



CHINESE MAKEUP
NATURAL BEAUTY

化繁为简

SIMPLIFYING COMPLEXITY



妆人合一

PERFECT HARMONY
IN MAKEUP AND PEOPLE



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CHAPTER 1 BRAND
STORY

中国妆 • 原生美

化繁为简 妆容合一

Chinese Makeup Natural Beauty

TIMAGE, founded by Master Chinese Makeup Artist Mr. Tang Yi, innovatively fuses Eastern artistry with global beauty innovations. Anchored in the brand ethos "Chinese Makeup, Natural Beauty" and the core philosophy "Simplifying Complexity, Perfecting Harmony Between Makeup and People", we help everyone present their unique beauty through artisanal craftsmanship and adaptive techniques.

彩棠是中国明星彩妆大师唐毅先生创立的彩妆品牌。

我们融合中式美学与国际彩妆风尚，

秉承着「中国妆·原生美」的品牌核心

与「化繁为简 妆人合一」的化妆理念，

以匠心定制的产品及技法助力每个人呈现出独属于自己的妆容。

化繁为简
妆人合一



Over two decades as a visionary makeup artist, the brand founder Mr. Tang Yi has shaped global beauty trends through collaborations with luxury brands and iconic figures, including Zhang Ziyi, Liu Yifei, and Zhao Liying. His expertise in Chinese cultural aesthetics redefined "Chinese beauty" standards, showcased through groundbreaking red carpet creations that merge tradition with modernity.

In 2014, Mr. Tang Yi founded TIMAGE, based on Chinese aesthetics, inspired by Chinese ink painting, and following the traditional "leaving blank space" concept, to design makeup products that are easy to use and have outstanding makeup effects. He hopes that through professional products and simple techniques, everyone can discover personalized beauty solutions and thus showcase confident, uniquely Chinese elegance worldwide.

彩棠品牌创始人 |
Initial Founder

唐毅

在二十多年的彩妆生涯中，品牌创始人唐毅先生，游走世界，在国际彩妆品牌担任彩妆顾问，也为章子怡、刘亦菲、赵丽颖等上百位明星打造妆容。他深谙中式美学的精髓，用彩妆定义「中国之美」，携手众多巨星在国际红毯演绎「中国印象」。

2014年，唐毅先生创立彩棠TIMAGE，以中式美学为基础，从中国水墨画汲取灵感，遵循传统「留白」理念，设计出操作便捷、妆效出众的彩妆产品。希望通过专业产品，配合简约技法，让每个人找到适合自己的彩妆方案，以自信、独特的中国美游走向世界。

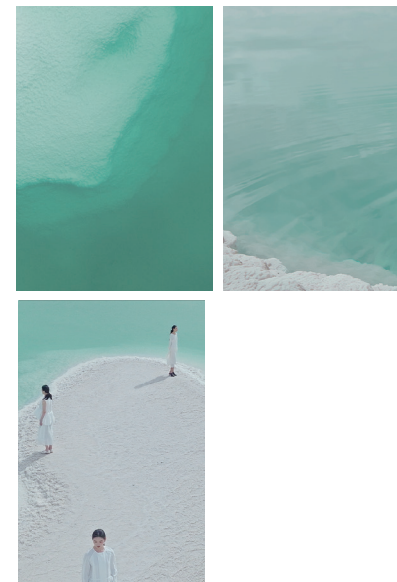
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CHAPTER 2 BRAND VALUES



Chinese Makeup Natural Beauty



Chinese Makeup

Based on the study of traditional aesthetics, Mr. Tang Yi extracts the essence of Chinese makeup from all kinds of changes. "Snowy skin, red lips, dark eyebrows, black hair", with this as the core, we explore more diverse makeup interpretations.

Natural Beauty

Mr. Tang Yi hopes to convey the message that people are more important than makeup, while makeup serves people. With the help of makeup, people's natural beauty transcends makeup applications, expressing that "people are beautiful, not just good makeup".

SIMPLIFYING COMPLEXITY PERFECT HARMONY IN MAKEUP & PEOPLE

化繁为简 妆人合一

Through professional-grade formulations and precision-engineered techniques, we tailor makeup solutions to enhance diverse features, celebrating each person's unique beauty. Makeup and people are in perfect harmony.



