

**REXAM**

Rexam Make Up

## Rexam dresses the Pucci Vivara perfume cap in new shades

The coloured print is visible from all angles of the stopper. Each graphic detail is rendered with finesse. The magnifying effect enlarges the image enough that the decoration can be seen in all its depth.

Vivara Silver Edition: a new limited edition of the emblematic cover.

The multi-colored cap that adorned the first edition of the Vivara perfume communicated all the elegance and style of the Emilio Pucci house. The stopper, designed by Rexam, achieved real prowess: showing the shades and motifs of one of the famous scarves of the Italian fashion house.

For the first birthday of its fragrance, Pucci had a new request for Rexam to design the top for its Silver Edition collector bottle: the lid still keeping the same, signature print design, but in a new colour combination: harmonies of fuchsia pink, silver grey, white and black.

Once again, Rexam met the challenge perfectly: the coloured print is visible from all angles of the stopper. Each graphic detail is rendered with finesse. The magnifying effect enlarges the image enough that the decoration can be seen in all its depth.

Rexam again chose for the closure material Surlyn, which provides superior transparency and technical qualities needed to withstand a demanding production process. The crispness and clarity of the multi-colored design itself was possible by Rexam ability with direct printing and specific materials.

Rexam Simandre's (Saône and Loire) perfect control of the injection of large pieces in Surlyn and the company's expertise in various decorating procedures are the keys to the success of this challenging and important assignment. In this new version, Vivara is



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