

家居收纳系统 HOME STORAGE SYSTEMS

万物归序 境自心生

木里木外  MULI



2026.2



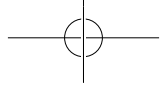
品牌 | BRAND

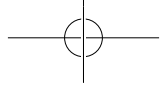




木里木外 只为美好关系

ONLY FOR BETTER CONNECTIONS





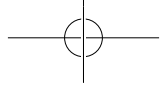
2016 年，木里木外自上海起航，开启走向世界顶级家居舞台的征程。

In 2016, MULI set sail from Shanghai, beginning its journey onto the world's leading home-living stage.



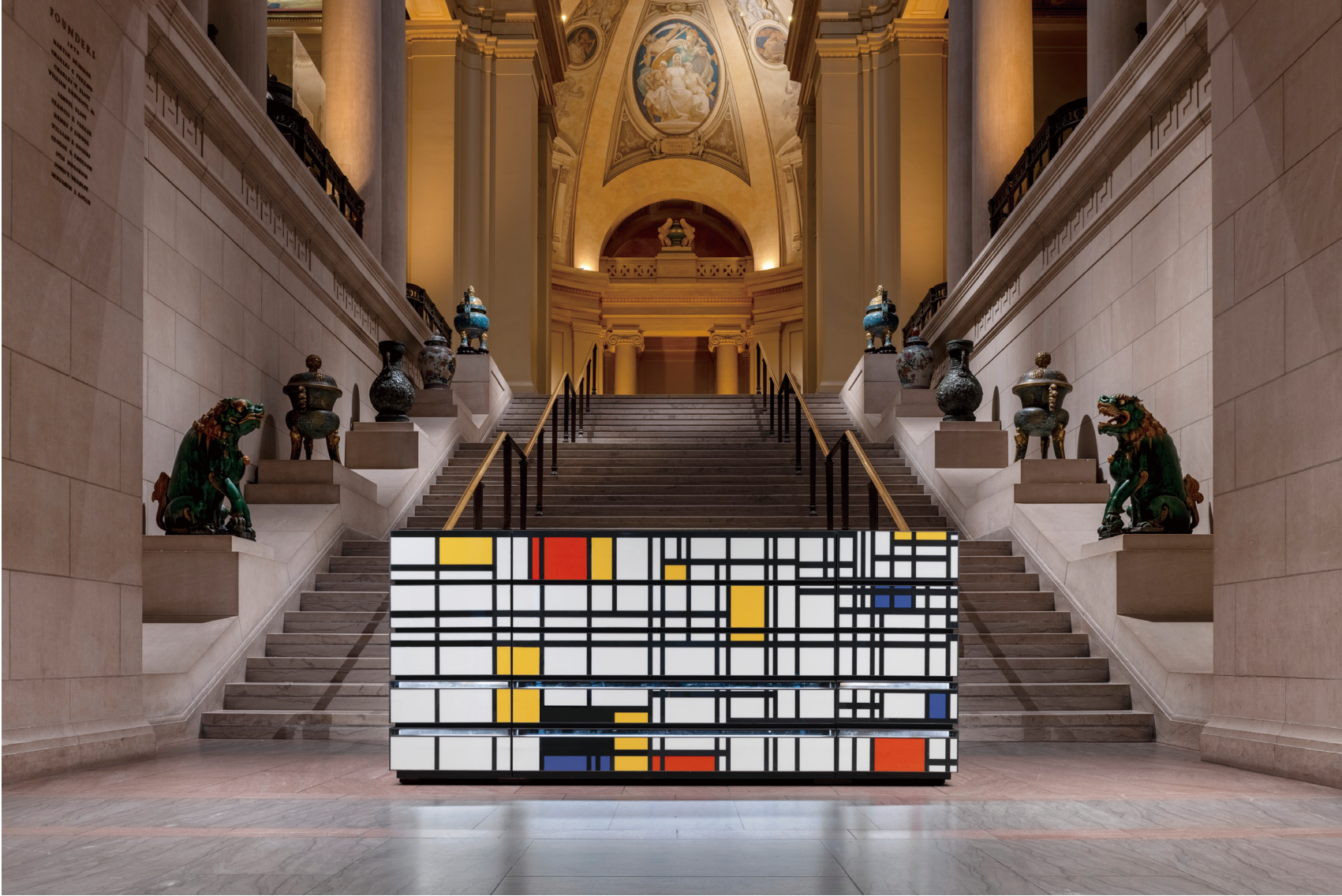
2019 年，作为首个登陆米兰国际家居展的中国原创品牌，木里木外荣获“世界的中国品牌”荣誉。

