

# Botaniera Original Firming Essence by Chun Xue Creative Design Wins Bronze in A' Packaging Design Awards

*Chun Xue Creative Design's Innovative Packaging for Botaniera's Firming Essence Recognized with Prestigious International Design Award*

COMO, CO, ITALY, October 29, 2024 /EINPresswire.com/ -- The A' Design Award and Competition, a highly respected and well-recognized award in the field of [packaging](#) design, has announced [Chun Xue Creative Design's](#) work, "Botaniera Original Firming Essence," as the Bronze Winner in the Packaging Design category. This prestigious recognition highlights the exceptional creativity and innovation demonstrated by Chun Xue Creative Design in the development of this outstanding packaging solution.



Botaniera Original Firming Essence

The award-winning packaging design for Botaniera Original Firming Essence showcases a deep understanding of current trends and needs within the skincare industry. By artistically presenting the growth posture and appearance characteristics of Dendrobium, the core ingredient, the design effectively conveys the product's natural and safe properties while instilling consumer confidence. This alignment with industry standards and practices, combined with the design's practical benefits for users, sets a new benchmark for packaging excellence.

Chun Xue Creative Design's award-winning work stands out for its unique interpretation of the Dendrobium's spiral growth form. By employing a minimalist design language and creating irregular, smooth chine lines in the center ring structure, the team successfully captures the plant's vitality and upward momentum. The frosted bottle, featuring a vibrant gradient of yellow and green hues, complements the transparent center ring, resulting in a visually harmonious

effect that corresponds with the product's efficacy.

This recognition from the A' Packaging [Design Awards](#) serves as a testament to Chun Xue Creative Design's commitment to excellence and innovation. The award not only validates the team's creative prowess but also motivates them to continue pushing the boundaries of packaging design. By inspiring future projects and influencing industry standards, Chun Xue Creative Design aims to foster a culture of continuous improvement and exploration within the brand.

Botaniera Original Firming Essence was designed by the talented team at Chun Xue Creative Design, including Yuzhi Zhang, YouPeng Sun, and Bingyu Xu, who collaborated to bring this innovative packaging concept to life.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=156437>

#### About Chun Xue Creative Design

Chun Xue Creative Design is a creative design organization specializing in brand design, visual identity, product packaging, public relations image, and brand strategy services for the new brand and new retail industry. With a focus on uniqueness, systematization, and targeting, the company strives to strengthen the direct bond between brands and consumers while providing exclusive customized services. Chun Xue Creative Design is committed to creating visions that are properly treated and continue to spread positively.

#### About Botaniera (Hangzhou) Health Science and Technology Co., Ltd.

Botaniera is China's original Dendrobium skincare brand, dedicated to providing efficient scientific solutions for problem skin using Dendrobium officinale. Rooted in the national Dendrobium planting base and in collaboration with five professional research and development institutions, Botaniera continuously researches and cultivates Chinese Dendrobium to deliver the value of its ingredients and efficacy to consumers. The brand's mission is to protect problem skin with Dendrobium as the root and science as the stem.

#### About Bronze A' Design Award

The Bronze A' Design Award recognizes packaging designs that demonstrate a notable level of creativity, practicality, and professional execution. Winning designs are acknowledged for their potential to positively influence industry standards by effectively blending form and function. The rigorous selection process involves blind peer review by an expert jury panel based on pre-established evaluation criteria, ensuring that only the most deserving designs receive this prestigious recognition.

#### About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes exceptional packaging design across various industries. Organized annually since 2008, the award attracts a diverse range of participants, including innovative designers, agencies,

manufacturers, and brands. Through a rigorous blind peer-review process conducted by an expert jury panel, the A' Design Award aims to identify and celebrate pioneering designs that contribute to the advancement of the packaging industry. By showcasing these remarkable achievements on a global stage, the award inspires future trends and promotes the principles of good design, ultimately contributing to the creation of a better world. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at:

<https://packaging-design-awards.com>

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