



Red Star Macalline and Milan show Introduction

1 **Company Portfolio**

2 Milan Design Week Contemporary Chinese Design

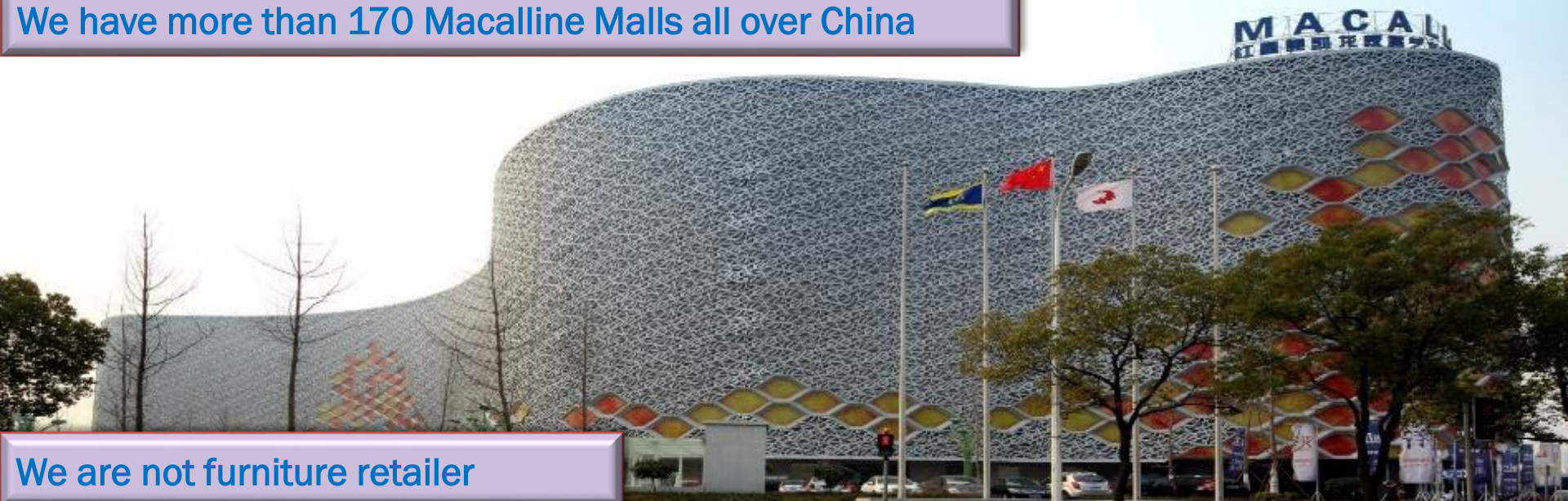
3 2016 Milan International Design Week Plan

WHO IS CHINA RED STAR MACALLINE ?