In 2019, as the first original Chinese design brand to debut at Salone del Mobile.Milano, MULI received the honor of "A Chinese Brand for the World".



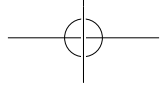
2021 年，木里木外在上海西岸艺术中心举办专场家居艺术展，引领家居与艺术的深度融合。

In 2021, MULI presented a dedicated home-art exhibition at Shanghai's West Bund Art Center, further blurring the boundary between living and art.



2023 年，木里木外“蒙德里安”艺术限量款智能中岛柜发布，并被美国波士顿美术博物馆永久收藏。

In 2023, MULI launched the limited-edition "Mondrian" Smart Island Cabinet, acquired into the permanent collection of the Museum of Fine Arts, Boston.



2024 年，木里木外整合多年智能化技术积累，提出“智能高定”产品概念，引领高定行业走向下一个时代。

In 2024, leveraging years of intelligent-technology accumulation, MULI introduced the concept of "Smart Haute Couture", ushering bespoke home living into its next era.



2025 年，故宫源邸旗舰展厅开幕，木里木外多年来倡导的中国传统文化与现代高定家居的深度融合迈入新的篇章。

In 2025, the opening of the flagship showroom "The Palace MULI" marked a new chapter in MULI's long-term advocacy of integrating traditional Chinese culture with contemporary haute-couture home living.



MULI
木里木外

品牌 | BRAND

使命 | MISSION

致力于提供高品质的居家生活
COMMITTED TO DELIVERING HIGH-QUALITY HOME LIVING

愿景 | VISION

成为世界家居理念的引领者
TO BECOME THE WORLD LEADER IN HOME LIVING PHILOSOPHY



因木而生 以木为名

“木”，象征着生长与力量，也寓意人与人、人与空间的美好连接。
木里木外从木的精神与文化出发，探索当代东方人居的秩序与温度，定义中国高端定制家居的新高度。
我们以木作为核心，专注打造面向高端生活方式的系统化家居解决方案。

BORN OF WOOD, NAMED FOR WOOD

In the philosophy of the Five Elements, “wood” signifies growth and vitality—and also the bonds that connect people and spaces.
Rooted in the spirit and culture of wood, MULI explores the order and warmth of contemporary Eastern living, setting a new benchmark for
China’s high-end bespoke home.
With wood as our core material and spirit, we create system-level solutions for elevated lifestyles.

木里的文化与故事，木外的表达与技艺

“门即是墙，墙即是柜”的一体化语言，与木里木外“简单、干净、直接”的美学主张彼此成就。我们追求视觉的克制、使用的清爽与需求的直达，去除冗余，让设计回归生活的本质。
木里，以木为源——经由匠心创造、独特工艺与专业推敲，锯开木头，也锯开美的内核；每一件好木作，都以不动声色的力量抵达人心。
木外，每一次呈现皆源于对当代人居的深刻理解：梳理高端生活场景，探究材料本质及其文化符号，在创造当代设计语言的同时，延续传统艺术与当代东方精神。

THE SPIRIT WITHIN, THE CRAFT BEYOND

The integrated language of “doors as walls, walls as cabinets” resonates with MULI’s aesthetic of simplicity, clarity, and directness. We remove the unnecessary—so form stays restrained, use stays clean, and needs are answered with immediacy.
Rooted in wood, MULI is shaped by ingenuity, distinctive craftsmanship, and rigorous refinement. When we cut through timber, we also reveal the essence of beauty; every well-made piece carries a quiet force that reaches the heart.
With each creation, MULI draws from a deep reading of contemporary living—mapping high-end scenarios, studying the nature of materials and their cultural symbols, and crafting a modern design language that carries forward traditional artistry and the spirit of today’s East.



