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USING OF TRADITIONAL CULTURAL ELEMENTS IN THE DESIGN OF PACKAGING FOR COSMETIC PRODUCTS

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This paper explores the integration of traditional cultural elements with modern design principles in cosmetic packaging to create innovative and culturally resonant products. It discusses the importance of logo design, packaging aesthetics, and how these elements contribute to brand identity and consumer engagement. By analyzing successful case studies, this research aims to provide insights into creating packaging that not only protects and presents the product but also builds an emotional connection with the target audience.

Key words: cosmetic packaging, logo design, brand identity, modern style, consumer engagement, traditional culture

INTRODUCTION

In the highly competitive cosmetics industry, packaging design is a critical factor. With the diverse traditional Chinese culture influencing the flourishing of aesthetic innovation, today's cosmetic packaging design is at the crossroads of tradition and modernity. Combining modern design concepts with elements that resonate with consumers is crucial for creating unique brand identity and driving market success. Effective packaging can significantly influence purchasing decisions, brand loyalty, and overall market success. This paper examines how integrating traditional Chinese cultural heritage with contemporary design trends can enhance the appeal and effectiveness of cosmetic packaging, fostering deeper consumer engagement and brand recognition.

PURPOSE

The purpose of this paper is to systematize the elements of cosmetic packaging design by extracting and redesigning traditional cultural motifs. By studying the evolution of packaging design over time and analyzing successful case studies, we aim to develop packaging solutions that are both visually striking and culturally meaningful, thereby increasing consumers' sense of identification with the brand.

RESULTS AND DISCUSSION

A well-designed logo is crucial for establishing a strong brand identity. In the context of cosmetic products, logos should be simple yet distinctive, capable of communicating the brand's essence and values. Traditional Chinese cultural elements, such as calligraphy, floral patterns, and symbolic imagery, can be



effectively incorporated into logo designs to create a unique and memorable brand image.

Brand insignia, must distill brand identity into a visual haiku. Consider Chanel's interlocked "C" logo [1], an epitome of timeless elegance and instant brand recall. Its ubiquity across packaging variants, from opulent perfume flacons to minimalist compacts, cements brand coherence (**fig. 1**). Shiseido's logo uses a stylized "S" [2] inspired by Japanese calligraphy, symbolizing elegance and fluidity. The logo reflects the brand's deep-rooted heritage and innovation (**fig. 2**). Shiseido's packaging often features minimalist aesthetics and subtle, elegant colors, reinforcing its commitment to quality and sophistication. The combination of traditional and modern elements creates a strong emotional connection with consumers, particularly those who appreciate Japanese culture and design.

Cosmetic packaging has evolved significantly over the years, with a growing emphasis on sustainability, functionality, and aesthetic appeal. Modern packaging designs often incorporate innovative materials and technologies, such as eco-friendly packaging, smart packaging with interactive features, and minimalist design approaches. These innovations not only enhance the user experience but also align with contemporary consumer values.

L'Occitane (France), L'Occitane's packaging [3] often features natural materials and earthy tones, reinforcing its commitment to sustainability and natural ingredients (**fig. 3**). The brand's use of lavender fields and Provençal landscapes in its packaging design evokes a sense of relaxation and natural beauty. L'Occitane's packaging design effectively communicates its brand story and values, resonating with consumers who seek authentic, eco-friendly products. The brand's focus on sustainability and natural ingredients has helped it build a loyal customer base.

In today's fast-paced and highly competitive market, engaging consumers is more important than ever. Modern packaging design must resonate with the preferences and values of the target audience, particularly younger generations who prioritize authenticity, sustainability, and social responsibility. Brands that successfully integrate traditional cultural elements into their packaging can create a strong emotional connection with consumers, fostering loyalty and advocacy.

Herborist (China), Herborist's [4] packaging is deeply rooted in Chinese traditional medicine, featuring herbal motifs and natural colors. The brand's logo incorporates elements from ancient Chinese medical texts, such as the Compendium of Materia Medica (Bencao Gangmu), which reinforces its commitment to natural ingredients and traditional healing practices (**fig. 4**). Herborist's packaging design effectively communicates its brand story and values, resonating with consumers who seek authentic, culturally rich products. The brand's emphasis on natural ingredients and traditional practices has helped it build a strong following among health-conscious consumers.

Pechoin (China), Pechoin a classic Chinese skincare brand, has revitalized its packaging by incorporating retro elements from the 1930s Shanghai era. The brand's logo and packaging feature Art Deco-inspired designs, evoking a sense of nostalgia and sophistication. This approach has helped Pechoin reconnect with its roots while appealing to modern consumers who appreciate vintage aesthetics.



Fig. 1. Packaging of Chanel (Laurent Nogues)

<https://www.chanel.cn/cn/skincare/p/144870/sublimage-lexttrait-de-nuit-ultimate-repair-night-concentrate/#pdp-image-2-0>



Fig. 2. Packaging of Shiseido's (Shiseido limited packaging gift box design in the United States in 2020)

<https://www.shiseido.com.cn/>



Fig. 3. Packaging of L'Occitane's (L'Occitane's Official Website)

<https://weibo.com/2659749693/5138631989398982>



Fig. 4. Herborist Taiji gift box packaging (China)

<https://www.jahwa.com.cn/herborist>

The brand's retro packaging design has been particularly effective in attracting younger consumers who value authenticity and cultural heritage.

Kanso (South Korea), Kanso's packaging design blends Korean traditional elements, such as fan patterns and hanbok-inspired colors, with modern, minimalist



aesthetics. The brand's logo features a stylized fan, symbolizing elegance and strength. Kanso's packaging effectively communicates its brand identity, combining cultural heritage with contemporary design to appeal to young, fashion-conscious consumers. The brand's use of traditional motifs has helped it stand out in a crowded market, fostering brand loyalty and consumer engagement.

CONCLUSION

Through the presentation of the process and results of designing cosmetic packaging that integrates traditional cultural elements with modern aesthetics, this paper highlights the importance of creating packaging that not only protects and presents the product but also builds an emotional connection with consumers. By carefully selecting and incorporating cultural symbols, brands can enhance their identity and foster deeper consumer engagement. Future research should explore additional ways to integrate cultural heritage into packaging design, further enriching the consumer experience and promoting cultural appreciation in the global market.

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ВИКОРИСТАННЯ ЕЛЕМЕНТІВ ТРАДИЦІЙНОЇ КУЛЬТУРИ В ДИЗАЙНІ УПАКОВКИ ДЛЯ КОСМЕТИЧНОЇ ПРОДУКЦІЇ

У роботі досліджено інтеграцію традиційних культурних елементів із сучасними принципами дизайну в косметичній упаковці для створення інноваційних та культурно резонансних продуктів. Обговорюється важливість дизайну логотипу, естетики упаковки та того, як ці елементи сприяють ідентифікації бренду та залученню споживачів. Аналізуючи успішні проєктні практики, це дослідження спрямоване на те, щоб зрозуміти, як створити упаковку, яка не тільки захищає та презентує продукт, але й створює емоційний зв'язок із цільовою аудиторією.

Ключові слова: косметична упаковка, дизайн логотипу, айдентика бренду, сучасний стиль, залучення споживачів, традиційна культура.