

AW  
A THOUSAND WORDS  
by THE FAME

SAI KIM  
— SINCE 1982 —

2022年  
新年創意

CNY GIFT CURATION

# 新年创品

2022年

## CNY GIFT CURATION

We're extremely excited to unveil our very new collection with our limited edition lunar new year gift sets this season; say hello again to our experiential, collectable & edible collection in this year of the Tiger. A collaboration between two organizations ATW & SAI KIM that certainly brings in boundless connection, innovation & creative surprise just for you and your loved ones.

由千语创品和世金推出的全新限量版春节礼品系列。这合作只为带给大家无限的创新和创意的惊喜。千语创品具体验、收藏和食用系列再次卷土重来，为春节添上一份惊喜。

ATW x SAI KIM Proudly Present  
联手匠心钜献



THE FAME with further revolutionary, bringing A Thousand Words (ATW) by The Fame to curate gifts that stimulate five senses of experience to a truly unparalleled gift-giving experience.

We redefined our gift to purity and beauty with Professional, Honour & Character.

千言万语，不如送礼 千语礼品传递轻奢风格的设计品牌，致力创造与众不同的高端礼品定制，将产品的实用性与艺术性结合起来。在每个小细节体现生活的创意，营造出具有艺术感的生活礼品；满足丰富生活上节日的仪式感！

用精誉美的精神， 将生活重新回到最初的纯粹与美好。



Sai Kim is a long-established seafood retailer in Malaysia. Sai Kim retails Traditional Chinese Herbs & Seafood to value-seeking customers with an innovative culture and a loving voice.

Sai Kim strive for our customers to experience happiness by offering high-quality products with excellent value for money.

世金集团有着40年的老字号，一如既往的提供高品质与高价值的产品给顾客。至今以创新的文化和充满爱心的元素向追求价值的客户群推广以及售卖传统中药材和海味。

世金将全力以赴，提供高品质和物超所值的产品，让客户体验到无与伦比的幸福和美好。

# Our Philosophy

*The Finest Value, Serve The Finest Brand*

## PROFESSIONAL



Serving your needs with only  
your best interests and  
impending success in mind.

## HONOUR



Help you realize your brand  
destiny of becoming the  
preeminent industry leader.

## CHARACTER



Refining your brand  
presence to embody your  
unique brand values.



## GRAND ARRIVAL OF THE TIGER KING

虎皇驾到

### ATW Design Ideation • 千语创品设计理念

The beauty of the primitive palace painted in brick red, jade green and gold which each and every corner defines its own character.

A place full of philosophical and artistic concepts, a metaphor of Ziweiyan, symbolizing the king's presence in the empire.

进入故宫是一个感受美的过程，漆红黛绿缀金的宫廷  
它富有哲学意境，借喻紫微垣 象征君临天下，一探虎皇风范！



Gold symbolizes  
Power  
金黄色象征皇权



Red symbolizes  
Happiness & Wealth  
朱红色象征喜、富



Dark Green  
symbolizes Peace  
深绿色象征平安



Velvet  
symbolizes Honour  
靛色象征荣誉



Orange  
symbolizes Harmony  
橘色象征温暖

AW  
A THOUSAND WORDS  
by THE FAME

世金  
SAI KIM  
— SINCE 1982 —

CNY Gift Curation 3  
新年礼品系列3  
Prosperity Feast 盛世佳宴



CNY Gift Curation 4  
新年礼品系列4  
Royal Flower Porcelain 花瓷御品



CNY Gift Curation 1  
新年礼品系列1  
Royal Tiger King Pouch 虎皇潮袋



CNY Gift Curation 2  
新年礼品系列2  
Explore The Treasures In The Palace 御花寻宝



**CNY Gift Curation I**  
新年礼品系列 I



**Royal Tiger King Pouch**  
A Fancy Carry

**虎皇潮袋 · 拎出门**

Steal the limelight with this trendiest item you could own this CNY. Be the shining star wherever you go!

你将拥有拜年的最佳福袋，拜年你最 IN，最潮！

The design was inspired by Qianlong Emperor when he brought a small pouch and two big pouches (with ingots, Ashtamangala, Jade or coins) to symbolize auspiciousness during the visit to the Palace of Compassion and Tranquility.

