SNOW ROCK TEXTURE
高山图形 ALPINE GRAPHIC
发光灯带 ILLUMINATED EDGE

侧视图 / SIDE VIEW



平面示意 / PLAN



01

RETAIL
ENVIRONMENT
DESIGN

三箭滑降 THREE DESCENTS 独立陈列DP设计 INDEPENDENT DISPLAY DESIGN

—— 以山为形 以动为核 让运动触手可及
FROM MOUNTAINS TO MOTION LET SPORTS LIVE THE POSSIBLE

A BETTER TOMORROW
THROUGH MOVEMENT



01 项目概述 / PROJECT OVERVIEW

“三箭滑降”是 DESCENTE 针对高端零售空间打造的独立陈列DP项目。以品牌的专业运动基因与山地精神为核心，通过场景化的空间叙事，呈现产品在不同地形与运动场景下的专业表现，传递品牌“Design That Moves”的理念。

“Three Descents” is an independent display project created by DESCENTE for premium retail environments. Rooted in the brand's professional sports DNA and mountain spirit, the design uses spatial storytelling to showcase the performance of products across different terrains and movement scenarios, conveying the brand's belief in “Design That Moves.”

02 主题诠释 / THEME INTERPRETATION

以“山地三重滑降”为灵感，提取下降过程中的力量、控制与流动，构建具有张力的空间装置。三种滑降形态代表不同的运动场景与精神：斜滑降探索未知、垂直滑降挑战极限、横滑降掌控节奏，最终汇聚于同一个起点——对更高山的向往。

Inspired by the concept of “three descents” in mountain sports, the display extracts the power, control, and flow in the downhill movement to create a dynamic spatial installation. The three descent modes represent different sports scenarios and mindsets: diagonal descent explores the unknown, vertical descent challenges the limits, and horizontal descent masters the rhythm — all converging at the same origin: the pursuit of higher mountains.

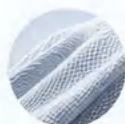
03 设计关键词 / DESIGN KEYWORDS



山地精神
MOUNTAIN SPIRIT



结构张力
STRUCTURAL TENSION



功能科技
TECH TECHNOLOGY



运动动势
MOTION DYNAMICS

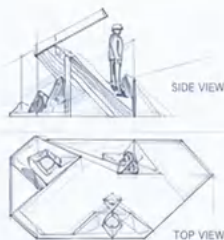


场景叙事
SPATIAL STORYTELLING

04 项目信息 / PROJECT INFORMATION

项目名称	PROJECT NAME	三箭滑降 / THREE DESCENTS
项目类型	PROJECT TYPE	独立陈列DP设计 / RETAIL DISPLAY DESIGN
品牌	BRAND	DESCENTE
核心主题	CORE THEME	从山地到运动 / FROM MOUNTAINS TO MOTION
关键词	KEYWORDS	山地 · 运动 · 空间 · 科技 · 探索 MOUNTAIN · SPORTS · SPACE · TECHNOLOGY · EXPLORATION
完成时间	COMPLETION	2024

05 概念草图 / CONCEPT SKETCH



02

RETAIL
ENVIRONMENT
DESIGN

设计洞察 DESIGN INSIGHT

以动作逻辑构建独立陈列体验

BUILDING A RETAIL EXPERIENCE FROM MOTION LOGIC

—— 源于山地运动的动作语言，转化为具有叙事性与功能性的零售陈列体验
TRANSLATING THE MOVEMENT LANGUAGE OF MOUNTAIN SPORTS
INTO A NARRATIVE AND FUNCTIONAL RETAIL EXPERIENCE

A BETTER TOMORROW
THROUGH MOVEMENT

01 零售挑战 / RETAIL CHALLENGE

在高端运动零售环境中，如何通过独立陈列打造具有品牌辨识度、运动精神与商业转化力的空间体验？

How can an independent display in a premium sports retail environment create a distinctive brand identity, convey the spirit of movement, and drive commercial engagement?



同质化竞争
HOMOGENEOUS
RETAIL

缺乏体验感
LACK OF
EXPERIENCE

转化效率低
LOW
CONVERSION

02 用户期待 / USER EXPECTATION

消费者不仅关注产品功能，更期待在购物中获得运动带来的情感共鸣、探索感与专业信赖。

Consumers expect more than functional products—they seek emotional resonance, a sense of exploration, and professional confidence through the shopping experience.



情感共鸣
EMOTIONAL
RESONANCE

探索欲望
DESIRE TO
EXPLORE

专业信赖
TRUST IN
PROFESSIONALISM

03 核心概念 / CORE CONCEPT

以“山地三重滑降”为灵感，将运动动作转化为空间语言，构建一个具有张力、节奏感与探索感的独立陈列，传递 DESCENTE 的品牌精神——以山为形，以动为核。

Inspired by the “three descents” in mountain sports, we translate athletic movements into a spatial language, creating a dynamic, rhythmic, and exploratory independent display that conveys DESCENTE’s brand spirit — shaped by mountains, driven by movement.

