



# 2019 EDITION PRESS KIT

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#LuxePack

**LUXE PACK LOS ANGELES** – February 11 & 12, 2020 - CONVENTION CENTER, LOS ANGELES  
**LUXE PACK SHANGHAI** – April 8 & 9, 2020 - SHANGHAI EXHIBITION CENTER  
**LUXE PACK NEW YORK** – May 6 & 7, 2020 - JAVITS CENTER

*IDICE is the organizer of trade fairs and professional events: LUXE PACK MONACO, LUXE PACK NEW YORK, LUXE PACK SHANGHAI, LUXE PACK LOS ANGELES, Edition Spéciale by LUXE PACK, FIP plastic solution ® and 3D PRINT.*

*IDICE is part of INFOPRO Digital Group, a leading information and professional services group (2,700 employees, € 350 million turnover) covering several key economic sectors: construction, automotive, industry, insurance and finance, distribution, tourism and local communities.*

# ABOUT LUXE PACK MONACO

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## THE PREMIER SHOW FOR CREATIVE PACKAGING

The 32nd edition of the global show for creative packaging will be held on Monday, September 30, Tuesday and Wednesday, October 01 and 02, 2019 at the Grimaldi Forum

Again this year, the DNA of LUXE PACK that created its success and position of reference will be respected:

- **A complete panel of the latest packaging solutions** with 470 exhibitors selected among the best experts in the world: global leaders, but also SMEs with specific know-how
- **Numerous innovations and launches** unveiled on booths
- **A cross- inspiration between all luxury sectors**: perfumery-cosmetics, wines & spirits, delicatessen, fashion, jewelery, tobacco, leisure ...
- **A program of conferences and round tables** on the latest industry news in the presence of the best experts and brands testimonies
- **Dedicated spaces** to enrich the visiting experience

## 3 days to stay at the forefront of packaging, digital solutions and formulation

9 280 visitors in 2018, of which 53% are international

LUXE PACK MONACO 2019 teaser: <https://www.youtube.com/watch?v=jZFo7Nfhtvc>

Ask now for your Press accreditation on our website

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

## NEW: YOUR CUSTOM VISIT

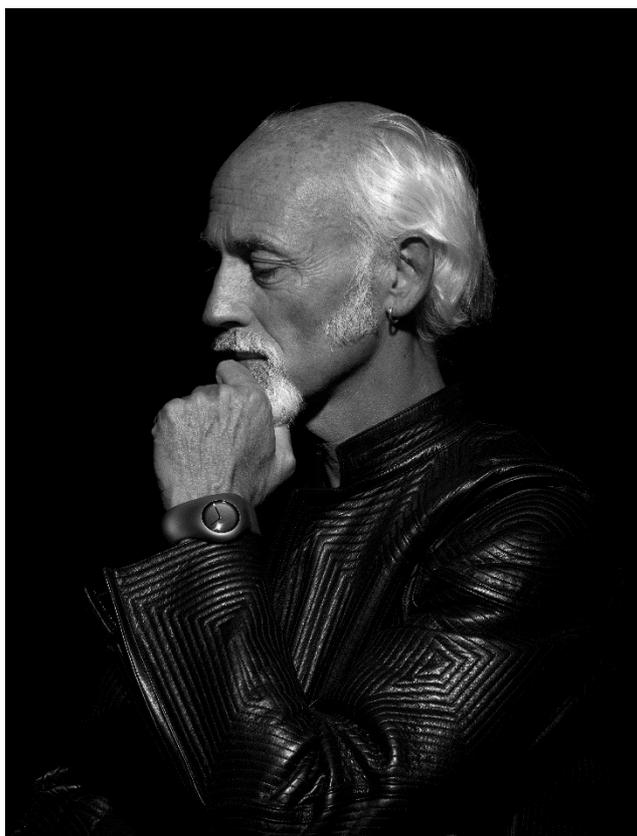
LUXE PACK MONACO provides its visitors with a program accessible via the website, allowing them to obtain before the show, a personalized visit itinerary according to their needs, time on site, their sectors of interest, subjects, exhibitors or conferences....

The course will also help visitors to optimize their time at the show by suggesting a sense of visit by suitable hall.

Accessible from early September.

# A LEGENDARY DESIGNER AS GUEST OF HONOR

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## Ross LOVEGROVE, Designer

He will be talking about « **Beauty & Logic** ». Ross Lovegrove, designer and visionary, will give us a personal account of the history of his designs and the criteria of excellence in packaging design.

