

The image features a bottle of 72° Xiangyu liquor and a bronze Xiangyu vessel. The bottle is dark with a black cap and a gold band around the neck. It has red and gold decorative elements, including the characters '霸王' (Bawang) and '72°'. The bronze vessel is a traditional Xiangyu, a type of wine vessel, with a wide, flat rim and a long, thin spout. It is positioned to the left of the bottle. The background is a blurred, warm-toned setting, possibly a traditional Chinese interior.

72°Xiangyu the conqueror liquor

Resembling a valuable artifact

Design concept – of cultural inheritance value

The bottle is inspired by Xiang Yu, the Overlord of Western Chu, who lifted the tripod with his golden armor. As the tripod represents dignity and power, Xiang Yu's action of lifting the tripod is considered strong and intrepid, earning him the title of "Overlord".

The bottle's crown is modeled on the ox head of Emperor Yan Shennong, a symbol of wisdom and courage in Chinese historical allusions.

The design, which incorporates several historical symbols, allows users to visually associate the brewing technique with historical inheritance.



Color scheme of strong historical touches

The bottle is dominated by black with gold, bronze, and red accents. This color palette creates a striking visual contrast while exuding a classic and noble feel, as well as a strong historical and cultural touch.



A highly recognizable appearance

The 72° Xiangyu the conqueror liquor breaks the boundaries of traditional wine design on the market. It borrows from the traditional Chinese symbol of the tripod and the shape of Emperor Yan Shennong's ox head. It takes a stately color scheme with a historical touch, accented with a modern embossing process, creating a layered visual effect while delivering a sumptuous and noble feel.





An artwork with both good flavor and eye-pleasing look

The 72° Xiangyu the conqueror liquor exhibits strong historical and cultural value, which can be said to be an artwork with both good flavor and aesthetically pleasing look. Its appearance incorporates historical and cultural allusions, resembling a valuable artifact. The authentic flavor and rich aroma complement its allusion-inspired appearance. Each drop of wine is reminiscent of the memory of history.