木里木外 | 只为美好关系

高品质生活，超脱于物质，回归于“美好关系”。

什么是“美好关系”？

人、事、物之间的和谐融合，是高品质生活的原点。

我们相信：在微观层面，美好来自与身边的人、事、物建立真挚的连接；在宏观层面，美好来自将自身置于历史、文化与时代趋势之中，与更大的存在背景和谐共生。幸福生活的本质，正是“美好关系”的建立。

MULI | ONLY FOR BETTER CONNECTIONS

A high-quality life goes beyond possessions and returns to what truly matters: meaningful connections.

Meaningful connections are the harmony among people, moments, and objects—the starting point of a life well lived.

We believe that, on the micro level, beauty comes from genuine bonds with the people, moments, and things around us. On the macro level, it comes from living in dialogue with history, culture, and the spirit of the times—coexisting in harmony with the larger context of our existence. In essence, happiness is the making of meaningful connections.



智能高定 | 重塑美好生活

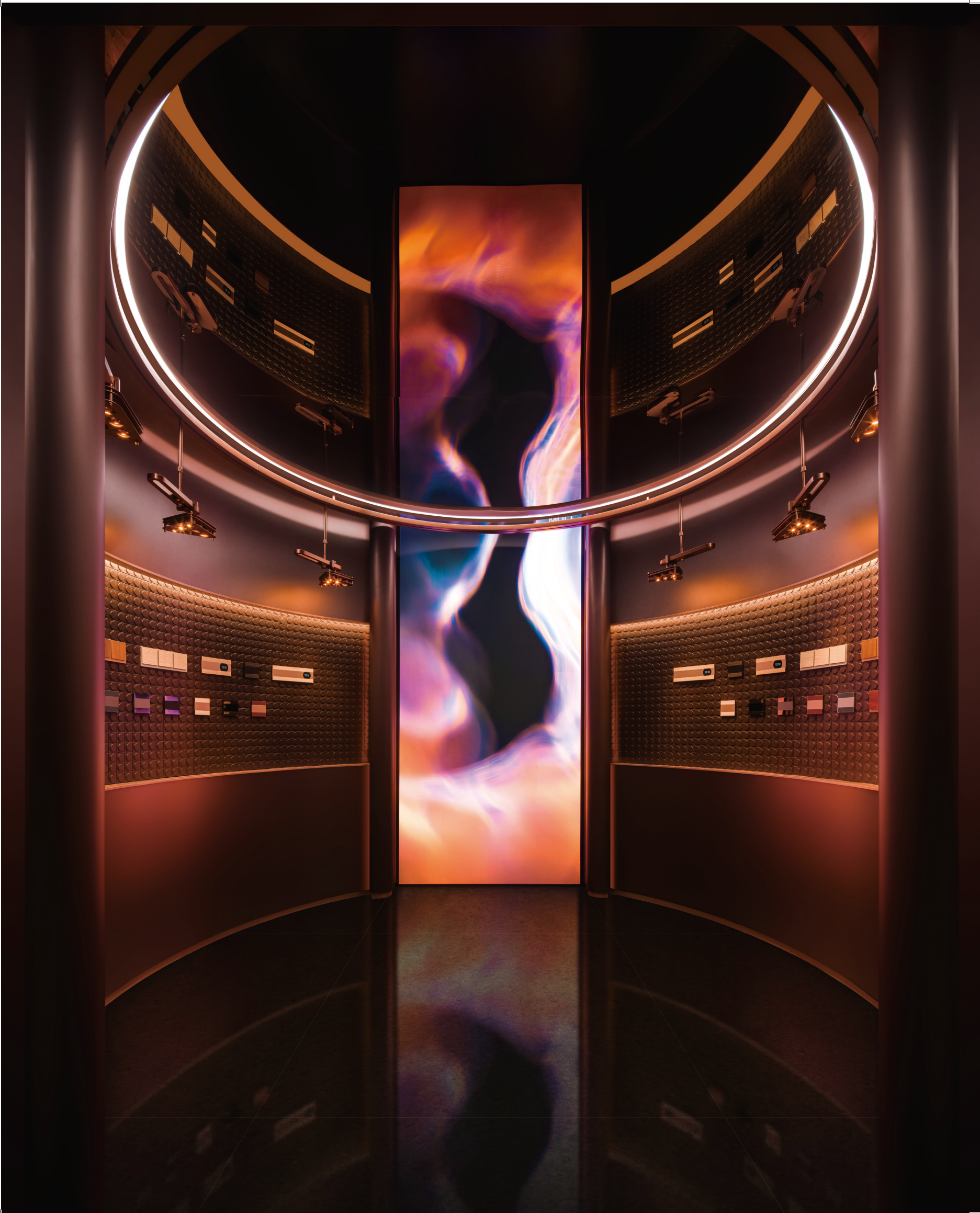
木里木外提出“智能高定”概念，让智能与高定深度融合，实现真正意义上的高级个性化定制，创造具有颠覆性与未来感的生活体验——一旦拥有，便难以回到从前。

