



**THE RITZ-CARLTON RESIDENCES, WAIKIKI BEACH:  
LUNAR NEW YEAR CAMPAIGN**

The Year of the Snake campaign for The Ritz-Carlton Residences, Waikiki Beach transformed the property into an immersive Lunar New Year experience. Custom calligraphed envelopes, celebratory collateral, window installations, and large-format posters balanced cultural authenticity with modern refinement, using minimal design and rich symbolism to evoke renewal, prosperity, and transformation. From arrival to everyday touchpoints, the celebration unfolded with quiet elegance and intentional detail.

