



老鋪黃金

中國古法手工金器

EXCLUSIVE
ORIGINAL PRODUCTION
BY SOO DESIGN

經典 | 極致 | 傳世

品牌档案·深度解析

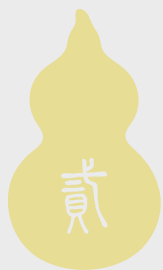
BRAND ARCHITECT DEVELOPMENT PROGRAM



品牌文化

BRAND CULTURE

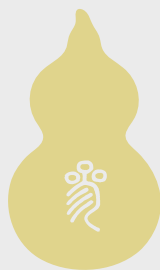
非遗技艺的奢侈蜕变
品牌简介／创始人故事／品牌历程／品牌使命／
品牌价值／愿景／访谈节选／符号系统／色彩
系统／品牌物料系统／本章总结



产品&设计

PRODUCT & DESIGN

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品牌总结

BRAND SUMMARY

品牌视觉策略模型
品牌视觉策略模型／全册结语

INTRO

“传统与奢华的涅槃”



老铺黄金不仅仅是一个珠宝品牌，更是一场关于中国文化复兴的奢侈实验。

创始人徐高明以“古法黄金”为刃，劈开了同质化严重的黄金市场，用 16 年时间打造了市值超千亿的“黄金界爱马仕”。

这本手册将深度解密老铺黄金如何将传统工艺转化为奢侈符号。

經典 | 極致 | 傳世

CLASSIC.SUPREME.TIME_HONORED

soo design- 独家原創整理 | 深度結構當紅品牌

BRAND INSIGHT IS OUR EXCLUSIVE IN-DEPTH BRAND ANALYSIS COLUMN

BRAND CULTURE

品牌文化



非遗技艺的奢侈蜕变



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The rise of Laopu Gold is not an accident, but a perfect combination of cultural confidence, business acumen and the dividends of The Times. It tells us that in this era of pursuing efficiency, slowness is also a strategy. In this era of assembly line production, handcrafting is also a luxury. In this internationalized era, national character is truly global. The success of Laopu Gold does not lie in selling more gold, but in enabling the world to rediscover the value of Eastern aesthetics.

BRAND STORY

A leading brand in the field of ancient Chinese handcrafted goldware, specializing in creating high-end gold jewelry with the ancient imperial goldsmithing techniques



老铺黄金创立于 2009 年，是中国古法手工金器领域的领军品牌，专注以宫廷古法制金工艺打造高端黄金饰品。其核心产品涵盖古法黄金饰品、足金钻石镶嵌饰品及金器三大系列，以「经典、极致、传世」为理念，将国家级非遗技艺如花丝、錾刻与现代设计结合，首创足金镶嵌钻石技术，颠覆传统 K 金底材标准。作为《古法金饰品》《古法金镶嵌钻石饰品》团体标准起草单位，老铺黄金以严苛工艺定义行业标杆。

Laopu Gold was founded in 2009 and is a leading brand in the field of traditional Chinese handcrafted goldware. It focuses on creating high-end gold jewelry with the ancient imperial goldsmithing techniques. Its core products cover three major series: ancient-style gold jewelry, pure gold diamond-set jewelry and goldware. With the concept of "classic, ultimate and timeless", it combines national intangible cultural heritage techniques such as filigree and chiseling with modern design, and pioneers the pure gold diamond-set technology, subverting the traditional K gold base material standards. As the drafting unit of the group standards for "Ancient Method Gold Jewelry" and "Ancient Method Gold Diamond Inlaid Jewelry", Laopu Gold defines the industry benchmark with strict craftsmanship.



古法手工金器领军者 千亿市值的文化金器品牌

The leader of ancient handcrafted goldware
A cultural gold brand with a market value of hundreds of billions

创始人故事 从体制内到商业领袖的蜕变

The Transformation From

Within The System To A Business Leader



徐高明（1964 年生于湖南岳阳）的职业生涯堪称传奇。从岳阳市畜牧水产局科员（1984-1993）到下海经商，他完成了体制内到商业领袖的蜕变。1995 年创办红乔旅游投资公司，2004 年成立金色宝藏（黄金珠宝业务），最终在 2009 年于北京王府井开出首家老铺黄金专卖店。

Xu Gaoming (born in Yueyang, Hunan Province in 1964) has a career that can be described as legendary. From a clerk at the Yueyang Municipal Bureau of Animal Husbandry and Aquatic Products (1984-1993) to venturing into business, he completed his transformation from a member of the public sector to a business leader. In 1995, Hongqiao Tourism Investment Company was founded. In 2004, Golden Treasure (gold and jewelry business) was established. Finally, in 2009, the first old store gold specialty store was opened in Wangfujing, Beijing.