以山为形 以动为核

MOUNTAINS AS FORM MOVEMENT AS CORE

04 三箭滑降逻辑 / THREE DESCENTS LOGIC

不同的动作 同一个基因 | DIFFERENT MOVES ONE DNA



DIAGONAL DESCENT 斜滑降

探索
发现更多可能
EXPLORATION
DISCOVER
MORE POSSIBILITIES

斜向动势打破常规，激发探索欲，引导消费者发现更多产品可能。
The diagonal movement breaks convention, sparking exploration and leading consumers to discover more product possibilities.

VERTICAL DESCENT 直滑降

聚焦
呈现核心产品
HERO FOCUS
SHOWCASE
CORE PRODUCTS

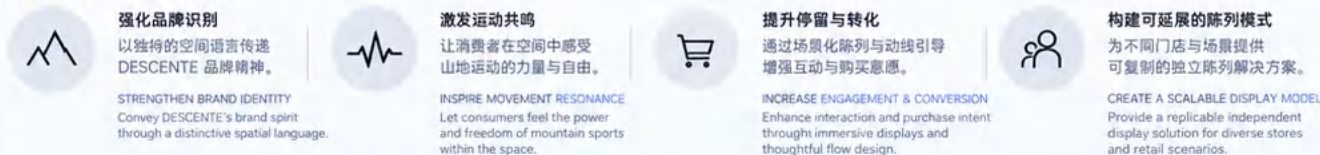
垂直上升的视觉张力，强化主角地位，集中呈现品牌核心科技与高性能产品。
The vertical composition creates a powerful visual focus, highlighting the hero product and showcasing DESCENTE’s core technology and high-performance gear.

HORIZONTAL DESCENT 横滑降

延展
对比多元选择
PRODUCT
COMPARISON
EXPLORE MORE OPTIONS

水平延展的陈列界面，提供产品组合与功能对比，满足不同场景需求，促进购买决策。
The horizontal layout extends the display space, enabling product combinations and functional comparisons to meet diverse needs and support purchase decisions.

05 体验目标 / EXPERIENCE GOAL



强化品牌识别
以独特的空间语言传递
DESCENTE 品牌精神。
STRENGTHEN BRAND IDENTITY
Convey DESCENTE’s brand spirit
through a distinctive spatial language.

激发运动共鸣
让消费者在空间中感受
山地运动的力量与自由。
INSPIRE MOVEMENT RESONANCE
Let consumers feel the power
and freedom of mountain sports
within the space.

提升停留与转化
通过场景化陈列与动线引导
增强互动与购买意愿。
INCREASE ENGAGEMENT & CONVERSION
Enhance interaction and purchase intent
through immersive displays and
thoughtful flow design.

构建可延展的陈列模式
为不同门店与场景提供
可复制的独立陈列解决方案。
CREATE A SCALABLE DISPLAY MODEL
Provide a replicable independent
display solution for diverse stores
and retail scenarios.

03

RETAIL
ENVIRONMENT
DESIGN

三向构成逻辑 THREE-DIRECTION SPATIAL LOGIC

以三种滑雪姿态构建独立陈列语言

TRANSLATING THREE DESCENT GESTURES INTO SPATIAL FORM

A BETTER TOMORROW
THROUGH MOVEMENT



01 DIAGONAL DESCENT 斜滑降

突破地形 斜向前进
CUT ACROSS TERRAIN



视觉语言 VISUAL LANGUAGE	倾斜切面 / 动态线条 / 山体肌理 Angled planes / dynamic lines / mountain texture
产品逻辑 PRODUCT LOGIC	高性能滑雪装备 / 专业场景表达 High-performance ski gear / professional scenario
情感氛围 EMOTIONAL ATMOSPHERE	进取 / 探索 / 突破 Drive / Exploration / Breakthrough

02 VERTICAL DESCENT 直滑降

直面山峰 向下驰骋
RIDE STRAIGHT DOWN



视觉语言 VISUAL LANGUAGE	垂直体量 / 中心焦点 / 纯粹几何 Vertical volume / central focus / pure geometry
产品逻辑 PRODUCT LOGIC	核心服装系列 / 品牌精神载体 Core apparel series / brand spirit showcase
情感氛围 EMOTIONAL ATMOSPHERE	专注 / 力量 / 掌控 Focus / Strength / Control

