

To Visualize Beautiful China is My Lifelong Pursuit

“美丽中国可视化”是我毕生的追求

—— Interview with Ms Ximan Yu, the Chairwoman of Beijing Ximan Color Aesthetic Culture Co., Ltd.

—— 访北京西蔓色彩美育文化股份有限公司董事长于西蔓女士

□记者 刘新洁

再次见到西蔓女士已是9年以后的2017年8月。

想起罗大佑那首《光阴的故事》，歌中唱到“再次的见面我们又历尽了多少的路程。”9年，绝非弹指一挥间，西蔓色彩所走过的路程只有创始人于西蔓女士能给出最准确的诠释。

再次见面，西蔓女士更显成熟、大气，美丽依旧，企业家所具有的沉稳更加让人钦佩。经过18年的风雨兼程，一步步走来，不论在行业内还是行业外，西蔓色彩都取得了骄人的业绩。

作为国内著名色彩专家、形象管理专家，被誉为“色彩大师”、“中国色彩第一人”的西蔓女士发明了中国人“个人形象规律分析系统”、款式风格实用诊断技术等众多技术理论，为扮靓中国人辛勤耕耘18载。今天，作为让“美丽中国”视觉化、可视化，真正让美扮靓各个城镇、乡村、城市的实践者，西蔓女士又在深化自己的业务领域，成为一名为让“美丽中国”落地的美化美育专业者，承担起美丽中国的历史使命。

西蔓女士依旧如9年前一样美丽、大方、亲切和善，依旧健谈、睿智，实在是令人钦佩。我们的采访首先从西蔓女士回顾这9年来的发展变化谈起。西蔓女士感慨地说：“9年回访太有意义了，西蔓今年是第18个年头，九年刚好一半。前9年是幸运儿，机会特别好，是机遇推着往前走的；后9年是折腾的9年，赶上了大时代的更迭，企业也被推到了拐点。我也终于理解了一个企业遇到拐点是什么样的心情，沉下心情来讲，顺势造不出好的企业家，这些拐点让我有



北京西蔓色彩美育文化股份有限公司董事长于西蔓女士
Ms Ximan Yu, the Chairwoman of Beijing Ximan Color Aesthetic Culture Co., Ltd.

更多的思考。”西蔓女士的话语深邃，看来这9年确实不平凡。西蔓从当初的顺风顺水经历了随后的起起伏伏，在西蔓女士的回顾中，这第二个9年先后经历了激动期、高歌突飞猛进期、惨败期、沉静期、再生期。“不经历风雨，怎能见彩虹。”在成长的道路上有时经历风雨并不是一件坏事，它是成长的代价，更是成功的铺路石。

“我们在2010年到2012年，经历了激动期，那时移动端的发展已经对各行各业产生了巨大的影响。我们意识到美的春天终于要来了。2013年到2014年，我们进入到高歌突飞猛进阶段。我们发明了懒人衣橱，通过智能化平台，实现人们从穿衣到配置的‘智能匹配’。那时我们的业务线上线下都翻了好几倍，通过我们十多年的核心技术完成了人与商品的智能匹配。然而，随后而来的发展令我们惨败。2014年底到2015年8月，我们经历了惨败期，1200万的投资都化为乌有。成就、极度顺畅会带来不自知的傲娇。这是我事后对惨败原因的总结。”西蔓女士的话语中充满了思索。这次惨败并没有将西蔓打倒，相反，在失败中总结经验，在失败中探索发展道路，这才是一个成功的企业家应有的品质和胆识。

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由于线下店受到网购的冲击，批量化定制受到影响，而投到线下店的资金又没有办法解约，1200万资金不能周转，企业陷入困境。痛定思痛，唯有止损才是良策。西蔓女士及时调转方向，缩小线下业务规模，适当裁员、业务缩减。用西蔓女士的话说：“这是



一个痛苦的阶段，任何一个企业想升级再出发，都必然要遭遇一个成功模式的时代冲撞，传统行业转型，每个企业家都必须做出选择，唯有顺应时代的洪流才能找到企业的发展方向。今后只有更加遵循市场规律，才不能被资本迷花眼。”

德国著名诗人歌德说过：“流水在碰到抵触的地方，才把它的活力解放。”经历惨败期，西蔓女士对事业有了更深层次的思考。在经过2015年8月到2016年4月的沉静期后，西蔓女士的事业很快调整好方向重新出发，并释放出新的活力。在转型期间，西蔓又开启了另一扇大门，“全民终身美学教育第一品牌”——西蔓色彩在新三板隆重上市。这是西蔓女士特别欣慰的一件事。