Ross will talk about several particularly innovative packaging design experiences he had, which are now references in the champagne, perfume, and make-up sectors, and he will be dialoguing with Juan Mantilla, Design Director for Kiko Cosmetics.

*Ross Lovegrove is a designer and visionary. There is always embedded a deeply human and resourceful approach in his designs, which project an optimism, and innovative vitality in everything he touches from cameras to cars to packaging and architecture.*

**Monday September 30th – 2.30pm**

**Conferences room, Atrium Hall**



**With Juan MANTILLA, Head of Design, KIKO cosmetics**

# LUXE PACK : EVEN GREENER

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Organizing trade fairs is an ephemeral activity by definition and greedy in natural resources. All LUXE PACK teams are mobilizing around the world to strive for an ever more eco-responsible activity while maintaining the quality of its events.

- **An event conceived in a permanent ecological concern (in partnership with the Grimaldi Forum):**

- A building supplied with 100% green energy in 2019: 2 470m<sup>2</sup> of photovoltaic panels installed on the roof
- Large format recycled PVC prints
- Waste sorting and recycling: 16 selective sorting systems
- Eco-certified cleaning products
- 81% of low consumption lamps
- An ISO 14001 certified site 2015
- Badge holders kept for reuse

For more information on ecological initiatives of the Grimaldi Forum, you can watch the video:: <https://www.youtube.com/watch?v=04ROZPHNz3A>

- **A dedicated programme of conferences**

- **The sustainable development Session on Tuesday October 1<sup>st</sup>**

Today more than ever, sustainable development is at the heart of the expectations and challenges of consumers and luxury brands. As every year, LUXE PACK MONACO dedicates a series of conferences and awards, rich in expert interventions and testimonials.

**2 round tables** will include engaged actors, on the following themes:

- **3.30 - 4.15 pm: Packaging Innovation - What do brands currently expect from their suppliers?**

- **4.15 - 5.00 pm: Packaging Innovation - Is re-usable packaging the solution?**

These talks will be hosted by **Diana VERDE NIETO**, Founder and Director of POSITIVE LUXURY and BUTTERFLY MARK.



**Conference Room in Atrium Hall**

# LUXE PACK *in green*

Every year, the **LUXE PACK *in green* Awards** recognize the exhibitors' best sustainable packaging innovations in the world and best responsible initiative.

**5.30pm: LUXE PACK *in green* awards ceremony**

**Conferences room – Atrium Hall**

This year's panel of professionals includes:

- **Anne ENGER**, Eco-Design and Sustainability Business Manager, THE ABSOLUT COMPANY
- **Géraldine VALLEJO**, Sustainability Programme Director, KERING GROUP
- **Sarah VOWLES**, Senior Corporate Sustainability Manager, IWC Schaffhausen
- **Olivier WENDEN**, Executive Director, Prince Albert II of Monaco Foundation
- **Sandrine NOEL**, Environmental Director, LOUIS VUITTON
- **Sandrine SOMMER**, Sustainable Development Director, GUERLAIN
- **Uwe MELICHAR**, Chairman of European Brand and Packaging Design Association (EPDA)



-The LUXE PACK *in green* Monaco 2019 trophies, particularly innovative and aesthetic, are designed and produced by **O-I Europe**



For more information on LUXE PACK *in green* Awards in the world, visit our website:

<https://www.luxepack.com/en/news/in-green-awards>

# AMBITION MIDDLE EAST

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Monday September 30th



Many luxury brands are concerned about the luxury market in the Middle East, estimated 13 billion euros (Bain & Company, 2018).... However consumers' expectations and consumption patterns are still unknown.

LUXE PACK has invited experts and major players on this strategic market to offer analysis and feedback on emblematic brands and groups from this area of the world.

**Guest of honor: Joelle MARDINIAN**, Beauty Expert turned Celebrity turned Entrepreneur

- Instagram : JoelleMardinian 10.4 million fans
- Facebook : JoelleMardinian 2.6 million fans
- Twitter : JoelleMardinian 307 K fans
- Snapchat: JoelleMardinian → 600K views per post

Joelle is a highly influential award-winning beauty consultant, TV host, and founder of 13 Maison De Joelle beauty salons and 8 Clinica Joelle aesthetic clinics across MENA.

Through her beauty empire, Joelle offers a line of skin care & hair care products under the umbrella of "Joelle Paris".

