

雅 奢 集 团
Y A R D S G R O U P

广州 | 北京 | 成都 | 新疆

12th

12年专注篷房 行业领军品牌
TWELVE YEARS SPECIALISING IN TENTS

EDITORIAL 前言

Yards is a leading travel space creator in china, always taking design and innovation as the core driving force throughout the whole process of product manufacturing (creation, planning, development, production, service and marketing), leading the new trend in the field of vacation accommodations and providing users with unforgettable, close-to-nature vacation experiences.

雅奢集团是中国领先的旅居空间创造商，始终以设计与创新为核心驱动力，贯穿产品制造的全过程（创作、规划、开发、生产、服务和营销），引领度假住宿领域新潮流，为用户提供难忘、贴近自然的度假体验。

We work with many campgrounds, resorts and theme parks in china and around the world. We are proud to say that we have produced a total of 11,500 products, which are distributed in more than 5,000 campgrounds and resorts in more than 70 countries.

我们与众多中国及全球各地的露营地、度假村和主题公园合作。可以自豪的说，我们已生产了总计 11,500 件产品，这些产品分布在 70 多个国家，5000 多个露营地和度假村中。

SUSTAINABLE DEVELOPMENT

Yards champions sustainability with green building materials certification and china CQC certification. Our products adhere to zero-terrain-disruption principles and achieve 90% material reusability.



可持续发展

雅奢践行可持续理念，公司已通过绿色建材认证及中国质量认证中心 CQC 认证，产品研发遵循“零地貌破坏”原则，材料拆装复用率高达 90%。

MARKET RECOGNITION

Yards has cooperated with many famous resort brands to create new cultural tourism business, and has received their unanimous praise.

市场好评

雅奢曾与众多知名度度假区品牌合作打造新文旅业态，得到了他们的一致好评。

EXCELLENT QUALITY

Yards has state-of-the-art production facilities, and the company is ISO 9001 and CE certified to meet commercial, quality and environmental standards. Our tents have been awarded nearly 100 patents for invention, appearance and utility models.