03 HORIZONTAL DESCENT 横滑降

顺势而行 平衡掌控
FLOW WITH THE TERRAIN



视觉语言 VISUAL LANGUAGE	水平延展 / 稳定基座 / 地形层次 Horizontal extension / stable base / terrain layers
产品逻辑 PRODUCT LOGIC	配件装备 / 生活方式延展 Accessories / lifestyle extension
情感氛围 EMOTIONAL ATMOSPHERE	平衡 / 自在 / 持续前行 Balance / Freedom / Continuous Movement

04 概念演化路径 / CONCEPT EVOLUTION PATH



05 材料与视觉语言 / MATERIALS AND VISUAL LANGUAGE



04

RETAIL
ENVIRONMENT
DESIGN

系统深化 SYSTEM DEVELOPMENT

结构、模块与展示逻辑

STRUCTURE, MODULES AND DISPLAY LOGIC

—— 以山为形 以动为核 让运动触手可及
FROM MOUNTAINS TO MOTION LET SPORTS LIVE THE POSSIBLE

A BETTER TOMORROW
THROUGH MOVEMENT

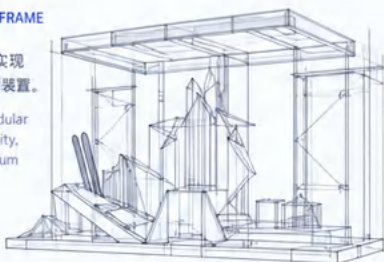
正立面分析 / FRONT ELEVATION ANALYSIS



01 结构骨架 / STRUCTURAL FRAME

以金属框架为基础，结合模块化结构实现稳定、可装配、可重复使用的独立陈列装置。

Based on a metal frame system with modular construction, the display achieves stability, easy assembly and reusability for premium retail environments.



02 产品陈列逻辑 / PRODUCT DISPLAY LOGIC

以“三箭齐降”为叙事主线，通过高差与动势的陈列结构，区分功能场景，形成层次分明、富有张力的展示体验。

Using the “Three Descents” narrative, products are organized through varied heights and dynamic structures, creating clear functional zones and a compelling visual experience.



03 材料与部件 / MATERIALS & COMPONENTS

精选高品质、耐用且具高级质感的材料，通过不同材质的对比与组合，塑造冰雪山体的先锋氛围。

Selected premium, durable materials with a refined aesthetic. Through the contrast and combination of different materials, we create a sophisticated mountain and ice-inspired atmosphere.



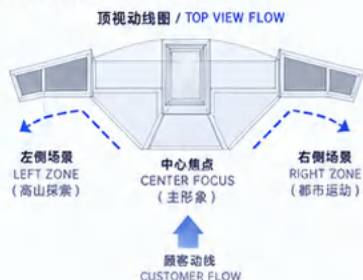
材质色板 / MATERIAL PALETTE



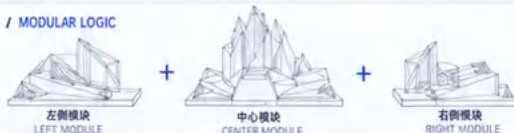
04 动线与视觉焦点 / FLOW & VISUAL FOCUS

通过中心主展台形成视觉焦点，左右两侧呈下滑趋势延展，构建从探索到运动再到日常的沉浸式动线体验。

The center podium creates the visual focus, with the left and right sides descending outward, forming an immersive flow from exploration to sports performance to daily life.



模块化逻辑 / MODULAR LOGIC



05

RETAIL
ENVIRONMENT
DESIGN

店内应用与项目价值 RETAIL APPLICATION & VALUE

从独立陈列到品牌触点

FROM A STANDALONE DISPLAY TO A BRAND TOUCHPOINT

A BETTER TOMORROW
THROUGH MOVEMENT



01 旗舰店入口 / FLAGSHIP ENTRY



以极具视觉冲击力的独立陈列，强化品牌识别
打造进入店内的第一记忆点。
Create a powerful first impression at the store entrance
with a striking display that strengthens brand recognition.

02 中庭活动区 / ATRIUM CAMPAIGN ZONE



适用于商场中庭等大型活动场景，形成品牌事件
吸引更多潜在消费者关注与参与。
Ideal for atrium campaigns and large-scale events
to create a brand moment and attract more
potential consumers.

03 店内焦点区 / IN-STORE FOCAL POINT



在店内核心区域打造产品与品牌的沉浸式体验，
引导消费者深入了解专业运动精神。
Placed in key in-store areas to create an immersive
product and brand experience, guiding consumers
to explore the spirit of professional sports.

