

# 汽车主辅纹理趋势

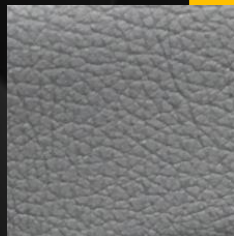
Car advocate complementary texture trend

---

architexture  
design consultancy



进入纹理趋势导向之前.....  
Before entering texture trends Guide line...



# MAINSTREAM

Main& Auxiliary Textures

目前主流汽车主辅纹理

# NATURAL

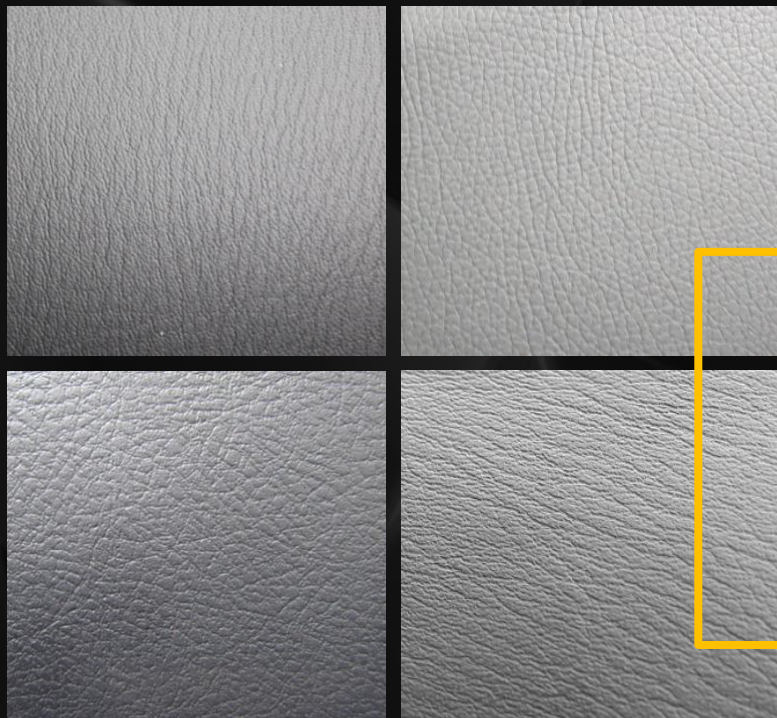
## Balance evenly

自然纹 • 均匀、平衡

均匀的自然纹理体现真皮质感，使整车圆润、饱满，整车  
大气、稳重、豪华  
适用车型：各种车型

The uniform natural texture reflects the real leather texture,  
which makes the whole car round and full, the whole vehicle  
atmosphere, steady and luxurious  
Models: various models

Leopard CS10  
Benz A 200 SPORT  
JEEP Compass  
HondaCR-V  
Audi A6L



infiniti Q80  
TOYOTA camry  
Benz AMG C63S  
Lexus ES 300h

# NATURAL PATTERN

Linear, multi-direction

自然纹 • 线性、多方向

多方向的线性自然纹理，也是自然纹理的一种真皮效果，在均匀的基础上更年轻  
适用车型：SUV/A级等

Multi-directional linear natural texture, which is also a genuine leather effect of natural texture, is much younger on a uniform basis  
Model: SUV/A class

# 3

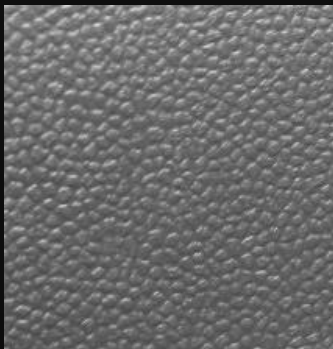
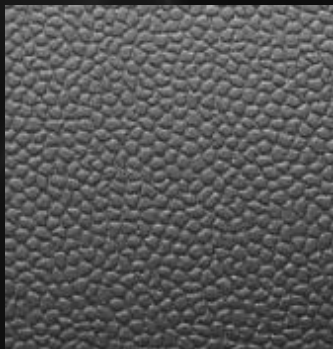
## NATURAL GRAIN