设计灵感源自于乾隆皇帝到慈宁宫皇太后宫请安时，常带上穗小荷包一个（内装八宝两件），大荷包两个。荷包内会装一些元宝、八宝、玉或金钱是为取吉祥寓意。至今，荷包设计演变成福袋。内装吉利寓意的物品，送上满满的心意。加上独特设计与新颖的材质，拜年伴手礼的首选。

**CNY Gift Curation I**  
新年礼品系列 1



Gift Curation Inner Capacity: 22.5cm (H) X 18cm (L) X 18cm (D)

# Royal Tiger King Pouch

## 虎皇潮袋 . 拎出门

*What's inside in the pouch?* 潮袋内容

*Qty*

• Sai Kim 100% Pure Bird Nest Drink 世金100%纯正燕窝	180ML
• Tangerine Red Tea 橘红茶	12pcs x 3GM
• Lunar New Year Pastry 造型糕点	2pcs
• SCS Butter Pineapples Tart SCS 牛油凤梨饼	1btl
• Jin Hao Di Gummy Candy 金豪蒂软糖	3pcs
• Chao Playing Cards '潮' 扑克牌	1 pack
• Royal Tiger King Pouch 虎皇潮袋	1pc
• Lunar Blessing Ornament 平安扣流苏渐变吊坠	1pc
• Tiger King Red Packet 虎皇红包	1pc
• Master Year's 2022 Lunar Year Tips 袁师傅 2022 年运程贴士	1pc
• Chef Qiu's Cooking Recipe 邱师傅御厨谱	1pc
• Greeting Card 虎皇潮袋附有贺卡	1pc

**RM198**

CNY Gift Curation 2

新年礼品系列 2



# Explore the Treasures in the Palace; The Adventure Awaits! 御花寻宝 . ZAP 到饱

Welcoming the 15-day Chinese New Year with different surprises every day! Treasures are awaiting you!

迎接新年初一到十五，天天都有惊喜，  
不同的宫廷珍品在等你开启！

The inspiration comes from the old CNY tradition in the palace, the arrangement of programmes and celebrations, and the taboo and superstitions during the festive season. The gift concept resembles the breathtaking sceneries in the palace, time-travelling with the ideas to the modern times.

灵感取自宫廷里春节时，初一至初十五会有的节目，庆典，禁忌和习惯风俗。礼品概念尽展宫廷里的美景，穿越现代，形成这一系列的礼品。

CNY Gift Curation 2  
新年礼品系列 2



Gift Curation Size: 60cm (W) x 30cm (H) x 10cm (D)

The Treasures in the Palace  
御花寻宝 . ZAP 到饱

What are the treasures? 开启御花寻宝

	Qty
• Sai Kim 100% Pure Bird Nest Drink 世金100%纯正燕窝	180ML
• Chao Playing Cards '潮' 扑克牌	1pack
• Jin Hao Di Gummy Candy 金豪蒂软糖	3pcs
• Nian Gao "Chinese Rice Cake" 步步高升纯糯米年糕	1pc
• Sai Kim Nutritious Healthy Nuts 世金营养健康坚果	200GM
• Chinese Tableware 丰衣足食成双筷	1set
• Classic & Mala Bakkwa (Fried Meat) 经典与麻辣肉干	6x100GM
• Delicate Scented Sachet 精致香囊	1pc
• Xinhui Green Mandarin Tangerine Peel Pu'Er 新会小青柑陈皮普洱茶	1pc
• Crispy Walnut Jujube 脆口核桃红枣	3pcs
• ATW Fortune Cookies 千语幸运饼干	3pcs
• Sai Kim Honey 世金野生养身蜂蜜	100ML
• Sai Kim Happy Nuts (Pistachio) 世金美国开心果	200GM
• Nourishing American Ginseng 滋补珍品西洋参	2pcs
• The Treasures in the Palace Gift Box 御花寻宝礼盒	1pc
• Lunar Blessing Ornament 平安扣流苏渐变吊坠	1pc
• Tiger King Red Packet 虎皇红包	1pc
• Master Yean's 2022 Lunar Year Tips 袁师傅 2022 年运程贴士	1pc
• Chef Qiu's Cooking Recipe 邱师傅御厨谱	1pc
• Greeting Card 御花寻宝礼盒附有贺卡	1pc

RM398

CNY Gift Curation 3  
新年礼品系列3



打造 盛世佳宴

一起在宫廷与虎皇品嘗滿漢宴席

ATW  
A THOUSAND WORDS  
by THE FAME

SAI KIM  
— SINCE 1982 —

ATW  
A THOUSAND WORDS  
by THE FAME

SAI KIM  
— SINCE 1982 —

Prosperity Feast  
New Year Celebration  
盛世佳宴 · 庆新年

Enter through the majestic doors, in sight of the red and glazed golden painted complex and a New Year celebration. The concept is surrounding the idea of feasting the Manchu-Han Imperial Feast with the Tiger King at the palace.

