COLOURS 颜Yán 色sè

Learning the colours in Chinese can be very helpful as each colour has a different cultural meaning.

RED is always regarded as a lucky colour, symbolising wealth and happiness. During Chinese New Year, red envelopes are filled with money which is then given to children for good fortune and luck.

WHITE is associated with death and is a colour commonly worn at funerals. White envelopes containing money are normally given to show sympathy to the family of the deceased.

In ancient times, YELLOW symbolised imperial power. Yellow signified respect, and was used exclusively by the emperors of several dynasties.

Click on the different coloured ice cream's to hear its Chinese translation.