Joelle has been selected amongst the Top 10 Arab Women Social Media Influencers by Forbes Middle East.

Throughout her career journey, Joelle has grown -beyond a beauty expert- into a socio-public figure for she promotes well-being, balanced lifestyle, responsible parenting and healthy living.

Owing to her accomplishments, Joelle has become a role model who inspires millions of people across the Arab world and beyond.

Joelle is also the Middle East Brand Ambassador for Evian and Dyson. She has also represented international brands like Pantene, MaxFactor, Huawei, Gillette, Scholl and a lot more.



**Her conferences:**

**11.45am – 12.30pm: Joelle Paris- from dream to realization**

**Conferences room LUXE formulation – Gênois Hall**

**3.30pm – 4.00pm – Joelle MARDINIAN: Social Media brand activation in the Middle East**

**Conferences room – Atrium Hall**

**Joelle MARDINIAN** will be interviewed by **Christine K. SCHOTT**, President, American Influencer Association & Co-founder, The Beauty Influencers



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**4.00pm – 4.45pm – The art of oriental perfumery is now inspiring the world...**

***What can be its impact on the global consumer experience, and on the art of packaging?***

Round table moderated by **Elie PAPIERNIK**, CEO, centdegres and **Gaëlle DORE**, Managing Director, centdegres Dubai

With :

- > **Abdulla AJMAL**, Deputy Managing Director, AJMAL Parfums
- > **Patricia KHOURY**, Head of Concept Creation & Developpement Beauty, CHALHOUB GROUP
- > **Mohammad SHAKEEL RAHMAN**, Manager Private label - Perfumes & Fragrances, BOUTIQAAT Beauty & Accessoires Products
- > **Ian CROMPTON**, Regional Director, Fine Fragrance, IMEA & ASIA, FIRMENICH Dubai



The Middle East is a fantastic market for great western perfumery brands of the luxury and the niche segments. Why? Because it is a market of perfume addicts, of perfume lovers, and obviously of perfume traditions. But Middle East is also a region of strong local brands, of important local retailers.

Who are these local players? Why are they so special on the global scene? They are inspiring the world on the fragrance side, but they are also building very specific standards on the consumer experience side, and more importantly, they are tracing very special needs in packaging.

Moderated by Elie Papiernik, Managing Partner of the international design house centdegres, the panel will count key players of the perfume industry, local fragrance brands, local beauty retailer, international fragrance house who are experts of the region, and will answer these key questions for the development of our industry.

# OTHER HIGHLIGHTS OF THE PROGRAMME

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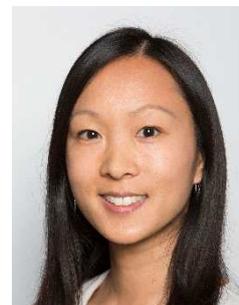
## - **LUXE PACK *trends observer***

**Monday September 30th – 11.30am** - Opening conference

Presented by **Emma CHIU**, Innovation & Creation Director,  
JWTIntelligence.com

This year, LUXE PACK *trends observer* has changed format but not purpose...

Emma Chiu, at The Innovation Group JWT\*\*, analysed prospectives in terms of packaging, design, colours, societal behaviours and consumer expectations ... .to deliver at the show's opening conference and in an illustrated report, the most relevant trends for the luxury sector. Translating them concretely into future projects will then be easy.



**The report LUXE PACK trends observer 2019 will be sent to all visitors after the show.**

*\*\* Think tank on the future and innovation (JWTIntelligence.com)*

Conferences room – Atrium Hall

## - **Smart Packaging**

**On Monday September 30th – 1.30pm**

Round table moderated by **Jeb GLEASON ALLURED**, Editor in chief,  
GLOBAL COSMETIC INDUSTRY/ PERFUMER & FLAVORIST

with a selection of exhibitors' best solutions.



Conferences room – Atrium Hall

## - **Packaging Personalisation**

**Tuesday October 1st – 9.30am** – PRINT and Brand Revolution LAB @  
Luxepack

A genuine creative personalised printing laboratory!

Round table moderated by **Enrico BARBOGLIO**, CEO  
and **Valentina CARNEVALI**, Brand Revolution LAB  
Project Manager, STRATEGO GROUP

In the presence of brands representatives from  
**MERCEDES BENZ, CANTINA GULFI, JERI'S FARM,  
TWININGS**



Print using a set of technologies to communicate differently, taking into account the personalisation and variability of data, and to link physical packaging with digital technology...

