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INNOVATIVE RESEARCH ON TRADITIONAL CHINESE CULTURAL ELEMENTS IN BEAUTY BRAND PACKAGING DESIGN

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The burgeoning beauty industry in China necessitates effective brand differentiation and strong consumer engagement. Traditional Chinese culture provides a profound and resonant resource for branding, particularly in packaging design. This paper delves into the innovative incorporation of traditional Chinese cultural elements in beauty brand packaging, addressing the growing imperative for brands to establish cultural relevance within the Chinese market. This research employs a mixed-methods approach, encompassing content analysis of diverse beauty product packaging and in-depth case studies of brands that have successfully integrated traditional elements. The study aims to identify prevalent innovative design strategies and evaluate their influence on brand perception and consumer preference.

Key words: packaging design, Chinese Cultural Elements, Beauty Brand, Chinese culture.

INTRODUCTION

The Chinese beauty market, experiencing unprecedented growth, is characterized by intense competition and rapidly evolving consumer preferences. A significant design trend observed in recent years is the deliberate and sophisticated integration of traditional Chinese cultural elements into beauty product packaging.

Texture and graphics are also variables that can be modified and contribute to a successful package [1]. One prominent design strategy is the incorporation of traditional Chinese 图案 (patterns) and 纹样 (motifs). These visual elements, deeply rooted in Chinese history and art, are being reinterpreted and applied to modern packaging designs with remarkable creativity. From the auspicious clouds and dragons of imperial art to the delicate floral patterns of traditional textiles, these motifs evoke a sense of heritage, elegance, and cultural authenticity.

Furthermore, the rising 国风 (Guofeng) trend – a surge in popularity for Chinese traditional style and culture among young consumers – is a pivotal factor driving this design direction. China's younger demographic, increasingly proud of their cultural heritage and seeking expressions of national identity, are demonstrably receptive to products that embody “Chineseness”. Beauty brands have astutely recognized this cultural shift and are strategically aligning their



packaging design with the “Guofeng” aesthetic. This strategic alignment is not just about visual appeal; it is about building an emotional connection with the consumer, fostering a sense of belonging and shared cultural understanding

PURPOSE

This study aims to investigate the innovative integration strategies of traditional Chinese cultural elements in contemporary packaging design employed by Chinese beauty brands. Specific objectives include: To investigate the contemporary innovative strategies adopted by Chinese beauty brands for incorporating traditional cultural elements into packaging design.

RESULTS AND DISCUSSION

Contemporary Innovation Strategies for Integrating Traditional Cultural Elements in Chinese Beauty Brand Packaging Design

The packaging design of Chinese traditional elements is to endow the traditional rhythm with words, graphics, colors and materials, and to complement the whole with certain arrangement design [2]. Chinese beauty brands have increasingly adopted strategies to reinterpret traditional cultural elements through modern design frameworks. A prominent approach involves cultural decoding and technological encoding, where brands like Florasis (花西子) integrate intangible cultural heritage techniques, such as Su embroidery and Miao silver carving, into packaging design. For instance, Florasis' limited-edition collaboration with Su embroidery master Lu Meihong transformed traditional Song Dynasty needlework into intricate cosmetic case patterns, merging historical artistry with contemporary aesthetics in Figure 1. Similarly, brands like Pechoin (珀莱雅) leverage "Chinese ingredients" in Figure 2 rooted in traditional herbal medicine, combining ancient formulations with biotechnology to create packaging narratives that emphasize cultural authenticity



Fig.1. Florasis' Miao-inspired makeup sets (From the website of <https://radii.co/article/makeup-brand-florasis>)



Fig.2. Pechoin Package Design (From the website of <http://www.isfashion.com/news/20191111/120746.html>)

The Role of Innovative Packaging Design (e.g., Folding Mechanisms and Interactive Elements) in Enhancing Consumer Experience and Ritual Sensibility

Folding mechanisms in packaging design have redefined user interaction by introducing ritualistic engagement. Inspired by Huawei's tri-fold smartphone, which



mimics the ceremonial unfolding of imperial scrolls, beauty brands like Florasis employ multi-layered folding structures in gift boxes. For example, their "Yazhi Zhiyin" ceramic-themed packaging unfolds to reveal nested compartments, evoking the gradual discovery of Song Dynasty porcelain treasures in Figure 3. The packaging design of Florasis' Blooming Rouge Love Lock Lipstick in Figure 4 draws on the love lock form in Chinese classical culture, which is a traditional symbol of eternal love and loyalty. They are often found on ancient buildings such as bridges or pavilions, implying "locking love and never separating."