品牌关键
历程
JOURNEY

伍

2024

壮大
EXPAND
交所上市，市值峰值
逼近 1500 亿港元

肆

2022

创新
INNOVATION
创新推出金胎烧蓝工艺，
打破黄金单一色泽局限。

叁

2018

突破
BREAKTHROUGH
突破“足金镶嵌钻石”技术，
颠覆行业百年标准。

贰

2014

发展
PROGRESS
从金色宝藏独立运营，
专注古法黄金赛道。

壹

2009

伊始
START
北京王府井首店开业，
率先提出“古法黄金”概念

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深度拆解当红品牌 | 会员私享·严禁外传

| 品牌使命 |

打造具足非遗文化价值和国际竞争力 的世界黄金第一品牌

传承非遗经典工艺，融会经典时尚美学打造具足非遗文化价值和强大国际竞争力的世界黄金第一品牌

Build Intangible Cultural Heritage With Full Cultural Value And International Competitiveness

It Is The World's Number One Gold Brand



| 品牌核心价值 |

經典 · 極致 · 傳世

| 传承非遗经典工艺，融会经典时尚美学，坚持产品原创设计 |

Inheriting The Classic Craftsmanship Of Intangible
Cultural Heritage, Integrating The Aesthetic
Of Classic Fashion, And Adhering To The Original Design Of Products

Brand Insight Is Our
Exclusive In-Depth Brand
Analysis Column

| 品牌理念 |

精益求精,追求极致,
追求不断超越自我。

Strive For Excellence And Pursue The Ultimate
Constantly Strive To Surpass Oneself



徐高明在采访中罕见透露：

老铺黄金已经相当大程度上摆脱了跟国际金价的关系

The Old Store Gold Has Largely Shaken Off The Relationship With
The International Gold Price

“

这种战略转型的本质，是将黄金从“价格透明的大宗商品”重新定义为“价值不透明的文化资产”。当品牌溢价足够覆盖材料成本波动时，国际金价就不再是定价基准，而是品牌价值坐标系中的一个参考维度。正如徐高明所言：“真正的奢侈品牌，卖的不是金属，而是让消费者感受到的文化荣耀。”这种价值重构，正在改写黄金珠宝行业的竞争规则。

The essence of this strategic transformation is to redefine gold from a "price-transparent commodity" to a "value-opaque cultural asset". When the brand premium is sufficient to cover the fluctuations in material costs, the international gold price is no longer a pricing benchmark but a reference dimension in the brand value coordinate system. As Xu Gaoming said, "A true luxury brand does not sell metal, but rather the cultural glory that consumers can feel." This value reconstruction is rewriting the competitive rules of the gold and jewelry industry.



图形系统 · 品牌 LOGO

色彩符号：金色的文化隐喻
图形语言：中式美学的秩序感
文字设计：古朴与识别的平衡



老鋪黃金
中國古法手工金器

老铺黄金 LOGO 通过“金色彩→古典形→古雅字”的视觉逻辑，将“古法、手工、中国风”的品牌基因具象化：金色锚定品类，图形强化文化，文字传递身份，三者协同塑造出“传统工艺传承者”的高端品牌形象，让消费者在视觉接触中，直观感知品牌对古法技艺的坚守与中式美学的诠释。

The LOGO of Laopu Gold visualizes the brand's genes of "ancient methods, craftsmanship, and Chinese style" through the visual logic of "golden color → classical shape → elegant characters". The golden color anchors the category, the graphic strengthens the culture, and the text conveys the identity. The three elements work together to shape the high-end brand image of "inheritor of traditional craftsmanship", allowing consumers to directly perceive the brand's commitment to ancient techniques and interpretation of Chinese aesthetics through visual contact.

