

## *Wooden Quirky Style Furniture*



A warm corner where time flows back, the charm of retro, and the soul of home decor.



Classics never go out of style, retro home decor takes you back to that era with stories.



In retro design, feel the warmth of time and classic elegance.



强调产品的天然与质朴。品牌设计强调使用原木、然石材、棉麻等环保材料，展现出大自然的原始之美。

The brand design emphasizes the use of environmentally friendly materials such as logs, natural stone, cotton and linen, showcasing the primitive beauty of nature.



# 1

# 新的家居消费场景

近年家居消费场景迎来革新。

### 1. 家居消费沉浸式体验的兴起

消费者不再满足于单纯的产品展示，他们更希望能在展厅中体验到真实的家居生活场景。为此，越来越多的展厅设计了沉浸式体验区，将家具、饰品、灯光、色彩等元素进行整体搭配，打造出完整的居住环境。

### 2. 个性化与定制化需求增加

现代消费者越来越注重家居环境的个性化表达，展厅因此也开始提供更多的定制化服务。无论是家具的尺寸、颜色、材质，还是整体的家装风格，消费者都可以根据个人需求进行定制。

### 3. 家居消费场景呈现社交与社区化趋势

展厅正在成为消费者的社交场所，鼓励与消费者在放松的氛围中交流对家居的想法和灵感。璞泊展厅还会定期举办设计分享会、WORKSHOP工作坊等活动，吸引家居爱好者参与，形成一个活跃的社区。

### 4. 环保与可持续发展的关注

消费者对环保的关注度不断提高，展厅也开始强调产品的环保属性和可持续发展理念。璞泊展厅会展示使用环保材料、可持续化环境友好的家具，向消费者传达绿色家居的理念。这种做法不仅符合消费者的价值观，也提升了璞泊品牌的社会责任感。

这些变化体现了消费者在家居消费中更加注重体验、个性化和社会互动的趋势，展厅已经从单纯的商品展示场所转变为一个多功能的生活体验和社交平台。



In recent years, home consumption scenes have ushered in innovation.

1. The rise of immersive experience in home consumption  
Consumers are no longer satisfied with simple product displays. They hope to experience real home life scenes in exhibition halls. To this end, more and more exhibition halls have designed immersive experience areas, which match furniture, accessories, lighting, colors and other elements as a whole to create a complete living environment.

2. Increasing demand for personalization and customization  
Modern consumers pay more and more attention to the personalized expression of the home environment, so exhibition halls have begun to provide more customized services. Whether it is the size, color, material of furniture, or the overall home decoration style, consumers can customize it according to personal needs.

3. Home consumption scenes show a trend of socialization and community  
Exhibition halls are becoming a social place for consumers, encouraging them to communicate with consumers about their ideas and inspirations about home in a relaxed atmosphere. Pubo exhibition halls also regularly hold design sharing sessions, WORKSHOP workshops and other activities to attract home enthusiasts to participate and form an active community.

4. Attention to environmental protection and sustainable development  
Consumers are paying more and more attention to environmental protection, and exhibition halls have also begun to emphasize the environmental attributes and sustainable development concepts of products. The Pubo showroom will display furniture made of environmentally friendly materials and sustainable and environmentally friendly, conveying the concept of green home to consumers. This practice not only conforms to the values of consumers, but also enhances the social responsibility of the PuBo brand.

These changes reflect the trend that consumers pay more attention to experience, personalization and social interaction in home consumption. The showroom has transformed from a simple commodity display place to a multi-functional life experience and social platform.

# 品牌理念

## Brand Philosophy



# 2 新的家居消费群体

千禧一代与Z世代。

年轻群体对家居产品有着较高的审美要求，偏好现代、时尚和创新的设计。他们注重品牌的环保和社会责任理念，倾向于线上购物和数字化体验，但也看重线下的实际感受。

Millennials and Generation Z.