Micro-relief technology: The pattern of the ancient romantic love story "Zhang Chang Huamei" is engraved on the lipstick paste. The micro-relief technology combines traditional culture with modern design to show oriental romance. Material and color: The bronze color with a metallic texture and matte texture not only reflects the solemnity of the classics, but also conforms to the high-end sense of modern aesthetics. This design not only gives the product a profound cultural connotation, but also enhances consumers' emotional resonance and cultural identity through the dual experience of vision and touch.



Fig.3. Florasis' Elegant Porcelain Gift Box (From the website of <https://www.duooo.net/baozhuang/1814.html>)



Fig.4. Florasis' Blooming Rouge Love Lock Lipstick (From the website of <https://florasis.com/fr/blogs/makeup-community/seek-the-story-behind-eastern-beasts-sculpting-makeup-palette>)

Impact of Culturally Infused and Ritual-Driven Packaging on Consumer Perception and Cultural Identity

In response to the impact of technology and the fusion of global cultural influences, a shift is emerging in Chinese culture towards the preservation of unique cultural identities [3]. The integration of traditional elements and ritualistic design significantly strengthens **consumer cultural identity**. Surveys indicate that 90% of "post-00s" consumers prioritize purchasing beauty products that reflect Chinese cultural narratives, as seen in Florasis' dominance in market share growth. Packaging designs like the "Twin Lock" lipstick, symbolizing eternal love through traditional Chinese padlock motifs, resonate globally by bridging universal themes with localized symbolism, thereby fostering cross-cultural appeal.

Moreover, ritual-driven designs enhance **perceived product value**. For example, limited-edition packaging featuring fold-out origami structures or



interactive puzzles (e.g., reassembling ceramic shards to reveal product information) transforms consumption into a participatory act, akin to cultural preservation. This aligns with findings from immersive exhibition studies, where interactive engagement boosts brand loyalty by 40%. However, critiques arise when brands prioritize aesthetics over functionality, as seen in cases where ornate packaging complicates product accessibility, highlighting the need for balanced innovation.

CONCLUSIONS

Chinese beauty brands exemplify how traditional cultural elements and innovative packaging mechanisms can synergize to enhance consumer experience, cultural identity, and market competitiveness. By adopting strategies like technological reinterpretation, multisensory interaction, and ritualistic engagement, brands such as Florasis and Chando demonstrate that cultural authenticity and modern design are not mutually exclusive but mutually reinforcing. Future research should explore scalable methods to integrate these principles without compromising practicality, ensuring sustainable cultural and commercial impact.

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ЧУБОТІНА І., ФУ Лінь

ІННОВАЦІЙНЕ ДОСЛІДЖЕННЯ ЕЛЕМЕНТІВ ТРАДИЦІЙНОЇ КИТАЙСЬКОЇ КУЛЬТУРИ В ДИЗАЙНІ УПАКОВКИ КОСМЕТИЧНИХ БРЕНДІВ

Індустрія краси, що розвивається в Китаї, вимагає ефективної диференціації брендів і сильного залучення споживачів. Традиційна китайська культура забезпечує глибокий і резонансний ресурс для брендингу, особливо в дизайні упаковок. У цій статті розглядається інноваційне включення традиційних китайських культурних елементів в упаковку косметичних брендів, звертаючись до зростаючої потреби брендів у створенні культурної відповідності на китайському ринку. У цьому дослідженні використовується підхід змішаних методів, що включає аналіз вмісту різноманітних упаковок косметичних засобів і поглиблені тематичні дослідження брендів, які успішно інтегрували традиційні елементи. Дослідження спрямоване на виявлення поширених інноваційних стратегій дизайну та оцінку їхнього впливу на сприйняття бренду та переваги споживачів.

Ключові слова: дизайн упаковки, елементи китайської культури, Beauty Brand, китайська культура.