



vivo 2025 CNY Gift Box

A Chinese New Year Gift Box design integrating the Chinese Zodiac culture and vivo brand elements.

Conveying Cultural Emotions and Festival Greetings

The Year 2025 marks the Year of the Snake according to the Chinese Zodiac, the snake symbolizes intelligence and opportunities, and the gourd ("葫芦hú lu", which sounds like "福禄fú lù") echoes happiness and prosperity in Chinese culture. These elements all together constitute an auspicious and energetic visual theme, aiming to convey the best wishes for the new year through a modern interpretation of traditional Chinese culture. This packaging design accentuates the visual aesthetics while evoking emotional resonance with traditional festivals among users.





Four-layer Structure for Joyful Unboxing

The three-dimensional illustration design on the top of the box matches the four-layer structure of this box. The visual design of each layer is closely linked to the corresponding layer of gifts inside the box, making unpacking each layer of gifts interesting and joyful.

Illustration Explanation

Second layer

This layer focuses on the theme of the Year of the Snake, using refined lines to outline the agile posture of the snake.

First layer

This layer subtly combines vivo brand blue and festive red, highlighting the brand feature and creating a cheerful festival ambiance.

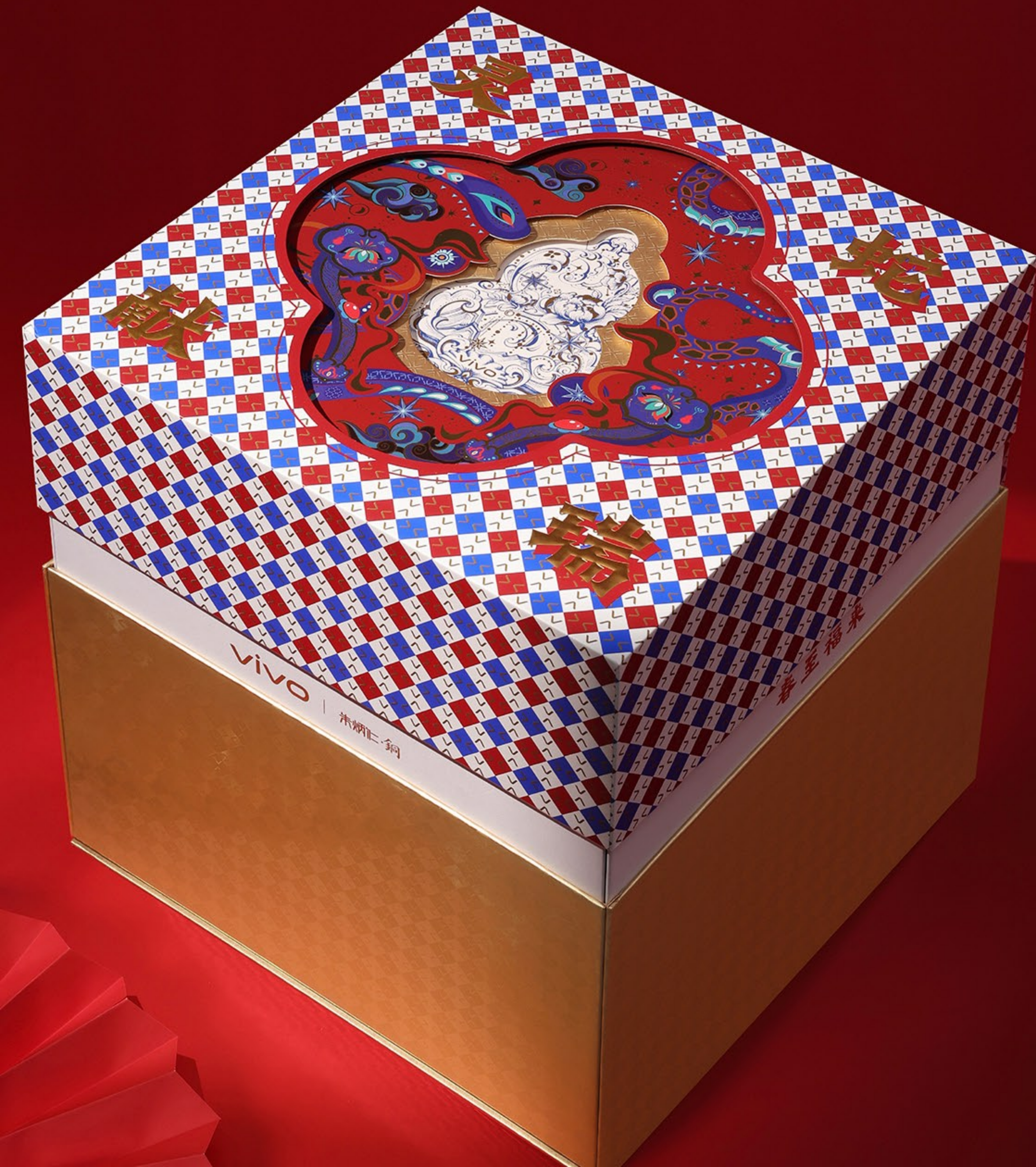
Fourth layer

This layer employs the detailed brushwork of Chinese Gongbi painting to finely render vines and flowers, harmonizing beautifully with the graceful and sinuous form of the snake.

Third layer

This layer features a round and smooth gourd adorned with golden brand auxiliary icons to reinforce the brand identity.





Balancing Visual Aesthetics and Environmental

This gift box adopts a modular design, making it reusable as a storage box. It is made of biodegradable paper and plant-based fiberboards, contributing to sustainable development. It also utilizes advanced technologies such as foil stamping, embossing, and UV printing to enhance the packaging texture and artistry.