

The Art of Luxury Packaging: Crafting Brand Desire Through Design, Identity, and Innovation

奢華包裝的藝術：透過設計、品牌形象與創新塑造品牌魅力

Info as of 17/04/2026

Date 日期	:	29 / 4 / 2026 (Wednesday 星期三)
Time 時間	:	11:30am – 12:30pm 上午 11 時 30 分至下午 12 時 30 分
Venue 地點	:	the STAGE, Hall 6, AsiaWorld-Expo 亞洲國際博覽館 6 號展館 the STAGE
Language 語言	:	English 英語
Remark 備註	:	Free Admission (Please click HERE to register online) 免費入場 (「 按此 」登記)

Time 時間	Programme 程序
11:15am – 11:30am	Registration 登記
11:30am – 11:35am	Souvenir Presentation and Photo Session 致送紀念品及拍照
11:35am – 11:55am	<p><u>AI Answers How. We Enter the Era of Why</u> 當 AI 解決了「如何」，我們正步入「為何」的時代</p> <p>Speaker 講者: Mr William Yeung – Founder & Creative Director, W.H.Y. Brand Consultancy W.H.Y. 品牌顧問公司 創辦人 楊穎謙先生</p> <p>Question & Answer Section 問答環節</p> 
11:55am – 12:15pm	<p><u>From Identity to Experience: The Future of Luxury Packaging</u> 從認同感到體驗：尊尚包裝的未來</p> <p>Speaker 講者: Mr Peter Lin – Founder & CEO, Count-To-Ten Count To Ten 創辦人&董事長 練肇礎先生 Mr Ernie Keung – Creative Director, Count-To-Ten Count To Ten 創意總監 姜嘉軒先生</p> <p>Question & Answer Section 問答環節</p> 
12:15pm – 12:30pm	<p><u>The Silent Ambassador: Communicating Core Brand Values through Packaging Aesthetics</u> 包裝美學如何無聲地傳遞品牌的核心故事和價值</p> <p>Speaker 講者: Mr Vince Cheung – Founder, VincDesign Branding Co. VincDesign Branding Co. 創辦人 張志強先生</p> <p>Question & Answer Section 問答環節</p> 

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Organisers 主辦機構:

About the Speakers 講者簡介

Mr William Yeung – Founder & Creative Director, W.H.Y. Brand Consultancy W.H.Y. 品牌顧問公司 創辦人 楊穎謙先生

William Yeung is the Founder of W.H.Y. Brand Consultancy Limited, an international brand design consultancy based in London and Hong Kong. With over 15 years of experience in branding in London, he has worked with global clients including Vodafone, McLaren, Landmark, HKMA, LVMH, and LOEWE. His work has received international recognition through prestigious awards including D&AD and TDC New York. He has also been recognised by the UK Government and Arts Council England as an Exceptional Talent, and is a recipient of the Hong Kong Young Design Talent Award. He focuses on creating seamless brand experiences that integrate strategy, visual identity, and emerging technologies.



W.H.Y.
BRAND DESIGN

楊穎謙為 W.H.Y. 品牌顧問有限公司創辦人，創立並帶領一家立足倫敦及香港的國際品牌顧問公司，擁有超過 15 年於倫敦從事品牌與創意策略的經驗，曾與 Vodafone、McLaren、香港置地、香港金融管理局 (HKMA)、LVMH 及 LOEWE 等國際品牌合作。其作品屢獲國際設計獎項，包括 D&AD 及 TDC 紐約，並獲英國政府及英格蘭藝術委員會認可為卓越人才，同時為香港青年設計才俊獎得主。他建構連結策略、視覺識別與新興科技的體系，為企業定義清晰定位，打造具長遠價值的品牌資產，並在競爭市場中建立領先優勢。

Presentation Abstract

As artificial intelligence increasingly takes over the role of answering “how,” the value of human creativity is shifting toward defining “why.” This talk explores how the rise of AI is changing the role of branding, design, and strategic thinking. Rather than replacing creativity, AI challenges us to think more deeply about purpose, meaning, and direction. The session will reflect on why brand thinking matters more than ever in a time when execution is becoming faster, easier, and increasingly automated.