04 消费者体验路径 / CUSTOMER JOURNEY



吸引关注
ATTRACT
极具视觉冲击力的陈列
吸引消费者驻足
Capture attention
with a striking display



了解理念
UNDERSTAND
通过场景与文案传递
品牌精神与科技内涵
Communicate brand vision
and technology through
scenery and storytelling



比较产品
COMPARE
清晰的产品陈列与分区
便于对比选择
Well-organized display
helps easy comparison



互动体验
ENGAGE
近距离感受产品细节
激发试穿与体验
Get closer to product
and inspire trial and
interaction



促成购买
PURCHASE
从体验到购买
完成消费转化
Drive purchase
and conversion

05 项目价值 / PROJECT VALUE



强视觉冲击
VISUAL IMPACT
打造强烈的品牌识别
提升进店流量
Strong brand presence
drives store traffic



品牌故事传递
BRAND STORYTELLING
以山地精神连接
产品与消费者
Connects products
with consumers through
mountain spirit



产品清晰呈现
PRODUCT CLARITY
场景化陈列
突出产品优势
Scenario-based display
highlights key benefits



模块化与可复制
MODULAR SCALABILITY
适配不同店型与空间
实现无限落地
Adaptable to different store formats
for efficient rollout



提升高端氛围
PREMIUM ATMOSPHERE
强化品牌调性
营造专业高端的购物体验
Elevates brand image
and creates a premium experience

08 雪线坐标

SNOWLINE COORDINATES

DP / DISPLAY POINT

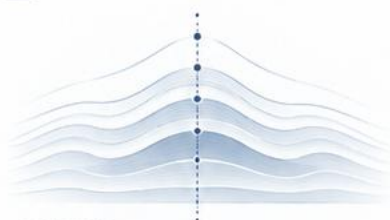
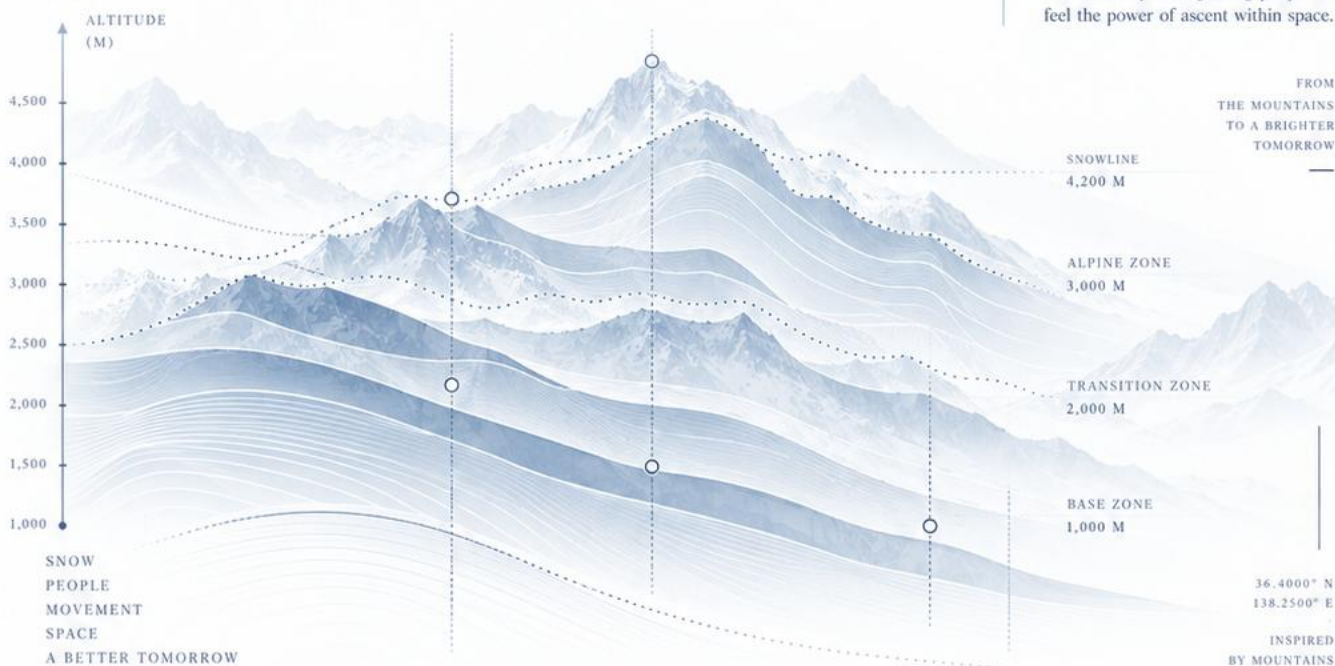
PROJECT
CHAPTER

从雪线层次提取秩序与高度逻辑

EXTRACTING ORDER AND ALTITUDE LOGIC FROM SNOWLINE STRATA

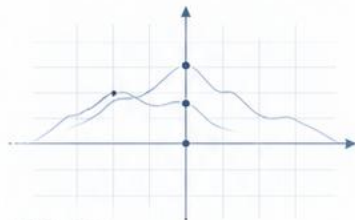
雪线是山地垂直变化的自然坐标，承载着层次、秩序与高度逻辑。我们以雪线为参照，建立空间的显示秩序，将海拔逻辑转化为清晰的坐标系，指引人们在空间中感知向上的力量。

The snowline is a natural coordinate of vertical change in the mountains, carrying hierarchy, order and altitude logic. We use the snowline as a reference to establish a spatial display order, transforming altitude logic into a clear coordinate system, guiding people to feel the power of ascent within space.