We are not furniture maker

We are the platform to provide sales channel & value-added service to the makers

We have more than 170 Macalline Malls all over China



We are not furniture retailer

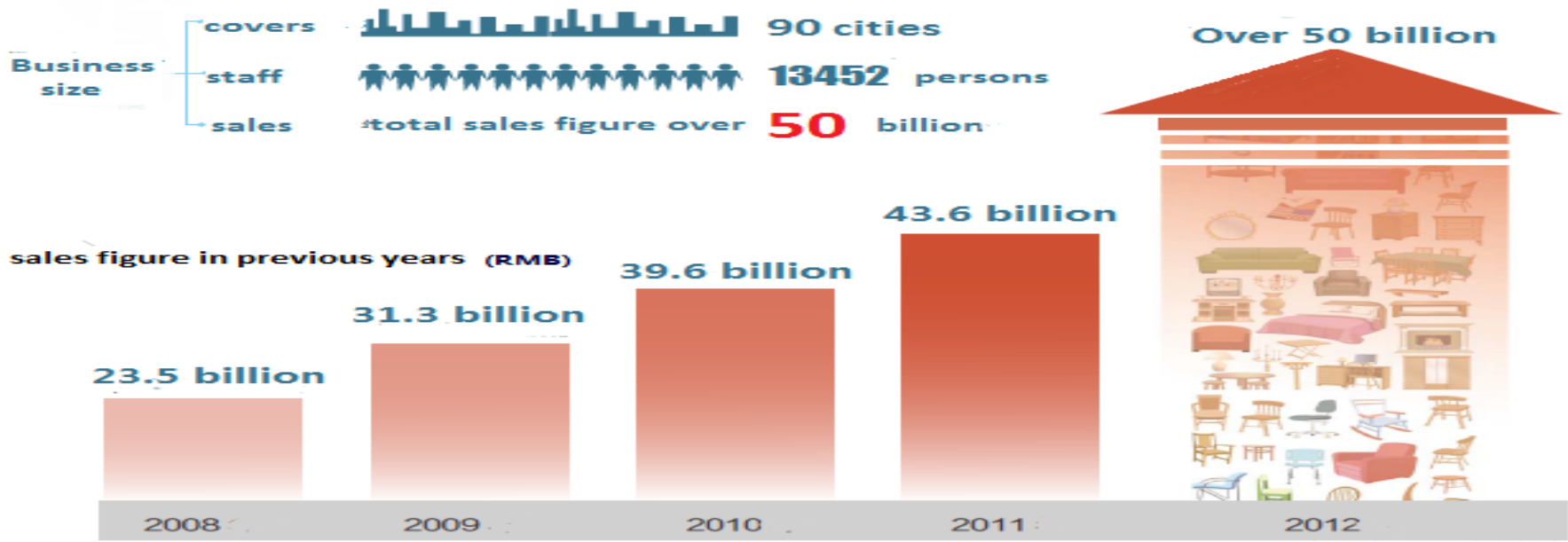
We are the home furnishing shopping mall to provide E2E solution to consumers

RED STAR MACALLINE Sales Growth



Sales growth

Red Star Macalline, as the leading brand in China furnishing market, has 130 furniture shopping malls in over 90 cities. It is the leading player both in total mall sizes and sales performance. Macalline aspires to have 200 malls nationwide and join the ranks of world's top 500 companies.



WHO CREATED RED STAR MACALLINE ?



As the leading actor in China home furnishing industry, Red star Macalline is fully aware of its responsibility to promote original design and we are consistently dedicated to that.

— Jennifer Che(Vice President of Red Star Macalline)



Jennifer Che with designers during Beijing Design Week

As the high-end furnishing mall in China, Red Star Macalline not only delivers high-end and top quality products for Chinese customers, but also promotes original design.

Macalline makes consistent efforts to promote domestic original design, including setting up specialized area for design work display in the mall and original design promotion in Milan International Design Week.

Family loving Culture---Be together with your family



In 2006, Macalline initiated the concept of “family-loving day” and “culture of family”. Since 2010, Macalline has been spending lavishly every year celebrating the home-loving day it specially designed to promote the importance of “culture of family”.

Macalline's Family-loving Culture

Family, according to Macalline, means not simply a beautiful house with luxurious decoration, but a shelter for souls and the source of inspiration.

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Join Milan Design Week (2012-2016)

- 1 to create international influence for China's original design



- 2 Become the focus of international arena



- 3 Strengthen the communication of original international designs



2012-Milan Furniture Exhibition



- There was over 10 millions visitors during the exhibition, most of them showed great praise and recognition.
- There were more than 80 works visitors are willing to buy, and they left contact information of companies and designers.
- Furniture Association of Guangdong and Hong Kong also went to the show, and express the great approval
- Insist on original design is the only way to build up a stronger brand, and to win the respect of the world



2013-Milan Furniture Exhibition

- The second appearance in Milan is expansion of a strong Chinese cultural, Macalline as a cultural ambassador for China win the respect of the culture and brand in the world
- In the context of globalization, original design is the concept of “you have me while I am in you” . Redstar is a bridge and platform for the integration of communication.
- Redstar gathers industry's top designs, support and promote originals, it will help break the status of industry input and copys, leading the Chinese domestic industry to upgrade from made in China to create China.