演講摘要

當人工智能愈來愈擅長解決「如何做」，人類創意與品牌思維的價值，正轉向對「為何而做」的深入思考。本次分享將探討 AI 如何重塑品牌、設計與策略的角色。AI 並非取代創意，而是推動我們更清晰地定義目的、釐清意義，並確立方向。在執行日益加速、愈趨簡化，甚至逐步走向自動化的時代，品牌思維愈發重要，成為確立方向的關鍵。

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Organisers 主辦機構:

About the Speakers 講者簡介

Mr Peter Lin – Founder & CEO, Count-To-Ten

Count To Ten 創辦人&董事長 練肇礎先生

Peter Lin, Founder and CEO of Count To Ten, is a visionary creative leader across fashion, F&B, and technology. Born into a design family with a strong heritage in luxury craftsmanship, he was named one of the UK's "Top 10 Emerging Designers" by Digital Arts in 2009 and launched his first design agency. In 2014, he co-founded fashion brand Ibility, recognized by Lane Crawford and Swarovski. In 2017, he expanded into F&B with Eagle Taste and luxury teppanyaki brand Tsugu. In 2021, he founded Blueark, an AI and technology company now valued at USD 190 million.

Peter Lin · Count To Ten 創辦人兼董事長 · 出生於設計世家 · 擁有深厚的奢侈品設計傳統背景 · 2009 年獲英國《Digital Arts》評選為「十大新銳設計師」 · 並創立首間設計公司 · 2014 年與妻子共同創立時尚品牌 Ibility · 屢獲香港設計獎項並成為施華洛世奇大中華區首個戰略合作夥伴 · 2017 年進軍餐飲業 · 推出奢華鐵板燒品牌 Tsugu · 創下高回報佳績 ; 2021 年創立 Blueark · 專注人工智能與創新科技 · 估值突破 1.9 億美元 ·

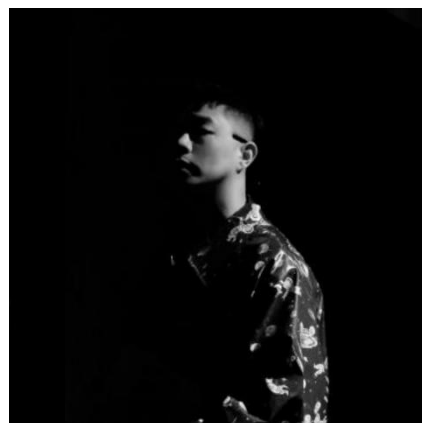


Mr Ernie Keung – Creative Director, Count To Ten

Count To Ten 創意總監 姜嘉軒先生

Ernie is a dynamic Creative Director with over a decade of experience in fashion and graphic design. His dual background blends creative vision with strategic planning, driving brand growth and market presence. At Count To Ten, he leads cross-functional teams to craft cohesive strategies that elevate visibility and engagement. Ernie has collaborated with global names including Thakoon, Parisian fashion group SMCP, and Japanese toy giant MediCom Toy. Known for artistic sensibility and insight into consumer behavior, he creates compelling narratives that resonate across audiences while fostering innovation and mentorship within his teams.

Ernie 為 Count To Ten 創意總監 · 擁有逾十年時尚與平面設計經驗 · 善於結合創意視野與策略規劃 · 推動品牌成長與市場影響力 · 他領導跨部門團隊制定整合行銷策略 · 提升品牌能見度與受眾互動 · 曾合作的國際品牌包括美國時尚品牌 Thakoon · 巴黎時尚集團 SMCP · 以及日本潮流玩具巨頭 MediCom Toy · 憑藉藝術敏銳度與對消費者行為的深刻理解 · Ernie 創作具感染力的敘事 · 並培育創新與團隊文化 ·



Presentation Abstract

This talk explores luxury packaging's evolution from static branding to an immersive gateway for connection. Using Count-to-Ten's work with heritage houses like FENDI, we argue that the future of luxury lies in sensory engagement and emotional narratives. The presentation will cover three key shifts: from logo-centric to story-

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Organisers 主辦機構:

driven design, from material selection to multi-sensory orchestration, and from unboxing to an extended brand ritual. We will conclude with a forward-looking perspective on how sustainability and personalization are redefining what "luxury" means for the next generation of consumers.

