

## Research on the Chinese Wedding Custom of "Ten Miles of Red Makeup"

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**Abstract:** "Ten Miles of Red Makeup" is a traditional wedding custom with unique characteristics in China. The national intangible cultural heritage of East Zhejiang's Ten Miles of Red Makeup is also the best-preserved traditional Chinese wedding culture today. However, with the rapid development of society, this cultural treasure is gradually fading from people's sight, and its inheritance and development are facing severe challenges. Although the current wedding supplies on the market are dazzling, they lack cultural connotations and design innovations, and the homogeneity problem is serious. In order to protect and inherit this unique wedding culture, this paper explores how to organically combine East Zhejiang's Ten Miles of Red Makeup with modern wedding supplies.

This paper aims to explore the integration of China's traditional wedding culture "Ten Miles of Red Makeup" and modern wedding cultural and creative design, and seek an innovative combination of traditional culture and modern design. First of all, focus on integrating the elements of East Zhejiang's Ten Miles of Red Makeup, by extracting wedding ceremonies, using art forms such as paper-cutting styles, and combining auspicious blessings, create a series of posters, fonts and packaging designs with cultural connotations, so that it has a complete story. Especially in the ceremony of "Hundred Birds Paying Homage to the Phoenix", the traditional cultural elements of birds will be cleverly used to replace the human figures, making the design more creative and attractive, enhancing the aesthetic experience of consumers, and deepening the public's understanding of the culture of "Ten Miles of Red Makeup" in East Zhejiang, so as to improve its current development difficulties and lack of innovation. In order to have a more comprehensive understanding of the innovative combination of traditional culture and modern design, this paper conducts a field investigation on the

birthplace of "Ten Miles of Red Makeup", analyzes the cultural protection, cultural industry integration, government policy management and intangible cultural heritage protection in the region, and compares and analyzes the innovative combination of intangible cultural heritage and modern design brands in the Chinese market. Summarize its experience and emphasize the importance of cultural inheritance and protection, the use of innovative methods to revitalize traditional culture and multidisciplinary integration design.

Finally, several policy recommendations are put forward: establish an intangible cultural heritage protection and inheritance system; explore new models of innovative integration of traditional culture and modern cultural and creative products; strengthen cultural communication and international exchange platforms. These measures will help the living inheritance of "Ten Miles of Red Makeup" in East Zhejiang, so that this originally luxurious traditional wedding culture will be closer to the lives of the general public in the new era and serve them, thus rejuvenating new vitality and vitality.

**Keywords:** East Zhejiang Shili Hongzhuang; Chinese Wedding Supplies; Cultural and Creative Design; Paper-Cutting Culture

### 1. Introduction

With the deepening of cultural globalization, wedding forms on the market lack innovation and are homogenized[1]. How to combine Chinese traditional culture with modern product packaging design has become a question worth exploring. "Ten Miles of Red Makeup" is the best-preserved traditional Chinese wedding culture today, with rich cultural connotations and artistic value[2]. This study aims to analyze the integration path of the traditional Chinese wedding culture "Ten Miles of Red Makeup" and modern packaging design, while inheriting Chinese traditional

culture and injecting new vitality into modern product packaging design.

Research objectives:

(1) Analyze the core elements, wedding process and cultural connotation of the traditional Chinese wedding custom "Ten Miles of Red Makeup", and explore its embodiment in wedding product packaging;

(2) Propose specific methods to integrate the "Ten Miles of Red Makeup" wedding culture into modern product packaging design, and provide theoretical support for subsequent design;

(3) Explore the cultural value of China's "Ten Miles of Red Makeup" culture in packaging design research and its positive impact on promoting the inheritance of traditional culture.

Methodology(Figure 1).

This study combines the "Ten Miles of Red Makeup" wedding culture with modern product packaging design, and analyzes cultural elements from three perspectives: historical trajectory, intangible cultural heritage, and artistic texture. In-depth understanding of the cultural connotation and expression of this wedding custom, and explore the integration method in modern product packaging design.

This study will adopt the following methods: multi-dimensional data collection. On the one hand, through in-depth research on relevant historical documents and academic works, understand the cultural connotation, traditional patterns, color application, etc. of China's "Ten Miles of Red Makeup" wedding culture; at the same time, collect wedding ceremony process pictures and wedding supplies related to the "Ten Miles of Red Makeup" culture to more intuitively understand the form and connotation of China's traditional wedding culture. In addition, we will also collect and analyze the inheritance research cases of Chinese traditional culture through network resources.