Exhibition Area in Atrium Hall

## - Materials Inspiration

Workshop on Tuesday October 1st – 1.30pm

« The most »

Proposed by **Quentin HIRSINGER**, Founder and Judith **GOYAUD-SCHILTZ**, Director, MateriO

**THE MOST**  
... materials

by **matériO'**

An exhibition dedicated to every aspect of material, from the purest to the most incredible, matériO' looks at their exacerbated properties ... a nylon so light that it looks like smoke, a black so black that it absorbs all the perspectives it covers, a transparency so pure that your product is only sublimated, a matter so little transformed that we imagine it still develops...

matériO 'invites you to explore a set of paradoxes and superlatives at their booth to take your inspiration (perhaps) further than you ever dared before...

**Experiment area in Hall Diaghilev – Booth DG30**

The full programme on line on our website  
<https://www.luxepack.com/en/visit/conferences>



# THE NEW EXHIBITORS

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More than 30 new comers will present their know-how at LUXE PACK MONACO 2019!

More than 30 new exhibitors will attend the show for the 1<sup>st</sup> time.

Selected for their unrivaled know-how and innovative achievements for the packaging sector, they will be a guarantee of innovation and differentiation for the brands that visit the show.

In areas as diverse as primary packaging of various materials (glass, ceramics, leather, wood ...), including packaging finishes, accessories and POS, to digital and connected solutions, everyone can open up their horizon of potential suppliers.

Because all these newcomers have shown their ability to produce innovative parts with perfect finishes, and meet the specific demands of brands in all sectors.

You can find the complete list of new exhibitors here:

[https://www.luxepack.com/en/visit/exhibitors-list-et-sponsors?new=1#list\\_exhibitors](https://www.luxepack.com/en/visit/exhibitors-list-et-sponsors?new=1#list_exhibitors)

## Some examples:

**COSTER GROUP** is a leading multinational provider of spray packaging solutions and filling equipment to all segments of the market with a complete range of standard aerosol valves and actuators, spray caps, spray pumps and dispensers.



**EDWANEX GLASSWORKS** is a producer of the highest quality glass containers. It makes use of technology in the area of pressing, manual and semi-automatic production, as well as ensures broad capabilities in decorating glass products.



## **FLOSTY PACK REPUBLIC S.L.**

provides aluminium high quality standard caps and collars for Perfume and Cosmetic industries, with multiple finishes and decoration options.

**CTCI** - Protection and transport, manual or robotic handling, presentation... innovative product solutions adapted to all specific needs.

**THE HOLOGRAM COMPANY** focuses its expertise in the field of brand protection and employs reliable security technologies to minimize risks and dangers.

Their holograms are as unique as a DNA strand.



**SUPERGA BEAUTY –**

The Manifesto Factory and BPS businesses have been grouped together under a single entity: SUPERGA BEAUTY, a strategic grouping to support the beauty brands' structure operating as three separate divisions:

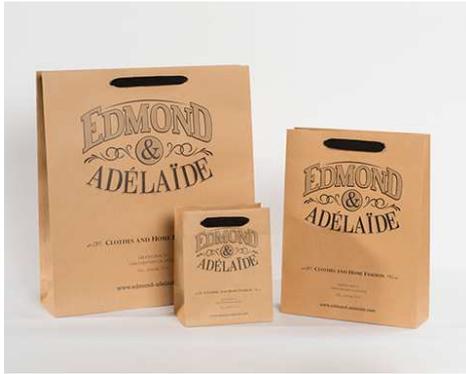
- Subcontracting
- Promotion & Retail
- Full service delivery



**HRASTNIK 1860** has been producing top quality glass products for over 150 years on special glass packaging, glassware and lighting, as well as handmade items.



**MY PROD** is a provider of promotional items and custom packaging.



**THE SILVER CRANE COMPANY LIMITED** is specialized in tins; unique and complex shapes underline Silver Crane tins. The only limit here is imagination! Pioneers in tins with movement and sound....



**SIBRA**, specialized in high-end leather goods, has diversified into the luxury packaging for the Cosmetic perfumery, the leather-wrapped wooden boxes for spirits.

**SHAMSIAN LTD** offers a full design, development and manufacturing service, collaborating with designers, brands and global corporations, enabling western designers to access eastern techniques.



Among many others to discover at the show!