由壮观雄伟的宫门穿入，漆红缀金的宫廷  
打造盛世佳宴，庆新年  
一起在宫廷与虎皇品嘗滿漢宴席

Design inspiration comes from the opening of the main door of Chang'an, which celebrated Chinese New Year with fireworks, firecrackers and gourmet food.

设计灵感源自于长安大门，意境添加长安大门敞开，燃放炮竹点烟花，愿天下人品尝美食佳肴。

CNY Gift Curation 3

新年礼品系列 3

打造 盛世佳宴

一起在宫廷  
与虎皇品嘗滿漢宴席



Gift Curation Size: 50cm (L) x 17.3cm (W) x 38.6cm (H)



供邱师傅新年盆菜海味食材: 北海道元贝, 特选  
花胶, 日本酱汁鲍鱼罐, 顶级隋州白花菇

Inclusive of Chef Qiu's Poon Choi Recipe Ingredient:  
Imported Hokkaido Scallop, Sai Kim Japanese Canned  
Abalone with Sauce, Premium Selected Fish Maw,  
Premium Suizhou White Flower Mushroom

\*Photo for illustration purposes only.



供邱师傅三宝糖水食材: 世金拉丝雪燕,  
养颜雪蛤, 美颜桃胶

Inclusive of Chef Qiu's Tong Shui Recipe Ingredient:  
Sai Kim Premium Tragacanthgum (Snow Bird Nest),  
Nourishing Hasma, Beauty Peach Jelly

\*Photo for illustration purposes only.



Prosperity Feast

New Year Celebration

盛世佳宴 . 庆新年

What's in the prosperity feast? 盛世佳宴献上

	Qty
• Imported Hokkaido Scallop 北海道元贝	100GM
• Tuvalu Wild Mountain Ginseng 图瓦率野生金山参	10pcs
• Premium Selected Fish Maw 特选花胶	50GM
• Sai Kim Japanese Canned Abalone with Sauce 世金日本酱汁鲍鱼罐头	3pcs x 85GM
• Premium Suizhou White Flower Mushroom 顶级隋州白花菇	100GM
• Nourishing Hasma 养颜雪蛤	20GM
• Sai Kim Premium Tragacanthgum (Snow Bird Nest) 世金拉丝雪燕	50GM
• Beauty Peach Jelly 美颜桃胶	50GM
• Xinhui Green Mandarin Tangerine Peel Pu'Er 新会小青柑陈皮普洱茶	5pcs
• Jin Hao Di Gummy Candy 金豪蒂软糖	3pcs
• The Prosperity Feast Gift Box 盛世佳宴礼盒	1pc
• Lunar Blessing Ornament 平安扣流苏渐变吊坠	1pc
• Tiger King Red Packet 虎皇红包	1set
• Master Year's 2022 Lunar Year Tips 袁师傅 2022 年运程贴士	1pc
• Chef Qiu's Cooking Recipe 邱师傅御厨谱	1pc
• Greeting Card 盛世佳宴附有贺卡	1pc

RM598

万象更新 虎颜大悦



# 賞賜 花瓷御品

精·譽·美

ATW  
A THOUSAND WORDS  
by THE FAME

SAI KIM  
— SINCE 1982 —

# Royal Flower Porcelain 花瓷御品

Everything takes on an entirely new look with the beginning of another year. The Tiger King is pleased and grants the Royal Flower Porcelain as a reward.

万象更新，虎颜大悦，賞賜 花瓷御品

The endorsement of luxury gifts in the new year.  
The combination of art and generosity makes the perfect match with the precious gifts.