In the case analysis, we will use multidisciplinary research methods, integrate theories of disciplines such as culture, marketing, and design, and construct a systematic design strategy. At the same time, combined with actual conditions, explore how to better integrate Chinese traditional wedding elements into product packaging design to enhance the cultural connotation and artistic value of wedding-related products in the market. The main conceptual framework of this study adopts the following mind figure 1.

## 2. Research Methods

1.Field investigation method: field visit to East Zhejiang (e.g. Ninghai, Xiangshan) to collect first-hand cultural materials and interview non-heritage bearers.

2.Case study method: analyze excellent cases of non-heritage cultural and creative packaging at home and abroad (e.g. the Forbidden City cultural and creative products, Dunhuang IP products), and summarize the design experience.

3. Design practice method: complete the creation of the plan through sketching, computer-aided design (AI, PS), and carry out user testing and feedback optimization.

4. Interdisciplinary research method: Integrate multidisciplinary theories of culture, design, marketing and other disciplines to build a systematic design strategy.



**Figure 1. Framework about the Combination of "Shili Hongzhuang" Wedding Culture and Modern Product Packaging Design**

## 3. The Culture and Value of "Ten Miles of Red Makeup"

Chinese weddings have a long history, from Fuxi's marriage system to Zhougong's magic battle to the birth of red makeup for peach blossom girls... Chinese wedding customs and culture have accumulated rich heritage[8]. Among them, "Ten Miles of Red Makeup" is a general term for the traditional wedding customs in the Ming and Qing Dynasties in eastern Zhejiang. It embodies the people's yearning for romantic love, happy marriage, and a better life, as well as their optimistic and positive attitude towards life in Ninghai, eastern Zhejiang. It has rich themes, uses the traditional Chinese folk style and the Chinese nation's favorite red, supplemented by black and gold outlines, and its

lines are concise, highly summarizing the painting form, the expression and charm of the characters, and the composition follows the aesthetic characteristics of traditional Chinese culture, with a magnificent scene.

(1) Definition: The national intangible cultural heritage of traditional Chinese wedding customs "Ten Miles of Red Makeup" is the best-preserved traditional Chinese wedding culture. This culture records the evolution of Chinese wedding customs and etiquette from ancient times to the present, as well as the items needed for the wedding process. It reflects the distinctive characteristics of Chinese wedding culture.

(2) History: "Ten Miles of Red Makeup" is a traditional wedding custom, and its history can be traced back to the Southern Song Dynasty, which means it has a history of about 800 years.

(3) Form and content: First, the "Nacai" ceremony. Nacai is the first stage of the marriage negotiation. After the man asks a matchmaker to propose marriage, the woman agrees to the marriage negotiation. The man prepares gifts and goes to the woman's house to propose marriage. The gifts are wild geese. The second is "Wenming", which is a ceremony to ask the matchmaker to ask the woman's name and date of birth to prepare for the marriage. Then there is "Naji", which is a ceremony to inform the woman of the good result of the divination after asking the name. Later generations called this stage "engagement" and modern times "engagement". The third is "Nazheng", which is an important ceremony for the man to send the betrothal gifts to the woman's house after the "Dingkenti" and enter the marriage stage. Then there is "Qingqi". After sending the betrothal gifts, the man determines the auspicious date for the wedding and informs the woman one year in advance. The ceremony of preparing gifts and going to the woman's house to obtain the woman's consent is called "Qingqi". Finally, "Qinying" is a ceremony for the new groom to personally go to the woman's house to marry the bride. The ceremony is complicated and grand. "Three books and six ceremonies, the marriage is completed after the ceremony." The so-called "three books" refers to the "betrothal book", "ceremonial book" and "welcoming book" in the "six ceremonies".

(4) Cultural significance: "Ten Miles of Red Makeup", as a unique wedding custom deeply rooted in traditional Chinese culture, not only shows the persistent pursuit of love and family happiness by the people of eastern Zhejiang, but

also expresses their eager anticipation for a better life. It is like a vivid historical picture scroll, reflecting the affluent living conditions and spiritual pursuits of the people in eastern Zhejiang, and has become an important carrier for us to understand the past and inherit culture[3]. Ten Miles of Red Makeup is not only a wedding custom, but also a cultural inheritance and display. It contains rich cultural connotations and profound social implications. Under the gorgeous dress of Ten Miles of Red Makeup, people see respect for marriage, cherishment of family, and love of life. This love and cherishment is not only reflected in the abundance of material, but also in the pursuit and satisfaction of the spiritual world. In today's society, Ten Miles of Red Makeup still has value and significance that cannot be ignored.