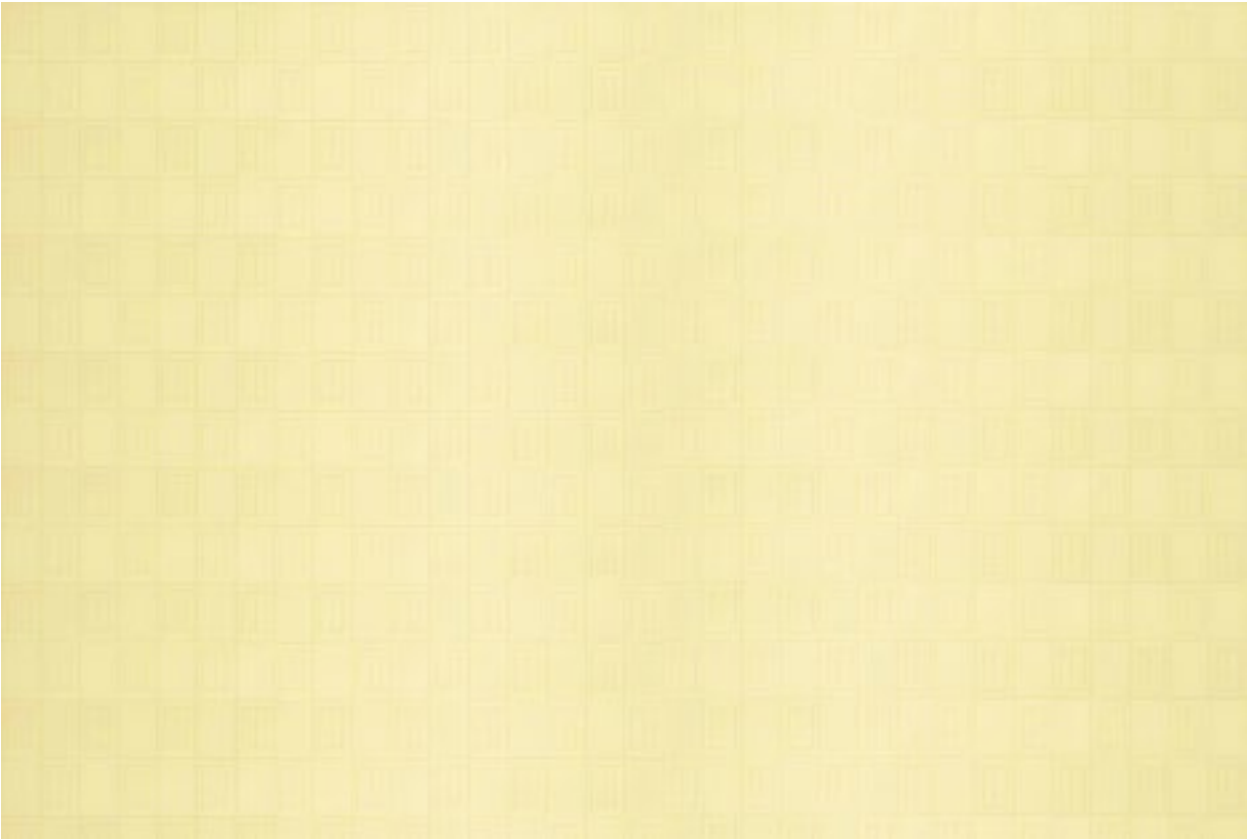


老鋪黃金
中國古法手工金器

老鋪黃金
LAOPU GOLD

图形系统 · 品牌 LOGO

纹样系统：标识图形的场景化裂变



▼符号延续：强化品牌基因

提取 LOGO 中 “中式嵌套框架” 元素, 以 阵列式重复 形成图案, 让品牌核心符号从 “标识” 转化为 “可延展的视觉语言”, 在包装、空间、物料中反复渗透, 加深 “古法传承” 的记忆锚点。

▼秩序美学：呼应中式底蕴

采用 网格对称排列, 复刻中式建筑窗棂、屏风的韵律感, 借 “秩序之美” 传递古典审美, 暗合 “古法工艺” 的严谨性与文化积淀, 将品牌 “中国风” 定位具象为视觉节奏。

▼质感营造：诠释黄金属性

浅金色调与 哑光肌理 (视觉上的压纹效果), 既呼应黄金材质的温润华贵, 又以柔和色调弱化 “张扬感”, 契合高端金器 “内敛奢华” 的调性, 营造 “触手可及的文化质感”。

色彩系统
COLOR SYSTEM

老铺黄金以宫廷鎏金为主色调，搭配朱砂红、玄黑、和田玉白等中国传统色，通过金属质感、文化符号与场景适配色构建兼具历史厚重感与高端奢华感的品牌视觉体系。

Laopu Gold takes imperial gilding as its main color tone, complemented by traditional Chinese colors such as cinnabar red, dark black, and Hetian jade white. Through the metallic texture, cultural symbols, and scene-appropriate colors, it builds a brand visual system that combines a sense of historical weight and high-end luxury.

和田玉白

中
—
国
—
传
—
统
—
色

HEX: #fffff0
RGB: 255,255,240
CMYK: 0,0, 0,6

玄黑

中
—
国
—
传
—
统
—
色

HEX: #1a1a1a
RGB: 26,26,26
CMYK: 0,0, 0,90

朱砂红

中
—
国
—
传
—
统
—
色

HEX: #ad1c23
RGB: 171,29,34
CMYK: 35,100, 100,5

宫廷鎏金

中
—
国
—
传
—
统
—
色

HEX: #d89844
RGB: 216,152,68
CMYK: 20,50, 80,0

品牌物料系统

材质组合：刚柔并济，塑造高级质感

采用黑色钢琴烤漆（外层）+
红色绸布 / 橙色内衬（内层） 的材质碰撞

黑色钢琴烤漆自带光泽感与硬挺度，传递精致、冷峻的奢华气质；

红色绸布、橙色内衬以柔软触感和暖色调，营造细腻、温润的氛围。

二者“刚柔并济”，既通过材质对比强化视觉张力，又以触感差异提升体验层次，从物理属性上奠定“高端珠宝包装”的基调。



品牌物料系统

结构设计：层次递进，强化仪式感

从“外袋→内盒→首饰陈列层”
构建三层递进结构

外袋：

统一色调的大容量纸袋，奠定品牌视觉识别基础，兼顾实用性与展示性；

内盒：

黑盒配金色锁扣，以“开合仪式”强化收藏感，三层设计（或盒内分层）满足多件首饰收纳，体现“大气典雅”的功能美学；

陈列层：

内衬的红色 / 橙色区域，为黄金首饰提供专属展示区，突出产品主角地位。

品牌物料系统

视觉表达: 色彩反差, 衬托黄金奢华

以“黑(盒体)+红/橙(内衬)+金(首饰)”
形成色彩三角关系

黑色作为“底色”, 沉稳克制, 削弱视觉干扰;

