

Embracing Essentials of Product Design to Win the Market

產品設計的致勝之道

Date 日期 : 22 March 2021 (Monday 星期一)

Time 時間 : 3:00pm – 4:30pm

Language 語言 : English 英語

Introduction:

Lifestyle products prevail as home economy is taking shape under the new normal. Producers, designers, distributors and traders need to address to the market and adapt on product design and functions, colours and styles so as to make their products stand out. In this seminar, industry experts from lifestyle sector will share winning tactics on essentials of product design and innovations, which shed lights onto enterprises' product development and business strategies to seize the market further.

在新常態下，居家經濟成新潮流，更令生活潮流用品日漸盛行。生產商、設計師及分銷商需於貨品設計和功能上回應市場所需，使他們的作品能突圍而出。在這研討會中，行業精英將分享產品設計的秘訣及對產品發展和營商策略的真知灼見。

Time 時間	Rundown 流程
3:00pm – 3:20pm	<p>Innovative Design and Incorporation of Technology into Products</p> <p>把創新設計及科技元素融入到禮品</p> <p>Speaker: Gladys Leung, Business Director, Direct Channels, Jebson Consumer Products Co. Ltd</p> <p>講者: 捷成消費品有限公司業務總監—直營渠道 梁美山女士</p>
3:20pm – 3:40pm	<p>Market Trends in Gifts in SS21/22</p> <p>21/22 春夏的禮品新潮流</p> <p>Speaker: Arnault Castel, Founder, Kapok</p> <p>講者: Kapok 創辦人 Arnault Castel 先生</p>

3:40pm – 4:00pm	<p>Philosophy in Product Design and Case Studies of Successful Collaboration</p> <p>產品設計的哲學和個案研究</p> <p>Speaker: Tommy Li, Creative Director, Tommy Li Design Workshop Ltd.</p> <p>講者: 李永銓設計慶創意總監 李永銓先生</p>
4:00pm – 4:20pm	<p>Incorporate Innovation in Sport Goods and Tips in Crowdfunding</p> <p>從創意角度看運動用品及眾籌心得</p> <p>Speaker:</p> <p>Mr Gray Leung, Creative Director, Graphic Guides Design Company</p> <p>Mr Marco Fu, JP, MH, Professional Snooker Player</p> <p>講者:</p> <p>設計特區創意總監 梁慶紀先生</p> <p>香港職業桌球手 傅家俊先生 · JP · MH</p>
4:20pm - 4:30pm	<p>Question & Answer Session 答問環節</p>

Organiser 主辦機構:



Co-Organiser 協辦單位:



About the Speakers 講者簡介



Ms Gladys Leung

Business Director, Direct Channels, Jepsen Consumer Products Co. Ltd

Born and raised in Hong Kong, Gladys is a business professional who has started in her early days of career in distribution and marketing of IT and Consumer Electronics products. She has then gradually developed into her direct channel expertise at present. Currently she is leading and managing the direct channels business in Jepsen Consumer Products Co. Ltd., overseeing an omnichannel retail chain J SELECT in Hong Kong and corporate solution business in Hong Kong & Macau. She has also been driving the database growth and customer service management.

Prior to this current position in 2016, Gladys was the General Manager of Jepsen Watch under Jepsen Group for five years since 2011, based in Shanghai. Jepsen Watch was the distributor of Raymond Weil and Nomos Glashutte timepieces for the Greater China region.

Gladys joined Jepsen & Co in 2007 as the General Manager of the Consumer Product Group for both HK and Mainland China market.

Organiser 主辦機構:



Co-Organiser 協辦單位:



Mr Arnault Castel
Founder, Kapok

Born and raised in France, Arnault founded Kapok in 2006 as an antidote to the perceived blandness of Hong Kong retail scene. Kapok focuses on designers and brands whose work reflects his attitude towards quality craftsmanship and creativity in design.

Arnault has developed an extensive knowledge and understanding of the Asian consumer goods and retail environment since 1996, when he moved to Hong Kong. In 2001, he joined the team in charge of the development of the Lomography brand in Asia as the head of Southeast Asian operations.

Arnault was also the co-owner and director of Working Unit Limited founded in 2005, the exclusive distributor for the Moleskine brand in Southeast Asia. He also brought to Hong Kong the first retail stores for Maison Kitsuné and l'Officine Universelle Buly.

Organiser 主辦機構:



Co-Organiser 協辦單位:



Mr Tommy Li
Creative Director, Tommy Li Design Workshop Ltd.

Tommy is the brand designer/consultant for the generation renowned for his “Black Humor” and “Audacious Visual” designs. Spanning Hong Kong, China, Japan, and Asia, he is one of the few designers to have penetrated the international market. His design philosophy is to be able to create influential design in the market in order to experience the value of the designer.

Tommy Li has brought remarkable success to his major clients including Hang Seng Bank, MTR Corporation, Maxim’s Caterers, Chow Sang Sang Holdings International Ltd, Taetea Group, Dairy Farm Group (First Choice), Honeymoon Dessert, Ying Kee Tea House, HKPC, Shanghai Watch etc.



Mr Gray Leung
Creative Director, Graphic Guides Design Company
GC Member of HKEA

Gray Leung is a maker and designer with 25 years’ experience in high-quality and functional home-ware and gadget. Bound by strong aesthetics and visionary views of design, he has created and brought high quality products to the market. He interprets and develops the products into modern design classics for your life and home. Project partners include Polaroid, Holga, Disney and Franc Franc. He has received multiple design awards including 3 Good Design Awards from Japan and 9 Smart Gifts Design Awards from Hong Kong.

Organiser 主辦機構:



Co-Organiser 協辦單位:



Mr Marco Fu, JP, MH
Professional Snooker Player

Mr Marco Fu is a three-time Ranking Event Winner, namely the 2007 Grand Prix winner, 2013 Australian Goldfields Open and the 2016 Scottish Open. He was also a runner-up at two Triple Crown events, which are the 2008 UK Championship and the 2011 Masters. He is a professional snooker player that has ranked 5th in the world at his peak.

He was awarded Justice of Peace by the Hong Kong Government. He has also received multiple honour including Top 10 Outstanding Chinese Youth in UK, World's Outstanding Young Professional and Hong Kong Medal of Honour.