### Granular Sensation

自然纹 • 颗粒感

颗粒感的纹理，在装饰上烘托整车时尚、力量感气息  
适用车型：A级、AO级

Fashion & Power  
model: class A, AO level



BMW i3  
Mitsubishi LANCER EX  
MINI JOHN COOPER WORKS  
BYD e5

# 4

## LINES OF SCIENCE AND TECHNOLOGY

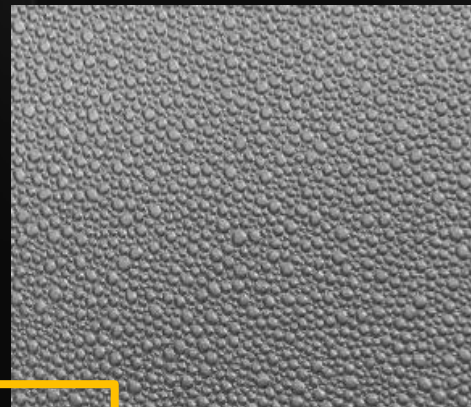
Dot

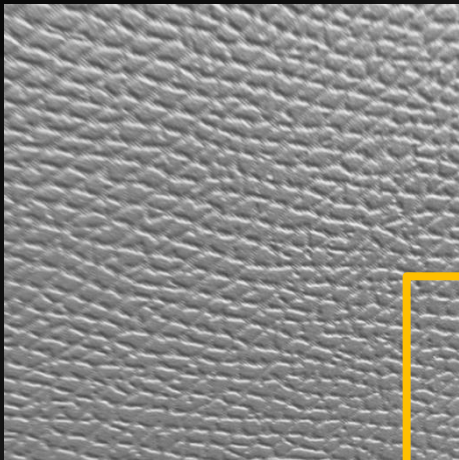
科技纹 • 圆点

圆点的元素体现出灵巧、青春、动感、活力  
适用车型：A级、AO级

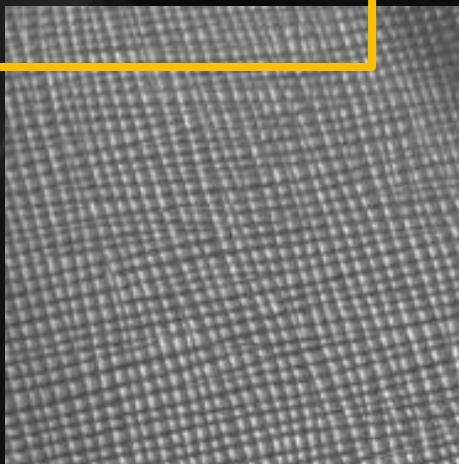
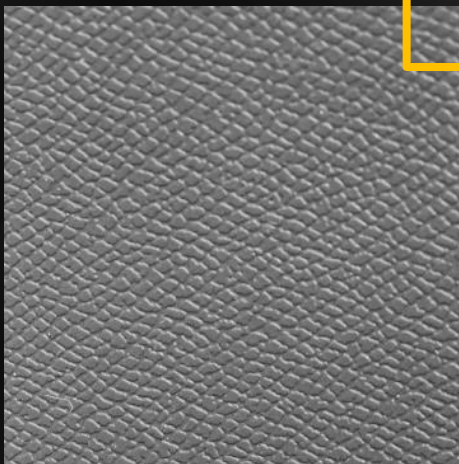
Dexterity, youth, movement, vigor  
model: class A, AO level