质量过硬

雅奢拥有最先进的生产设施，公司已通过 ISO 9001 及 CE 认证，符合商业、质量及环境标准。并获得了发明、外观、实用新型等近 100 项专利。



COMMERCE

Mobile Ecological Intelligent
Chain Business Complex

移动生态智慧连锁
商业综合体

TOURISM

Forest-based Wellness &
Resort Complex

Eco-Resort

Boutique B&B

森林康养及
度假综合体

生态度假酒店

精品民宿

Cultural-Tourism
Real Estate Eco-Experience
Center

Cultural Tourism Town

Integrated Tourism
Camping Hub

文旅地产生态
体验中心

文旅小镇

全域旅游共享营地
/ 露营地

VILLAGE

Luxury Rural Regeneration
Retreat

Agro-Tourism Complex &
Shared Farmstead Ecosystem

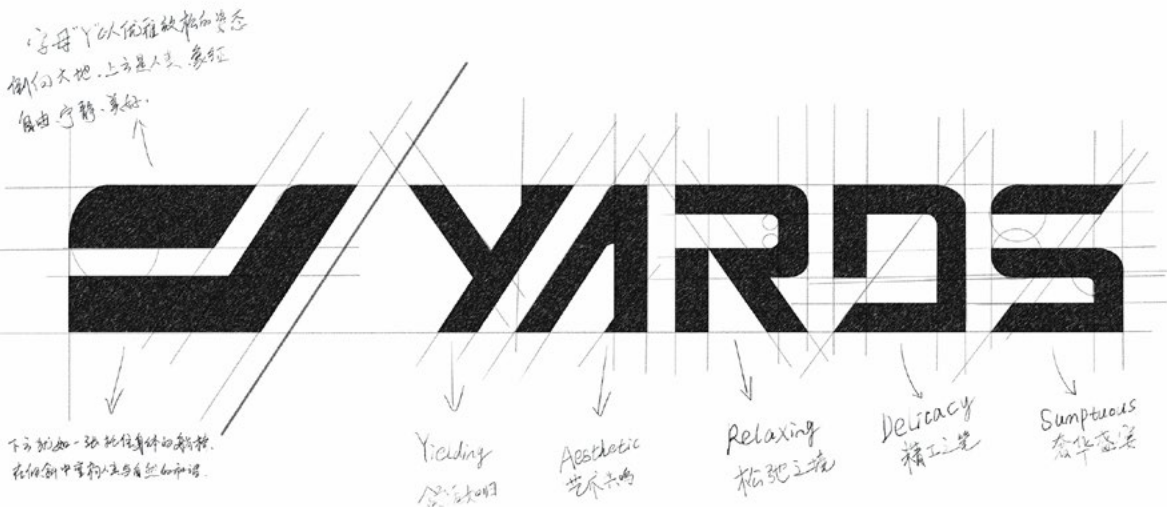
乡村振兴高端生态
旅游度假村

田园综合体及
共享农庄生态

APPLICATIONS

YARDS BRANDS

品牌简介



EXPANSIVE COURTYARD | LIVING AS YOU WISH.

YARDS·雅奢 | 院纳天地，随心所居

“YARDS”

Originates from the idea of courtyard, inheriting the poetic core of the English word ‘yard’, and was originally created by brand founder Qidi Wang, aiming to create yielding, aesthetic, relaxing, delicacy, and sumptuous outdoor living spaces in a secluded and picturesque natural place, providing you with a boundless, free and comfortable courtyard vacation experience.

雅奢

源自庭院之思，承英文“院子”的诗意内核，由品牌创始人王启迪先生最初创立，旨在环境清幽、风景如画的自然之地，打造 Yielding（灵活的）、Aesthetic（艺术的）、Relaxing（松弛的）、Delicacy（精致的）、Sumptuous（豪华的）户外生活空间，为您提供无界、自由舒适的庭院度假体验。

TENT STRUCTURE

12 年旅居空间创领者

Originated in 2013, Yards Holding Group is a technology-based construction company engaged in assembly building research and development, design, production, installation and after-sales service, headquartered in Nansha, Guangzhou.

With a business scope covering four assembly building business segments, namely, tent house, tiny house, safari tent, stretch tent, and the projects are widely used in the fields of culture and tourism, commerce, residence and municipal government.

雅奢控股集团起源于 2013 年，是一家从事装配式建筑研发、设计、生产、安装、售后服务于一体的科技型建筑公司，总部位于广州南沙，业务范围覆盖帐屋 MiC、铝屋 MiC、轻奢帐篷、野奢帐篷四大装配式建筑业务板块，项目广泛应用于文旅、商业、住宅、市政等领域。

12 年行业精耕，我们先后荣获广东省可持续发展企业、南沙优质管理企业、国家知识产权优势企业、国家高新技术企业等荣誉。

SUB-BRAND

旗下子品牌

Offering premium products, cost-effective options, and custom solutions to meet diverse needs.

汇聚高端臻品、高性价比优选与个性化定制服务，以多元产品矩阵满足差异化需求。



Cost-effective and aesthetic tent architecture brand.
雅奢品牌是主打轻奢、野奢高性价比系列产品的帐篷建筑美学品牌。



12-year foreign trade experience recognized by industry.
聚美品牌深耕海外帐篷建筑市场 12 载，以精研技术筑就行业口碑。



Anchor market demand and focus on R&D, innovate high-end tents.
篷派品牌锚定市场需求精研产品，持续革新高端帐篷建筑产品。



Senior design team to provide full project planning and design.
设计院拥有一支资深设计团队，提供项目前期全案规划设计服务。

YARDS HISTORY

发展历程

2013–2014

ESTABLISHMENT

Yards officially commenced operations, adopting an integrated production-sales model, Keep improving our products and tech to build a strong foundation.

成立之初 夯实基础

雅奢正式成立，开始产销一体模式，不断打磨产品与技术，夯实基础。

2015–2016

EXTENSIONS

The business volume has been growing rapidly with more than 100 projects delivered nationwide.

渠道铺设 业务扩展

全方位铺设终端渠道，业务量迅猛增长，全国交付项目突破 100 家。

2017–2018

INNOVATION

Launched R&D to boost smart production, creating an integrated “Innovate-Make-Sell” ecosystem.

自主研发 凝练优势

创立研发设计部门，创新智造助推产能升级，开启“研发-生产-销售”三位一体模式。

2019

BREAKTHROUGHS

Plant II launched (10,000 m²), break through the industry simple tent pattern, open the new mode of light luxury tent.