2014- Super Chain

- During the Milan Furniture Fair in 2014, Red Star published an international platform in Milan called **super chain**, the station will serve as a new base in the international arena for the brand to provide a new platform to the international
- Establish an international platform is also the goal of national government, Milan as our stronghold of the R&D center, will help us to expend overseas institutions.
- establishment of overseas R & D center in Milan is an important step for red star to go international
- Provide more resources for domestic home design industry
- further enrich the B2B brand services, and gradually expand our influence abroad



2015 Milan design week—Plan of the exhibition

1 “Slow Seating” in Milan again
In 2012, “Slow Seating”, the lifestyle of China
In 2013, the taste of China
What else to share with Milan
Perhaps have a listen what Chinese factories think
Have a look how we imitate our ancestors

2 Imitation is the most basic human behavior
If there's no imitation
Children could not grow up
Nations could not multiply
Flowers could not bloom
All things will wither away
If there's no imitation
The innovation of design becomes a fair tale

3 Remembered that many years ago in Holland
During the opening ceremony of Ceramic Art Exhibition
Major of Delft said
Holland have been imitating the porcelains of Jingdezhen porcelains till nowadays
Which is a memorable and exciting speech
In fact the well-known as the most beautiful Denmark Chair in the world
Was imitated from Ming-style furniture

4 How do we innovate based on the imitation
But also combined with the present lifestyle
The present technology
And the aesthetic taste of a nation

It is a thinking as the curator



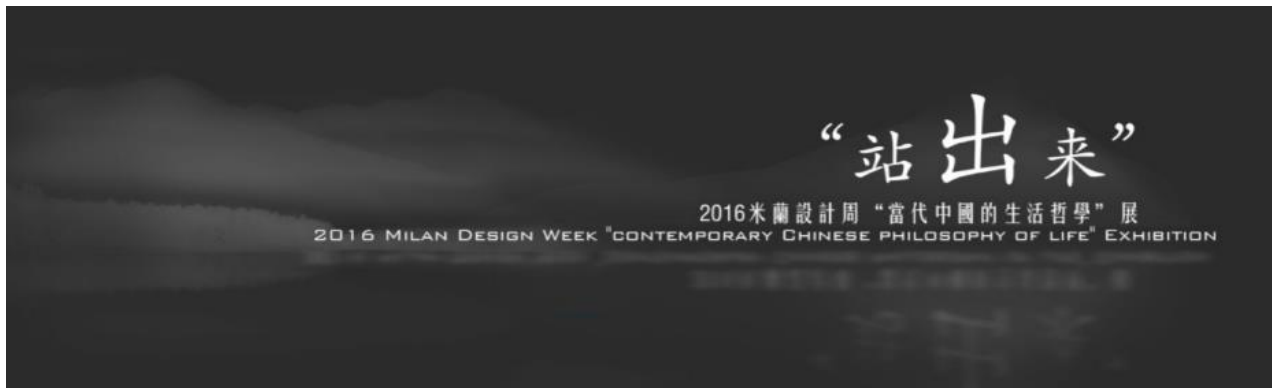
【Slow Seating】

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The theme of 2016 Milan Show



Theme : 2016Milan Desion Week "Contemporary Chinese Philosophy Of Life"

Date : April 12th 2016

Time : 19 : 00

LOCATION: Superstudio Più- Via Tortona 27 – Milan zip code: 20144



The methods of 2016 Milan show



The art of life. Don't do strange design, neither the design of the generation gap. What we do is to restore the traditional artistic, and it is also the design of contemporary life.



From the contrast with old and new items in appearance and function , we learn a lot of information about life and how to decorate our homes.

Different layout and detailed design telling us the different stories. Moreover, it reflects various emotions and thoughts.



The fluent route and intimate spatial arrangement promote more interactions, and bring better experience for our audiences.

Partners of 2016 Milan show

Public benefits and innovation design, let's move ahead. What we do now is trying to promote the business of furniture industry, and help Chinese furniture industry to progress. We want see both the traditional and modern design could be grow together, and "design in China" will be approved.



C foundation is comprised by ten most popular and wellknown designers in China,



Red Star Macalline and innovation design are the main platform to promote the original design.



Ten Leader brand of original design in China.

Items of display on 2016 Milan show



1.Find the old items which can express the traditional Chines lifestyle.

2.Work together to design ten same category items to explain the evolution of Chinese design

3. At the exhibition, we will highlight the comparison and contrast, guide audience to experience the daily life of China



Welcome to our
exhibition