#### **4. Design Principles and Techniques of Traditional Culture of "Ten Miles of Red Makeup" and Modern Design**

Before discussing the integration of "Ten Miles of Red Makeup" and product packaging design, it is necessary to clarify the basic principles and common techniques of packaging design in order to better integrate the cultural elements of the wedding customs of "Ten Miles of Red Makeup" into landscape design.

##### **4.1 Basic Principles of Product Packaging Design**

4.1.1. Design principle of taking into account aesthetics: In the actual design process, we should not only consider its aesthetics, pursue formal beauty, make people look comfortable and beautiful, but also pay more attention to its aesthetics. Therefore, the concept of paper cutting is integrated into the font, poster and packaging design. Paper cutting has a deep historical origin with "Ten Miles of Red Makeup". The pattern and red symbolize auspiciousness, and they are both intangible cultural heritage. Using it in large-scale events or wedding windows, the two complement each other, neither contradictory, and can also bring Shili Hong closer to the emotional resonance of mass consumers, which is in line with the aesthetic taste of the Chinese nation[5].

4.1.2 Principle of focusing on cultural value: "Ten Miles of Red Makeup" is deeply rooted in the wedding culture of Chinese soil. Since ancient times, it has carried people's yearning and expectation for a better life. Among them, animal and plant patterns are deeply loved by people for their unique artistic charm. These paintings not

only nourish the spirit of the nation, but also express good wishes for romantic love, happy marriage, social harmony and family happiness of newlyweds. In the design, relevant auspicious animal and plant patterns can be extracted from the "Ten Miles of Red Makeup" objects and integrated into the previous six ritual images and characters.

4.1.3 Design principles for localization of brand planning: Nowadays, consumers are becoming more rational, favor patriotic trends, and pay attention to cultural connotations. Therefore, in wedding brand planning and packaging design, we should deeply explore traditional wedding culture, strengthen the cultural elements of "Ten Miles of Red Makeup", and apply them to packaging to form brand marketing with certain commercial value and local characteristics[7].

## **5. Theoretical Basis for the Integration of "Ten Miles of Red Makeup" Wedding Culture and Product Packaging Design**

### **5.1 Theoretical Basis for the Integration of "Ten Miles of Red Makeup" Wedding Culture and Product Packaging Design**

5.1.1 "Ten Miles of Red Makeup" records the traditional Chinese wedding culture, and its inheritance and development are of great significance to the promotion of Chinese culture. The integration path with modern visual packaging design fills the gap in the systematic research of traditional folk culture in the field of cultural and creative packaging. By investigating and studying the graphic symbol culture, folk culture and cultural connotation of Ten Miles of Red Makeup, a translation methodology of intangible cultural heritage elements in commercial design is constructed to provide case support for the theoretical combination of cultural heritage protection and modern design innovation.

5.1.2 The cultural rituals and objects of "Ten Miles of Red Makeup" are also preserved and inherited in contemporary wedding activities. The visual elements such as content and color in "Ten Miles of Red Makeup" can be combined with the forms, materials and colors commonly used in product packaging design. By cleverly using these elements, the unique charm of the "Ten Miles of Red Makeup" culture can be integrated into product packaging design, enriching the visual expression and cultural connotation of the landscape, and increasing the

dissemination of traditional culture.

5.1.3 The Ten Miles of Red Makeup in Eastern Zhejiang is a "living fossil" of Chinese wedding culture, recording the wedding culture and regional spirit[6]. The study transforms it into a practical product in wedding products through visual packaging design, so that traditional folk customs can be integrated into modern life in a more vivid and natural form. As a "mobile cultural carrier", packaging can enhance the public's cognition and recognition of Eastern Zhejiang culture during consumption and promote the intergenerational inheritance of intangible cultural heritage.

### **5.2 Strategies and Suggestions for the Integration of "Shili Hongzhuang" Cultural Product Packaging Design**

5.2.1 Extract the cultural elements of "Ten Miles of Red Makeup": extract the content, color, and cultural connotation elements of "Ten Miles of Red Makeup" into the product packaging design to show the unique cultural charm of "Ten Miles of Red Makeup".

5.2.2 Innovative integration techniques: Combine modern design concepts and techniques to innovate the integration of "Ten Miles of Red Makeup" culture and product packaging design, such as pattern innovation and design carrier innovation to enhance the fun and uniqueness of product packaging design[4].