红/橙色作为“过渡”, 以暖色调烘托黄金的贵重感, 形成色彩呼应;

黄金本身的“金色”作为视觉核心, 在黑与红/橙的对比中更显璀璨, 精准强化“高贵奢华”的产品属性。

同时, 包装的精致度与首饰形成“价值互衬”——既让黄金在展示时更吸睛, 也让收藏时因包装的品质感, 进一步提升首饰的“传世属性”。













本 / 章 / 结 / 语

Conclusion of This Chapter



老铺黄金证明了：

文化遗产与商业成功并不矛盾。

品牌需要找到自身独特的文化锚点，
并将其转化为可持续的商业模式。

Cultural inheritance and commercial success are not contradictory.

Brands need to find their own unique cultural anchor points

And transform it into a sustainable business model.

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PRODUCT & DESIGN

产品与设计



手工藝術的商業升華



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标志性工艺介绍

核 心 工 艺 介 绍	01
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核 心 产 品 线

老 铺 金 饰	01
老 铺 金 器	02

明 星 产 品 解 析

缠 枝 葡 萄 纹 高 足 金 杯	01
花 丝 葫 芦	02
金 瓯 永 固 杯	03

标志性工艺介绍

Introduction to Signature Craftsmanship

搂胎 | 锤揲 | 錾刻

镶嵌 | 花丝 | 修金

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核心工艺

CORE PROCESS

老铺黄金传承 搓胎、锤揲、錾刻、修金 等纯手工技法，融合 国家级非遗 “镶嵌” 与 “花丝” 工艺。

以 “眼、手、心” 协同，雕琢黄金器物的轮廓、纹理与光泽，诠释古法金工的匠造精髓。

The old shop Gold inherits pure manual techniques such as shaping the body, hammering □, chiseling and gilding, and integrates the national intangible cultural heritage of "inlaying" (including gemstone inlaying and gold-inlaid silk) and "filigree" craftsmanship.

With the coordination of "eyes, hands and heart", the outline, texture and luster of golden objects are carved, interpreting the craftsmanship essence of ancient goldsmithing.

soo design- 独家原创整理
Brand Insight Is Our Exclusive In



搓胎

「眼、手、心」配合，全神贯注，用锤具手工敲击金片成型，敲成形制标准，器型规整，薄厚均匀。



锤揲

又称「打作法」、「金属印花法」。锤揲修饰金器细节造型与图案，使金器肌理朴实，质感浑厚。精美细腻，灵气饱满。



錾刻

以「摆、悬、捻、摊」等手法，配合「敲、点、打、斩」的锤技，在金器表面手工凿出图案或纹饰。



镶嵌

包括「镶宝石」和「嵌素金丝」，以「挫、接、闷、打、崩、挤」等纯手工技法，将金丝、金片或珊瑚等珠宝嵌入凹槽内，最后打磨平整。2006年被列入国家非物质文化遗产名录。



花丝

纯手工将黄金抽成极细丝状，通过「堆、叠、编、织、掐、填、嵌、焊」八大手工技法完成。编丝成器，美轮美奂，宛若天工。2008年被列入国家非物质文化遗产名录。



修金

用专用工具，纯手工打磨、抛光金器表面，使金器表层平整，质感醇厚静美，呈现熠熠生辉的光泽效果。

核心产品线

Brand core product line

老铺金饰 | 老铺金器

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| 老铺金饰 |

OLD SHOP GOLD JEWELRY



吊坠系列



手镯系列



戒指系列



耳钉系列



宝宝系列



其他金饰

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镶 钻

TREASURES FOR GENERATIONS

福寿如意项链



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED



金凤金环
TREASURES FOR GENERATIONS



經典 | 極致 | 傳世
CLASSIC SUPREME TIME HONORED



素面葫芦宝符

TREASURES
FOR GENERATIONS



經典 | 極致 | 傳世
CLASSIC SUPREME TIME HONORED



如意圆满宝符

TREASURES
FOR GENERATIONS



經典 | 極致 | 傳世
CLASSIC SUPREME TIME HONORED



花丝平安扣

TREASURES
FOR GENERATIONS



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED



镶 钻

TREASURES FOR GENERATIONS

福寿如意项链



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED



福鼠宝符

TREASURES
FOR GENERATIONS



經典 | 極致 | 傳世
CLASSIC·SUPREME·TIME_HONORED



花丝镶嵌
如意圆满宝符

TREASURES
FOR GENERATIONS



經典 | 極致 | 傳世
CLASSIC SUPREME TIME HONORED



十字金刚杵胸针

CHINESE TRADITIONAL
GOLD JEWELLERY



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED



十字金刚杵项链



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED



花 丝

TREASURES FOR GENERATIONS

如意祥云纹金环





凤簪

TREASURES FOR GENERATIONS





神龙、玄凤钻饰吊坠
(金链款)