化繁为简
SIMPLIFYING COMPLEXITY

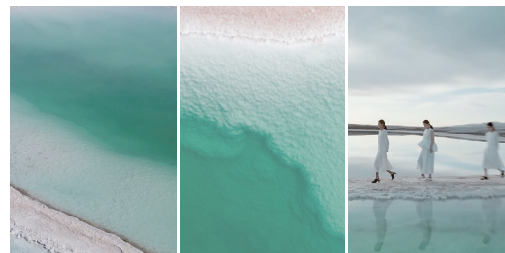
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CHAPTER 3 BRAND AESTHETICS

Cyan

青

BRAND COLOR 「CYAN – “QING”」



As China's chromatic signature,
"QING" (cyan) embodies a spectrum from azure to
celadon and slate.

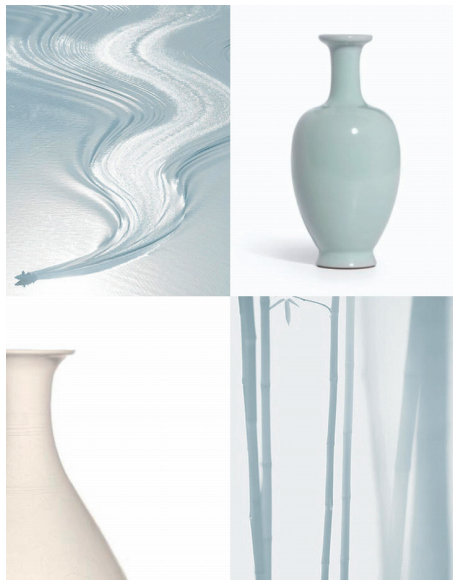
Rooted in the philosophy of vitality,
it symbolizes organic growth and rebirth.



BRAND ICON



The T-shaped icon merges
TIMAGE's initial with the Chinese Flowering
Crabapple — revered as China's floral emblem.
The crabapple blossoms are in full bloom,
swaying in the wind, just like thousands of Chinese
women, ordinary yet unique,
with different characteristics and lively blooming.



「HAI TANG」 PORCELAIN

Using the brand icon, which takes the beautiful shape of the Chinese Flowering Crabapple, the product outlines its simple appearance and interprets the new Chinese aesthetics through the texture of porcelain.

2021



2023

VIGOROUS & FLOWING JADE

The exterior design is inspired by jade and infused with a lively green hue.
The color series aims to capture the essence of a natural color, bridging the gap between movement and stillness.



2024 SUMMER PALACE LIMITED



Drawing on the charm of gardens, we interpret Chinese aesthetics through customized co-branded packaging inspired by the landscape architecture of the Summer Palace. This approach delivers TIMAGE's brand concept: "Perfect Harmony in Makeup and People".