“美是未来最大的竞争力。”在采访中，西蔓女士多次提到这句话。随着中国供给侧改革，以及“美丽中国”国策的提出，西蔓女士在历经十八年事业的沉淀和探索后逐渐悟出了更深远的发展方向。在经历破茧成蝶的蜕变后，西蔓女士逐步将事业的重点聚集到“美丽中国可视化”如何落地与实施上。是时代造就了西蔓，还是西蔓顺应了时代，这无



疑是一个天作之合。在采访中，西蔓女士分析说：“美丽中国”并不是泛泛地谈美，这是国家战略性课题。最初想到美育中国，是源于我一次去云南坝美的一次考察。当地原始优美的自然风光与落后的人文设施形成的巨大反差，让我找到了那份回归的初心。在坝美，我特别感动，质朴的美深深震撼了我，当时就是一转念，改变了我的美育观，也改变了我的人生。我先后带队伍去了12次坝美，我们给当地农民钱，把墙面刷成了艺术作品，让艺术美化坝美。一个企业家真正的开启其实是心智的开启，是生命的打开，蜷缩在自己理解的生命状态里，本来你可以做一片森林，却只做了一棵树。我的内心有热望，

也有一份大爱，那就是让中国人漂亮起来，让乡村漂亮起来，让城市漂亮起来，只有用生态思维打造生态中国才能美丽中国。这是未来西蔓的主业，也是我毕生的追求。”



在向记者回顾自己事业惨败期时，西蔓女士并没有落泪，然而在讲述自己如何找到“让美丽中国落地”的历程中，西蔓女士却留下了眼泪。这是自责的眼泪，也是兴奋的眼泪，更是一个有着社会责任感企业家回归初心的眼泪。她说作为美育工作者，一直在自我认为的美的世界里生活，并没有以大爱的情怀美育天下，18年“美化教育”的实践，让西蔓女士有了更

更深远的眼泪，成为了更具有社会责任感的优秀企业家。西蔓肩负着引导行业的责任，更承担起“美丽中国”的使命，为“美丽中国”探索出可持续发展道路。西蔓一直在为美化中国，美育中国道路上不断的努力着，夜以继日的为中国美丽事业而挥洒激情和创意。谈到未来的发展，西蔓女士还有更宏伟的蓝图，除了将“美丽中国”落地外，还将打造美化教育生态圈，这是一个为与人体形象密切相关的服装、服饰、医美、建材家居装修产业提供“生活方式提案型”人才的生活美学培训生态平台，并形成良性发展态势。

改革开放40年来，造就了很多有识之士，成就了很多天生就具有企业家潜质并不断推动社会前行的先行者，无疑，西蔓女士属于这样的幸运者。相信，未来，西蔓女士还将以企业家的大爱情怀为中国、为人类生活的地球村奉献更多的“美的形象”和“美的享受”！

As sung in Luo Dayou's song "Story of Times", I travel miles and miles before meeting you again. In this this August, Multinationals in China has another interview with Ms. Ximan Yu, the Chairwoman of Beijing Ximan Color Aesthetic Culture Co., Ltd., nine years after the last interview. In the past nine years, Yu, Ximan Color's founder, has personally witnessed its development course.

In this interview, Yu remains beautiful but presents more matured and elegant. Learned from Fu, Ximan Color has also obtained outstanding achievements in the last 18 years.

As a famous expert both in color and image management, Yu has been praised as "color master" and "the top Chinese pundit in color study" and developed many technical know-whys like Individual Chinese Image Rules Analysis System and Practical Diagnostic Technique for Style Design. She has been devoted to beautifying more Chinese in the last 18 years. To initiate the idea of "To Visualize Beautiful China" and beautify peoples from cities to villages, Yu extends her business widely and then becomes a beauty creator and spreader to practise the mission "the Construction of Beautiful China".

In the interview, Yu firstly reviews the development in the past 9 years. "Ximan Color was established 18 years ago and the last interview with Multinationals in China was just 9 years ago. The first nine years is a period of fortune during which we develop smoothly with lots of changes; but the last nine years is a period of fluctuation in which we come to an inflection point in the overall situation turbulence. We deeply understand and feel what the inflexion point means. But we calm down and are determined to choose rising but not falling. Because we believe that "heroes" emerge in troubled times," Yu says.

From Yu's words, it is sounded that this nine-year is out of common. Yu suffers from the ups and downs in these nine years, following the good time in the first nine years. According to her review, Yu has experienced exciting emergence, leap advance, smashup, calm-down, and revitalization in the enterprise operation in this period. It may be described by a sentence "successes come with suffering."