蝴蝶发簪

TREASURES
FOR GENERATIONS





LAOPU GOLD

老鋪黃金

CHINESE GOLD HERITAGE



花丝镶嵌蝴蝶发簪

随身金佛

TREASURES
FOR GENERATIONS



观大自在 得妙吉祥

CLASSIC • SUPREME • TIME-HONORED

| 老铺金具 |

OLD SHOP HARDWARE



文玩系列



典藏系列

The rise of Laopu Gold is not an accident, but a perfect combination of cultural confidence, business acumen and the dividends of The Times. It tells us that in this era of pursuing efficiency, slowness is also a strategy. In this era of assembly line production, handcrafting is also a luxury. In this internationalized era, national character is truly global. The success of Laopu Gold does not lie in selling more gold, but in enabling the world to rediscover the value of Eastern aesthetics.



富贵如意金碗

TREASURES
FOR GENERATIONS



經典 | 極致 | 傳世
CLASSIC SUPREME TIME HONORED



并蒂莲宝盒

TREASURES
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甄选璀璨钻石，
完美嵌入足金镶座，
玲珑剔透的柱形花丝结构，
折射炫美光影，
丰姿尽现。



經典 | 極致 | 傳世
CLASSIC SUPREME TIME HONORED



乾坤交泰 龙凤呈祥

CLASSIC · SUPREME · TIME-HONORED



經典 | 極致 | 傳世

CLASSIC · SUPREME · TIME-HONORED



TREASURES
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TREASURES
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祥龙宝印

让每个家庭有一款可以传世的

老铺黄金



莲华经文缸

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CLASSIC SUPREME TIME HONORED



九龙金缸

CHINESE TRADITIONAL
GOLD JEWELLERY



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED



花丝钻饰金龙金凤香囊
(金链款)



花丝金龙金凤香囊
(绳链款)



八宝球式香囊

TREASURES
FOR GENERATIONS



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED

雀鸟纹香囊

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闻香识美人



老铺黄金
鸳鸯莲瓣纹金碗

TREASURES
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CLASSIC SUPREME TIME HONORED



CLASSIC • SUPREME
TIME-HONORED



經典 | 極致 | 傳世
CLASSIC·SUPREME·TIME_HONORED

传世之美 愈久弥香

香器似艺 香气四溢



經典 | 極致 | 傳世

CLASSIC·SUPREME·TIME_HONORED

欢迎莅临店铺赏鉴

云龙金缸

TREASURES FOR GENERATIONS





云龙香薰

CLASSIC · SUPREME
TIME-HONORED



經典 | 極致 | 傳世

CLASSIC · SUPREME · TIME-HONORED



金狐獻瑞 福至性靈



經典 | 極致 | 傳世
CLASSIC SUPREME TIME HONORED



四方安泰鼎

TREASURES FOR GENERATIONS



經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED





經典 | 極致 | 傳世

CLASSIC SUPREME TIME HONORED



巳蛇神像



經典 | 極致 | 傳世
CLASSIC·SUPREME·TIME_HONORED



龙腾盛世 福满乾坤

CLASSIC · SUPREME · TIME-HONORED



經典 | 極致 | 傳世

CLASSIC · SUPREME · TIME-HONORED

明星产品解析

Analysis of Star Products

缠枝葡萄纹高足杯 | 花丝葫芦 | 金瓯永固杯

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缠枝葡萄纹高足金杯
(珐琅款)



- 唐代 -
鎏金刻人马狩猎纹杯
(北京故宫博物院藏)



花丝葫芦

CHINESE TRADITIONAL GOLD JEWELLERY



- 清代 -

金嵌珠石葫芦式胸针

(北京故宫博物院藏)

LAO PU

老铺黄金出品

金瓯永固杯

中国古法手工金器



- 清代 -
金瓯永固杯
(北京故宫博物院藏)

