



# LUXURIOUS GEMS

**Events** | New options for perfume bottles, fragrance and skin care application, hip concepts for colour cosmetics and luxurious carton options were the major highlights presented on the occasion of the 30<sup>th</sup> anniversary of this year's Luxe Pack in Monaco.

**V**erescence's **High Jewelry Glass** creates a luxurious one-of-a-kind bottle with radiant stones. The light of the gemstones echoes the brightness of the glass. This patented technology can be combined with **Mineral Glass**.

[www.verescence.com](http://www.verescence.com)

The Perfumery & Cosmetics Unit of **Stoelzle Masnières Parfumerie SAS** has developed the luxurious perfumery flacon for **Pure XS by Paco Rabanne**, obtaining a lovely balance in the weight of the glass, along with the delicate hot stamping on the

edges. Stoelzle Glass Group also created the timeless flacon for **Mademoiselle Rochas**, working closely with **Interparfums**. The fine ribs, positioned at regular intervals all around the flacon, were of great importance for the brand, reflecting the haute couture of the French house.

Moreover, the flacon was to have absolutely flat surfaces on both sides, in order to position the labels with utmost precision.

The flacons are available in 30, 50 and 100ml sizes, as well as in miniatures.

[www.stoelzle.com](http://www.stoelzle.com)

**Heinz's** new **Times Square Flacon** includes an app with which the consumer can customise his flacon with a personal message and optimise it in an intuitive way. In addition, he can upload his own pictures, videos and even music. After stylising the media with different filters and positioning and adapting the text, the movie is rendered and can then be transferred via USB connection to the flacon.

[www.heinz-glas.com](http://www.heinz-glas.com)

The newest **Chanel** fragrance, **Gabrielle**, is the result of 7 years of col-

laboration with **Groupe Pochet** glass experts. It is a real challenge to combine extremely thin glass walls with perfect brilliance, a perfect quality of execution and functional strength that remains identical to a classic bottle. With a cap imagined as a jewel, the neck of the **Girl of Now** bottle is decorated with a flower-shaped collar that is the emblem of **Elie Saab** clutches. The gold-galvanized petals are covered with a selective pastel-blue tampo-printing realized in a single operation. A transparent protection lacquering is then applied.

[www.groupe-pochet.fr](http://www.groupe-pochet.fr)

**Texen** rose to the challenge – both technical and esthetic – to create a perfectly executed charm to adorn **Jean-Paul Gaultier's Scandal** fragrance bottle. The charm is made of zamak and galvanised in pale gold. Given the tiny size, realising the curve of the legs and the fine lines was the first challenge. The charm is then attached with a braided nylon link in exactly the same shade. The strictly controlled dimensions of the system developed for fixing the charm on the bottle allow the accessory to be held in place.

[www.texen.com](http://www.texen.com)

### Dispensing at its best

**Aptar Beauty + Home** has observed different ways of applying perfume around the world (Brazil, China, France, Saudi Arabia, etc.) and compiled these everyday yet not insignificant rituals such as frag-clouding, frescanising or swaporising into the **Rituals Codex**, a repertory that is now being enriched with new words. It is aimed at anyone who is looking to learn about the perfuming ritual experience via photos, videos and lexical contents.

<https://theritualcodex.tumblr.com/>



Staelze Glass achieved an appealing balance in the weight of the glass



Staelze created a timeless flacon for Mademoiselle Rochas

**Texen's** scent pen for the new **Aura Mugler** fragrance breathes new life into the category with an innovative fragrance gesture: an infinitely rechargeable accessory that is discreet and very practical for use on the go. With this scent pen, Texen responds to consumers' demand for an elegant product that is both easy to use and to refill. The Aura scent pen is offered in a box decorated with the new fragrance's colors and accompanied by a bottle from which the pen is refilled. To recharge the scent pen all that is needed is to dip the nylon stem in the fragrance bottle and let it soak up the juice by capillarity – it absorbs 0.2g in just one minute. The pen is then all set to be used twice a day over the space of a week before it needs to be refilled again.