雪线层次
SNOWLINE STRATA

提取雪线的垂直层次，形成空间秩序。
Extract the vertical strata of the snowline to form a spatial order.



坐标系统
COORDINATE SYSTEM

以雪线建立空间坐标，映射高度逻辑。
Establish a spatial coordinate system based on the snowline, mapping altitude logic.



向上延展
ASCENDING FLOW

将高度逻辑转化为动线，引导视线向上。
Transform altitude logic into spatial flow, guiding the gaze upward.

雪线
SNOWLINE

层次
STRATA

高度
ALTITUDE

坐标
COORDINATES

08 | 雪线坐标 SNOWLINE COORDINATES

DP SYSTEM / 陈列装置

以运动科技，适应更高的环境。 ENGINEERED FOR A HIGHER TOMORROW.

DESCENTE

ENGINEERED AROUND THE BODY



单位: mm

设计概念 / CONCEPT



雪线意象
SNOWLINE

巅峰坐标
SUMMIT AXIS

台阶地形
STEPPED TOPOGRAPHY

海拔标尺
ALTITUDE MARKER

空间节奏
RETAIL RHYTHM

材质语言 / MATERIAL LANGUAGE



拉丝金属
BRUSHED METAL

哑光深灰
MATTE DARK GRAY

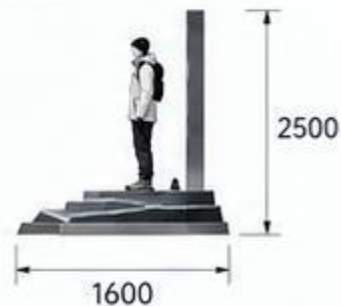
山峰图形
ALPINE GRAPHIC

透光灯板
TRANSLUCENT PANEL

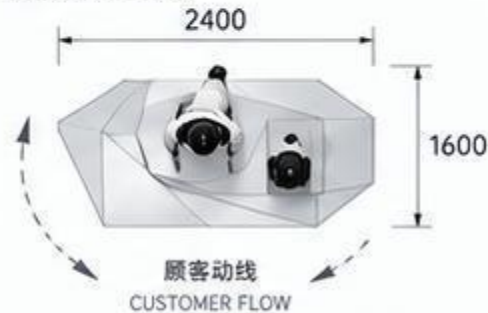
发光灯带
ILLUMINATED EDGE

高清画面
PRINTED GRAPHIC

侧视图 / SIDE VIEW



平面示意 / PLAN





雪线坐标 / SNOWLINE COORDINATES

从雪线层次到陈列秩序 / FROM SNOWLINE STRATA TO DISPLAY ORDER

HIGHER
STRONGER
FURTHER



DESCENTE RETAIL DISPLAY CONCEPT

SNOWLINE COORDINATES

项目概述 / PROJECT OVERVIEW

雪线坐标从自然雪线中提取空间秩序、海拔层级与登山叙事，并将其转化为适用于 DESCENTE 品牌的零售陈列系统。通过山的形态语言与层级结构，构建兼具功能性与叙事性的空间体验，呈现从探索到超越的品牌精神。

Snowline Coordinates extracts spatial order, altitude hierarchy, and mountaineering narrative from natural snowline strata, and transforms them into a retail display system for DESCENTE. Through the language of mountain forms and hierarchical structure, it creates a spatial experience that is both functional and narrative, expressing the brand spirit from exploration to a higher tomorrow.

主题诠释 / THEME INTERPRETATION

以雪线为轴，连接自然与未来

A HIGHER PERSPECTIVE
FROM NATURE TO TOMORROW

雪线不仅是自然的高度标尺，更是一种不断向上的精神坐标。我们以雪线为灵感，构建层次分明的空间秩序，引导消费者在探索装备、运动与自我的旅程中，迈向更高的可能。

The snowline is not only a natural altitude marker, but also a symbol of continuous progression. Inspired by the snowline, we create a layered spatial order that guides consumers through a journey of exploring equipment, movement and self, towards higher possibilities.

