



My LUXE PACK

The digital platform for the LUXE PACK community

WEBINARS PROGRAM

Live Nov 30th - Dec 02nd, 2020

WEBINARS (p. 3-8)

November 30th
GMT +1

11.00 - 11.40 AM

How packaging innovation will be redefined driven by new consumer shifts, social impact and ethical commitments?

4.00 - 4.40 PM

Matter & Environment: The Good, the Bad and the Ugly... So simple?

December 1st
GMT +1

11.00 - 11.40 AM

Customer Experience (CX): The Ultimate Luxury Industry Battleground

4.00 - 4.40 PM

Implementing Circular Systems - Challenge, Opportunity or Both?

December 2nd
GMT +1

11.00 - 11.40 AM

U.T.O.P.I.A or the 6 key trends to imagine the future of luxury packaging

4.00 - 4.40 PM

LUXE PACK *in green* Monaco 2020 Awards & "People's Choice" Announcement

SPEAKERS (p. 10-20)

MONDAY NOVEMBER 30TH, 2020

11.00 - 11.40 AM
GMT +1

Ending by a Q&A live session

How packaging innovation will be redefined driven by new consumer shifts, social impact and ethical commitments?

The health crisis is accelerating the desire for lifestyle change. A sign of a new evolution.

Within this context, packaging innovation will require social meaning, ethical commitment, and sustainability in order to contribute to brands' sensorial experiences.

Don't miss it!

40' to discover the detailed shifts that will affect packaging design, materials and usage, to meet the demands of the new paradigm.

KEYNOTE by Patricia BEAUSOLEIL, Head of Home, Environments, Consumer Goods and Lifestyle Creative Director, PECLERS



MONDAY NOVEMBER 30TH, 2020

4.00 - 4.40 PM
GMT +1

Matter & Environnement: The Good, the Bad and the Ugly... So simple ?

Ending by a Q&A live session

Choosing packaging material has become so complex today!

The pack is no longer perceived as a case and protection, but above all as a potential waste, and facing the multiplication of constraints: health, environmental, functional, normative etc ...

MateriO' world library will break some received ideas and highlight the most relevant new materials selected by leading experts

Attend this webinar to get an exhaustive overview of the latest material innovations.

KEYNOTE by Quentin HIRSINGER, Founder, MateriO'
and Elodie TERNAUX, Co-Founder, Hylöh



TUESDAY DECEMBER 1ST, 2020

11.00 - 11.40 AM
GMT +1

Customer Experience (CX): The Ultimate Luxury Industry Battleground

Ending by a Q&A live session

Why and how CX-centric companies outperform their competition by up to 600%?

Based upon his award-winning research Prof. Klaus will highlight CX's crucial importance for the luxury industry. He will share how and why CX-centric companies outperform their competition by up to 600% and discuss the role of packaging in the CX. All of this and more will be shared in this interactive session.

CX, Marketing, and managers responsible for customer interactions, Discover 3 ways to boost your brand's profit!

Attend this interactive session to ask a leading expert about your current business issues.

KEYNOTE by Prof. Dr. Phil KLAUS, Chairman PK Customer Experience Institute, CEO and Founder Prof. Dr. Phil Klaus & Associates Consulting

Professor of Customer Experience Strategy and Management, **International University of Monaco**



Winner 2016 Marketing Science Institute MSI Top Download Paper. Among many others...



TUESDAY DECEMBER 1ST, 2020

4.00 - 4.40 PM
GMT +1

Implementing Circular Systems - Challenge, Opportunity or Both?

Ending by a Q&A live session

Despite the promise of the Circular Economy, which aims to deliver economic growth without waste, businesses have been slow to embrace it. Is implementing circular systems a challenge, opportunity or both?

Attend this webinar to learn about famous committed companies' and small firms' key learnings on circularity, and how their experiences can guide you.

PANEL moderated by Diana VERDE NIETO, Co-Founder Positive Luxury, Butterfly Mark
With: Sandrine NOEL, Responsible for Sustainable Development, Louis Vuitton
Marie-Ann WATCHTMEISTER, Co-Founder, Courbet Jewelry
Mike ROSE, Director of Brands Packaging, Macallan
Al IANNUZZI, Vice President, Sustainability, Estee Lauder



WEDNESDAY DECEMBER 2ND, 2020

11.00 - 11.40 AM
GMT +1

U.T.O.P.I.A or the 6 key trends to imagine the future of luxury packaging

Ending by a Q&A live session

In exclusivity for My LUXE PACK, Balistik Art is unveiling its prospective book on the future of luxury packaging around 6 main key trends: UTOPIA for Unexpected, Transcendental, Osmosis, Paradox, Ideal, Anticipation.