[www.texen.com](http://www.texen.com)

**Aptar's** perfume pen **Fragrance Master** renews the perfuming experience ▶



Texen's intricate zamak charm adorns Jean-Paul Gaultier's Scandal fragrance

Silgan's first threaded ferrule pump for luxury fragrance



Pochet: The gold-galvanized petals are covered with pastel-blue tampo-printing



Verescence: The light of the gemstones echoes the brightness of the glass



Heinz: The Times Square Flacon's app lets the consumer customise his flacon



Aptar's perfume pen delivers a dose for instant distribution with a simple push

through an application that will appeal to both connoisseurs and millennials in search of fun innovations. With a simple push, it delivers a dose for instant distribution and traces its fragrance trail on the skin. The application is quick, controlled and highly sensory, and the pen is travel-friendly, innovative and precise.

**Star Drop** guarantees controlled, hygienic and waste-free application and is an alternative application method to the dropper for a made-to-measure, controlled, drop-by-drop dose.

[www.beauty-home.aptar.com](http://www.beauty-home.aptar.com)

with a low electric current, it delivers a formula enhancing effect. This standard product is made up of an airless container available in various formats, on which is clipped a delivery system containing two balls made of galvanized steel, one silver, the other galvanised in gold. On application, the two balls are activated simultaneously, delivering an immediate effect to the skin. A low electrical current is generated by the combined effect of the two balls coated in different metals. On a fully standard model, this packaging provides a technical solution that is simple and inexpensive to develop.

[www.texen.com](http://www.texen.com)

**Cosmogen's Fresh Pearl** is a patented applicator to gently massage the skin. Its ergonomic handle allows picking up the formula without any contamination and to reach every part of the face with softness and delicacy.

[www.cosmogen.fr](http://www.cosmogen.fr)

**Lumson** has received the **Prix Formes de Luxe** in the Standard Packaging category thanks to the collaboration with **Tata Harper Skincare**, an American company that proposes products with 100% natural formulations. Tata Harper has identified in Lumson's **Airless TAG** bottle the perfect packaging for its **Moisture Molecule Complex** patent, a special formula that nourishes the skin with biocompatible hyaluronic acid. The **Pop-Up** technique (UV-based and solvent) and the four-colour process, which allows for an extremely wide range of decoration solutions, allows an un-



Aptar's alternative application method to the dropper



Texen's new dual ball applicator for airless containers combines massage with a low electric current

**Silgan Dispensing Systems** revealed its **Melodie Pirouette** sprayer, its first threaded ferrule pump for luxury fragrances, inspired by consumer research aimed at gauging awareness, interest and use of refillable, recyclable and sustainable fragrance packaging. It allows brand owners to offer consumers the opportunity to be more sustainable in two ways. On the one hand, the pump can be separated from the glass bottle allowing for recycling of the glass. On the other hand, the new design also makes it re-usable to allow for refilling. The plastic component and highly automated assembly procedure make this a more affordable option to traditional metal versions. In addition, the external metal component ensures that the luxury element is maintained, in keeping with consumer preferences.

[www.silganddispensing.com](http://www.silganddispensing.com)

**Texen** has collaborated with a South Korean partner to develop a new dual ball applicator. Combining massage

## » LUXE PACK IN GREEN AWARDS 2017

The Finnish company **Sulapac** won the **Luxe Pack in Green Award** in the **Packaging Solution** category for its entirely biodegradable packaging material composed of wood and natural binders. **Groupe Pochet** was the jury's choice in the **Responsible Initiative** category. For the 30<sup>th</sup> anniversary of the trade show the **Prince Albert II of Monaco Foundation** offered the winners support from its scientific and technical committee.

**Groupe Pochet's** commitments, defined for its 400<sup>th</sup> anniversary in 2023 under the banner **Ambition 2023**, was the jury's choice in the category **CSR approach**.

[www.luxepack.com](http://www.luxepack.com)



Cosmogen's Fresh Pearl applicator picks up the formula without any contamination



Essentra's Golden Ratio Pack depicts various packaging capabilities in seven different cartons



Knoll's coffret for Lalique's perfume combines multiple materials

limited scale of colours also on very dark surfaces. The **Embossed Effect** allows a final embossed effect on the decoration.

