



# Application of Fit Concept in Cosmetic Packaging Design Take Lin Qingxuan as an Example

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**Abstract.** This paper analyzes the current situation of cosmetics packaging design and expounds the concept and principle of fit packaging. The fit concept is applied in Lin Qingxuan skincare packaging, and the structure, concept and pattern are applied in Lin Qingxuan skincare packaging to enhance the brand value, make the brand more individualized and enhance the fun of packaging. Enhance brand effect and brand market competitiveness.

**Keywords:** fit concept · Lin Qingxuan brand · packaging design · modeling structure

## 1 Introduction

In the rapid development of the Internet today, under the era of big data. Seize the right time to specify the right strategic development direction, understand the market status quo, comprehensively analyze the target group, optimize the product strategy, optimize the product packaging structure according to the development trend of the product, a competitive marketing environment is unavoidable. According to the development needs of domestic cosmetics enterprises, a targeted marketing system is formulated [1]. With the improvement of living conditions, people expect to have more interesting, more novel, environmental and high-quality products, packaging has also become a cultural appeal, not only in the structure, graphics, brand concept fit can improve the added value of packaging. Therefore, the author will apply the fit design in the packaging design of domestic cosmetics brand of Lin Qingxuan, expand the design ideas in the packaging structure, as far as possible to design a design that can bring pleasure to consumers, use the fit concept to improve the packaging of products, so that domestic cosmetics brand can enhance the brand image, increase the recognition of consumers.

## 2 The Concept of Fit Packaging

In literature, consilience is defined as conformity and congenial. A relationship in which two or more things are subtly fused together can also be called confluence,” harmony

between man and nature,” “Yin and Yang,” “man and woman,” everything and everything in the world is aligned. For example, Yin and Yang figure, sharing the boundary edge of symbiosis to produce a perfect fit. The function of packaging is simply understood as two aspects: one is to make the product safely and undamaged to the hands of consumers; The second is to convey the content and nature of the product to promote sales. The functions of packaging are generated by following the above attributes. Packaging has the functions of protection, transportation, information transmission, aesthetics and convenience. Everything in the world can have a certain correlation due to its regulation, so as to produce a fit form. This kind of correlation makes the elements of the fit form need to achieve a harmonious and balanced state, and also can reflect the consistency of thought [2]. Fit packaging design refers to the packaging can not only balance the combination of internal elements, but also can achieve perfect integration of “embedded” between the parts, to produce the original does not have the new attributes of the state with packaging concept was widespread, including the internal and external structure, the external shape and for goods packaging decoration and related packaging appendages fit design The division and combination form of commodity packaging is one of the important forms of beauty in modeling design, which is a reflection of the idea of conformity [4]. It is very important to master the classification and characteristics of different kinds of packaging materials, as well as the innovative requirements of packaging modeling structure design.

### **3 The Value of Fit Packaging**

The so-called fit concept of packaging design, should consider both aesthetic and practical, and not only a single pursuit of formal beauty. The principle is to take into account product form and function, technology, economy, culture and consumer experience. It's not only important to meet the needs of being able to save space and materials, but also need to consider whether it is ergonomic, easy to transport, and can be sustainable. To achieve this, more innovative structural design, packaging materials and structural improvements are needed to achieve. Mainly through the image design of internal and external packaging, the selling point of the product is emphasized to the maximum extent, so that the purchase desire of customers can be increased. The concept of fit packaging design is the sublimation of packaging design. In modern packaging design, from packaging materials to structural design, and then from structural design to graphic symbols design, the way of fit design thinking can provide designers with a continuous stream of creative inspiration, through the existing products and materials and design concepts of innovation. The same product, with different packing, the good packaging design can not only meet the high demand of modern urban people's cultural spirit, but also can bring customers a fresh and new feeling, meanwhile increase the competitiveness of the products, increase customer's purchase desire, to fit modern packaging design theory. This is also the value of the concept of fit in packaging design application.

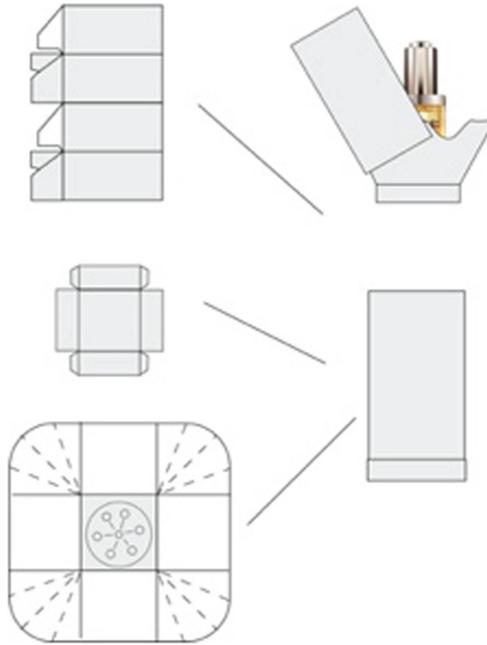


Fig. 1. Structure diagram (by the author)



Fig. 2. Renderings (by the author)

