



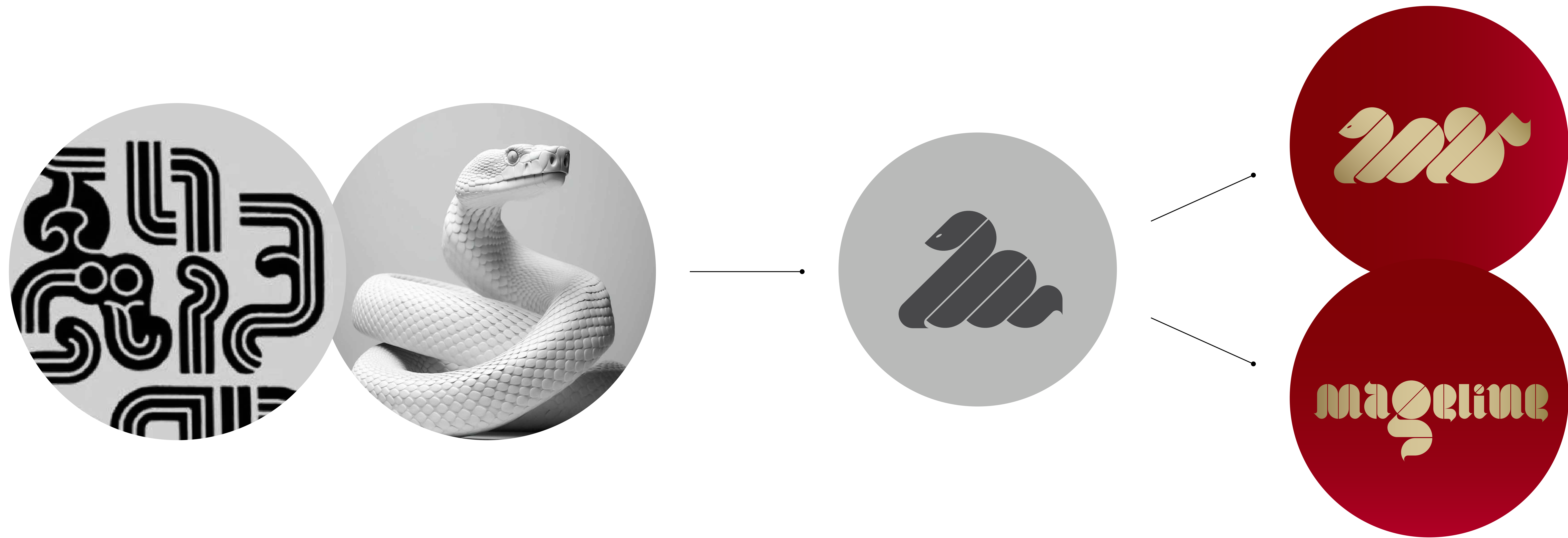
Mageline 2025 Chinese New Year

Year of the Snake Full Design Project

Innovative Expressions of the Snake Year Culture

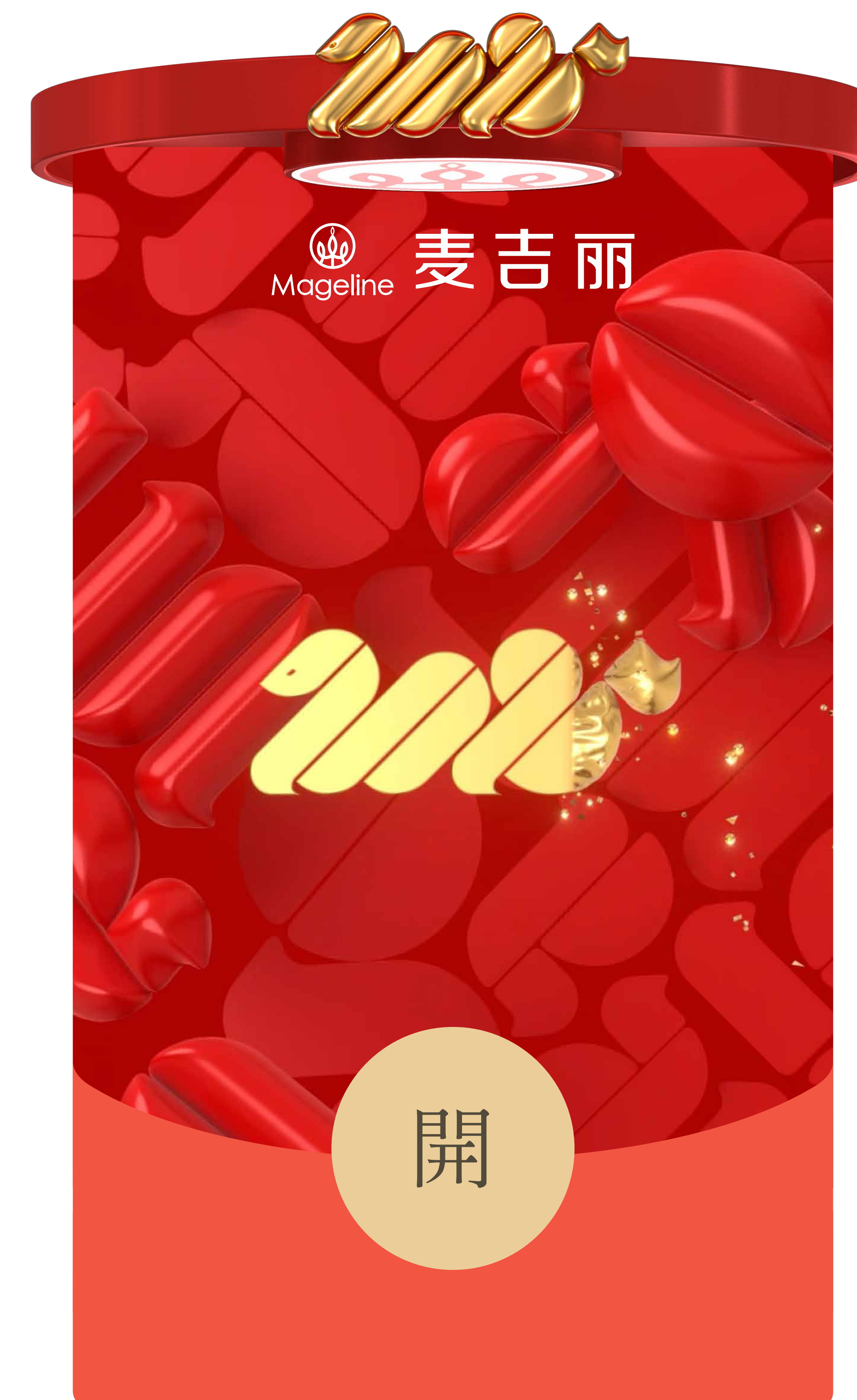
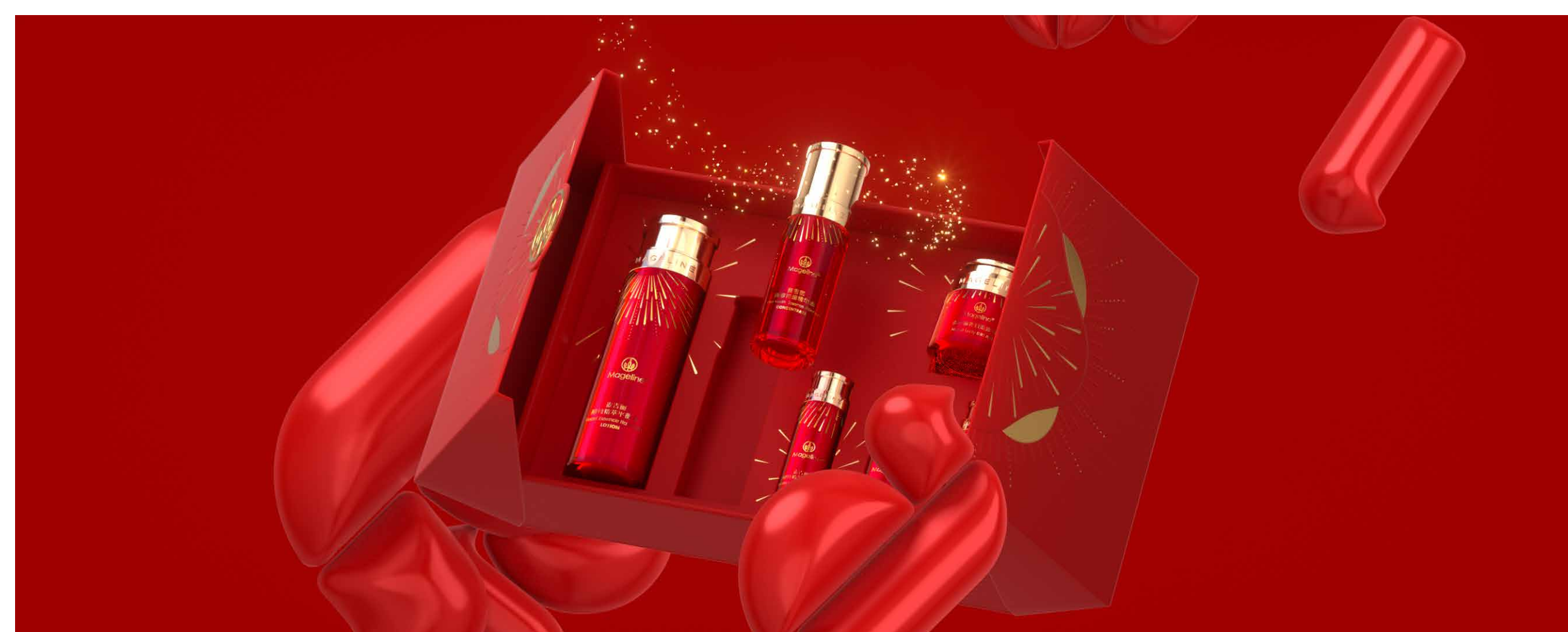
For the 2025 Year of the Snake, Mageline reimagines traditional Chinese "PAN HUI" patterns by extracting the essence of coiling "Pan" motifs and mysterious "Hui" elements into sleek geometric snake designs. This transformation moves beyond folkloric imagery toward a refined, minimalist, and contemporary visual language. The resulting zodiac identity gives the brand cultural depth and modern elegance, infusing their high-end skincare line with a distinctive Eastern spirit.