产品 / 策略

文物为基，工艺为核



文物原型转化

以故宫馆藏为设计源，赋予产品文化可信度与收藏价值，实现文物活态传承。

工艺守正创新

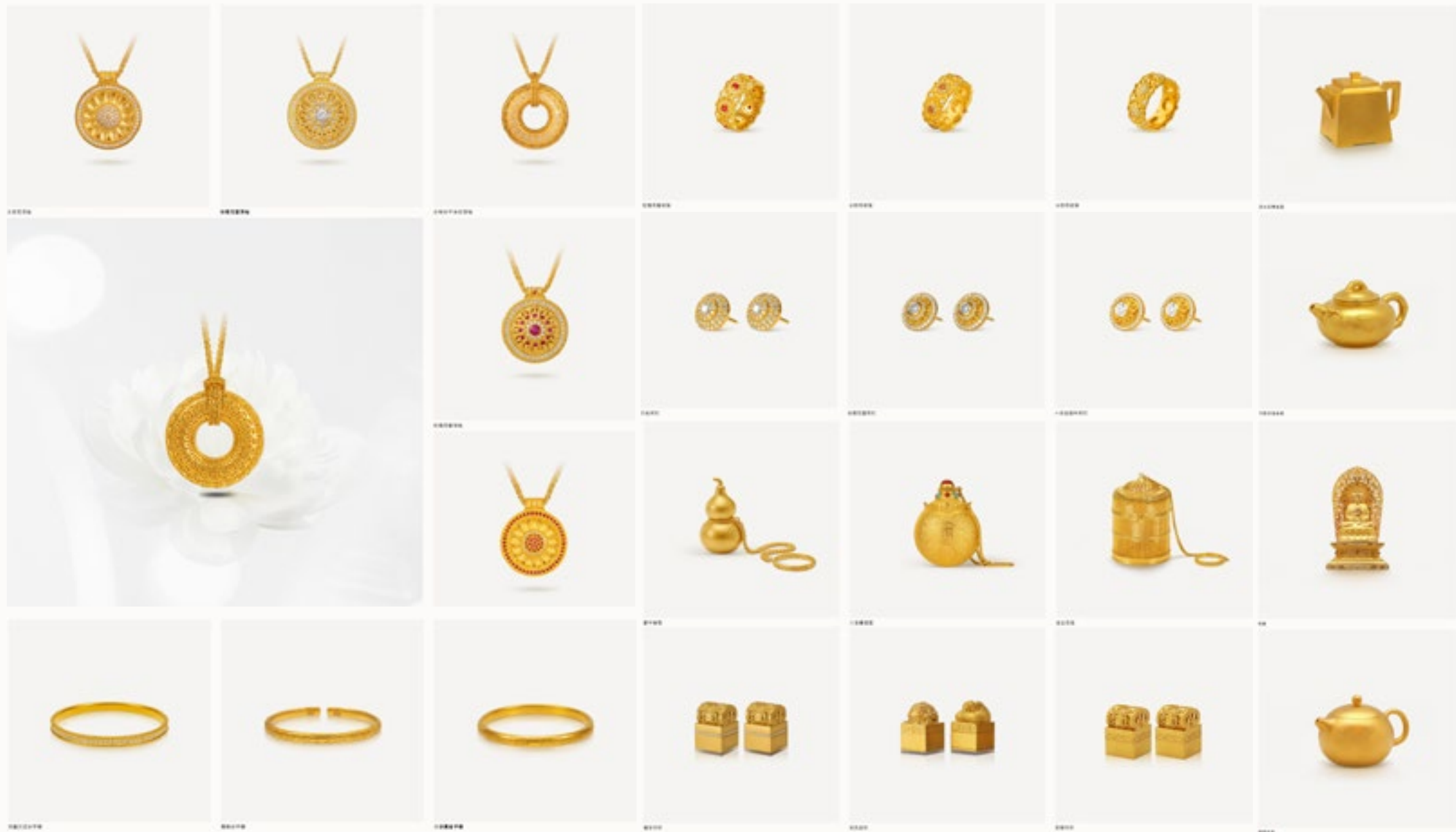
坚守非遗制金工艺(花丝、镶嵌)，辅以机器辅助(如拉丝机专利)，形成“核心手工 + 辅助机械”模式，平衡品质与效率。

高端差异化

首创足金镶嵌钻石、金胎烧蓝，加工费比普通黄金高 1-2 倍(如素圈戒古法加工费 900 元)，避开大众竞争。

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“1800 项原创设计, 1073 项作品著作权”



营销 / 策略

文化赋能, 价值重构



文化溢价定价

摒弃“克重逻辑”, 2024 年足金镶嵌产品均价 1043 元 / 克 (超金价 50%), 引导消费者为文化、美学买单。

稀缺性营销

限购 5 件、限时入店、热门款预约 3 个月, 催生黄牛代购, 强化高端稀缺形象。

壁垒构建

拥有境内专利 273 项、境外 246 项、2100 + 原创设计, 参与起草《古法金饰品》标准, 确立行业权威。

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策略 / 总结

传统工艺 + 现代商业



STRATEGY SUMMARY

老铺黄金成功本质是“传统工艺 + 现代商业”结合：
设计上以文物为原型、非遗为核心，营销上以文化溢价、稀缺性、
高端渠道实现价值转化。虽面临“手工与效率平衡、
文化资源持续创新”等挑战，但其经验为传统文化品牌转型
提供启示 —— 需兼顾文化精髓与当代需求，实现双价值双赢。

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本 / 章 / 结 / 语

Conclusion of This Chapter



产品是品牌理念的物质载体。

老铺黄金通过工艺创新与文化赋能，成功将黄金从“保值材料”转化为“文化奢侈品”。

Products are the material carriers of brand concepts. Through technological innovation and cultural empowerment, Laopu Gold has successfully transformed gold from a "value-preserving material" into a "cultural luxury item".

