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Axxel Marketing, a premium gifting company dedicated to delivering the most creative and personalized gift items for Lunar New Year.

New Year designs by Axxel Marketing reflects the year. Each element is carefully crafted with meaningful elements, such as red packets and gold ingots to bring good luck and prosperity into people's lives.

HAPPY CHINESE NEW YEAR



THE RABBIT

The Black-Water Rabbit is a gentle animal, with a graceful body, elegant temperament. It can be calm in times of peace, or quick to flee at signs of crisis. A born connoisseur, it is creative and artistic by nature. This year's water element rabbit is cautious and restrained in countenance, but with its family roots deep in practicality it will be alert to danger if required.

Rabbit will be the luckiest mascot with extremely good fortune and happiness.







Celebrate Lunar New Year with Axxel Marketing , a fun and refreshing series of festive red packets. Inspired by traditional calligraphy, these eye-catching designs will kick start your year off on the right note!





# ABUNDANCE

Red packets are commonly adorned with depictions of live fish in reference to a Chinese saying 'Nian Nian You Yu' (to have an abundance every year), which shares the same pronunciation as for fish in Mandarin.







In Asian traditions like feng shui, birds are powerful symbols found in palaces as well as in the simplest of adornments. This magnificent bird is also synonymous with good fortune, opportunity, and luck in Asian cultures.

Find your fortune in the new year. This Red Packet is a traditional way to celebrate and bring luck. It represents wealth, prosperity and success in business. With a beautiful bird design so you can see it in good light and the luminous stone inside with chance to find your lucky colour!





In hopes of fair weather  
and a good crop yield.



## Season of Spring

Lunar New year has always been associated with season of spring, the season right after winter where Chinese celebrates the end of winter by welcome the new season.

As we know, flowers blossom in the season of Spring and what better way to celebrate Lunar New Year with our floral series. Besides proposing peonies which have long been auspicious with Lunar New Year, we are also introducing peach blossoms series which is refreshing and representative.