我们相信，创新的“智能高定”解决方案，能重塑人与人、人与家之间的美好关系：家不再只是空间，更是服务的提供者。它能回应需求、呵护感受、关心健康、守护安全。同时，一个智慧、忠实的家也会让亲情更亲密、爱情更笃定、友情更从容，为美好关系的发生，提供更温暖的场所、更美妙的氛围和更动人的仪式感。

SMART HAUTE COUTURE | REDEFINING A BEAUTIFUL LIFE

MULI introduces “Smart Haute Couture,” a deep integration of intelligence and haute-couture craft—delivering truly elevated, personalized bespoke living and a future-ready experience you won’t want to live without.

Through this new approach, we aim to renew the relationships that matter: between people, and between people and their home. A home becomes a provider of care and service—responding to needs, honoring feelings, supporting well-being, and safeguarding safety. It also helps nurture family warmth, deepen love, and sustain friendship, offering a more welcoming setting, the right atmosphere, and a more moving sense of ritual for meaningful connections to thrive.



全国体验店（部分）

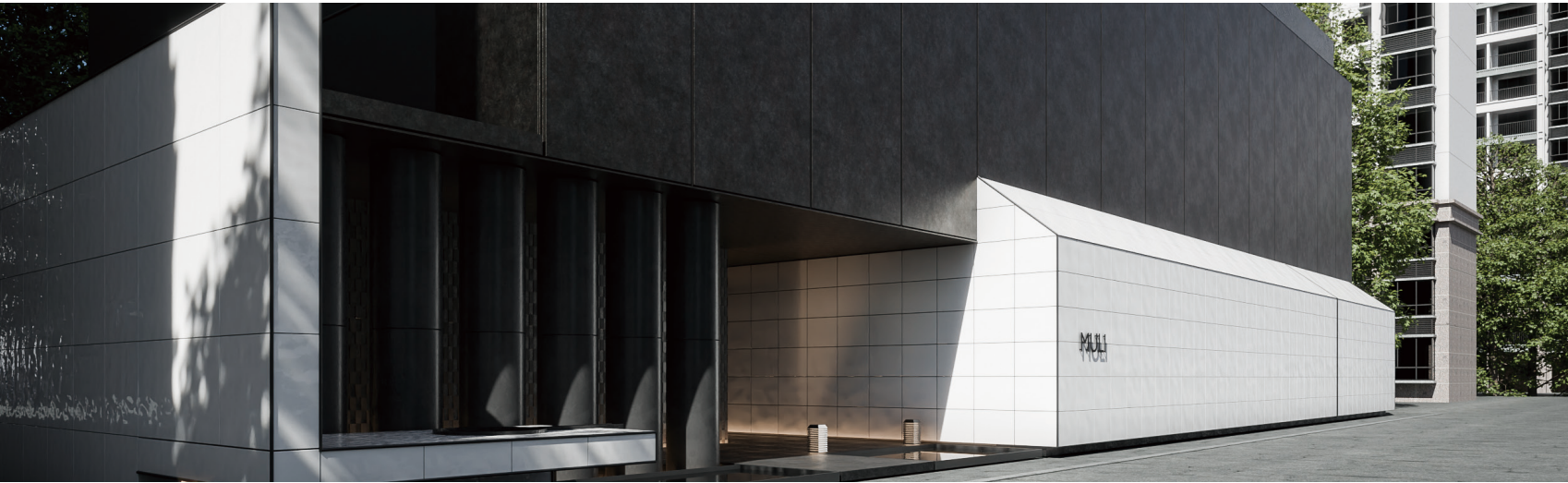
EXPERIENCE CENTER ACROSS CHINA (PARTIAL LISTING)