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BRAND INSIGHT IS OUR EXCLUSIVE IN

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MARKETING PROMOTION

营销推广



高端不高效的逆向操作



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原创品牌档案
Brand Solution Library

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品牌空间策略

SPATIAL STRATEGY

以“明式文房”为核心，
营造文人氛围，
强化差异化辨识度

Centered on the "Ming-style study", Create an
atmosphere of scholars

Strengthen the degree of differentiated recognition

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LAOPU GOLD-CHINESE HERITAGE GOLD
老鋪金-中國金工金飾

老鋪黃金
LAOPU GOLD



LAOPU GOLD-CHINESE HERITAGE GOLD
老鋪黃金-中國古法手工金器

老鋪黃金
LAOPU GOLD





北京	北京SKP店 北京市朝阳区大望路SKP 1层D1129、B1层B1133	北京国贸商城店 北京市建国门外大街1号国贸商城1层F1-1	北京王府中环店 北京市王府井王府中环东座2层T0221
上海			
天津			
广州	010-6500-1838 010-6500-0268	010-8518-8851	010-6526-6832
深圳			
杭州			
南京	北京东方新天地店 北京市王府井东方新天地UG层AA02&EE01F UG层AA01&EE01G、UG层AA06A&B	北京中国大饭店店 北京市建国门外大街1号中国大饭店大堂层东侧	北京工美大厦店 北京市王府井工美大厦1层
成都	010-8518-6686 010-8518-8268 010-8518-6650	010-6505-9668	010-6525-9309
西安			
郑州			
沈阳			
武汉	北京百货大楼店 北京市东城区王府井百货大楼1F珠宝区	北京SKP-S店 北京市朝阳区大望路SKP-S 1层D1001	北京DT51店 北京市朝阳区北苑路DT51 1层A1002
厦门			
香港			
澳门	010-6526-9177	010-8230-9100	010-6437-9626
新加坡			

品牌空间策略

SPATIAL STRATEGY

选址：高端场景精准匹配

布局 SKP(5 家)、万象城(11 家)等顶流商圈,借商场高端属性筛选客群,实现“空间即品牌”认知。

海外首店落子新加坡滨海湾金沙,以高端空间载体输出中国制金文化,支撑“全球黄金第一品牌”愿景。

体验：文化 + 高端双维度构建

场景设计: 以“明式文房”为核心(书桌、架几案、书柜布局),营造文人氛围,强化差异化辨识度。

感官细节: 3000K 定制灯光呈现黄金光泽,试戴提供依云 + 歌帝梵,支撑 41.2% 毛利率的“一口价”模式。

功能融合: 设非遗工艺展示区(花丝镶嵌实物 + 工匠故事),文玩 / 典藏系列融入书房场景,兼具文化传播与商品展示。

服务规划 1 对 1 专属服务 + 半封闭私密区域,满足高端客群隐私与安全需求。

线上线下：协同生态

模式: “线上引流 - 线下体验 - 线上复购”, 2024 年线上增速 192.2%(双 11 天猫 12.6 亿登顶), 线下贡献 87.6% 营收

差异策略: 线上 9 折、线下满减,实现客群分层(线下服务高净值、线上做规模化)

品牌空间启示

Brand Space Inspiration

- 商业空间已非单纯销售渠道, 而是品牌价值核心载体。
- 黄金材质价值透明后, 空间的文化 + 情感价值是高端化关键。
- 终极竞争力: 能否成为品牌文化诠释者与消费者情感连接者。

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品牌营销策略分析

老铺黄金做对了什么

ANALYSIS OF BRAND MARKETING
STRATEGIES WHAT DID LAOPU GOLD DO RIGHT

品牌定位 | 产品策略 | 渠道与体验 | 价格策略 | 文化叙事

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品牌定位： 抢占文化奢侈品心智

Brand Positioning

老铺黄金的成功，首先在于其精准的高端差异化定位。它巧妙地将黄金从传统的“保值硬通货”重塑为“文化奢侈品”，完美填补了传统金饰与西方奢侈珠宝之间的市场空白。

对标顶级奢侈品牌

老铺黄金的门店均选址于 SKP、万象城等一线高端商场，并与爱马仕、卡地亚等国际大牌比邻而立。这种“邻居”效应强力提升了其品牌形象。其消费者与路易威登、爱马仕等五大国际奢侈品牌消费者的平均重合率高达 77.3%，这清晰地表明其客群已高度契合奢侈品消费人群。

抓住消费情绪趋势

老铺黄金敏锐地捕捉到了“黄金血脉觉醒”和“中式玄学热潮”等消费情绪，通过金龙戏珠、平安扣、金刚杵等蕴含传统文化寓意的产品，满足了高净值人群对精神消费和身份认同的深层需求。





产品策略： 稀缺性锻造溢价能力

Product Strategy

老铺黄金通过工艺创新和文化赋能，
成功将产品从“贵金属”升级为“文化资产”。

非遗工艺加持

品牌深度挖掘并创新运用“花丝镶嵌”、“高温珐琅”等
国家级非物质文化遗产工艺。所有这些工艺均需要手工制作，
部分步骤更依赖熟练工匠，这使得生产更为耗时，
也自然造就了产品的稀缺性和高溢价。