Learn about the most trendy color codes for 2021, the graphic styles that will prevail, the most attractive packaging formats or the not-to-be-missed smart packaging innovations...

A series of examples and best practices in wine and spirits, gastronomy, beauty, fashion and fine jewelry will show you the new luxury codes transposed to packaging design to make your future projects trendy.

Further this exclusive webinar, the "UTOPIA, Imagine the Future of Luxury Packaging" white paper will be downloadable on My LUXE PACK.

KEYNOTE by Katja GRAISSE and Stéphane GALIENNI, Co-Directors of Balistik Art agency



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WEDNESDAY DECEMBER 2ND, 2020

4.00 - 4.30 PM
GMT +1

LUXE PACK *in green* Monaco 2020 Awards & “People’s Choice” Announcement

In the presence of the jury members:

Sandrine SOMMER, Chief Sustainability Officer, Moët Hennessy

Sandrine NOEL, Sustainable Development Manager, Louis Vuitton

Nicolas MATHIEU, Eco-Design Packaging Innovation Manager, Chanel Parfums Beauté

Olivier WENDEN, Vice-President and CEO, Prince Albert II of Monaco Foundation

Patricia BEAUSOLEIL, Head of Home, Environments, Consumer Goods and Lifestyle
Creative Director, Peclers

And **Fabienne Germond**, Show Director, LUXE PACK





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The logo for Peclers Paris, featuring the word "Peclers" in a serif font above the word "Paris" in a similar serif font. A small red dot is positioned above the letter "i" in "Paris".

Peclers Paris is the leading consulting agency in CREATIVE STRATEGY for Fashion, Beauty, Design & Lifestyle and Prospective Trends. Peclers' mission is to inspire, project and nourish a vision to develop more desirable products, services and experiences.

Peclers helps brands to accelerate their inspiration process by stimulating their creativity and reenergizing the teams.

To drive their creative performance and guide them to develop a desirable and accurate offer of products, services & experiences.



Patricia BEAUSOLEIL, Head of Home, Environments, Consumer Goods and Lifestyle Creative Director, PECLERS

Renowned for the successful creation and development of Trend forecasting agency "Univers Mode," Patricia Beausoleil has international experience not only in Home and Environments but also in Fashion and Colors.

Patricia is also Vice President of the "Comité Français de la Couleur" (French Color Committee) and contributes to the seasonal Première Vision Color discussions. This wide-ranging expertise provides undeniable added value for Peclers Paris' clients in developing their global creative vision.

Today, Patricia Beausoleil is part of Peclers Paris' Board of Direction.

Together with her team, her mission is to develop the Environments & Design trend book and to advise clients in the Home, Consumer Goods, Environments and Lifestyle market segments.



Quentin HIRSINGER, Founder, materiO'

materiO' is a global innovation watch service in the field of materials and technologies. This private structure selects manufacturers from all sectors, the information recorded is then accessible via a database and the thousands of samples presented in 6 showrooms in Europe and Asia.



Elodie TERNAUX, Co-Founder, HYLOH

Co-founder of Hyloh, a collective of materials and circular economy specialists. A natural facilitator and organizer, Elodie is adept at questioning what we think we know about materials, where we use them, and how we talk about them. Trained as both an engineer and a designer, Elodie has lectured extensively and curated numerous exhibitions across the world. Elodie worked at materiO in Paris for many years, and co-authored Materiology: the Creative's Guide to Materials and Technologies.



Prof. Dr. Phil KLAUS

Chairman PK Customer Experience Institute

Professor of Customer Experience Strategy and Management, International University of Monaco

CEO and Founder, Prof. Dr. Phil Klaus & Associates Consulting

 **Winner 2016 Marketing Science Institute MSI Top Download Paper, among many others.**

Prof. Dr. Phil' Klaus is widely considered one of the leading global Customer Experience Strategists.

He is the founder of Prof. Dr. Phil Klaus & Associates Consulting, Professor of Customer Experience Strategy and Management at the International University of Monaco, bestselling author of "Measuring Customer Experience – How to Develop and Execute the Most Profitable Customer Experience Strategies,"

Chairman of the PK Customer Experience Institute, and holds multiple visiting professorships around the globe. His award-winning research has appeared in numerous books, and a wide range of top-tier academic and managerial journals.

Prof. Klaus is a frequent keynote speaker at public and in-company seminars and conferences around the world. He is an experienced manager and management consultant with an active, international portfolio of Blue-Chip clients for whom he advises on customer experience strategy, profit enhancement, 'next practice,' and business development.