内外兼修 引领潮向

第二分厂正式投产，占地面积近 10000 m²，突破行业简易帐篷格局，开启轻奢帐篷新模式。

2020–2021

REINFORCE

Joint expert team, the same year to create MIC products obtained over 200 national patents and were awarded the title of National High tech Enterprise.

大咖加持 强强联合

引入专家团队指导工艺研发，同年创研 MIC 产品累获国家专利 200 余项，获评国家高新技术企业。

2022–2023

GLOBALLY

10 consecutive years of double-digit net profit growth, the business covers 7 major application scenarios, and more than 80 self-developed products are exported to the world.

持续增长 畅销海外

连续 10 年净利润双增长，80 余款自研产品覆盖 7 大应用场景，远销全球 70 多个国家。

2024–2025

UPGRADE

Awarded 3 national invention patents; built 4 major product series after 3 iterations; standardized wisdom manufacturing in the whole process to improve quality and efficiency.

强练内功 品质至上

获评 3 项国家发明专利；历经 3 次迭代构建 4 大产品系列；全流程标准化智造，提质增效。



Yards Holding Group was founded on the vision to reconnect urban souls with nature through transformative tent architecture. Upholding our mission to "let architecture grow with nature and life return to its essence," we've assembled an expert team with 10+ years of specialized experience across R&D, planning, and sustainable construction. Our "zero-terrain-impact" philosophy merges eco-technology with wilderness luxury, creating poetic spaces where humanity and nature harmoniously coexist.

雅奢控股集团的诞生源于想让人们在自然中寻回灵魂的栖息地，我们秉持着“让建筑生长于自然，让生活回归本真”的使命，组建了一支由产品研发、项目规划、生产及施工售后组成的专业团队，团队成员平均拥有 10 年以上帐篷建筑领域深耕经验。所有的产品开发遵循“零地貌破坏”原则，将野奢美学与绿色环保科技融合，以帐篷建筑为媒介，让每一处空间都成为连接人与自然的诗意栖居。

CORE TEAM

核心成员

From meticulous material selection to precision production, from thoughtful planning to seamless execution, our team upholds the ethos of "crafting extraordinary quality with artistry." Every detail meets exacting standards, ensuring a flawless end-to-end experience for discerning global clients.

12 年行业精耕，从材质甄选到生产把控，从前期规划到安装售后，团队秉承“以匠心铸就非凡品质”核心精神，以严苛的标准把控每个环节，构建全链条品质服务体系，旨在为全球高端客户缔造超越期待的品质体验。



MR. WANG | CEO

Founder of yards holding group
雅奢控股集团创始人



MR. CHENG

General Manager 总经理

Responsible for the entire process of material selection-production-quality control

负责选材 - 生产 - 品控全过程



MR. ZHANG

Engineering Manager 总经理

Overall solution to various engineering problems

统领解决各类工程难题



MR. HE

Group Deputy General Manager
副总经理

Collaborative Production and Supply Chain Management
协同生产与供应链管理



MS. YE

Head of Planning 规划负责人

Leading the planning and design of various projects
主导各类项目规划设计



MR. DU

Senior Product Designer
资深产品设计

Leading the research and development of several ace product lines
主导多个王牌产品线研发



MS. LIANG

Director of Foreign Trade
外贸总监

Responsible for overseas market expansion and deep cultivation
负责海外市场拓展与深耕

YARDS SCALE

智造实力

Leveraging advanced equipment, we've established an integrated manufacturing ecosystem spanning raw material procurement, precision component processing, finished product assembly, and logistics. Our multitiered QC system enforces end-to-end standardized production, delivering 8M+ annual unit capacity.

配备先进生产设备，构建起覆盖原材料采购、核心部件加工、成品组装及仓储物流的完善生产制造产业链。建立多层级品控节点，实施全流程标准化生产管理品控体系，平均产能超 800 万。



YARDS SERVICE

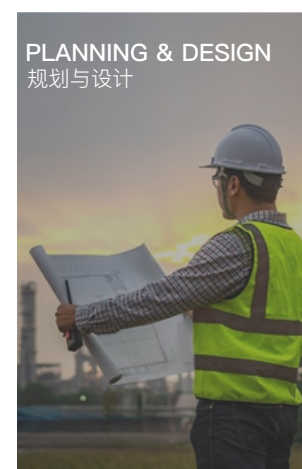
专业服务

We deliver end-to-end project solutions with three flexible installation options: On-site installation by our expert team; Technical guidance for local crews; DIY with instructional kits. All projects come with comprehensive after-sales support for worry-free operation.