设计关键词 / DESIGN KEYWORDS



海拔
ALTITUDE

HIGHER PERSPECTIVE



层次
STRATA

NATURAL ORDER



秩序
ORDER

CLEAR STRUCTURE



精准
PRECISION

FUNCTION DRIVEN



向上
ASCENT

PROGRESSIVE SPIRIT



适应
ADAPT

ALL TERRAIN PEOPLE

项目信息 / PROJECT INFORMATION

项目名称 PROJECT NAME	品牌 BRAND	项目类型 PROJECT TYPE	应用场景 APPLICATION	设计时间 DESIGN YEAR
雪线坐标 SNOWLINE COORDINATES	DESCENTE	零售空间设计 RETAIL DISPLAY DESIGN	品牌门店 RETAIL STORE	2024



设计洞察 / DESIGN INSIGHT

以人体为核心的雪线零售逻辑 / BODY-CENTERED RETAIL LOGIC

HIGHER
STRONGER
FURTHER

01 零售问题 / RETAIL CHALLENGE

专业的技术型户外产品在零售环境中往往难以被直观理解。消费者面对复杂的功能、材质与适用场景时，缺乏清晰的选购逻辑，导致决策门槛高，体验不够流畅。

Technical outdoor products are often difficult for consumers to understand in a retail environment. The complexity of functions, materials and applicable scenarios creates a high decision threshold, resulting in an unclear purchase journey and a less engaging experience.

02 用户需求 / USER NEED

消费者希望获得更直观的选购指引，能够基于使用场景进行想象，并通过清晰的高度与层级体系理解产品的功能定位，从而快速找到适合自己的装备。

Consumers seek intuitive guidance, the ability to imagine real-world scenarios, and a clear understanding of product positioning through an altitude-based hierarchy, so they can quickly find the right gear for their needs.

03 雪线逻辑 / SNOWLINE LOGIC

以人体为坐标，构建从自然到产品的逻辑链路

USING THE HUMAN BODY AS A COORDINATE SYSTEM TO BUILD A LOGICAL LINK FROM NATURE TO PRODUCTS



04 材料转译 / MATERIAL TRANSLATION

从自然雪线中提取材质语言，转化为具象的空间与陈列元素

EXTRACTING MATERIAL LANGUAGE FROM NATURAL SNOWLINES AND TRANSLATING IT INTO TANGIBLE SPATIAL AND DISPLAY ELEMENTS



雪层纹理 / SNOW TEXTURE
源于自然的层次与质感
NATURAL LAYERS AND TEXTURE



山体轮廓 / MOUNTAIN CONTOUR
转化为简洁的几何形态
TRANSLATED INTO CLEAN GEOMETRY



金属质感 / BRUSHED METAL
体现专业与现代感
EXPRESSING PROFESSIONALISM



光线边界 / ILLUMINATED EDGE
以光引导动线及焦点
GUIDING FLOW AND FOCUS WITH LIGHT

05 体验目标 / EXPERIENCE GOAL

将山的秩序转化为直观的零售指引，让消费者在探索装备、体验场景与自我之间，建立更清晰的连接，开启更高的可能。
TRANSLATE THE ORDER OF THE MOUNTAINS INTO INTUITIVE RETAIL GUIDANCE, HELPING CONSUMERS BUILD A CLEARER CONNECTION BETWEEN GEAR, SCENARIOS AND SELF, TOWARDS HIGHER POSSIBILITIES.

设计关键词 / DESIGN KEYWORDS



自然灵感
NATURE INSPIRED



以人为本
HUMAN CENTRIC



清晰层级
CLEAR HIERARCHY



场景引导
SCENARIO DRIVEN



专业可信
TECHNICAL AUTHENTICITY



持续探索
CONTINUOUS EXPLORATION

BUILT
TO ADAPT

适应，成就更多可能
MORE PEOPLE HIGHER PLACES



概念生成 / CONCEPT GENERATION

从雪线层次到陈列系统 / FROM SNOWLINE STRATA TO DISPLAY SYSTEM

HIGHER
STRONGER
FURTHER

01 概念源头

CONCEPT SOURCE

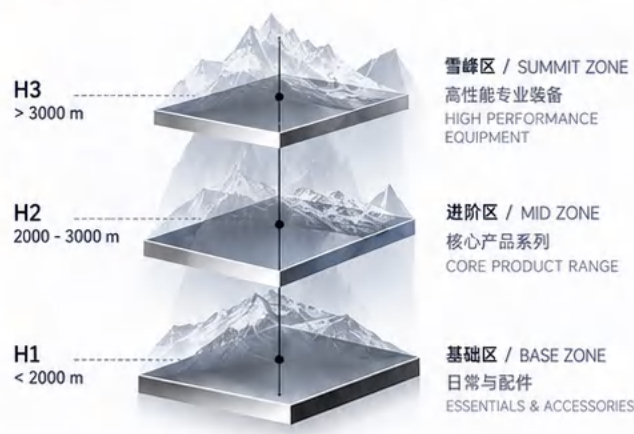
从自然雪线中提取空间秩序与灵感
EXTRACTING SPATIAL ORDER AND INSPIRATION
FROM NATURAL SNOWLINES



