



2014米兰国际家具展项目推介手册

Easyhome Brochure



居然之家简介

居然之家是以中高端为经营定位，为顾客提供设计、材料、家具、家居用品及饰品等“一站式”服务，融品牌专卖店、建材超市、家居商场等多种业态为一体的大型家居建材主题购物中心。

截止到2013年年底，居然之家已在中国53个大中城市开办了83家分店，营业面积达500万平米，年销售额超过300亿元，连续9年蝉联“北京市十大商业品牌”称号，在中国家居建材流通业处于行业领先地位。

在未来的3-5年内，居然之家的连锁步伐将以每年20-25家左右的速度稳步向前推进，在2015年之前完成全国主要地级城市的布局，连锁店面数量超过120家，年销售额超过500亿元，成为中国家居建材流通业第一服务品牌。

为了促进中国家居业与意大利家居业的交流，帮助更多的意大利家居品牌拓展中国市场，居然之家借2014年米兰国际家具展之机，重点向大家推介“家之尊”国际家居馆、顶层设计中心、家居博览园三个以国际品牌为合作对象的项目。



Easyhome

Beijing Easyhome Investment Holding Group Co., Ltd is a well-known enterprise in China offers one-stop-shopping access to a respected and extraordinary range of traditional through contemporary furnishings and design inspirations for both the interior design professionals and high-end customers, by running chain large-scale shopping centers which integrates brand stores, building materials supermarkets, and home supplies markets, etc.

By the end of 2013, Easyhome has established 83 branches in 53 major cities in China. The total business area is about 5,000,000 square meters, with annual sales of over 30 billion Yuan. Furthermore, taking the lead in the industry, our company has continued to hold a title of "the Top 10 Business Brands of Beijing" for 9 years.

In the next 3-5 years, Easyhome will continually open 20-25 branches every year. In 2015 reaches 120 branches in main cities of China, with annual sales of over 50 billion Yuan. Easyhome will soon become the first brand of Chinese home furnishing and building materials market.

In order to promote the exchange of Chinese and Italian furniture industry, helping more Italian furniture brands to expand the Chinese market, Easyhome builds GOHO International Furniture Mall, Top Design Center and International Furniture Expo three projects.

家之尊国际家居馆



“家之尊”国际家居馆位于北四环店，经营面积4万平米，是目前中国进口品牌档次最高、品牌最为集中的进口家居商场。汇聚了来自意大利、法国、德国、美国等全球十几个国家和地区的百余个国际顶级品牌，包括CASSINA、Poltrona Frau、Ligneroset、Rochebobois、Hastens、Flexform、Rolf-Benz、Baker、Arclinea、FLOS、VICENTE ZARAGOZA、Molteni&C、CORNELIO CAPPELLINI、Vi-spring、Siematic、Sub-Zero等。2013年销售额5亿元，今后将以每年20%的速度递增。

2014年，“家之尊”将在北京东部开出第二家分店，同时将在哈尔滨、沈阳、呼和浩特、大连、天津、太原、青岛、郑州、合肥、无锡、武汉、重庆、长沙、福州、昆明等15个省会城市全面复制北京模式，将世界一流的家具品牌带到中国的主要核心城市。



Easyhome GOHO International Furniture Mall

Easyhome "Gorgeous Home" (GOHO) International Furniture Mall is the most famous imported furniture mall in China, which located in Easyhome Beijing North Four Ring Branch with 40,000 square meters. GOHO brings together more than one hundred international top brands from Italy, France, Germany, American and other countries, such as Ligneroset, Rochebobois, CASSINA, Poltrona Frau, Hastens, Flexform, Rolf-Benz, Baker, Arclinea, FLOS, VICENTE ZARAGOZA, Molteni&C, CORNELIO CAPPELLINI, Vi-spring, Siematic, Sub-Zero and so on. Its annual sales of 2013 reached 500 million Yuan, and will be increasing at an annual rate of 20%.

GOHO will open its second store in the eastern Beijing in 2014, and move forward to Harbin, Shenyang, Hohhot, Dalian, Tianjin, Taiyuan, Qingdao, Zhengzhou, Hefei, Wuxi, Wuhan, Chongqing, Changsha, Fuzhou and Kunming these 15 main cities by introducing world-class furniture brands.

Baker



PLATFORM "made in italy"



Cassina



Poltrona Frau
1912



家之尊2014全国推广区域图 | GOHO 2014 National Promotion Plan





居然顶层设计中心

居然顶层设计中心位于居然之家北京北四环店，建筑面积4000平方米，是居然之家为高端消费人群和家居设计大师打造的交流展示平台。目前已有飞利浦·斯塔克、朱利奥·卡贝里尼、梁志天、梁建国、琺宾、戴昆等国际及中国知名设计师加盟合作，在顶层设计中心打造样板展示间，每年分春秋两季以实景的形式展示新的家居设计理念和设计潮流。居然顶层设计中心预计2014年5月正式营业。



Easyhome Top Design Center

Sitting at Easyhome Beijing North Four Ring Branch with 4,000 square meters, Easyhome Top Design Center (ETDC) is a communication platform which invested by Easyhome Group for interior design professional and design-savvy consumer. ETDC has invited Philippe Starck, Giulio Cappellini, Steve Leung, Jianguo Liang, Bin Ju, Kun Dai and other famous designers to decorate their own showrooms in spring and autumn every year, in order to show master design concepts and design trends. ETDC will open in May 2014.