## 4 The Application of the Fit Concept in the Packaging Design of Lin Qingxuan

### 4.1 Brand Analysis of Lin Qingxuan

Lin Qingxuan brand was founded in 2003. Its products mainly take Chinese traditional herbs as raw materials and focus on safe natural cosmetics. It has designed in-depth offline experience stores in many places across the country, which has been recognized by consumers. Most beauty-loving women have paid attention to the “Lin Qingxuan ‘Camellia Rejuvenation Expert’ experience shop” opened in mainstream supermarket, and the price is acceptable. Lin Qingxuan is one of the best-selling domestic brands. Lin Qingxuan mainly advocates the concept of nature, which is widely recognized by female consumers. However, compared with similar cosmetics brands, there are no distinctive features and no outstanding products. There is a lack of moderate innovation in packaging. With the advent of the Internet era, people are paying more attention to the definition of “young” and “fashionable” products. In recent years popular national style changes, so that many domestic brands stand out, but most consumers do not have an accurate impression of Lin QingXuan. This makes consumers subconsciously ignore when faced with a choice. In such an era of booming new media, packaging innovation is essential (Fig. 4).

### 4.2 Fit in Packaging Structure

The basic and practical structure form of packaging modeling is summed up after long-term practice. Most are a paper forming, in a safe and reasonable premise can effectively



Fig. 3. Renderings (by the author)



Fig. 4. Renderings (by the author)

use the interspersed, folding structure, reduce the use of paste frequency [3]. During transportation, the plate state is better than the three-dimensional state. On the premise of not affecting the overall effect, the manual participation component is reduced as much as possible, and reasonable and effective design arrangements are made in many links such as production, transportation and use (Fig. 1). The author's packaging adopts the sky cover box, which covers the top cover directly to the bottom of the box to close the entire box body. This form of box display surface is large, easy to open and easy to take. Because the top cover side cover all to the bottom of the box, box body around the formation of double layer, so strong pressure resistance, can play a full protection of commodities, can contain essential oil and play a protective role. The lower box is divided into two layers, and the bottom space is used to store small fast aromatherapy to increase the added value of the products, in line with the sustainable design of the packaging (Fig. 3). The bottom of the carton is quadrilateral design, and the inner folded paper is designed in the shape of petals. When the package is opened, the package is given practical appreciation, which as well reflects the interesting characteristics of the product. From the perspective of normal psychology, people like to share pleasant experiences, which can not only protect products and convey information, but also enhance customers' memory of camellia essential oil.

### 4.3 Fit Between Brand Concept and Packaging

Packaging design is the concentrated expression of brand concept and product characteristics, which will have a direct impact on consumers' purchase desire and brand image in consumers' minds. So to align with brand image first need a clear brand positioning, we need to use unified logo and slogan, as well as standard text font, colour, symbol

design and the brand slogan, etc. To bring into the enterprise culture and brand concept, supplemented by differentiation is tonal, font water lines or modelling structure to distinguish between different product category under the same brand. In this way, the brand can not only deepen the image in the eyes of consumers, but also better breed the sense of identity and improve the favorable degree of consumers. In the design and application, we should first pay attention to the logo and propaganda of the brand, so that people can be clear at a glance. To improve brand recognition, the design should use atmospheric colors as far as possible, and the style should avoid being too lively, so as not to conflict with the brand image. Lin Qingxuan did not blindly imitate, but aimed at the current rare special features brand on the market, the brand image of natural philosophy and without any error, create green natural skin care, don't use any animal oil, extract the health, environmental vegetable oil, not blindly follow the direction of the other brands, differentiate themselves, to create products with strong characteristics. Therefore, in the promotion of creativity and the characteristics of their own brand, find a suitable route, can attract customers more, catch people's eyes, let people want to buy and try. The artistic form and culture of packaging design directly affect consumers' choice and purchase of goods, which is one of the important components of human material civilization and spiritual civilization.

#### **4.4 Fit of Package Graphics**

According to the fit concept of cosmetic packaging design, without affecting the safe transportation and production of products, through the subtle optimization of the structure to achieve higher aesthetic spiritual and cultural needs, can bring consumers more freshness and pleasure (Fig. 2). In the author's packaging design, the modeling of camel-lia painting is extracted to summarize and refine, and the packaging box is formed around symmetrical sections. The visual effect is the graphic combination of a single object, which adds interest and practicality to the structure and combines the painting style of traditional Chinese painting. The use of concave and convex embossing process, the use of relief printing press, has been printed on the semi-finished product of the local pattern, text pressed into concave and convex obvious, three-dimensional graphics, its forming effect is similar to relief works [5]. Classical elements are integrated into the packaging design to realize the integration of classical and modern, explore the relationship among people, plants and art, and finally show the elegance but not publicity, classical and fashionable temperament, so that the brand has more connotation and cultural sense.

## **5 Conclusion**

The essence and existence of packaging is to deliver products safely and cleanly from manufacturers to consumers. Nowadays, with the development of economy and society, packaging design carries more functions of marketing and strengthening brand image, so designers can't just stay on how to make transportation more convenient, but also pay attention to strengthen brand image, reasonable use of fit principle, play a key role in promoting product sales. To create unforgettable and pleasure experience for the customers, the brand of Lin Qingxuan bring the fit concept to the packaging design and

extract camellia oil from camellia. All this efforts can greatly bring a sense of freshness, pleasure and affinity to customers. From all this to enhance customer experience and increase customer satisfaction.

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