"From 2010 to 2012, we take an exciting advance and our development of service business at mobile terminals presents an enormous influence in relevant industries. We know the blooming spring of beautification industry is coming. In 2013 and 2014, we get a leap advance in business. Ximan Color



develops Smart Wardrobe system that can realize "smart matching" from clothes selection, dressing and collocation in support of an intellectualized platform. We have elaborate some core technologies d in over ten years and apply them to realize smart matching of human and products. And our turnover of both online and offline business is doubled and re-doubled. Unfortunately, the smashup follows soon. From the end of 2014 to August 2015, we go through a smashup, no profit fruit is reaped from the investment of 12 million. I conclude that smoothness and success may lead to complacency. It is a hard lesson to learn," Yu says with deep thinking. The failure hits but not defeat her. Yu learns more from failure and keeps on exploration. Never giving up is a feature that a winner is supposed to have.

Online shopping suppresses offline shops and restricts batching customization service so that the investment to offline shops cannot be released from contracting. The fund of 12 million is out of turnover and then the enterprise is in a dilemma. At this moment, the best solution is to stop loss. Yu timely adjust the business emphasis, reducing offline business and staffs properly. "This stage is so hard. Any enterprise that desires to upgrade must bear hard transformation one by one in the ever-changing age. Accordingly, any enterpriser must make a decision that conforms to the trend of the time to align the enterprise in the right direction. We should follow the market discipline but not be addicted to absorption of funds," Yu says.



German poet Goethe once said "flow bursts with vigor only in touch of blocking stones." Facing the smashup, Yu makes a deeply thinking about the business. After April 2016, Yu sets things off on the right foot and re-boosts vigor. While closing a door of failure, Yu opens another gate in the transformation period, and Ximan Color, as the First Brand of Public Life-long Aesthetic Education, is listed in the National Equities Exchange and Quotations. Such event gratifies Yu greatly.

"Beauty is the best competitive force in future". This sentence is mentioned repeatedly by Yu in the interview. With the reform in the supply side and the proposal of the national policy "the Construction of Beautiful China", Yu figures out a forward-looking development direction on the base of the exploration and accumulation in the past 18 years. Having gone through the fluctuations in the business, Yu sets the priority on the initialization and implementation of "To Visualize Beautiful China". Ximan Color follows the trend of the age while the age supports the success of Ximan Color. "'Beautiful China' is rather than an ambiguous beauty concept, but a strategic subject at a national level. Yu's early concept "beautification of China" is inspired from a study of mine in Bamei, Yunnan. A great contrast is presented by beautiful natural scenery and out-dated humanity culture facilities, but it recalls my original desire to return to the nature beauty. Bamei moves me greatly with its beauty and rusticity. So a second thought sparks in my mind, and later changes my aesthetic ideas even the life.



With my team, I have gone to Bamei for 12 times. We fund local farmers to print walls with artistic works and beautify Bamei with arts. As for a real enterpriser, the real apprehending comes from mind. You could have become a forest, but you are dedicated to being a unique tree. I desire to make more Chinese beautiful, villages attractive,



and cities bright, but I know only ecological thinking can guide real Beautiful China. In a word, To Visualize Beautiful China is all of mine and our lifelong pursuit," Yu says.

In the interview, she does not weep for her smashup, but sheds tears when talking of the discovery course of "Beautiful China" strategy. Tears, both self-condemned and exciting, flash with an enterpriser's sense of social responsibilities. She says that she is living a beautiful world of her own and never cares people with great love. However, in the practice of "beautification education" in the 18 years, Yu has become broad-minded and developed to an excellent entrepreneur with social responsibilities.

Her enterprise assumes the responsibility to lead the industry, also the mission of "To Visualize Beautiful China", tracing out a sustainable development road for "the Construction of Beautiful China".

Meanwhile, Yu is working hard for beautifying more people and



the Construction of Beautiful China. Coming to the forthcoming development, Yu lays out a grand blueprint, to cultivate an ecosphere of beautification education, besides the "Beautiful China" strategy. Such education ecosphere will a platform to cultivate the life-aesthetics talents in the human-aesthetics-related industries like garments, finery, aesthetic medicine, building materials and home furnishing. The talents from this platform will contribute to the benign development of the industries.

Since the reform and opening-up, a great many talents and gifted enterprisers emerge, and they act as the pioneers to impel the development. Undoubtedly, Yun is a typical one among them. Wish Yu and Ximan Color add more aesthetical images and pleasure to China and the world.