[www.lumson.com](http://www.lumson.com)

### New options for colour cosmetics

HCP launched their new trend ranges for the Autumn Winter 18/19 sea-

son with four trends: **Butterfly Kisses**, **BeautyDNA**, **Bionic** and **Romantique**. Highlights include a delicate bronze-effect filigree butterfly, intricately engraved effects on aluminium, a textured finish called **Crystal Glaze** and dazzling holographic decoration. HCP also presented new stock investments: the highly luxurious **Fusion Magnetic Paintbox**; the **Fu-**

**sion Round Deco** range evolved with a recess to house a versatile decorative top-plate feature and a slim full-size lipstick addition to the cool aluminium **Magnum** range.

[www.hcpackaging.com](http://www.hcpackaging.com)

**Geka** presented its new **MidnightSeduction** collection consisting of a mascara, an eyeliner, a 2-in-1 top coat





Cécile Tuil and Clementine Barbet, Albéa, with Dorothea Michaelis and Angelika Meiss, COSSMA



Dorothea Michaelis, Claudia Tillmanns, DuPont, Angelika Meiss, Hélène Lebrun, DuPont (left to right)



Stefanie Gunz, Geka, Dorothea Michaelis and Angelika Meiss, COSSMA (left to right)



Dorothea Michaelis, Dominic Bakic and Angelika Meiss



Etienne Gruyez, Stoelzle and Angelika Meiss, COSSMA

and eyebrow unit and a liquid lip-stick. The brand-new 1K brush **BurlesqueBeauty**, with its slightly womanly shape, creates night-life lashes. Its special tip design guarantees a smudge-free application with major volume and easily reworking of upper and lower lashes. The wiper, with its flexible material, doses the deep black mascara perfectly. The eyeliner applicator, made of 19 delicately tapered micro bristles, executes exactly defined lines. Paired with a dark black waterproof formula, there is no annoying smudging or time-consuming touch-ups. The brand-new standard eyeliner packaging is slim and classic in design, but is on-trend with a flocked pattern over metallic cap. An integrated weight in the cap conjures up a high-quality appeal. The 2-in-1

product comes with a formula in a luxurious, glittering gold shade. The new **SweetSin** brush, made of **Eosfoam** fibre, is usable for both, mascara and eyebrow treatment. The curved part of the brush provides eyelashes with great volume, curl and length, while the shorter bristles are ideal for combing and accentuating the brows. The heavy-walled 4-edged bottle comes with a brand-new metal cap in gold and an elegant lace pattern. In combination with the soft, ergonomically shaped **SensualLips** applicator with two volume reservoirs, it achieves professional coverage. Whereas the silicon beauty sponge

is perfect for blending foundation, giving even coverage and streak-free results, the soft nylon brush completes the look by applying high-lighter and blush.

[www.geka-world.com](http://www.geka-world.com)

### Cartons for luxury packaging

**Essentra's Golden Ratio Pack** is inspired by Autumn/Winter 2018 trends and interprets the themes of classicism, harmony and proportion, depicting various packaging capabilities through seven different cartons. The seven cartons range from square, triangular to hexagonal in shape, and include various features such as foiling, embossing, debossing, soft touch varnishes, pearlescent inks, window patching and matt and gloss finishes. All of these printing capabilities were artfully incorporated into packaging via **Essentra's Design Hub**.

[www.essentraplc.com](http://www.essentraplc.com).

**Lalique Parfums** and **Knoll Prestige Packaging** received the Grand Prix du Jury 2017 Formes de Luxe for the realisation of the **Lalique Noir Premier Deux Cigales 1911 Black Coffret**. The coffret was created to magnify the spectacular perfume bottle. The luxurious jewel case is composed of a black glossy lacquered wood base and two majestic gold metal galvanised wings, with the cicadas decoration created in filigree. Housed in these wings, a golden mirror in the background reflects the sumptuous bottle. The coffret combines multiple materials, steel, wood, mirror, fabric, which required colour matching and intense testing. □

[www.lalique-group.com](http://www.lalique-group.com)  
[www.knollpack.com](http://www.knollpack.com)

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Festivity on the occasion of Luxe Pack's 30<sup>th</sup> anniversary