Graphic Design Showcase

2026

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Integration of Malaysian Cultural Elements and Smart Technology in the Packaging Design of Beryl's Chocolate



This project features a premium packaging redesign for Beryl's chocolates, inspired by the rich heritage of Malaysia's multicultural traditions. Each packaging concept incorporates unique cultural motifs and elegant visual elements to celebrate the identities of the Malay, Chinese, Indian, and Bornean communities.

To create a more engaging customer experience, the packaging integrates QR code technology that connects consumers to the stories behind each cultural design. The result is a contemporary packaging solution that blends heritage, innovation, and premium branding.