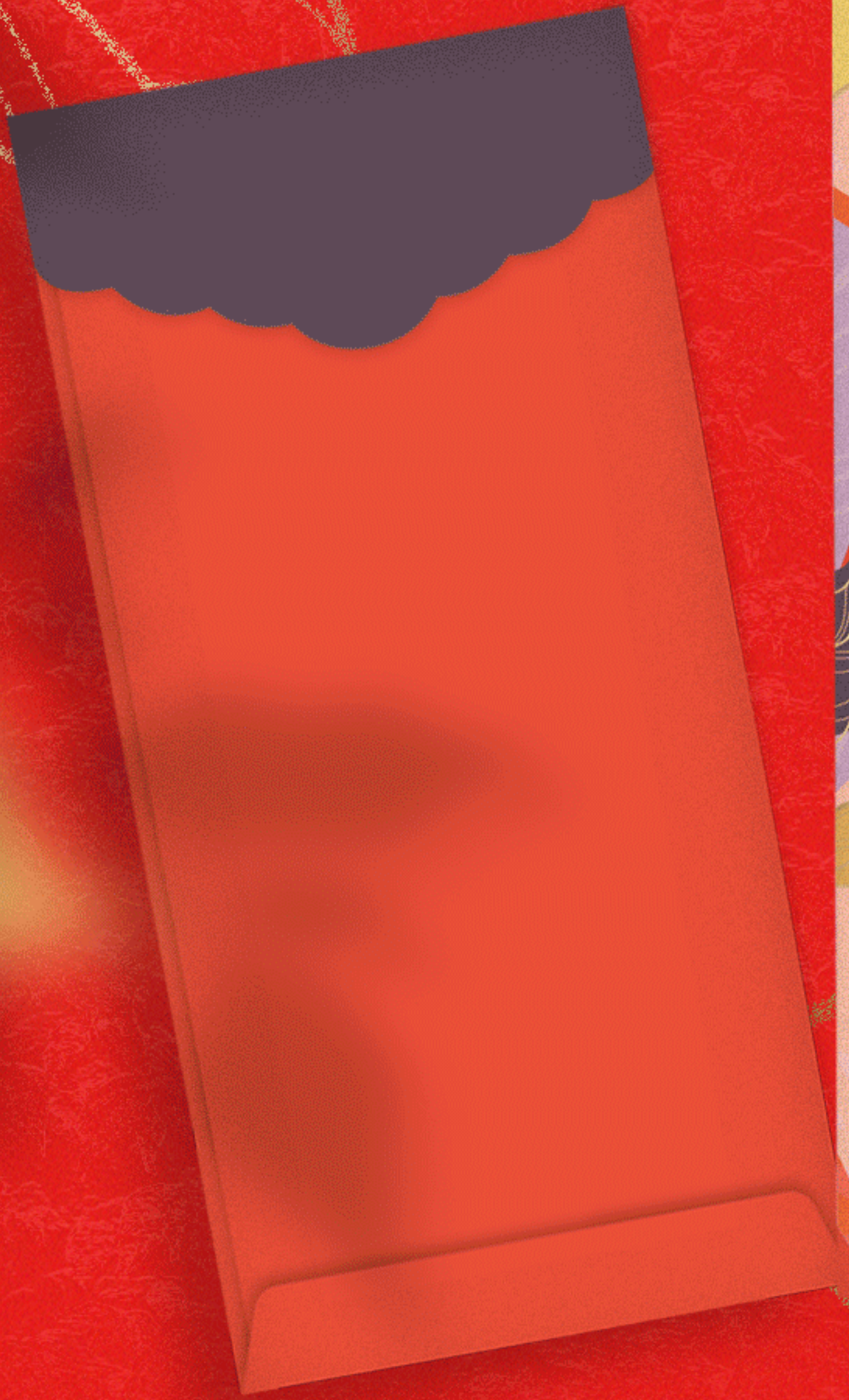




# Blessing Blossoms



The Lunar New Year is a time of renewal and blossoming, as we welcome the coming of spring. Bring forth prosperity and joy in the year ahead with our blessed red packets.







They signify spring, renewal of life, and a new beginning – all of which are what Chinese New Year is about.

Let blossoms fall like blessings all around you.



