

## Albéa produces the latest **Givenchy lipstick, Rouge Interdit Vinyl**

January 2016\_Givenchy has chosen Albéa to manufacture its Rouge Interdit Vinyl—a true technical challenge bringing together elegance and originality.

For this latest edition of Rouge Interdit, Givenchy wanted to underline a couture feel for this product. This is expressed by the integration of a fabric effect on the lipstick cap giving more depth and shine. Albéa offered Givenchy its expertise in surface treatment and decoration to create a jewel-like lipstick tube, draped in black to evoke the famous brand's style while representing the audacious nature of the Rouge Interdit Vinyl.

Albéa was able to design the base, cap, mechanism and decoration for this sublime lipstick thanks to its integrated expertise :

This lipstick is made of a black-tinted ABS base embellished with an imitation ribbon engraving on one side and the Givenchy brand name engraving on the other. At the other end of the base, you will notice the couture detail of the **4G logo, at the base of the black satin ribbon**. The exterior of the clear PETG cap is varnished for a luminous sparkle. **The ABS interior reveals an imitation-ribbon engraving, overlaid with a hot stamp on each side of the lipstick tube**. The two pieces of the cap are welded together using ultrasonic sealing. The finesse of the engraving and the shimmering details make this exclusive design dazzle.

For its Rouge Interdit Vinyl mechanism, Givenchy chose **Albéa's Baystick**, an industry standard for guided mechanisms. This **black anodized** mechanism is entirely sheathed and beveled and fits perfectly with the new creamy lipstick formula when applied.

This lipstick is **made in France** on Albéa sites at **Plouhinec**, a center of excellence for lipstick production, and **Simandre**, a center of excellence for surface treatments & decoration technologies.



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