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居然国际家居博览园

居然国际家居博览园是居然之家斥资近百亿在北京打造的集建筑和家居设计、产品展示与营销、仓储物流、商务配套于一体的现代总部经济综合体，总建筑面积70万平方米，由国际大师创意园、品牌总部基地、会展中心、物流中心、检测认证中心、服务中心六大功能板块组成：

(1) 国际大师创意园由50座国际知名建筑和家居设计大师事务所组成，每座大师事务所建筑面积1500—2000平米，总建筑面积约5万平米；

(2) 品牌总部基地由100—150家知名建材和家居品牌营销总部组成，每个品牌建筑面积3000—5000平米，总规划建筑面积达30万平米；

(3) 会展中心规划建筑面积为5万平方米，主要举办国际精品家居展，如意大利家居展、法国家居展等。不仅为国际一流品牌进入中国提供平台，也为中国品牌走向世界打造专业渠道；

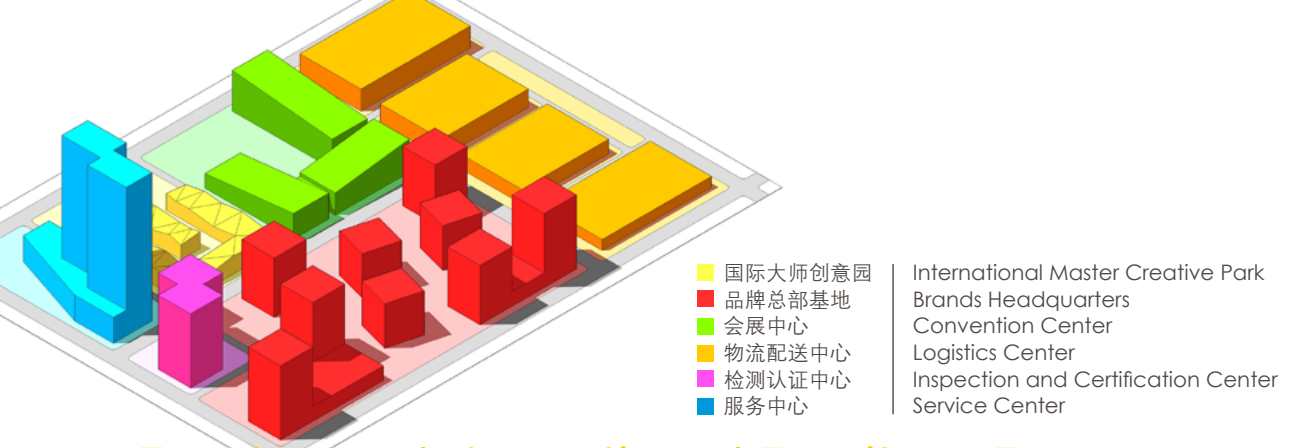
(4) 物流配送中心规划建筑面积为20万平方米，着眼未来电商发展的需要，利用现代化信息管理手段为入驻的品牌厂家提供一站式物流服务，提升建筑业和家居业的物流水平与管理效率；

(5) 检测认证中心建筑面积约2万平方米，将引入具备国家资质的产品质检机构和室内环境检测机构，对进入北京市场的所有室内（包括车内）产品展开强制性检测和认证，为消费者提供安全健康的消费环境；

(6) 服务中心规划建筑面积5万平方米，涵盖酒店、餐饮、娱乐、超市等，为入驻家居博览园的品牌和人员创造便利的经营和生活环境。

居然国际家居博览园计划2015年正式投资建设，建设周期3年，项目投入运营后每年将实现销售150—200亿元。既是全世界家居建材的交流展示平台，同时也成为北京新的商业亮点和旅游景点。

欢迎有意进入中国市场的知名厂家品牌与设计大师真诚与我们合作，共同开创未来的中国家居市场。



Easyhome International Furniture Expo

International Furniture Exposition (EIFE) Beijing which is invested by Easyhome Group with nearly 10 billion Yuan to build a modern economic complex with architecture and home design, products displaying and marketing, logistics and business support. It is composed of six functional blocks with total construction area of 700,000 square meters, which are International Master Creative Park, Brand Headquarters Base, Convention Center, Logistics Center, Inspection and Certification Center, Service Center:

1. International Master Creative Park with about 50,000 square meters will contain 50 international architecture and home design master's firms, each with 1500-2000 square meters;
2. Brand Headquarters Base with 300,000 square meters will include 100-150 well-known building materials and household brands marketing headquarters, each with 3000-5000 square meters;
3. Convention Center with 50,000 square meters can host international architecture exhibition and Home Show. Not only provide a platform for world-class brands to enter China, but also create a channel for Chinese brands to the world;
4. Logistics Center with 200,000 square meters focus on the needs of future electric business development. It will provide one-stop logistics services to brand manufacturers with modern information management, in order to enhance the efficiency of logistics and management level of construction and home industry;
5. Inspection and Certification Center with 20,000 square meters will introduce national qualified product quality inspection institutions and indoor environmental testing organizations to test all indoor products (including vehicles) which will enter the Beijing market, in order to provide consumers with a safe and healthy environment;
6. Service Center with 50,000 square meters facilitate a convenient business and living environment, covering hotels, restaurants, entertainment, supermarkets, etc...

EIFE will launch at 2015 and take three-year construction period. After operation, it will achieve annual sales of 150-200 million Yuan. Not only act as an exchange display platform for worldwide home furnishing and building materials, but also become Beijing's new business highlights and tourist attraction. We would like to invite more famous furniture manufacturers and designers to join us, in order to build a much bigger market and much better future in this area.



Monday - Sunday : 9:30 a.m. - 6:00 p.m.

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