02 高度转译

ALTITUDE TRANSLATION

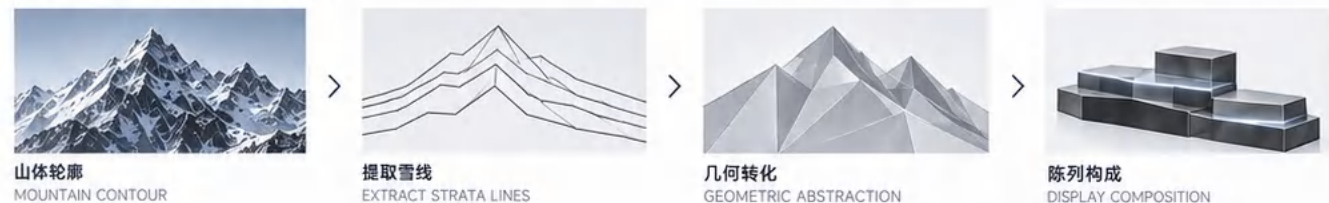
将雪线高度转化为陈列系统的层级结构
TRANSLATING SNOWLINE ALTITUDE INTO
A DISPLAY HIERARCHY



03 构成演化

FORM EVOLUTION

从山体的形态语言，转化为陈列的几何构成
TRANSLATING THE MOUNTAIN FORM INTO A GEOMETRIC DISPLAY COMPOSITION



04 视觉语言

VISUAL LANGUAGE

以材质、色彩与光影，构建雪线的感知体验
USING MATERIALS, COLORS AND LIGHT TO CREATE A SENSORY EXPERIENCE OF SNOWLINES



核心理念

CORE IDEAS



层次 / STRATA

以雪线的自然层级，构建空间的秩序感。
INSPIRED BY NATURAL SNOWLINE STRATA,
WE CREATE A SENSE OF SPATIAL ORDER.



高度 / ALTITUDE

以向上的高度精神，激发运动探索的可能。
DRIVEN BY THE SPIRIT OF ASCENT,
WE INSPIRE A HIGHER TOMORROW.



秩序 / ORDER

通过清晰的结构与陈列逻辑，
让品牌故事自然展开。
THROUGH A CLEAR STRUCTURE AND
DISPLAY LOGIC, THE BRAND NARRATIVE
UNFOLDS NATURALLY.

系统深化 / SYSTEM DEVELOPMENT

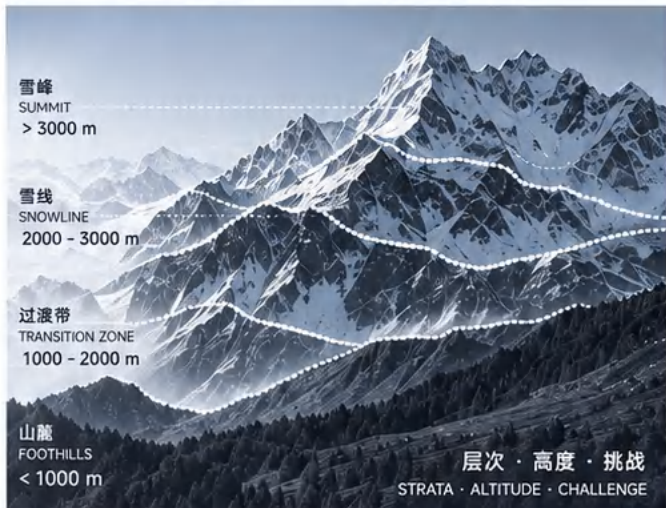
构成与高度逻辑 / COMPOSITION & HEIGHT LOGIC

HIGHER
STRONGER
FURTHER

01 概念来源

CONCEPT SOURCE

从自然雪线中提取空间的秩序与力量
EXTRACTING SPATIAL ORDER AND STRENGTH
FROM NATURAL SNOWLINES



02 高度策略

HEIGHT STRATEGY

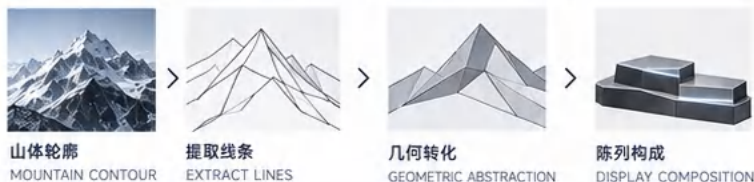
以人体高度为基础，构建符合运动场景的垂直陈列体系
BASED ON HUMAN SCALE, CREATING A VERTICAL
DISPLAY SYSTEM SUITABLE FOR SPORTS SCENARIOS