Mazda 2  
KIA SOUL





Peugeot 408  
Citroen aircross  
Hyunda new santafe



# 5

## LINES OF SCIENCE AND TECHNOLOGY

### Mesh

科技纹 • 网状

网状纹是经典的元素，在主轴纹理运用上秩序性并不那么规范，科技感强，体现个性、时尚、进取  
适用车型：B级、C级、紧凑型SUV

Classic Mesh, Personality, fashion, progress  
Model: class B, C, compact SUV



# 6

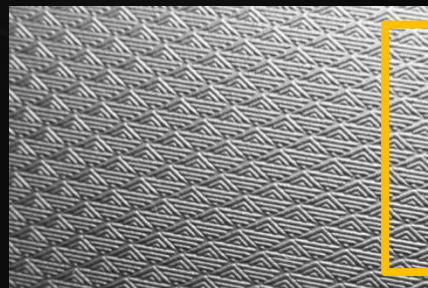
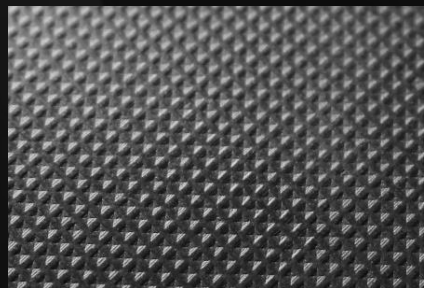
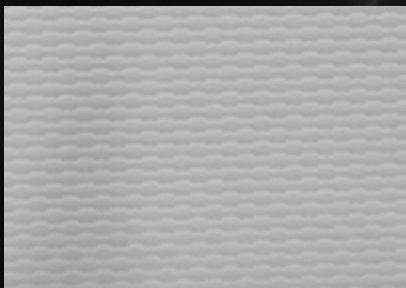
## GEOMETRIC PATTERN

Interesting&Individual

几何纹 • 趣味、个性

几何纹理体现出时尚、个性、科技、前卫、未来，但作为主纹理，在后期需要拼接，工艺实施上会有一定风险  
适用车型：A级、AO级、新能源车、电动车

The geometrical texture reflects fashion, personality, technology, avant-garde, the future, but as main texture, there might be technical issue in the process of necessary splicing.  
model: class A, AO class, new energy car, electric car



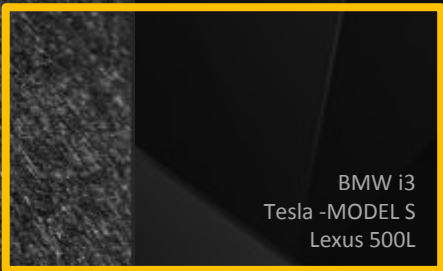
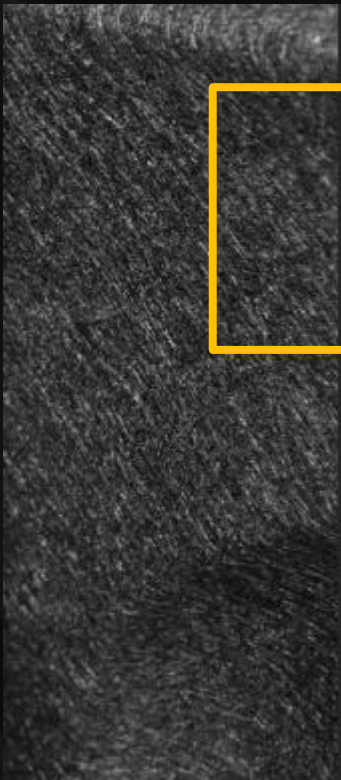
Smart forfour  
Zhonghua H230EV  
Hyundai VELASTER TURBO-GDI

# 7

## PEACH SKIN

桃皮绒纹理 GRAIN

High-end、luxury advocate complementary texture



BMW i3  
Tesla -MODELS  
Lexus 500L

喷砂效果的细皮纹在一些高档车中使用，细腻的真皮质感，蚕丝效果，体现了低调的奢华感  
适用车型：C级、D级

The fine leather grain of sandblasting effect is used in some high-grade car, exquisite real leather feeling, silk effect, reflect low-key luxury feeling.  
Model: class C and D