提供覆盖项目全周期的一站式解决方案，针对不同项目需求，我们提供三大灵活安装模式：自有专业团队到场安装、指派一名技术人员指导当地施工队安装、提供安装说明 / 安装视频客户自行安装。项目落地后，我们提供完善的售后保障体系，以确保客户无后顾之忧。

SERVICE PROCESS

服务流程



PLANNING & DESIGN
规划与设计



QUOTATION & CONTRACT EXECUTION
报价及签约



PRODUCTION & MANUFACTURING
生产制造



INSTALLATION & HANDOVER
安装交付

SALES SERVICE

售后保障

- Response within 24 hours after sale
售后 24 小时内响应
- 15 days replacement for quality problems
15 天质量问题包换
- Free non-artificial warranty for 1 year
1 年内非人为免费保修
- Make regular return visits
定期回访
- Regular return visits for lifetime maintenance
终身维修
- Free technical support
免费技术支持
- Provide post-scientific maintenance advice
提供科学保养建议
- Product Iteration Services
产品迭代服务

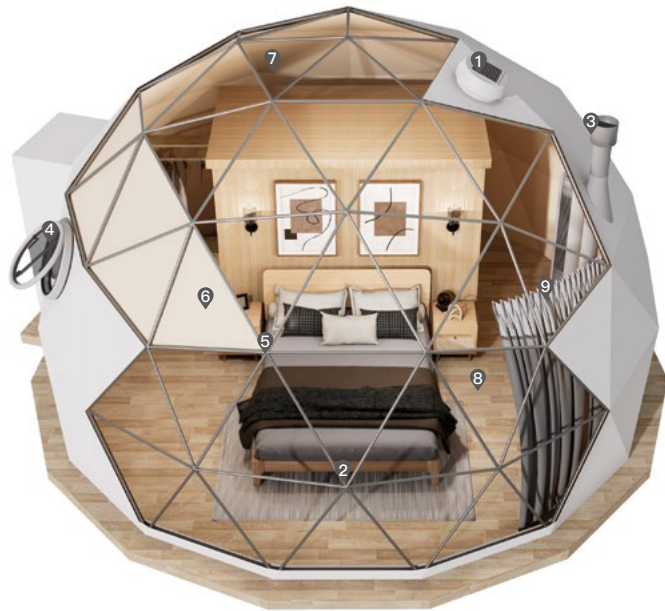
Yards three immersive showrooms (4,000 m² total) feature 1:1 replicas of glamping resorts, enabling clients to experience product performance in real-world settings. Our 50+ design specialists deliver tailored master planning – from product R&D to project execution – through dedicated client engagement.

雅奢设有 4000 m² 三大展厅，一比一还原帐篷度假区实地应用场景，让客户沉浸式感受产品落地效果。组建了一支 50 余人的专业设计团队，提供涵盖产品研发、项目规划等一对一全案规划设计服务。



QUALITY MATERIALS SOURCE OF COMFORT

优质选材 舒适之源



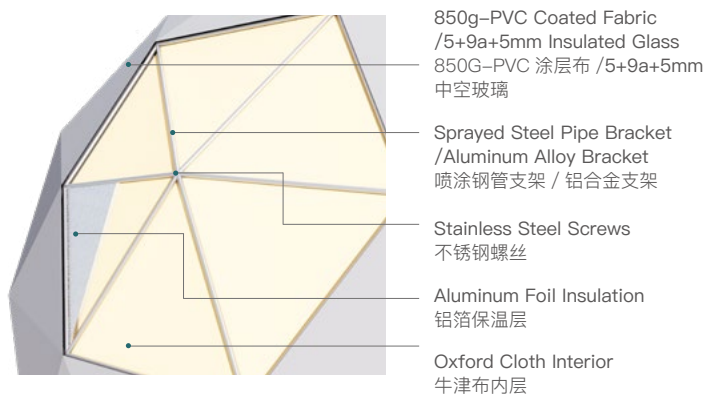
PRODUCT OVERVIEW

产品概述

- 1 Solar Exhaust Fan 太阳能排气扇
- 2 Door 门
- 3 Chimney 烟囱
- 4 Window 窗户
- 5 Struts 支撑架
- 6 Outer Cover 外覆层
- 7 Insulation Liner 隔热内衬
- 8 Transparent Cover 透明层
- 9 Curtain & Rail 窗帘 & 导轨