03 构成逻辑

COMPOSITION LOGIC

以山体的形态语言，转化为陈列的几何构成
TRANSLATING THE MOUNTAIN FORM INTO
A GEOMETRIC DISPLAY COMPOSITION



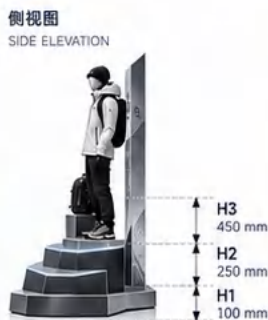
构成模块 / MODULES



04 坐标秩序

COORDINATE SYSTEM

通过轴线、层级与间距，形成清晰的空间秩序与视觉引导
USING AXIS, HIERARCHY AND SPACING TO CREATE A CLEAR
SPATIAL ORDER AND VISUAL GUIDANCE



空间节奏 / SPATIAL RHYTHM



店内应用与项目价值 RETAIL APPLICATION & VALUE

从雪线秩序到品牌体验 / FROM SNOWLINE ORDER TO BRAND EXPERIENCE

HIGHER
STRONGER
FURTHER



DESCENTE RETAIL APPLICATION

SNOWLINE COORDINATES

应用场景 / APPLICATION SCENARIOS



旗舰店 FLAGSHIP STORE
完整的品牌体验与雪线叙事空间
A COMPLETE BRAND EXPERIENCE AND
SNOWLINE STORYTELLING SPACE



标准店 STANDARD STORE
高效的空间应用与核心陈列表达
EFFICIENT SPACE APPLICATION AND
CORE DISPLAY EXPRESSION



店中店 SHOP-IN-SHOP
灵活的模块化方案，适配多元渠道
FLEXIBLE MODULAR SOLUTION
SUITABLE FOR DIVERSE CHANNELS

顾客体验旅程 / CUSTOMER JOURNEY



吸引
ATTENTION
视觉焦点引发兴趣
VISUAL IMPACT
SPARKS INTEREST



了解
UNDERSTAND
传递品牌与产品价值
COMMUNICATE
BRAND AND PRODUCT VALUE



比较
COMPARE
清晰的品类与功能区分
CLEAR CATEGORY
AND FUNCTIONAL DIFFERENTIATION



体验
EXPERIENCE
沉浸式场景与试穿体验
IMMERSIVE SCENARIO
AND TRY-ON EXPERIENCE



购买
PURCHASE
建立信任促成转化
BUILD TRUST
DRIVE CONVERSION

项目价值 / PROJECT VALUE



视觉清晰
VISUAL CLARITY
简洁有力的空间语言
A CLEAR AND POWERFUL
SPATIAL LANGUAGE



海拔叙事
ALTITUDE STORYTELLING
将自然高度转化为品牌故事
TURNING NATURAL ALTITUDE
INTO A BRAND STORY



高端质感
PREMIUM PRESENCE
提升品牌形象与购买欲望
ELEVATING BRAND IMAGE
AND PURCHASE DESIRE



模块化扩展
MODULAR SCALABILITY
适配不同店型与渠道场景
ADAPTABLE TO MULTIPLE
STORE FORMATS AND CHANNELS



品牌一致性
BRAND CONSISTENCY
形成统一的全球零售语言
CREATING A UNIFIED
GLOBAL RETAIL LANGUAGE

项目总结 / CONCLUSION

雪线坐标将自然的海拔层级转化为清晰的零售语言，通过空间、陈列与体验的有机结合，打造具有探索感、功能性与高端质感的品牌体验，激发消费者不断向上的运动精神。

Snowline Coordinates translates the natural altitude hierarchy into a clear retail language. Through the organic integration of space, display and experience, it creates a brand experience with a sense of exploration, functionality and premium quality, inspiring consumers to move towards a higher tomorrow.

**BUILT
TO ADAPT**

适配，成就更多可能
MORE PEOPLE HIGHER

SPORTS SCIENCE
FOR A BETTER
TOMORROW



以山地之名，
探索向上的力量。

INSPIRED BY MOUNTAINS
DRIVEN BY MOVEMENT

—
NATURE
TECHNOLOGY
MOVEMENT
PEOPLE
A BETTER TOMORROW

DESCENTE
DESIGN PORTFOLIO 2026

—
与山同行
向更高处

ALWAYS HIGHER
TOGETHER