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PROSPEROUS

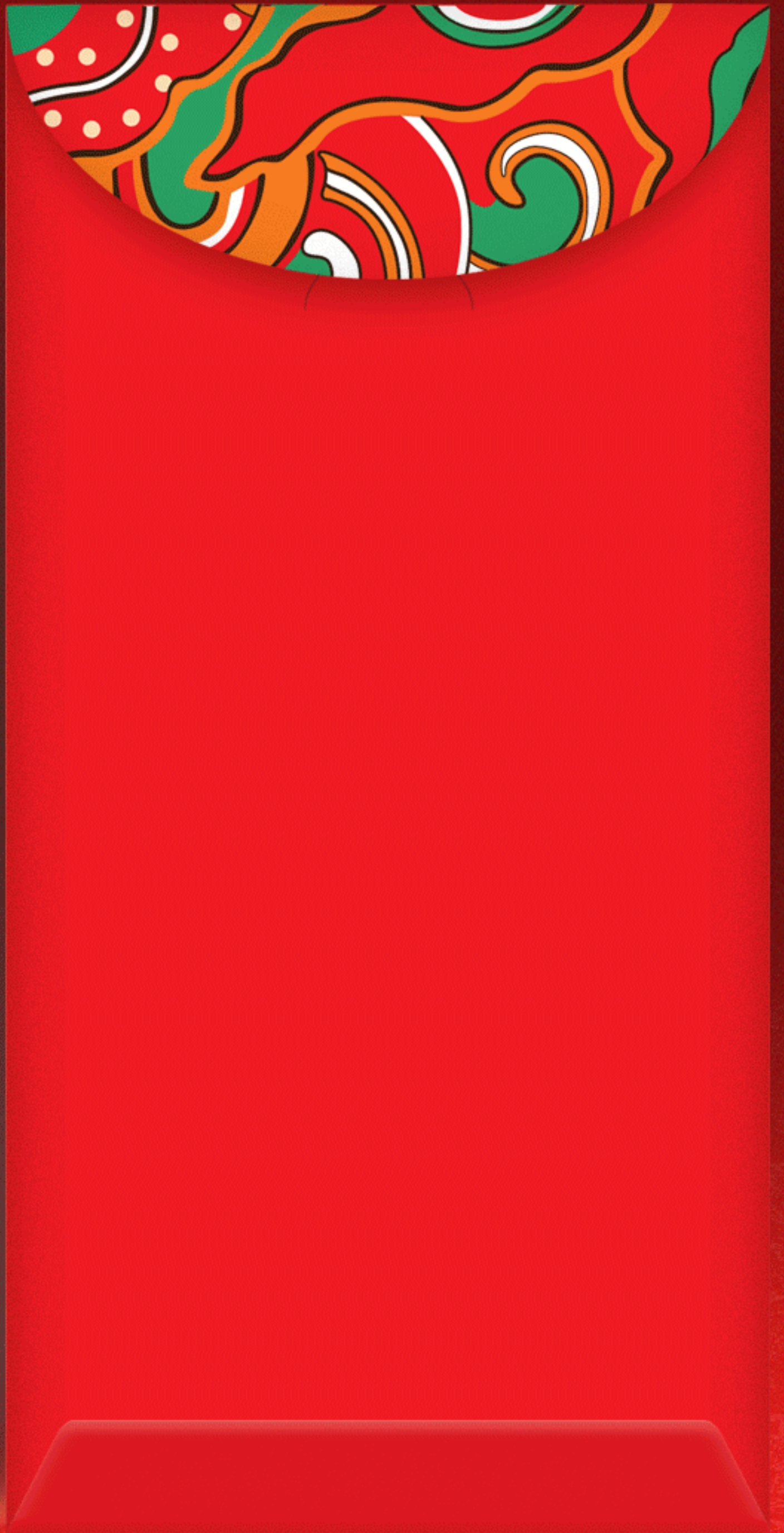
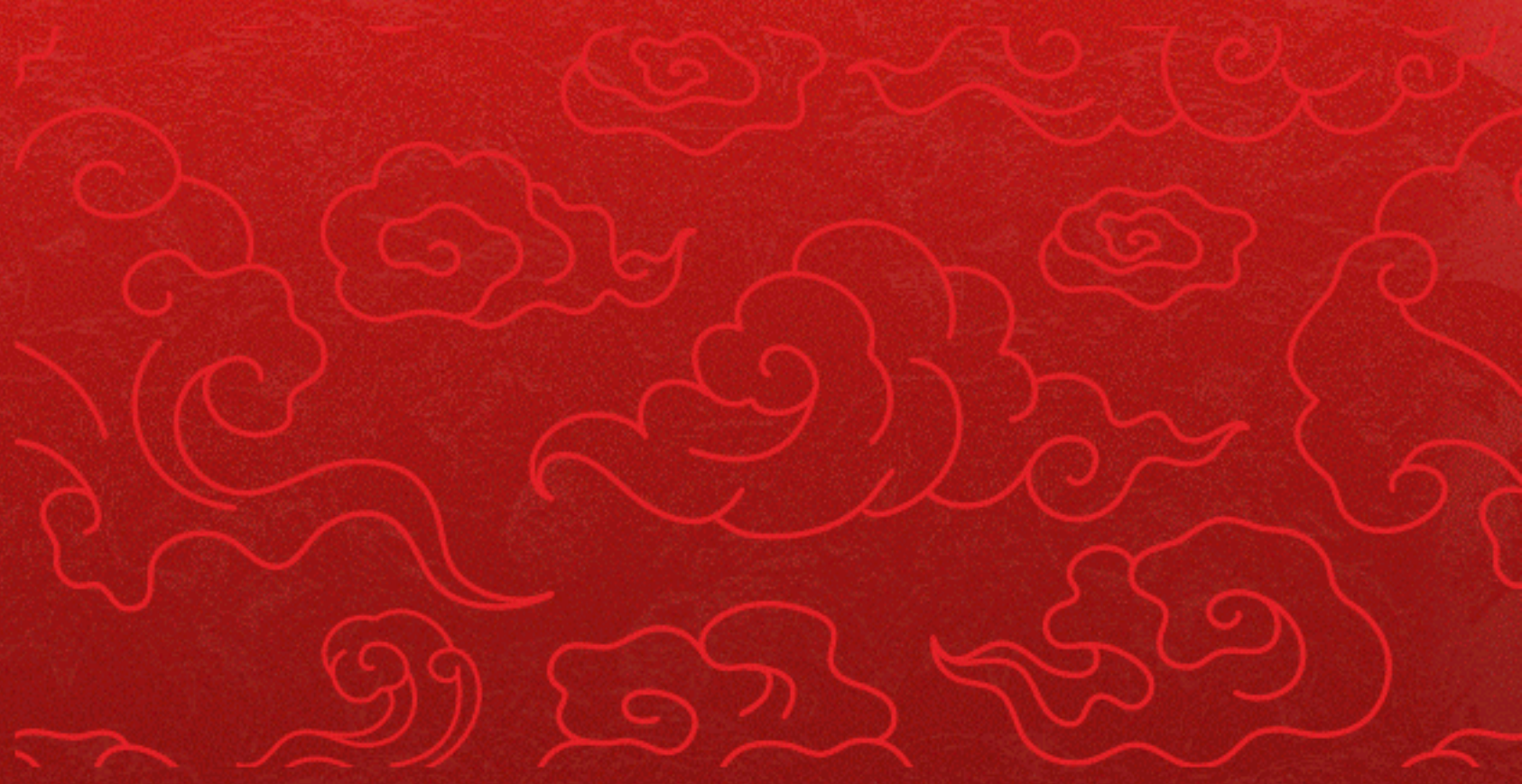
Money and wealth, good fortune and good luck are highly valued in Chinese culture. They are even more so when they are regarded as being intertwined with having good luck.





The Fortune Cat is a lucky cat charm that's very popular in Japanese and Chinese cultures. The Fortune Cat is a talisman that is believed to attract good luck and fortune for its owners.

This Fortune Cat known as the money cat or good fortune cat since many people place the colorful decorated cat in the wealth sector.







THANK YOU



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