5.2.3 Focus on cultural inheritance and innovation: In the process of integration, we should focus on the combination of cultural inheritance and innovation, and retain the spiritual connotation and characteristics of the "Ten Miles of Red Makeup" culture, while integrating modern design concepts and elements to promote the inheritance and development of the "Ten Miles of Red Makeup" culture.

## **6. Case Analysis of the Integration of Traditional Chinese Culture and Product Packaging Design**

As a treasure of traditional Chinese culture, the wedding culture of "Ten Miles of Red Makeup" has unique artistic charm and profound cultural connotations. However, there are very few similar product packaging designs on the market. In recent years, with the advancement of the integration of culture and tourism, more and more places have begun to try to combine culture with product packaging design to create tourist attractions with local characteristics. The

following will analyze the relevant product design of "Ten Miles of Red Makeup" and the product packaging design of traditional Chinese culture.

### 6.1 "Ten Miles of Red Makeup" Wedding Gift Box Design

This wedding gift box design is an example of the combination of the "Ten Miles of Red Makeup" wedding custom and product packaging design (Figure 2). The entire gift box is red, which is a Chinese wedding custom, and the overall design is simple and generous. At the same time, innovative designs are made on the patterns of the gift box, and patterns and jewelry are used in the packaging design of the gift box. The gift box design takes into account the uniqueness of the product packaging and also increases the uniqueness of the gift box. At the same time, the innovative gift box design is ornamental and can be used as a decoration to reduce environmental pollution caused by disposal.

### 6.2 "Dunhuang Murals" Product Design

The Dunhuang Academy's cultural and creative products take "bringing cultural relics to life" as the core concept, and have formed a mature system in terms of cultural symbol translation, business logic construction, and technology integration and application (Figure 3). Its experience has important reference value for the visual packaging design of "Ten Miles of Red Makeup". The core competitiveness of Dunhuang's cultural and creative products lies in the creative transformation of cultural elements such as murals, sculptures, and patterns. This path of "extracting core symbols - deconstruction and reorganization - functional adaptation" is very inspiring for the packaging design of "Ten Miles of Red Makeup". The packaging of Dunhuang's cultural and creative products often triggers emotional connections through "detailed easter eggs". For example, the patterns on the edges of each page of the "Mogao Grottoes Calendar" are combined to form a complete mural, allowing users to continue to feel fresh during use. This idea of "design is communication" is of reference significance for the packaging design of "Ten Miles of Red Makeup".

### 6.3 "Yangliuqing Paintings" Product Design

The core value of Yangliuqing New Year paintings product packaging design (Figure 4) lies in transforming abstract auspicious appeals into concrete symbols, while also having a narrative

"scenario-based expression". In short, the vitality of Yangliuqing New Year paintings lies in its folk aesthetic expression and its flexible adaptability to "time and scene". The packaging design of Shili Hongzhuang can draw on its logic of "coming from folk customs and going to life", so that the traditional red makeup culture can maintain the solemnity of the ritual sense and have the affinity to integrate into modern life.



Figure 2. Wedding Box Design (Photo Source: Baidu Pictures, 2025, Intercepted)



Figure 3. "Dunhuang Murals" Product Design (Photo Source: Baidu Pictures, 2023, Intercepted)



Figure 4. "Yangliuqing Paintings" Product Design (Photo Source: Baidu Pictures, 2025, Intercepted)

## 7. Conclusion

As a traditional Chinese wedding custom, "Ten Miles of Red Makeup" is still widely used in weddings in contemporary society. Product packaging design is not only a combination of beauty and practicality, but also should spread social and cultural values. "Ten Miles of Red Makeup" is used as an entry point to combine

with modern wedding supplies for packaging design, and at the same time, it is integrated into the art form of paper cutting and applied to the dissemination of "Ten Miles of Red Makeup", which will narrow the distance between "Ten Miles of Red Makeup" and the public, serve the public, inherit culture, and promote oriental aesthetics. "Ten Miles of Red Makeup" and product packaging design are meaningful projects that require the joint efforts of local governments, all sectors of society, and scholars of various types to inject new vitality and vitality into it and pass it on. The future prospects of visual packaging design of intangible cultural heritage need to focus on diversity and inclusiveness, digitalization and interactivity, environmental protection and sustainability, as well as inheritance and innovation. Only by continuous exploration and innovation in these aspects can we better protect and inherit intangible cultural heritage and let more people understand and appreciate the charm of intangible cultural heritage.

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