

# LUXE PACK MONACO

## **LUXE PACK MONACO 2016: Unanimously recognised for its dynamism, vision, and creativity**

Press release report  
October 14<sup>th</sup>, 2016

Once again this year, the Principality of Monaco lived to the rhythm of packaging innovations during the LUXE PACK trade show. The 29<sup>th</sup> edition of the international creative packaging trade show affirmed its position as an international reference. With its 470 exhibitors and launches and innovations aplenty, the event was acclaimed by 8,645 visitors, which was stable compared to 2015. However, the number of companies represented increased by 13%!

Of note this year were the successful launch of the C2L area devoted to the digital transformation of luxury companies and the development of LUXE formulation which brings together formulation and full-service professionals.

This year's event was also marked by the presence of HSH Prince Albert II of Monaco at the LUXE PACK *in green* awards. (see press release of 3 October).

3 events in 1 to meet the expectations of luxury brands and foster exchanges and networking in ideal conditions. LUXE PACK MONACO has extended its scope to related fields to make the trip to Monaco even more worthwhile while attracting new luxury brands.

### More and more companies present ... and qualified visitors



470 exhibitors were present at this year's LUXE PACK MONACO trade show which was exceptionally held in September. 70 exhibited for the first time in the various newly invested areas of the Grimaldi Forum.

8,645 people visited the trade show looking for new packaging solutions. This stable figure hides another up 13%: the number of companies represented.

Decision-making profiles were just as qualified with 8 out of 10 visitors being from General Management or Marketing,

Purchasing, Packaging Development or Design departments.

Numerous luxury sectors attended the event: perfume and cosmetics, alcohol & spirits, delicatessen, fashion, pharmacy and health, watches and jewellery, tableware & decoration, leather goods, tobacco, writing instruments .... and many more.

52% of visitorship was international.

Nathalie Grosdidier, Managing Director of Idice, the trade show's organising company, does not conceal her enthusiasm for this new success. "LUXE PACK's worldwide reputation and network proves that this event, which has been around for nearly thirty years, has become the platform for expression of choice for packaging professionals. This is a unique event that reveals the trends and innovations of an entire industry. This recognition is also the result of the commitment of exhibitors who, through their innovation and creativity, make LUXE PACK a worthwhile and anticipated event. The strong increase in the number of companies visiting the show is a source of great satisfaction for us and proves that they find pertinent solutions for their packaging projects and responses to the challenges in this sector at LUXE PACK MONACO".

### A growing audience for the conference programme

As is the case every year, LUXE PACK MONACO was the setting for numerous launches: uses, materials, consumer experiences, personalisation, new technologies, sensory... packaging innovations appealing to the five senses and offering luxury brands much sought after differentiation. From the "Wall of Innovations" to LUXE PACK in green's showcases, including stands bursting with new solutions, LUXE PACK MONACO remains true to its identity: bring together the best packaging manufacturers in the world and to be an unparalleled source of inspiration and networking for packaging professionals.

A growing audience attended the as eclectic as advanced conference programme and some highlights marked this edition:

- the conference on the Middle East and its market specificities by the Chalhoub Group, undisputed leader of this region
- round table on the circular economy in the presence of various luxury group decision-makers
- round tables showcasing packaging innovations, including personalisation solutions or smart materials and packaging
- the LUXE PACK *trends observer* feedback round table which reviewed the design trends and was supplemented by sensory and colour interpretations this year

Not to mention the LUXE PACK *in green* awards ceremony where His Highness the Sovereign Prince of Monaco awarded the prizes in front of a full house. Bormiolo Luigi received the LUXE PACK *in green* prize for his Eco-jar in the packaging solutions category and Albea received a prize in the responsible approach category.



## Successful launch of C2L

Launched this year, the new C2L area perfectly fulfilled its mission to help luxury industry decision-makers understand the challenges and opportunities created by the boom in digital technology.

Whether from beauty, fashion, leather goods, liquor, hotel, jewellery brands, etc. C2L visitors were able to find concrete answers at this unique event dedicated to the digital transformation of the luxury industry.



They discovered new technological solutions on the stands: new traceability and authentication systems, connected POS, new connected and customisable packaging, new experiential services, smart materials, etc.

A special conference programme also supplemented this new focus at LUXE PACK to help luxury industry brands understand this digital transformation that is impacting their industry. Voluntarily instructional and educational, this conference cycle included a number of testimonials and feedback, including talks by Gilles Babinet, Digital Champion, Jean-Robert Bellanger, Chief Digital Officer of Tag Heuer, Vivek Badrinath, Deputy Managing Director of Accor, Carmen Turki-Kervella, author of "Le Luxe et les nouvelles Technologies", Guy Mamou-Mani, Chairman of Syntec Numérique, and many more....

Building on the highly qualified visitorship to this area and projects that were planned or begun during the event, C2L will naturally be renewed in 2017 probably with new solutions as the luxury industry is transforming rapidly.

## Record visitorship to LUXE formulation



The third edition of LUXE formulation had record visitorship: over 1,500 people from 54 countries visited the area.

This exhibition area and its dedicated conference programme were especially pertinent for cosmetics and perfume brands with a panel of companies among the best full service specialists and conference themes that attracted a full house: beauty colour trends for 2017-2018, niche perfumes, cosmetics creation in the era of

Instagram, and the conclusions of the European Commission on the use of cosmetic claims which were unveiled for the first time. This was complemented by workshops offered by the exhibitors on new transformation textures, masculine beauty, the sensory, etc. Every visitor had the opportunity to draw from proprietary information and inspiration and gain insight on new trends.

The formula / packaging duo is indeed key to an innovative formula providing all of its benefits to consumers. From basic research to final product packaging, innovation is a real challenge: the success of the LUXE formulation area created three years ago at the international packaging creativity trade show, demonstrates this need for perfume and cosmetics formulation professionals and packaging professionals to meet once a year.

LUXE PACK MONACO 2016 was, without a doubt, an excellent year. All of the signals were green to the great satisfaction of exhibitors and visitors.

The date is set at the Grimaldi Forum on 2, 3, and 4 October 2017 to celebrate 30 years of LUXE PACK MONACO!

For more information, please visit our website: [www.luxepack.com](http://www.luxepack.com)

Press Contact : Maryvonne Lanteri – [mlanteri@idice.mc](mailto:mlanteri@idice.mc) – 00377 97 77 85 60



*IDICE organises professional events and fairs: LUXE PACK MONACO, LUXE PACK New York, LUXE PACK Shanghai, PACK & GIFT, Forum de la Plasturgie et des Composites et FIP solution plastique®.*

*IDICE belongs to the INFOPRO Digital Group, a leading information and professional services group (2,400 employees, turnover of €300 million) covering several key sectors of the economy: construction, automotive, industry, insurance and finance, retail, tourism, and local communities*