Young people have high aesthetic requirements for home products and prefer modern, fashionable and innovative designs. They pay attention to the brand's environmental protection and social responsibility concepts, tend to shop online and have digital experiences, but also value the actual experience offline.

# 我们的核心用户

## 品牌理念 Brand Philosophy



生活美学追求者

国际化背景的消费者

设计爱好者与专业人士

高净值人群

新中产阶级

注重环保与可持续发展的消费者

The PEBBLES Home Furnishing brand attracts and radiates the following core user groups:

#### High Net Worth Individuals

These consumers usually have high economic strength and are willing to pay a premium for high-quality and uniquely designed home furnishing products. This group has high requirements for brand history, design concepts and product craftsmanship details, and often favors brands that pay attention to details and have craftsmanship heritage.

#### Design enthusiasts and professionals

This group includes interior designers, architects, artists and design enthusiasts. They have a deep understanding of home design, pursue originality and uniqueness, and pay attention to the aesthetic value and practical functions of products.

#### New middle class

The new middle class is usually urban white-collar workers, middle and senior managers of enterprises or entrepreneurs. They pursue modern and fashionable home styles, pay attention to the texture and design of products, and also pay attention to cost performance. This group hopes to improve the quality of life through high-quality home products.

#### Consumers who focus on environmental protection and sustainable development

With the increase of environmental awareness, more and more consumers consider the impact of home products on the environment when choosing home products. This group includes young consumers, families who care about sustainable development, and people who pay attention to healthy lifestyles.

#### Life aesthetics pursuers

This type of consumer is usually a fashion expert, blogger, cultural and creative industry practitioners, etc. They have a keen perception of life aesthetics and like to express their personal style through home decoration.

#### Consumers with an international background

Consumers with an international perspective often experience the influence of multiple cultures. They are more likely to accept and appreciate design elements from different cultural backgrounds, especially those brands that combine traditional craftsmanship with modern design. These consumers pay attention to the cultural connotation of the product and the story behind the design. They hope to reflect their unique aesthetic vision and cultural taste through home products.

# 品牌理念

## Brand Philosophy

# 3 新的家居消费风格

这些风格各具特色，能够满足当代年轻人对不同生活方式的追求。无论是追求简约、自然，还是个性化与奢华感，年轻人都能在这些风格中找到契合自己审美和生活态度的家居设计。

These styles have their own characteristics and can meet the pursuit of different lifestyles of contemporary young people. Whether pursuing simplicity, nature, or individuality and luxury, young people can find home designs that fit their aesthetics and attitude towards life in these styles.