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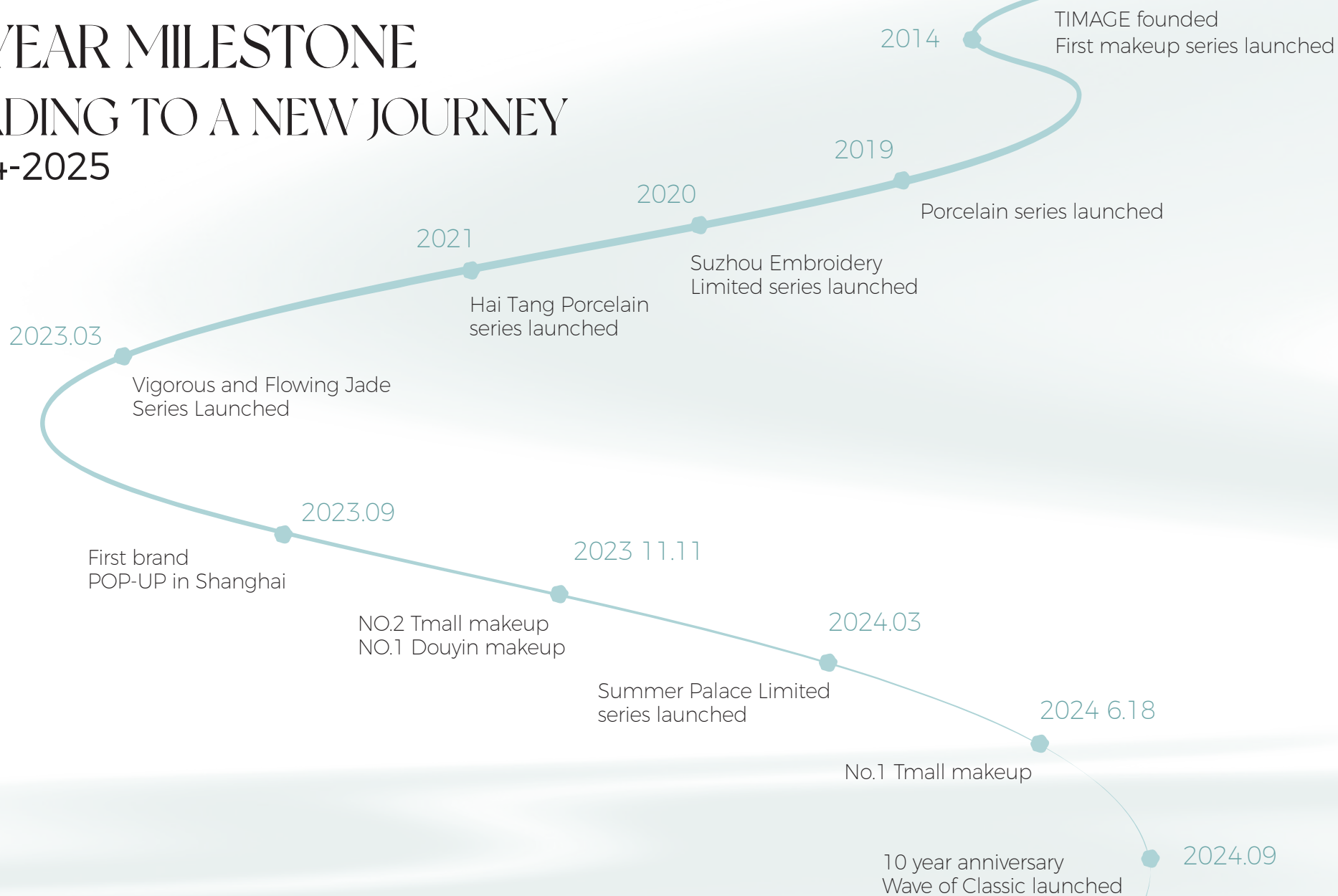
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CHAPTER 4 BRAND MILESTONES

10 YEAR MILESTONE HEADING TO A NEW JOURNEY 2014-2025





2023.03
The 16th Annual Beauty Awards
New Domestic Brand of the Year

KANTAR

2023.05
2023 CBE Good Beauty Brand



2023.08
Growth50
2023 China Breakthrough Consumer Brand of the Year



2023.10
Top 10 Cosmetics Brands with the Greatest Growth Potential



2023.12
FUTURE2023 New Consumption Forces
High Potential Brands



2024.4
Annual Beauty Grand Prix



2024.7
2024 Beauty Annual Top List - Makeup Category Award



2024.8
2024 Tmall Golden Beauty Awards -
Contouring Product of the Year



2024.9
Hurun China Emerging Beauty Brands Award



2024.10
VOGUE Beauty Awards 2024



2024.12
Marie Claire Top 100 Beauty Picks 2024



2024.12
Phoenix New Media Annual Beauty Honors List



2024.12
TipTop Global Beauty Awards 2024

BRAND EVENT

2023

VIGOROUS AND FLOWING JADE Collection LAUNCH EVENT

TIMAGE unveiled the "Vigorous and Flowing Jade" collection at Hangzhou's Liangzhu Center of Arts in March 2023, reimagining jade aesthetics through the interplay of motion and stillness.

Industry leaders, cultural ambassadors, and KOLs immersed themselves in an experiential showcase, witnessing the beauty of 'static and dynamic' together.

2024

SUMMER PALACE LIMITED SERIES LAUNCH EVENT

TIMAGE unveiled the "Guan Yi" series at Beijing's Summer Palace in March 2024, blending Chinese garden aesthetics with the UNESCO World Heritage site's philosophy of "artificial wilderness."

The launch event gathered the brand ambassador, leading makeup artists, industry media, and influencers to experience a curated display of porcelain-inspired cosmetics, all framed by the palace's architectural masterpieces.





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2025 OVERSEAS PUBLICATIONS
ENGLISH VERSION