Email: profdrphilklaus@gmail.com



Diana VERDE NIETO, Co-Founder Positive Luxury, Butterfly Mark

Diana Verde Nieto is the of Positive Luxury, the company behind the Butterfly Mark, a unique interactive trust mark awarded to luxury lifestyle brands in recognition of their commitment to having a positive impact on people and our planet. The Mark provides wordless reassurance that a brand can be trusted.

Positive Luxury was founded in partnership with Karen Hanton MBE, founder of toptable.com. The two trailblazing entrepreneurs combined their experience and knowledge to use technology to demystify sustainability and positively communicate a brand's actions directly to the consumer.

Diana's entrepreneurial spirit has driven innovation in the way that brands communicate their commitment to social and environmental sustainability, enabling organisations to unlock the value of their investment in this area.

This began with founding the first international sustainability communications consultancy in 2002 which Diana built to international success with a presence in five markets, including China and the USA, at the time of exiting the business in 2008.

Diana holds a degree in Global Leadership & Public Policy from Harvard Kennedy School. Diana is a globally recognised figure in the sustainability field, honoured by the World Economic Forum as a Young Global Leader in 2011 and subsequently being trained by former US Vice President, Al Gore.

Diana serves on many advisory boards, frequently teaches at Cambridge Judge School and Oxford Said School and was recently given an honorary professorship at Glasgow Caledonian University.



Sandrine NOEL, Responsible for Sustainable Development, Louis Vuitton

In charge of the Environment Responsibility within the Sustainable Development team at Louis Vuitton, I have been actively driving the sustainability strategy with a permanent attention to engage all collaborators of the House as contributors for 15 years. As a prior mission, we commit to adapt our activities and decisions to preserve natural resources. To reach this objective, our roadmap is based on three key commitments: sourcing responsibly, acting on climate change and deploying circular creativity.

Passionate, tenacious and convinced that the protection of the environment is more than ever a key component for a long lasting business and desirability, I am engaged to constantly improve our actions and go further in a long term perspective and with humility.



Marie-Ann WACHTMEISTER, Co-Founder, Courbet Jewelry

Originally Swedish, but French by adoption, Marie-Ann first worked at Procter & Gamble and McKinsey before moving into entrepreneurship through a telecom company. She starts in parallel an international school based on the Montessori precepts in Sweden. She sells Telavox, a few years later, and is dedicated not only to the design of jewelry collections but also to the development of innovations concerning the design of jewelry that permitted, for example, new styles like interchangeability... Ten years after having oriented her work towards jewelry, Marie-Ann Wachtmeister continues to reinvent this art where trickery is combined with elegance and know-how.



Mike ROSE, Director of Brands Packaging, Macallan

Mike Rose is the Director of Brands Packaging at Edrington, one of Scotland's leading international spirits companies, parent company to The Macallan Single Malt.

Mike has worked in the Scotch whisky industry throughout his entire career – an industry that continues to innovate, develop and grow.

With a strong background in quality and in production he has gained an intimate understanding of packaging design, manufacturing, and performance criteria. He leads a highly talented team that has responsibility for packaging development, change management, value engineering and pack performance throughout the supply chain.

The role of premium and ultra prestige packaging has grown to become a critical element of the portfolio. Balancing our creativity with our responsibilities to the environment through sustainable solutions has created new and exciting challenges.



Al Iannuzzi, Vice President, Sustainability, Estée Lauder

Al Iannuzzi is Vice President, Sustainability, at The Estée Lauder Companies, where he directs enterprise-wide sustainability efforts and establishes and executes on the Company's sustainability strategy, goals and objectives. He oversees the publication of the Company's Corporate Responsibility Report, ESG ratings and rankings, and climate and energy programs. He is also an Adjunct Professor at Indiana University, Purdue University, where he teaches Product Improvement and Sustainability.

Al has more than 30 years' experience in the Environment, Health, Safety and Sustainability field. Prior to working at The Estée Lauder Companies, he worked for Johnson & Johnson, where he led Design for the Environment and Green Marketing programs and developed sustainability strategies for Consumer Product, Medical Device and Pharmaceutical sectors. He served as the chief architect of the Earthwards® greener product development program. He has also worked as an environmental consultant and as a regulator for the New Jersey Department of Environmental Protection.

Al has authored three books, his latest: Greener Products: the Making & Marketing of Sustainable Brands (2018) and has written numerous articles on sustainability and product stewardship.