品牌理念

Brand Philosophy

# 新的家居消费风格

极简主义风格  
Minimalist style



日式禅风  
Japanese Zen style



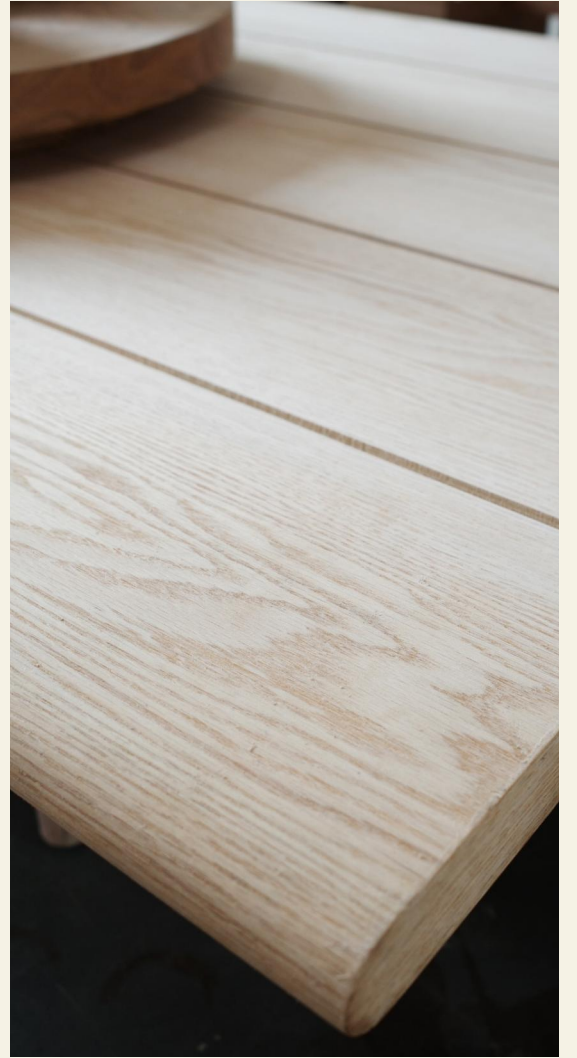
波西米亚风格  
Bohemian style



现代混搭风格  
Modern mix and match style



北欧风格  
Nordic style



木材加工细节



DB

# The New Styles

“眼前一亮的家具面貌”



