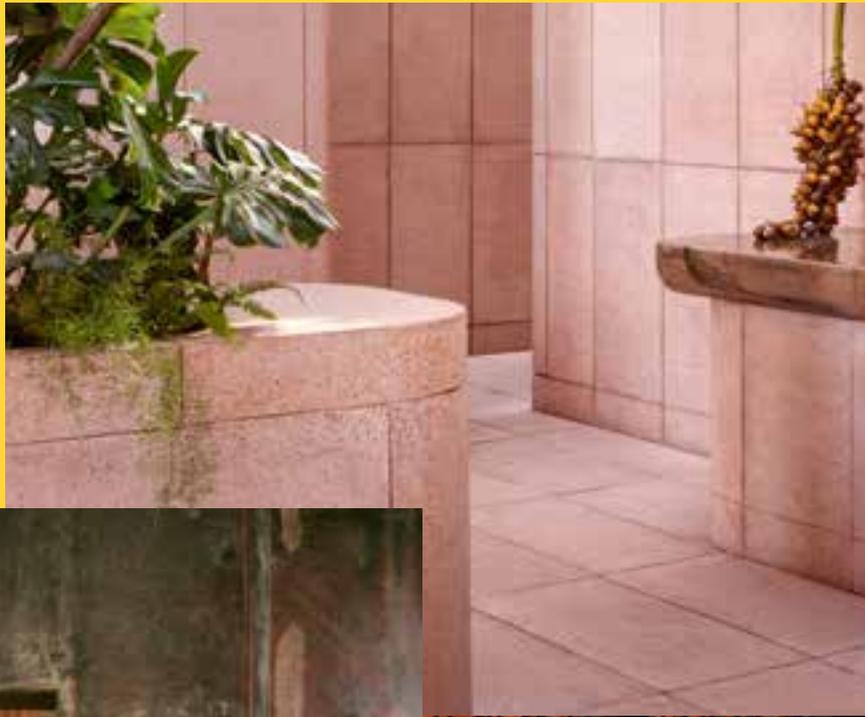
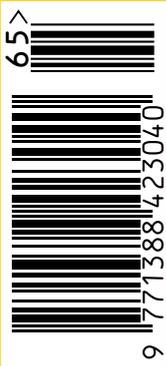


# FRAME

**THE NEXT SPACE**  
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## NEW TENDENCIES

**Award-winning and  
agenda-setting interiors**

Founder Li Jianwei and the HC28 maison team represent a new generation of design leaders, working with nearly 50 international designers like Marcel Wanders, Pearson Lloyd and Yabu Pushelberg to create a global aesthetic rooted in Chinese philosophy.



# Growing Global

In the global design world, Chinese brands have often been viewed through a narrow lens: skilled manufacturers, yes, but rarely the originators of design vision. Beijing-based HC28 maison is determined to change that perception. Founded nearly two decades ago, the brand has steadily evolved into HC28 maison, a new identity launched in 2025 that unites its four pillars – HC28, HC28 Cosmo, HC28 SPACE and HC28 Café – into a single ecosystem.

Founder Li Jianwei and the HC28 maison team represent a new generation of design leaders, working with nearly 50 international designers like Marcel Wanders, Pearson Lloyd and Yabu Pushelberg to create a global aesthetic rooted in Chinese philosophy.

Its ambition is clear: to position Chinese design not as derivative but as a confident voice in shaping global aesthetics. Its 2025 CIFI Shanghai exhibition became a

stage for that ambition, showcasing collaborations with celebrated designers Yabu Pushelberg, Pearson Lloyd and Marcel Wanders, alongside an architectural installation by Ma Yansong of MAD Architects. Together, they illuminated how HC28 maison sees design as a form of cultural dialogue and a lifestyle philosophy.

Li has overseen HC28 maison's steady transformation. What began as a furniture label has become what he describes as 'a global design brand that delivers total solutions for immersive living experiences'. The rebrand to HC28 maison symbolizes this shift. The four distinct collections remain, but now, these arms form part of an integrated ecosystem. 'Our focus extends beyond the furniture itself to the lifestyle it enables,' Li explains. 'Every detail matters – where cutlery and mugs are most convenient to reach or which corner offers the perfect spot for a morning coffee.'

**RIGHT**

Yabu Pushelberg's Lian modular sofa and Jin coffee table can be arranged to create a customizable space.

**BELOW**

Pearson Lloyd's modular Orra sofa draws inspiration from yin and yang. 'The idea was to create a sculptural form that balances tension and comfort in all states,' says Luke Pearson.

**BELOW RIGHT**

For Marcel Wanders, a lounge is both luxurious and absurd; a chair that permits napping in the middle of the living room, like a peacock on display. His Lady Amherst lounge blends restraint with flamboyant gesture.



## HC28 maison aims to position Chinese design not as derivative but as a confident voice in shaping global aesthetics.

Achieving this ambition requires excellence in both movable furniture and bespoke systems. The brand now aims to offer holistic environments in which every element supports everyday life. That curatorial vision, Li believes, sets a new benchmark. Spaces are as much about how you live in them as they are about their structural makeup.

Central to this transformation is collaboration. HC28 maison has worked with nearly 50 designers worldwide, valuing their vision and their products. 'The most profound takeaway lies in their distinctive perspectives on design, expansive vision and deep insights into brand development,' Li reflects. Such dialogues, he believes, broaden the brand's own worldview.

International expansion is advancing cautiously. HC28 maison already operates in Southeast Asia, the Middle East and Central Asia, with plans for South America and Europe on the horizon. Li recognizes the challenge

of brand-building abroad but insists on steady growth: 'Moving slowly to move fast.' Partnerships with distributors are seen as essential bridges between HC28 maison and local audiences, ensuring the brand's values translate across contexts.

HC28 maison's story signals a broader shift: Chinese brands are no longer positioned as followers but as originators of cultural and aesthetic vision. By weaving Chinese aesthetic ethos with global creativity, HC28 maison asserts that authentic design is about cultural confidence. As Li puts it, HC28 maison's aim is not only to sell furniture but to cultivate lifestyles that reflect individuality, pragmatism and confidence. In doing so, HC28 maison is contributing to a broader shift in how Chinese design is perceived globally. It is no longer following. It is leading.●