BALISTIK # ART

Since 2007, Balistik Art has worked with important luxury houses, premium and lifestyle brands and has developed over the years to create three entities: a trends office, a consulting agency and a creative studio.

From deciphering trends to brand platforms, from content creation to digital strategies, we adapt to the demands of large groups or small brands, in the fields of fashion, cosmetics, high-jewelry, watchmaking, wine and spirits, travel and gastronomy.



Katja GRAISSE, Co-Director of Balistik Art agency

Katja Graisse began her career in 1990 in the film industry in Paris, working for film festivals such as Cannes, Angers and Dinard, on European feature film co-productions, and in distribution (20th Century Fox). In 2000, she joined the American Embassy in Paris as Cultural Affairs Specialist. In 2007, she co-founded Balistik Art and handling PR, Social Media and Production. Her clients in the Luxury industry include Hermès, Dior, Cartier, Chopard, Boucheron, Clarins, Louis XIII, Dom Pérignon, Moët & Chandon.



Stéphane GALIENNI, Co-Director of Balistik Art agency

Stéphane Galienni started as an Art Director at Publicis (1998-2003) and was awarded 5 creative advertising prizes. In 2003, he left Publicis to follow a career as an artist, producing paintings and films. He began freelancing in digital strategy for Hermès, Jean Paul Gaultier Parfums and Lancôme. In 2007, he created Balistik Art agency to accompany luxury brands in their digital communication strategies winning awards for Dior, Moët & Chandon, Kenzo Parfums, Roger Vivier and Charles Heidsieck.



Sandrine SOMMER, Chief Sustainability Officer, Moët Hennessy

Since April 2020, Sandrine Sommer has joined Moët Hennessy as Chief Sustainability Officer. She is in charge of managing the sustainability strategy for the 25 Maisons of Wine & Spirits and implement CSR initiatives in all markets. She is supported by experts working in the different Maisons for a long time to manage the multiple dimensions of Sustainable Development.

With this team she coordinates all the initiatives to regenerate soils in all terroirs, to mitigate climate change all over the value chain, to support communities and to empower teams.

Before that, Sandrine has been working for 13 years as Chief Sustainability Officer at Guerlain where she has created and implemented a game changing Corporate Social & Environmental strategy.

Sandrine is proud to belong to a committed group, active in the development of social and environmental dimensions, without compromising quality and luxury

In France and internationally, Sandrine has participated to numerous forums and events on sustainability, and has taught Luxury Management and Marketing to specialized MBAs. For more than 8 years, she has been a member of the Jury of the Luxury Price Pack In Green.

Sandrine holds an engineer degree in Packaging and started her career in the Packaging Development department at Mars, before joining LVMH Group in 1999. Within this group, Sandrine held several positions of Head of Packaging at Moët & Chandon, Make Up For Ever and Guerlain, that she joined in 2005. In 2007, she created and became Head of the Sustainable Development department at Guerlain and in 2020 she became Chief Sustainability Officer at Moët Hennessy.



Nicolas MATHIEU, Eco-Design Packaging Innovation Manager, Chanel Parfums Beauté

Its mission is to source innovative, eco-designed, creative and daring packaging solutions according to the key values of the Chanel brand.

Prior to assuming this position, Nicolas acquired 16 years of experience in the cosmetic packaging industry, both as a packaging supplier and as a cosmetic brand. He joined Chanel in 2007 as a packaging engineer, then head of the Packaging Care development team, before joining the Packaging Innovation of Chanel Parfums Beauté.



Olivier WENDEN, Vice-President and CEO, Prince Albert II of Monaco Foundation

Appointed in October 2019 as Vice-President & CEO of the Foundation, Wenden has previously served as Executive Director for 5 years. Launched in 2006 by HSH the Prince of Monaco, in order to act against the environmental dangers threatening our planet and making populations vulnerable, the Foundation focuses its efforts on three principal domains of action - climate change and renewable energies, biodiversity and water resources - and funds initiatives in the fields of research and studies, technological innovation and socially aware practices. Its programs are mainly focused on three priority areas - the Mediterranean Basin, the Polar Regions and the Least Developed Countries.

Wenden actively participated in the international development of the Foundation and the definition of its fundraising strategy, while strengthening the network of partners. Before joining the Prince Albert II of Monaco Foundation, Wenden worked for the Parliament of Monaco as chief of staff and international affairs and communication advisor (2007-2013). He also served as chargé de mission for the Minister of Foreign Affairs and Cooperation of Monaco (2013-2014). He graduated from Sciences Po Bordeaux with honours and has a Master 2 Degree in international projects management (Sorbonne Nouvelle, University of Paris).