# 全系列产品

## Product series



Polar Bear Sofa  
北极熊



Pacific Sofa  
太平洋



HARMONY  
和谐



LAUREL  
月桂



SOFT RADIANCE  
柔和光



MASALA  
马萨拉



Michel Club  
米歇尔



Camaleonda  
变色龙



Karma  
因果



Mala sofa  
马拉



MILOE  
米洛



SENGU  
森谷



Julep  
薄荷酒



Pixel  
像素

沙发系列  
Sofa series



COSY CURVE  
舒适曲线



Tufty-Time  
塔夫蒂时间



VALETTA SOFA  
瓦莱塔



Howard Sofa  
霍华德



Charles Large Sofa  
查理



Mjolk Sofa



cocktail  
鸡尾酒



YUMI SOFA  
由美



Le Bambole  
竹林



N701



savanna sunset  
稀树草原日落



GIN  
金



MARALUNGA  
马拉伦加



RAW CANVAS  
原始画布



DS-707



cotton candy  
棉花糖



ARCTIC GREY  
北极灰

休闲椅系列  
Leisure chair series



LOOP  
洛普



Chris Lowe  
克里斯洛



La Palma  
拉帕尔玛



Spojene



Bellini  
贝利尼



Sigg  
西格



McKinsey  
麦肯西



Borge  
博格



Copenhagen  
哥本哈根



SERIEN  
赛里昂



Boomerang



Utrecht  
乌德勒支



Czech  
捷克



Busnelli  
布斯



Ted  
泰德



Odna  
奥德娜



SORIANA  
索里安娜



Monette  
莫内特

茶几系列  
Tea Table series



Athena



Andrea and Luca  
安德里亚和卢卡



Agatha  
阿加莎



Jumbo  
珍宝



Ippico



Atlas  
阿特拉斯



TIE  
联结



PILLAR



Salontafel Slot



Bernini  
贝尼尼



Mill  
磨



Dawson  
道森



Bottny  
博特尼



Oxley  
奥克斯利



Boulder  
博尔德



Porto  
波尔图



Venee  
维尼



Joette  
乔特



ville  
维尔



ciocio  
乔乔



Hannah  
汉娜



Polar Sania  
萨尼亚



Birignao  
比里尼亚奥



NARA  
奈良



ST04



DAMA  
达玛

餐桌&餐椅系列  
Dining table  
and chair series



Veins  
静脉



Roft  
罗夫特



Cynthiaann  
辛西安



Jeterson  
杰特森



Mojave  
莫哈维



Marianne  
玛丽安



Rutherford  
卢瑟福



Sculptures  
雕塑



Hunting Table  
狩猎桌



Vivi  
维维



Herio  
赫里奥



Minatomirai  
美纳米拉



Miau



Mater  
梅特



Kana  
卡纳



Rey  
雷伊



Moca  
莫卡



Boucle



Leggera  
莱格拉



Zita  
齐塔



Sara  
萨拉



Calum



Jeanneret  
珍妮特



YUMI CHAIR  
尤美



Kelly  
凯利



Umi  
乌米



Mackintosh  
麦金托什

边柜系列  
Cantnet series



Torres  
托里斯



Romi  
罗米



Hargrove  
哈格罗夫



Alga  
阿尔加



Blanco  
布兰科



Fabre  
法布尔



Adler  
阿德勒



Arona  
阿罗纳



Bordeaux  
波尔多



Omari  
奥马里



Cinna  
辛纳



NONO  
诺诺



Jarel  
嘉雷尔



Becca  
贝卡



Torrance  
托兰斯



床系列  
Beds series



Tufty-Bed



Diana  
黛安娜



LOUIS  
路易斯



Frame



MU  
慕



Aldgate



Cama Veras  
卡玛维拉斯



SOFTBAY



byron  
拜伦



Plato  
柏拉图



primary  
初

床头柜&书桌&梳妆台&矮凳系列

Bedside tables & desk & dresser & smallseat series



Nursery



Marcel  
马塞尔



BEYLA



Artie  
阿蒂



ZACH  
扎克



Bealle  
比利



Birkley



JAMESON  
詹姆斯



Lisbon  
里斯本



Avila  
阿维拉



ECLIPSE DESK  
日食桌



luna  
露娜



Amber  
琥珀



Samantha  
萨曼莎



Islands  
群岛



Eden  
伊甸园



Tower  
塔



Corbu  
科尔布



Mogensen  
莫根森



Cavett  
卡维特



Lendorf  
伦多夫

# “不同材质与面料的碰撞。”

01.



○ 大理石石材

经过亿万年的地质变迁，大理石形成了独特的质感和硬度。千变万化的天然纹理，每一块都是大自然独一无二的杰作。且在光线的照耀下，会呈现出丰富多变的光影效果。

After billions of years of geological changes, marble has developed a unique texture and hardness. The ever-changing natural textures, each piece is a unique masterpiece of nature. And under the illumination of light, it will present rich and varied light and shadow effects.

02.



○ 进口特殊面料

每一寸面料，都蕴含着匠人对材质的深刻理解。随时间的推移，这些特殊面料不仅不会失去其魅力，反而会在每一次洗涤与入座中，逐渐沉淀下独特的韵味。

Every inch of fabric contains the craftsman's profound understanding of materials. Over time, these special fabrics not only retain their charm, but also gradually accumulate a unique charm in every wash and sitting.

03.



○ 进口木材

选择这些木材，也是选择了一种与自然共生的生活方式。所采用的木材，源自遥远的原始森林，经过时间的洗礼，这些木材的纹理深邃而富有层次。

Choosing these woods is also choosing a way of living that coexists with nature. The wood used originates from distant primitive forests, and after the baptism of time, the texture of these woods is deep and layered.

04.



○ 皮革面料

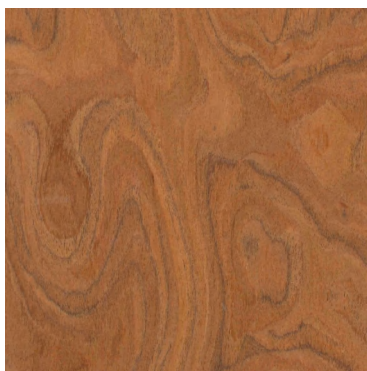
皮革表面光泽饱满，存在于家具的每一个细节。无论是缝合处的精细处理，还是整体造型的流畅线条，优质的皮革经过特殊处理，具有出色的抗磨损和耐老化性能。

The leather surface has a full luster and is present in every detail of the furniture. Whether it is the fine treatment of the stitching or the smooth lines of the overall shape, high-quality leather has been specially treated to have excellent wear and aging resistance.