新年大气豪礼的代言品，艺术与豪气的结合  
珍贵的古董花瓷，绝配的山珍豪礼赐予你

ATW X SAI KIM CHINESE NEW YEAR 2022 GIFT CATALOG

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# The Royal Flower Porcelain 花瓷御品



Precious antique with the luxury gifts

3 Options for different needs

珍贵的古董花瓷，绝配的山珍豪礼赐予你  
三种不一样的组合 搭配不一样的你

CNY Gift Curation 4.1

新年礼品系列 4.1

花瓷御品 【精】

[ Professional ]

RM998

CNY Gift Curation 4.2

新年礼品系列 4.2

花瓷御品 【誉】

[ Honour ]

RM1,398

CNY Gift Curation 4.3

新年礼品系列 4.3

花瓷御品 【美】

[ Character ]

RM2,898

CNY Gift Curation 4.1  
新年礼品系列 4.1Royal Flower Porcelain  
[Professional]  
花瓷御品 【精】

## What's inside the hamper? 赏赐花瓷御品

## Qty

- Los Vascos 拉菲酒庄红酒
- Imported Northeast Landrace Ginseng 东北长白山精品人参
- Sai Kim Japanese Canned Abalone With Sauce 世金日本酱汁鲍鱼罐头
- South Africa Premium Abalone Slices 南非顶级鲍鱼片
- Cave Bird Nest Cookies 山洞花燕饼
- Sai Kim 100% Pure Bird Nest Drink 世金100%纯正燕窝
- Imported Hokkaido Scallop 北海道元贝
- Premium Suizhou White Flower Mushrooms 顶级隋州白花菇
- XL Premium Red Dates 超大若姜红枣
- Premium Thai Dried Meat 泰国干元肉
- Tremella Fuciformis (White Fungus) 剪花银耳
- Yunnan Bulang Old Tree Ripened Pu'er Tea 云南布朗老树普洱熟茶
- Tangerine Red Tea 橘红茶
- Sai Kim Jujube Instant Quinoa Fish Maw With Rock Sugar 世金冰糖红枣藜麦即食花胶
- Jugelik Chocolate Jugelik 巧克力
- The Royal Flower Porcelain Hamper 花瓷御品高定制木架
- Lunar Blessing Ornament 平安扣流苏渐变吊坠
- Tiger King Red Packet 虎皇红包
- Master Year's 2022 Lunar Year Tips 袁师傅 2022 年运程贴士
- Chef Qiu's Cooking Recipe 邱师傅御厨谱
- Greeting Card 花瓷御品附有贺卡

RM998

CNY Gift Curation 4.2  
新年礼品系列 4.2Royal Flower Porcelain  
[Honour]  
花瓷御品 【誉】

## What's inside the hamper? 赏赐花瓷御品

## Qty

- Fenjiu 1915 Panama Shanxi White Wine 20年山西清香型白酒
- Tuvalu Wild Mountain Ginseng 图瓦率野生金山参
- Imported Northeast Landrace Ginseng 东北长白山精品人参
- Sai Kim Japanese Canned Abalone With Sauce 世金日本酱汁鲍鱼罐头
- South Africa Premium Abalone Slices 南非顶级鲍鱼片
- Cave Bird Nest Cookies 山洞花燕饼
- Sai Kim 100% Pure Bird Nest Drink 世金100%纯正燕窝
- Imported Hokkaido Scallop 北海道元贝
- Iceland Deep Sea Cod Isinglass 冰岛深海鳕鱼胶
- Premium Suizhou White Flower Mushrooms 顶级隋州白花菇
- XL Premium Red Dates 超大若姜红枣
- Yunnan Bulang Old Tree Ripened Pu'er Tea 云南布朗老树普洱熟茶
- Tangerine Red Tea 橘红茶
- Sai Kim Jujube Instant Quinoa Fish Maw With Rock Sugar 世金冰糖红枣藜麦即食花胶
- Jugelik Chocolate Jugelik 巧克力
- The Royal Flower Porcelain Hamper 花瓷御品高定制木架
- Lunar Blessing Ornament 平安扣流苏渐变吊坠
- Tiger King Red Packet 虎皇红包
- Master Year's 2022 Lunar Year Tips 袁师傅 2022 年运程贴士
- Chef Qiu's Cooking Recipe 邱师傅御厨谱
- Greeting Card 花瓷御品附有贺卡

