

BREAKING NEWS

GILE x YANG

GILE 2025 embraces new media marketing to redefine e-commerce and purchasing models in the lighting industry

Embraces the Changes

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Mr, Emeka Hu, General Manager of Guangzhou Guangya Messe Frankfurt Company Ltd. expressed his gratitude for the collaboration, stating: “I would like to extend my heartfelt thanks to Mr Yang for his support in fostering this partnership. GILE’s collaboration with Yang’s Lighting will harness the power of e-commerce, marking a significant step forward in expanding new purchasing models for the industry.”
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Guangzhou International Lighting Exhibition (GILE) 2025 launches the “Yang’s Selection” concept, a new themed area in Hall 6.1 of Zone A, curated in collaboration with **Yang’s Lighting**, a popular new media channel founded by **Mr Yang Guo Ding**. The area will feature lighting fixtures and technology aligned with **six major lifestyle trends**, showcasing innovative designs while leveraging e-commerce platforms and new media channels to elevate the reach and influence of modern lighting technology. The launch was announced at a conference organised by GILE together with Yang’s Lighting in the town of Guzhen in Guangdong Province, also known as the “Lighting Capital of China.”



Win-win Cooperation

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Mr Yang Guo Ding also shared his insights on the partnership, saying: “This year’s edition introduces a groundbreaking exhibition and marketing approach that integrates domestic new media platforms and international social media networks, such as TikTok and YouTube. We will provide exhibitors with a comprehensive range of services including short video promotion, live streaming, and business matching. In Hall 6.1, we will release tailored content targeting major markets such as the Middle East, Southeast Asia, and South America via these new media channels.”
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Six Major Theme

Six lifestyle trends explored in Hall 6.1

Hall 6.1 moves beyond the traditional trade show format by housing selected lighting fixtures from “Yang’s Selection” across six thematic pavilions, each representing a distinct lifestyle trend: “**La Dolce Vita and Parenting-focused**”, “**Affordable Lux**”, “**Stylish**”, “**Art-Centric**”, “**Smart & Sustainable**” and “**Innovative Optoelectronics Design**”.



YANG'S Selection

La Dolce Vita and Parenting-focused Lifestyle Pavilion



This pavilion features a range of lighting products, including eye comfort lighting (ceiling lights, table lamps, floor lamps, and fan lights), mood lighting, and interactive lighting. When incorporated into the home, these lighting solutions provide soothing and comfortable illumination or dynamic, interactive environments that adapt to users’ needs. They are designed to enhance the ambiance of living spaces, creating a relaxing and inviting environment that prioritises comfort and functionality.

Stylish Lifestyle Pavilion

This pavilion focuses on artistic lighting fixtures, customised designs, and commercial lighting solutions. With a variety of shapes and designs, design-oriented lighting goes beyond basic illumination to become an essential part of interior aesthetics. These fixtures enhance home design and create a distinct ambiance with popular styles such as Nordic minimalism and vintage industrial. Warm lighting options foster a cosy, relaxing atmosphere and bold, creative designs combine functionality with artistry to enrich any space’s visual appeal.



Yang's selection

B R E A K I N G N E W S

Six Major Theme



Affordable Lux Lifestyle Pavilion

This pavilion showcases elegant lighting products, including crystal chandeliers, artistic lighting fixtures, and nature-inspired or sustainable designs. Affordable luxury lighting fixtures have grown increasingly popular in recent years, offering stylish designs that elevate interior spaces without breaking the budget. These fixtures combine sophistication and functionality, creating a visually appealing and welcoming atmosphere. Beyond illumination, they act as statement pieces that add character and warmth to modern homes, blending luxurious aesthetics with everyday accessibility.

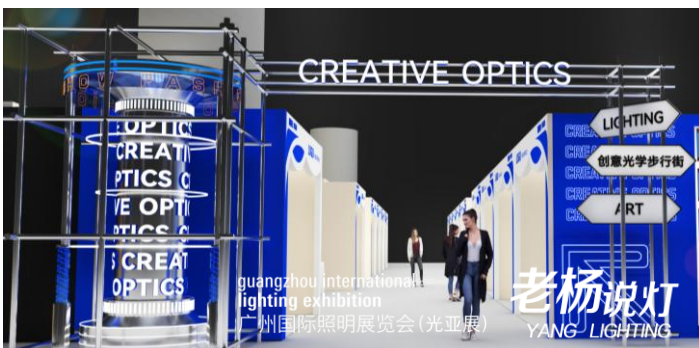
Art-Centric Lifestyle Pavilion

This pavilion highlights modern lighting solutions with a focus on geometric lighting fixtures, nature-inspired designs, minimalist aesthetics, and innovative 3D-printed luminaires. Modern lighting goes beyond basic functionality, transforming lighting fixtures into sculptural art pieces that enhance interior spaces with their creative use of shapes and forms. Blending sleek aesthetics, advanced features such as sound control and adjustable colour temperature, along with bold geometric designs, organic forms, and minimalist structures, these lighting solutions create a personalised experience while making and striking a visual impact. Modern lighting blends light as an artistic and functional element, elevating ambiance and design.



Innovative Optoelectronics Design Pavilion

This pavilion presents innovative lighting products, including invisible lighting, intelligent home lighting, holographic projection, and advanced lighting applications. Circadian lighting offers tailored illumination aligned with natural biological rhythms, promoting better sleep and well-being. Holographic dining tables create interactive and engaging dining experiences, while LED mood lighting transforms spaces with dynamic ambiance. These intelligent lighting solutions seamlessly merge into modern life, enhancing both functionality and atmosphere.



Yang's selection

B R E A K I N G N E W S

Six Major Theme

Smart & Sustainable Lifestyle Pavilion



This pavilion features outdoor lighting, path lights, landscape lights, courtyard lights, outdoor strip lights, pool lamps, solar lamps and more. Intelligent lighting systems combined with aesthetic designs create harmonious and functional outdoor environments. By integrating smart technologies like motion sensors and solar power with visually appealing forms, these solutions enhance the connection between humans and nature to promote sustainability.

Embraces the Power of New Media Market

Marking its 30th anniversary, GILE continues to lead lighting innovation, redefining its role in modern society and improving quality of life. As technology such as AI advances, purchasing models are evolving in tandem, with e-commerce and new media at the forefront. Social media reels, live streams, and AI-driven marketing have become vital tools for lighting retailers to showcase products, boost creativity, and increase brand visibility. The rise of social commerce has also opened dynamic new channels to drive sales.



You are welcome
to join us
9 – 12. June. 2025
Guangzhou
International
Lighting Exhibition
Hall 6.1 – Yang' s
Selection

China Import and
Export Fair
Guangzhou, China

Yang Lighting



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