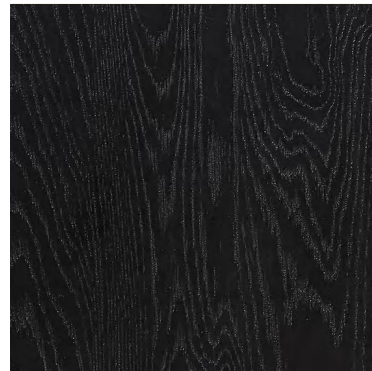
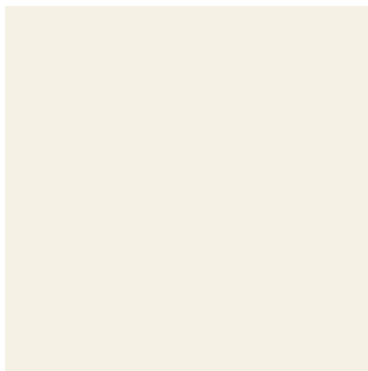
Special fabric

Every inch of fabric contains the craftsman's profound understanding of materials.



Imported wood

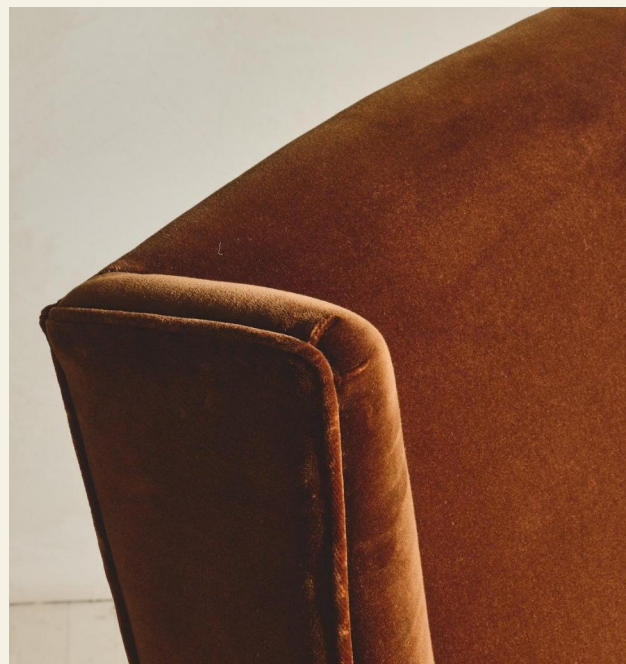
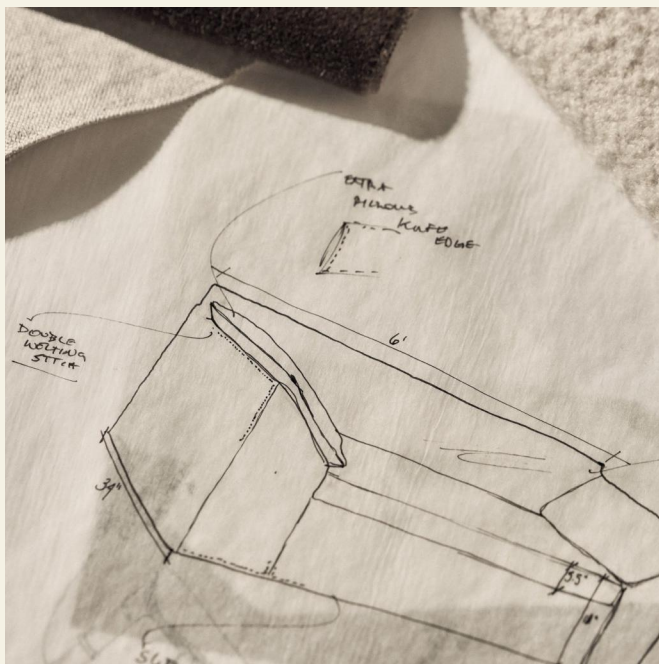
The wood used originates from distant primitive forests.




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Material series

“温润自然，粗野质朴。”



“

Warm and natural, rough and rustic.



“适应多样的空间风格。”

For all styles  
Living spaces.