演講摘要

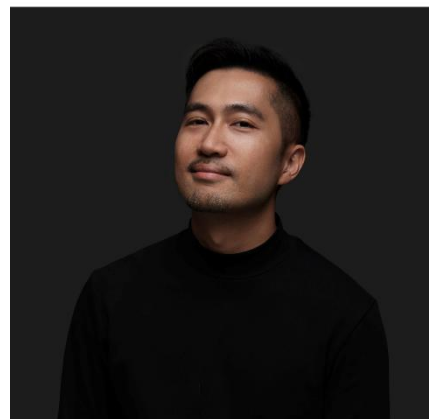
本次演講將探討高端品牌包裝從靜態品牌標誌到沉浸式連結體驗的演變。我們將以 Count To Ten 與 FENDI 等歷史悠久的品牌合作的案例為例，論證高端品牌的未來在於感官互動和情感敘事。演講將涵蓋三大關鍵轉變：從以標誌為中心到以故事驅動的設計，從材料選擇到多感官體驗的融合，以及從開箱到延伸的品牌儀式。最後，我們將展望永續性和個人化如何重新定義「高端品牌」對新一代消費者的意義。

Mr Vince Cheung – Founder, VincDesign Branding Co.

VincDesign Branding Co. 創辦人 張志強先生

Vince Cheung, founder of Vincdesign Branding Co., specializes in brand identity and packaging design, dedicated to transforming the underlying philosophy of a business into simple yet moving visual stories. He consistently practices the "Happy Design" concept, firmly believing that good design should be human-centric and seek the most comfortable balance between artistic aesthetics and commercial reality. Through his focus and persistence regarding detail, his work has been honored with international accolades including the DFA Design for Asia Awards, Asia Design Prize, and TOPAWARDS ASIA.

Vince Cheung 是 Vincdesign Branding Co. 的創辦人，專注於品牌識別與包裝設計，致力將企業背後的理念，轉化為簡約而動人的視覺故事。一直實踐「Happy Design」的理念，深信好的設計應以人為本，並在藝術美感與商業實踐之間，尋找一個最舒適的平衡點。憑藉對細節的專注與堅持，作品有幸獲得 DFA 亞洲最具影響力設計獎、Asia Design Prize 及 TOPAWARDS ASIA 等國際獎項的肯定。



VINCDESIGN
BRANDING CO.

Presentation Abstract

Packaging is the brand's "silent ambassador." Long before a customer reveals what lies beneath the lid, a profound dialogue between the brand and its audience has already begun. Premier luxury packaging distills the brand's narrative—be it an obsession with peak craftsmanship, a commitment to sustainability, or the inheritance of a timeless legacy—into the tactile grace of every ribbon and the texture of every grain of paper, quietly embedding itself in the audience's heart. Through the precise orchestration of sensory aesthetics, packaging transcends its role as a mere container; it becomes a visceral extension of the brand's identity, transforming a fleeting moment of anticipation into enduring brand loyalty.

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演講摘要

包裝是品牌的『無聲大使』。在顧客揭開盒蓋那一刻之前，品牌與受眾的交流早已展開。頂尖的奢華包裝，能將品牌的故事，對工藝的極致執著、對永續的承諾、或是對經典的傳承，悉數濃縮於每一寸紙質與絲帶的觸感之中，無聲的潛服左受眾的心中。透過感官美學的精確佈局，包裝不再只是保護產品的容器，而是品牌格調的延伸，將瞬間的『期待感』，提昇對品牌的忠誠度。

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