

A new look for old, beautiful colors

故宫出口红了！传说中的宫斗色！

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导读：故宫文创上新了！这次，很会玩的故宫文创大胆进军时尚界，推出了六色故宫口红。这些口红一上架便迅速脱销，瞬间成为网红爆款。

The **Palace** Museum, long associated with images of century-old buildings and **relics**, is now taking a surprising step into fashion: not high-end fashion, but the everyday kind. On Dec 9, the online store of the Palace Museum Cultural and Creative Store released a new product – a **lipstick** collection in six colors.
长久以来，人们一直将故宫博物院与百年老建筑和文物古迹联系在一起。而如今，它正大胆进军时尚界：并非高端时尚，而是日用品。12月9日，故宫博物院文化创意馆网上旗舰店推出了新品——六色故宫口红。



The picture shows the limited edition lipstick collection from the Palace Museum. CHINA DAILY

The colors **showcase** classic Chinese beauty: Lang Yao glaze red, Bean paste red, Tourmaline purple, Rose-purple, Mermaid pink and Maple red. They are **drawn from** items in different shades of red worn by the emperors' **concubines** during the Qing dynasty (1644-1911).
口红的颜色彰显了中国古典之美：郎窑红、豆沙红、碧玺色、玫紫色、人鱼姬、枫叶红。这些都取自清朝皇帝妃嫔服饰上深浅不一的红色。

The lipstick packaging was inspired by the patterns of traditional Chinese **porcelains** and **embroideries**. It features **red-crowned cranes**, lingzhi mushrooms and butterflies, all done in an elegant style, reported People's Daily.
口红包装的灵感来源则是中国传统瓷器和刺绣的花样。据《人民日报》报道，包装上印有丹顶鹤、灵芝与蝴蝶的图案，造型优美。

“The lipstick colors are so attractive because they have traditional Chinese cultural meanings,” a WeChat user surnamed Liu told Global Times. “I think the lipsticks also have a high collection value.”

“这些口红颜色太迷人了，因为它们都具有中华传统文化的寓意，”一位刘姓微信用户在接受《环球时报》采访时表示。“我认为这些口红也有很高的收藏价值。”



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