木里木外 故宫·源邸 | THE PALACE MULI



木里木外 外滩·源邸 | THE BUND MULI



木里木外 佛山城市展厅 | MULI FOSHAN



木里木外 杭州 | MULI Hangzhou



木里木外 苏州 | MULI Suzhou



木里木外 厦门 | MULI Xiamen



木里木外 大连 | MULI Dalian



木里木外 南京 | MULI Nanjing



木里木外 青岛 | MULI Qingdao



木里木外 东莞 | MULI Dongguan



木里木外 上饶 | MULI Shangrao



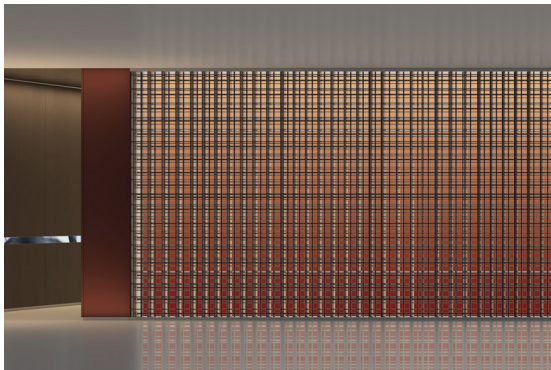
木里木外 乐清 | MULI Yueqing



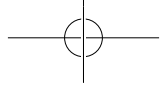
木里木外 南昌 | MULI Nanchang



木里木外 义乌 | MULI Yiwu



木里木外 成都 | MULI Chengdu

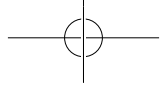


实力引领 | 定义中国高定家居新高度

作为中国“高定家居”品类的领导品牌，木里木外的实力建立在“三位一体”的坚实根基之上：全国 50 余家顶级体验店，构建深入人心的美学据点；超 13 万 m²自有工业园区，作为高效可靠的智造中枢；逾千名专业团队，贯穿从研发到落地的全链路交付。这不仅是规模的呈现，更是行业领导力与卓越交付能力的完整证明。

LEADERSHIP | SETTING A NEW BENCHMARK FOR CHINA' S HAUTE-COUTURE HOME

As a category leader in China's haute-couture home sector, MULI is built on a strong three-part foundation: over 50 premium experience centers nationwide; a proprietary industrial campus of more than 130,000 m² serving as an efficient, reliable smart-manufacturing hub; and a professional team of 1,000+ specialists delivering end-to-end execution from R&D through final installation. This is not only a mark of scale, but a full expression of leadership and outstanding delivery in luxury home living.



每一毫米不将就，每一环节不放松，每一标准不妥协。

这，是木里木外恒久的价值准则。我们以科学的严谨规范每一个动作，以艺术的激情雕琢每一寸肌理。精湛工艺与专业设备在此完美协同，确保每一件作品不仅是工艺的结晶，更是流程规范的典范——于理性中成就感性的永恒之美。

NO COMPROMISE—DOWN TO THE MILLIMETER, THROUGH EVERY STEP, UNDER EVERY STANDARD

This is MULI' s enduring commitment. We govern every action with scientific rigor and shape every surface with artistic passion. Craftsmanship and professional equipment work in perfect concert, ensuring each piece is not only the crystallization of skill, but also a benchmark of procedural excellence—where reason gives rise to timeless beauty.

