



The Queen  
(Package Design)

Design Sketch, Photography, 3d print, 3d model by Yinghao Huang (first)  
Personal portfolio website: [www.yinghaohuang.com](http://www.yinghaohuang.com)

—Yinghao Huang



The ordinary product is always based on the culture like simple and classic, natural. I want to express more the feeling of ordinary, classic on the package design, like make the product go back to 80s and keep some feature of 80s product. Therefore, I go forward with the classic style. The first try here is metal a coin fashion, but the bottle shape looks super clumsy, and the metal feeling is too much like I bring out an idea too, I come up on idea make a combination between old coin, chess queen and the product package. The queen chess can reflect the quality of product, I tried to keep some coin style but on the top of the cap. The rubber ball form is actually keeping the not take fashion. This design can build a 80's vintage, high quality and high-class feeling on the packaging, and is via the design I am looking for.



—Yinghao Huang