

GOTTA SMOKE?

What Your Cigs Say About You

BY SKY THOMAS GIDGE



Cigarettes will kill you. They will also reveal what kind of person you are according to your preferred brand – or so we’re told by our local tobacconist. Before you offer a smoke to a new buddy, see what assumptions they’ll be making.



Shuangxi (Double Happiness) – RMB5.5

You’re a simple, hard-working man. You toil in a factory or sit in a shop 36 hours each day. Or you just got a taste for one of China’s oldest smokes when you were younger. Fun fact: the double happiness logo is also used as an ornament to symbolize a happy marriage. No, the freshly married couple down the hall isn’t decorating their door with cigarette advertising.

**Chunghwa
(or Zhongguo)
- RMB50**

With a name that translates literally to 'China,' these plummy tobacco sticks say you really love the Middle Kingdom. The high price point also means you're rolling in it. Much face.



**Furongwang
- RMB25**

You can go two ways with Furongwang. You're either poor and think you can buy face with these not-quite-premium-priced smokes, or you're already rich but don't feel like showing off.



**Esse Menthol
- RMB7**

You are a female, white-collar office worker who prefers a discreet smoke at the end of the day. With a slogan like 'the leaders pleasure,' you could also be someone who spends nights clacking KTV dice while wearing a dead-eyed smile.



**Marlboro
- RMB25**

Overseas they are the choice of manly men and cancer-lunged cowboys, but Marlboros in China say that you are hip. You're into sports. You like the idea you're smoking a foreign cigarette. Or you are just an expat clinging to a familiar name.