突破性工艺创新

老铺黄金还实现了“足金镶嵌钻石”的工艺突破，
改变了行业传统使用 K 金作为钻石底材的做法，这
进一步提升了产品的精致度和价值感。

渠道与体验：高端场景 驱动品牌认同

Channel And Experience

老铺黄金的渠道策略极尽克制与精准，一切服务于其高端品牌形象的塑造。

精准渠道布局

截至 2025 年 6 月 30 日，老铺黄金在全球仅有 41 家自营门店（中国内地 36 家，港澳台 4 家，新加坡 1 家），全部位于高端核心商圈。这种“少而精”的布局确保了品牌稀缺性和高端调性。值得注意的是，它已完成了全国十大高端购物中心中九家的入驻，形成了强大的渠道壁垒。

沉浸式场景体验

门店设计强调文化沉浸感与 VIP 私密服务，例如北京东方新天地店打造了“禅房主题”，使购物过程成为一场东方美学的体验之旅，进一步强化了品牌忠诚度。





价格策略： 奢侈品逻辑巩固价值

Price strategy

老铺黄金大胆采用奢侈品式的“一口价”模式，成功将消费者的注意力从“克重成本”转移至“文化稀缺性”。

定期提价策略

品牌固定每年进行 2-3 次价格调整。例如在 2025 年 2 月和 8 月均实施了提价。此举并非单纯应对金价波动，而是主动遵循奢侈品通过提价维持品牌稀缺性和强化保值预期的惯例。

高溢价下的认可

尽管部分产品溢价可超 500 元 / 克，但其 2025 年上半年毛利率仍保持在 38.1%（受金价上涨影响略有下滑），这远高于周大福、老凤祥等传统品牌（约 10%-20%），反映了市场对其品牌溢价的高度认可。

文化叙事： 国潮情绪引爆传播

Cultural narrative

老铺黄金的爆火，更深层次地契合了当代的文化自信和民族情绪上升趋势。

绑定东方美学崛起

品牌通过錾刻、镂空等工艺，将“爬藤葫芦”、“龙凤香囊”等国学符号融入产品，使之成为“可佩戴的东方艺术品”，精准击中了Z世代对传统文化身份认同与社交货币的消费痛点。

全球化叙事拓展

老铺黄金并不满足于国内市场成功。其首站出海选择新加坡金沙购物中心，并计划拓展至日本东京及欧美市场。品牌计划用“世界经典文化”作为产品研发主题元素，以吸引西方消费者，这展现了其打造东方奢侈品牌的全球化野心。



本 / 章 / 结 / 语

Conclusion of This Chapter



老铺黄金的爆发，本质上是一场文化溢价对黄金价值的重构。它凭借“高端定位 + 非遗工艺 + 场景体验 + 奢侈品定价 + 国潮叙事”的组合策略，成功地将中国传统文化资源转化为了一种强大的市场定价权和品牌竞争力。

The explosion of old store gold is essentially a reconstruction of the value of gold by cultural premium. By adopting a combined strategy of "high-end positioning + intangible cultural heritage craftsmanship + scene experience + luxury pricing + national trend narrative", it has successfully transformed traditional Chinese cultural resources into a powerful market pricing power and brand competitiveness.

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BRAND PROMOTION

品牌总结



视觉策略三维模型



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品牌总结：视觉策略三层实操模型

（战略层 - 产品层 - 用户层全链路拆解）

* 该内容为「品牌方案库」理论框架，仅供会员内参。非官方策略。

文化
锚点
cultural anchor

参考 / Consultation

找到品牌的文化根基
（老铺 = 古法技艺）

体验
设计
Experience Design

参考 / Consultation

五感体验全面打造（视觉 / 触觉 / 听觉 / 嗅觉 / 味觉）

圈层
沟通
Circle communication

参考 / Consultation

精准触达高净值客群（小红书
精准传播）

战略层
Strategic

产品层
Offerings

用户层
Customer

本 / 章 / 结 / 语

Conclusion of This Chapter



文化是奢侈品的终极护城河。深挖非遗工艺，
用现代设计激活传统，通过稀缺性体验与精准客群
运营，让黄金从“保值工具”进化为“精神符号”。

Culture is the ultimate moat for luxury goods. Deeply explore
intangible cultural heritage craftsmanship, activate tradition
with modern design, and through scarcity experience and precise
customer group operation, evolve gold from a "value-preserving
tool" into a "spiritual symbol".

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BRAND INSIGHT IS OUR EXCLUSIVE IN

The rise of Laopu Gold is not an accident, but a perfect combination of cultural confidence, business acumen and the dividends of The Times. It tells us that in this era of pursuing efficiency, slowness is also a strategy. In this era of assembly line production, handcrafting is also a luxury. In this internationalized era, national character is truly global. The success of Laopu Gold does not lie in selling more gold, but in enabling the world to rediscover the value of Eastern aesthetics.

OUTRO

“缓慢奢侈的商业价值”



老铺黄金的崛起不是一场意外, 而是文化自信、商业智慧与时代红利的完美结合。
它告诉我们, 在这个追求效率的时代, 缓慢也是一种策略; 在这个流水线生产的时代, 手工也是一种奢侈; 在这个国际化的时代, 民族性才是真正的世界性。老铺黄金的成功不在于卖了更多黄金, 而在于让世界重新发现东方美学的价值。

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