RM1,398

**CNY Gift Curation 4.3**  
新年礼品系列 4.3

# Royal Flower Porcelain

## [Character]

### 花瓷御品 【美】

*What's inside the hamper? 赏赐花瓷御品*

*Qty*

• Prince De Polignac XO	700ML
• ST-Remy Extra Old XO	700ML
• Premium Grade Kanto Sea Cucumber 顶级关东刺参	100GM
• Imported Northeast Landrace Ginseng 东北长白山精品人参	5pcs
• Premium Dried Abalone 特级吉品干鲍鱼	9pcs
• Sai Kim Japanese Canned Abalone With Sauce 世金日本酱汁鲍鱼罐头	2cns x 85GM
• Cave Bird Nest Cookies 山洞花燕饼	3pcs
• Sai Kim 100% Pure Bird Nest Drink 世金100%纯正燕窝	3btl x 180ML
• Imported Hokkaido Scallop 北海道元贝	100GM
• Iceland Deep Sea Cod Isinglass 冰岛深海鳕鱼胶	3pcs x 50GM
• Premium Suizhou White Flower Mushrooms 顶级隋州白花菇	100GM
• XL Premium Red Dates 超大若姜红枣	200GM
• Cordyceps Tonic Tea 虫草滋补茶	3btls
• Tangerine Red Tea 橘红茶	12pcks x 3GM
• Sai Kim Jujube Instant Quinoa Fish Maw With Rock Sugar 世金冰糖红枣藜麦即食花胶	2pcks x 150GM
• Jugelik Chocolate Jugelik 巧克力	1btl
• The Royal Flower Porcelain Hamper 花瓷御品高定制木架	1pc
• Lunar Blessing Ornament 平安扣流苏渐变吊坠	1pc
• Tiger King Red Packet 虎皇红包	1set
• Master Yean's 2022 Lunar Year Tips 袁师傅 2022 年运程贴士	1pc
• Chef Qiu's Cooking Recipe 邱师傅御厨谱	1pc
• Greeting Card 花瓷御品附有贺卡	1pc



**RM2,898**

# Perks of Purchase

## 礼品赠送

All Gift Curation comes with:

- Lunar Blessing Ornament
- Tiger King Red Packet Holder & Red Packet
- Special Design Greeting Card
- Master Year's 2022 Lunar Year Tips
- Featuring Chef Qiu's Recipe

礼品附上:

- 喜庆吊坠
- 虎皇红包袋和红包封
- 特别设计祝贺卡
- 袁师傅 2022 年运程贴士
- 邱师傅食谱



亚克力 Logo 刻制卡 & 吊坠  
Customized Logo Acrylic Tag & Ornament



邱师傅食谱  
Chef Qiu's Recipe



袁师傅 2022 年运程贴士  
Master Year's 2022 Lunar Year Tips



祝贺卡  
Greeting Card



虎皇红包袋和红包封  
Tiger King Red Packet Holder & Red Packet

\*Inclusive door-to-door delivery within Klang Valley  
免费运送服务到住址 (Klang Valley)

# Bulk Purchase Package 批量订购



## CNY Gift Curation 1 - 虎皇潮袋 Royal Tiger King Pouch @ RM198.00

Selection	Code	Quantity	Original Selling Price (RM)	Early Bird Deals (22nd Nov - 31st Dec'21)
<input type="checkbox"/>	CNYC101	30	5,940.00	Free 1 X 虎皇潮袋
<input type="checkbox"/>	CNYC102	50	9,900.00	Free 2 X 虎皇潮袋
<input type="checkbox"/>	CNYC103	100	19,800.00	Free 5 X 虎皇潮袋
<input type="checkbox"/>	OTHER QUANTITY	_____		

## CNY Gift Curation 2 - 御花寻宝 The Treasures in The Palace @ RM398.00

Selection	Code	Quantity	Original Selling Price (RM)	Early Bird Deals (22nd Nov - 31st Dec'21)
<input type="checkbox"/>	CNYC201	30	11,940.00	Free 1 X 御花寻宝
<input type="checkbox"/>	CNYC202	50	19,900.00	Free 2 X 御花寻宝
<input type="checkbox"/>	CNYC203	100	39,800.00	Free 5 X 御花寻宝
<input type="checkbox"/>	OTHER QUANTITY	_____		