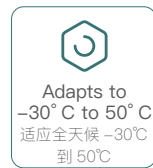
WALL SYSTEM

墙面系统



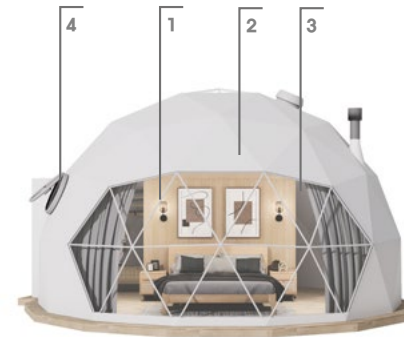
PERFORMANCE

性能特点



GROUND SYSTEM

地面系统



WHITE/ 白色

1 FRAME MATERIAL

框架材质

2 EXTERNAL COVER

外帐

3 INNER FABRIC

内帐

4 DOOR & WINDOW

门窗



KHAKI/ 卡其



GREEN/ 墨绿色

1 FRAME MATERIAL

框架材质



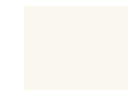
Steel Pipe
喷涂钢管



Romany purple
铝合金

2 EXTERNAL COVER

外帐



White
白色



Beige
米黄



Khaki
卡其



Light brown
浅咖色



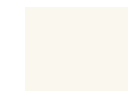
Brown
褐色



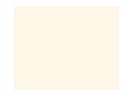
Green
墨绿色

3 INNER FABRIC

内帐



White
白色



Off-white
米白



Quicksand gold
流沙金

4 DOOR & WINDOW

门窗



Glass Door
玻璃门



Tarpaulin Windows
篷布窗户



Glass Window
玻璃窗户 (圆形 / 三角形)

CUSTOMIZED EXCLUSIVE

多元配置 定制专属之选

● Standard

▲ Hardcover

■ Deluxe

Structure: galvanized steel pipe; accessories included	●	▲	■
Outer Cover: double-sided PVC Knife coated fabric;thermal insulated aluminum foil laminated oxford fabric; cotton fabric	●	▲	■
Doors & Windows : Door frames; curtain doors; curtains; curtain rails; screens	●	▲	■
Windows & Doors : Aluminum insulated glass doors; triangular/round glass windows; curtains		▲	■
Configuration : Fireplace combination, skylight with auto sunlight shed , solar exhaust fan		▲	■
Flooring: multi-layer solid wood flooring; aluminum alloy baseboard; moisture proof film		▲	■
Water and electricity: indoor water supply and drainage system, hot and cold water pipe system,main electric box, switch socket pane		▲	■
Bathroom: waterproof floor; composite gate; intelligent toilet; glass partition; washing basin/mirror; hardware accessories		▲	■
Furniture: solid wood bed/cushion;sofa table set;clothes rack;curtains; carpet.			■
Electrical equipment:air conditioning;water heater;lamps			■
Platform: hot-dip galvanized steel frame and anti-corrosive wood board			■



