

Carlsberg Launches AI-Crafted Lunar New Year Packaging

17 February 2026 | News

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Carlsberg is set to celebrate the Year of the Horse with limited edition Lunar New Year packaging. To honour the year ahead, Carlsberg Asia unveils special bottles, cans, and packs for customers to enjoy at home or when on an adventure with friends and family.

The Year of the Horse is a powerful symbol of energy, freedom, bravery and good fortune, and these themes have been creatively woven into the design. The motif of the Horse can be seen riding high above the sky, below Carlsberg's Hop Leaf, seen transformed into the shape of lucky clouds. Set on a dark green background with red and gold accents, the latter are associated with happiness and wealth for the year ahead.

The design was inspired by the historic Gilding Lacquer Art Technique, traditionally used on luxury items as a symbol of affluence across Asian societies. But, by combining it with artificial intelligence to create the final design, it creates a juxtaposition of the past and present, blending traditional and modern-day techniques.

Carlsberg has also teamed up with SKAI ISYOURGOD, the renowned Chinese rapper, to compose a Lunar New Year-inspired remix of his viral hit "Blueprint Supreme." Reimagined with festive, Carlsberg name-forward lyrics and an

upbeat Lunar New Year attitude, the track takes center stage in our latest TV commercial - blending pop culture with the spirit of celebration to mark the arrival of the New Year.

Crystal Li, Marketing Director, Carlsberg China says, “We spotted a unique opportunity with SKAI ISYOURGOD when we saw how strongly his music and personality resonate with younger consumers in China. His rise as one of the most-streamed Mandarin artists made him the perfect cultural bridge for Lunar New Year. By anchoring our campaign to his viral track and transforming it into a Carlsberg-name-forward remix, we created a youth-centric ecosystem that feels natural to how they consumer culture today.

“The remix carries a memorable “Carlsberg” sonic hook that travels across platforms, ensuring our brand shows up consistently in their daily moments. Music brings emotional lift and repetition builds recall. Together, they create powerful pathway for participation and conversion throughout the festive season.”