## CNY Gift Curation 3 - 盛世佳宴 Prosperity Feast @ RM598.00

Selection	Code	Quantity	Original Selling Price (RM)	Early Bird Deals (22nd Nov - 31st Dec'21)
<input type="checkbox"/>	CNYC301	30	17,940.00	Free 1 X 盛世佳宴
<input type="checkbox"/>	CNYC302	50	29,900.00	Free 2 X 盛世佳宴
<input type="checkbox"/>	CNYC303	100	59,800.00	Free 5 X 盛世佳宴
<input type="checkbox"/>	OTHER QUANTITY	_____		



# Bulk Purchase Package 批量订购



## Gift Curation 4.1 - 花瓷御品 【精】 The Professional @ RM998.00

Selection	Code	Quantity	Original Selling Price (RM)	Early Bird Deals (22nd Nov - 31st Dec'21)
<input type="checkbox"/>	CNYC411	20	19,960.00	Free 3 x 虎皇潮袋
<input type="checkbox"/>	CNYC412	40	39,920.00	Free 4 x 虎皇潮袋
<input type="checkbox"/>	CNYC413	80	79,840.00	Free 5 x 虎皇潮袋
OTHER QUANTITY				_____

## Gift Curation 4.2 - 花瓷御品 【誉】 The Honour @ RM1,398.00

Selection	Code	Quantity	Original Selling Price (RM)	Early Bird Deals (22nd Nov - 31st Dec'21)
<input type="checkbox"/>	CNYC421	10	13,980.00	Free 3 x 虎皇潮袋
<input type="checkbox"/>	CNYC422	20	27,960.00	Free 4 x 虎皇潮袋
<input type="checkbox"/>	CNYC423	40	55,920.00	Free 5 x 虎皇潮袋
OTHER QUANTITY				_____

## CNY Gift Curation 4.3 - 花瓷御品 【美】 The Character @ RM2,898.00

Selection	Code	Quantity	Original Selling Price (RM)	Early Bird Deals (22nd Nov - 31st Dec'21)
<input type="checkbox"/>	CNYC431	10	28,980.00	Free 5 x 虎皇潮袋
OTHER QUANTITY				_____



## Corporate Gifting Customization Service 企业送礼定制服务

Purchase 100 units & above:

- Logo customisation
- Personalised wishes on the greeting card
- Door-to-door delivery for your customer

Perks of Purchase:

- Increase brand awareness
- Maintain good relationships with customers
- Allow customers to feel warmth and care
- Time-saving – door-to-door delivery
- Different pricing with product caters

购买100份或以上:

- 特制贵公司的Logo在亚克力卡
- 特制贵公司的祝福语给您的顾客
- 特别运送服务到贵公司或住址

通过我们的独家定制新年创意礼品，您将能够:

- 提高您的品牌知名度
- 建立与客户宝贵而持久的关系
- 让客户倍感亲切和被重视
- 节省时间，提供派送礼品的服务
- 依据客户需求，提供不同类型&价位的礼品

ATW  
A THOUSAND WORDS  
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SAI KIM

SINCE 1982

The Royal Flower Porcelain 花瓷御品  
RM998 – RM2,898

Explore The Treasures In The Palace 御花寻宝  
RM398



Prosperity Feast 盛世佳宴  
RM598



Royal Tiger King Pouch 虎皇潮袋  
RM198

有礼走遍天下  
有品履方致远

虎皇驾到创意礼盒  
有颜有值，高端大气  
送礼送创意  
春节送礼最佳之选

限量出售！  
赶快预定專屬您  
精美品牌的礼盒吧！

# 千言万语，不如送礼

用精誉美的精神，将生活重新回到最初的纯粹与美好

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期待能为尊贵的你及企业服务，构思独特的品牌设计与体验，  
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OUR PREVIOUS

# CREATIVE CURATION

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ATW X SAI KIM CHINESE NEW YEAR 2022 GIFT CATALOG

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# Our Product

## CNY Gift Curation 2021



# Our Product

## Mooncake Gift Curation 2021



# Our Product

## Raya Festive 2021 Gift Curation



# Our Design



# Our Design



Rangoli Card  
Size: 23cm (W) x 31.5cm



## Front



Jaza A6 Diwali Greeting Card



Back



Back

# Our Design



# Our Design