# FUTURE TRENDS

汽车主辅纹理未来趋势

# NATURAL TEXTURE

# 1

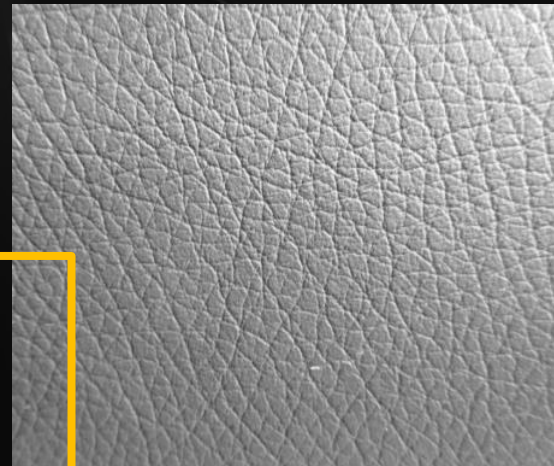
Perfect、functional form

自然纹理 • 真皮材质、均匀、经典

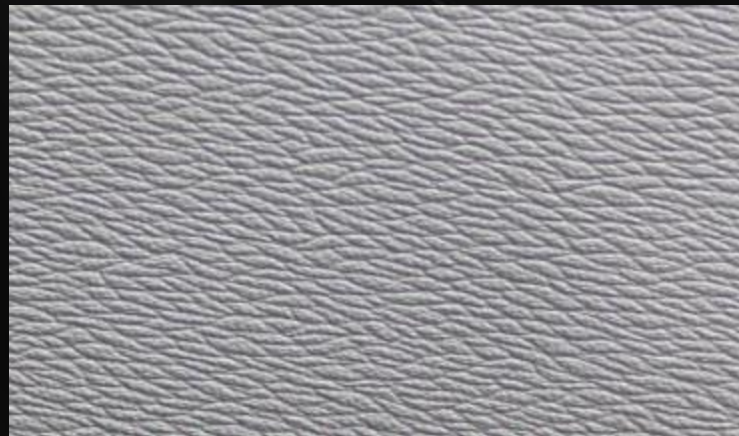
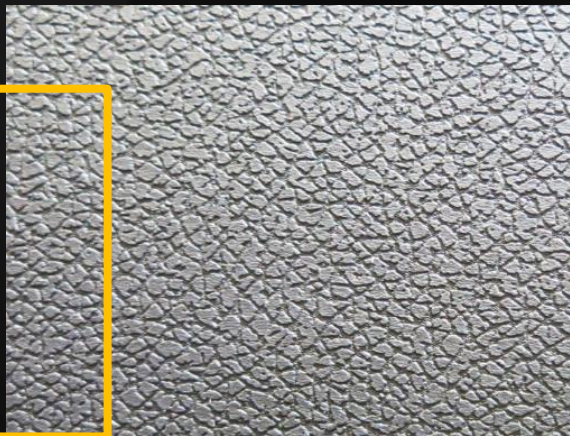
随着人们生活质量的提升，人们追求更加高档、舒适，主辅纹理更多需求真皮质感的纹理，提高奢华感和细腻的触感

As the improvement of living quality, more and more people prefer high-class, comfortable

Benz A200 SPORT  
JEEP Compass  
Lexus ES 300h



DS-3  
DS-5 LS  
VOLOV S80L



# 2

DNA纹理 DNA  
Texttrue  
Personality& custom

DNA texture replace the previous natural textures

随着纹理的发展，主辅纹理不在是一味的功能性需求，在装饰上也越来越丰富，现在越来越多的汽车品牌主辅纹理在设计初期就有意把含有DNA的纹理设计在主辅的元素中，来丰富细节，打造内涵，打破单调感

With the development of the texture, the texture is becoming more and more rich, elements of DNA is considered in the early stage of design to enrich details, create connotation, to break the monotony



Mazda 2  
Hyunda new santafe  
Citroen aircross

3

## LINES OF SCIENCE AND TECHNOLOGY

Creative、can be implemented

科技纹 • 个性、创新

科技纹打破传统的皮纹，有一定的规律性，既个性在工艺上又容易实现，科技纹更加吸引人的眼球，个性、运动、时尚

It breaks traditional skin lines and has certain regularity, more attractive, Personality, sports, fashion