Visual Interpretation of Natural Gestures

Inspired by the natural coiled posture of snakes, the design creates a visually harmonious and protective arrangement that translates into soft, layered visual structures—perfectly aligned with the brand's skincare philosophy. Rather than literal snake imagery, the design emphasizes curves, symmetry, and inward spirals, establishing a highly recognizable symbol system that adapts seamlessly across various media platforms, enhancing brand recognition.



Emotional Collisions in Color Language

The project employs a sophisticated palette of matte red and metallic gold, creating a festive yet luxurious tension. Xihong captures the joy of Chinese New Year, and Liujin adds a touch of modern luxury. Together, they celebrate tradition with refined style. This material strategy is consistently applied across both offline and online touchpoints—from digital red envelopes to calendars and gift sets—amplifying emotional impact during the holiday season.





Deep Integration of Brand and Zodiac

A standout innovation of this project is the integration of snake forms into the structure of the "mageline" wordmark, creating a distinctive zodiac typography system. By elegantly blending snake-like lines with letterform strokes, the design strengthens brand recall while adding playful, identifiable elements. This visual design offers exceptional versatility, seamlessly integrating into various in-store decorative settings and demonstrating strong adaptability in application.



Design as a Long-Term Brand Value

Mageline's 2025 Chinese New Year: Year of the Snake design project transcends seasonal marketing to become an integral part of the brand's cultural identity. Through thoughtful deconstruction of the snake symbol in traditional culture and its reconstruction through a modern aesthetic lens, the project establishes an "Elegance" visual philosophy for the brand during the New Year period. This not only highlights a deep cultural heritage, but also precisely aligns with the professional ethos and aesthetic values upheld by Mageline as a premium skincare brand rooted in China.