● 标准

▲ 精装

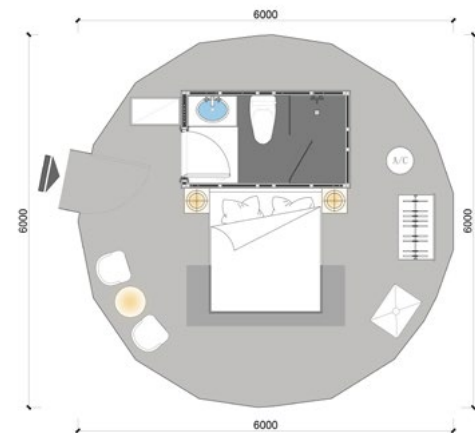
■ 豪华

结构：镀锌管；含节点及配件	●	▲	■
篷布：PVC 外帐；内衬牛津布 + 铝箔；内衬绉棉；含固定篷布配件	●	▲	■
门窗：门框；布帘门；窗帘；窗帘导轨；纱帘	●	▲	■
玻璃门窗：铝合金中空玻璃门；三角 / 圆形玻璃窗；窗帘		▲	■
配置：壁炉组合、电动天窗、排气扇		▲	■
地板：多层实木地板；铝合金地脚线；含防潮膜		▲	■
水电：室内上下水系统，冷热水管系统；总电箱；开关插座面板		▲	■
卫浴：防水地板；复合门；智能坐便器；玻璃隔断；洗漱台 / 镜子；五金配件等		▲	■
家具：实木床 / 垫；沙发茶几组合；收纳柜；餐桌椅；地毯等			■
电器：空调；热水器；全屋灯具			■
平台：镀锌钢龙骨架；防腐木地板 /WPC 木塑平台			■



LAYOUT

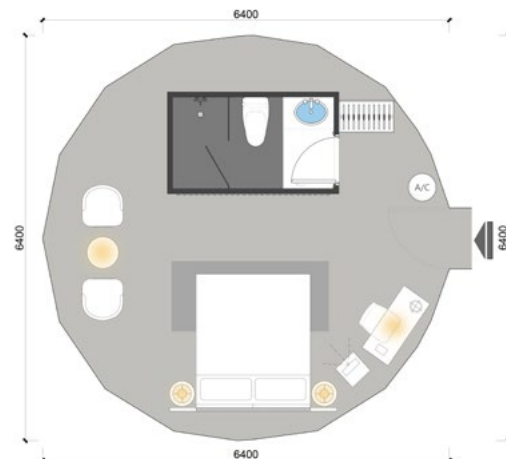
空间布局



D28 DIMENSIONS | 产品参数

- MAIN MATERIAL: GALVANIZED PIPE & PVC FABRIC
- MAIN DIMENSION: $\Phi 6m$
- INTERIOR AREA: $28 m^2$
- TOP HEIGHT: $3.5m$
- OTHER SIZE: $\Phi 5m$ ($20 m^2$) | $\Phi 7m$ ($38 m^2$) | $\Phi 8m$ ($50 m^2$) | $\Phi 9m$ ($64 m^2$) | $\Phi 10m$ ($79 m^2$)

- 主体材料: 镀锌管 + PVC 篷布
- 主体尺寸: $\Phi 6m$
- 室内面积: $28m^2$
- 顶部高度: $3.5m$
- 其它规格: $\Phi 5m$ ($20 m^2$) | $\Phi 7m$ ($38 m^2$) | $\Phi 8m$ ($50 m^2$) | $\Phi 9m$ ($64 m^2$) | $\Phi 10m$ ($79 m^2$)



DX28 DIMENSIONS | 产品参数

- MAIN MATERIAL: ALUMINUM FRAME & INSULATING GLASS PANEL & ALUMINUM PLATE
- MAIN DIMENSION: $\Phi 6.4m$
- INTERIOR AREA: $32 m^2$
- TOP HEIGHT: $3.9m$
- OTHER SIZE: $\Phi 5.6m$ ($25 m^2$) | $\Phi 7.4m$ ($43 m^2$) | $\Phi 8.4m$ ($56 m^2$) | $\Phi 9.4m$ ($69 m^2$) | $\Phi 10.4m$ ($85 m^2$)

- 主体材料: 铝合金框 + 中空玻璃 + 铝合金板
- 主体尺寸: $\Phi 6.4m$
- 室内面积: $32m^2$
- 顶部高度: $3.9m$
- 其它规格: $\Phi 5.6m$ ($25 m^2$) | $\Phi 7.4m$ ($43 m^2$) | $\Phi 8.4m$ ($56 m^2$) | $\Phi 9.4m$ ($69 m^2$) | $\Phi 10.4m$ ($85 m^2$)





LARGE-SCALE PROJECTS

Hengdian Mengquan Valley Tent Hotel View
横店梦泉谷帐篷酒店实景

Kerala Sprawl Wilderness Camp Hotel
喀拉峻无垠之境野奢营地酒店

Shijiazhuang Panglong Lake Happy Hub – Yishui Camping House
石家庄蟠龙湖欢乐汇 – 亦水营舍

Royal Cyprus Resort Hotel
塞浦路斯皇家度假酒店



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