

LUXEPACK

MONACO

20.21.22
Octobre 2010
Grimaldi Forum - Monaco

PRESS KIT
LUXE PACK MONACO 2010

www.luxepack.com



Monaco, October 20th 2010



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Press kit

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2010 Edition

**The international leading showcase for luxury goods packaging
for more than 20 years**

20.21.22
Octobre 2010
Grimaldi Forum - Monaco

10, avenue Princesse Grâce
98000 PRINCIPAUTE DE MONACO

From 9.30am to 6.00pm

341 exhibitors, of which 40 new
World leaders in their fields,
But also small and medium firms with sharp skills
More than 6000 visitors, of which 55% were international

Please ask for accreditation on our website:
www.luxepack.com/press/accreditationform

For more information, visit our web site:
www.luxepack.com

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Luxe Pack Monaco 2010: a "Forum of Innovation" unveils the latest developments in packaging solutions

Luxe Pack Monaco 2010, the world's leading luxury packaging event will take place from 20-22 October at the Grimaldi Forum in Monaco and will feature the unprecedented « Luxe Pack Innovation Forum », which will unveil the exhibitors' innovative solutions.

Exhibitors often choose to display their newly released products exclusively at the Luxe Pack Monaco trade fair, aiming to illustrate their creativity and expressing their support for this leading trade fair through their active participation. On that account, Luxe Pack Monaco 2010 will be organising the « Luxe Pack Innovation Forum» for the very first time, thus allowing all participants to get a complete and global view of the latest packaging developments.

These scheduled presentations shall not exceed 15 to 20 minutes each and shall allow exhibitors to unveil their new products and innovative solutions, which may at times feature the use of highly specialised technology.

These sessions will take place throughout the 3-day event in a specially allocated space, according to a schedule that shall be published on the Luxe Pack Monaco website starting September.

Today innovation is the key concept that may help your business stand out in a competitive economy.

The "Luxe Pack Innovation Forum" makes innovative solutions more visible and accessible, responding to the high expectations of luxury brands by showcasing innovations brought forward by its exhibitors. It provides a concrete and operative solution for visitors and an exceptional showcase for exhibitors.

See Forum Innovation Schedule

Luxe Pack Monaco 2010: an afternoon of inauguration with sustainable development in the limelight

LPMC 2010 will open on Wednesday 20 October and dedicate its first afternoon to sustainable development: debate on ethics with key note speakers and recompensed sustainable innovation, various approaches to this subject of interest to luxury brands.

4:00 pm – Debate on ethics

Luxe Pack Monaco is the ideal platform to debate and bring about a new vision of the luxury sector and its environmental responsibilities.

The exhibition's pre-eminent round table will start at 4 pm and focus on

"Luxury brands instigating eco-responsible behaviour?"

It will bring together expert speakers:

Mr. Michel Fontaine, President of the french Packaging Council (CNE),

Mr. Stéphane Roth, Marketing Director for Décléor,

Mrs Dominique Garetta, Marketing Manager for Taittinger Champagnes, and

Mrs Pastore-Reiss from the Ethicity sustainable development consulting firm,
will give their viewpoints and relate their experience.

The debate will be led by journalist Noël Fantoni.

5:30 pm – Exhibitor award

Lastly, a jury made up of luxury-sector and sustainable development professionals brought together by Luxe Pack Monaco to assess the exhibitors' eco-designed innovations, will present

the "Luxe Pack in Green Award 2010" at 5:30 pm.

The award-winning product will be chosen out of a large number of innovative products complying with the Luxe Pack in Green Charter, for its effectiveness in meeting one or several sustainable development criteria.

In addition, other information on that topic will be discussed throughout the 3-day exhibition:

- "Sustainable Packaging: Trends - Ideas - Reality" on Thursday 21/10 at 11:15 am;

- "Natural Cosmetics and Sustainable Packaging: a Marriage from Heaven", on Friday 22/10 at 11:15 am;

- "How to Turn Sustainable Packaging into a Selling Point?", on Friday 22/10 at 3:15 pm.

Moreover, throughout the exhibition, the Luxe Pack in Green area will be a rich and diversified showcase for the exhibitors' innovations, and a source of information and inspiration.

The press is of course invited to those meetings, and we can now schedule interviews with our speakers and jury members according to your wishes.

LUXE PACK in green

Luxe Pack Monaco 2010 rewards its exhibitors' eco-friendly solutions

Luxe Pack Monaco 2010 the world's reference exhibition dedicated to luxury packaging solutions, will take place from October 20-22 at the Grimaldi Forum in Monaco. It is committed to supporting the luxury brands' search for sustainable solutions by launching the "Luxe Pack in Green" Awards for the very first time.

Authorities and consumers are increasingly aware of environmental concerns and environmental issues have become a core concern for luxury brands.

The "LUXE PACK IN GREEN" exhibition space, which encountered significant success in 2009, proved that luxury brand stakeholders are becoming increasingly interested in developing and embracing sustainable solutions.

Luxe Pack Monaco will renew its exhibition. In 2009, it unveiled new products or applications that were compliant with environmental standards and were classified according to the material being used. This exhibition showed how committed the exhibitors participating in the Luxe Pack Monaco event are in terms of developing sustainable solutions.

Luxe Pack Monaco 2010 is therefore extending this experience by granting a "Luxe Pack in Green Award" for the very first time.

The prize will be awarded to the best innovative solution presented by exhibitors. Packaging being presented should incorporate one or more sustainable development criteria, in accordance with a charter defining these selection criteria.

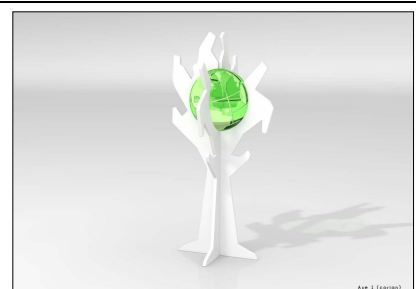
The jury members are sustainable development professionals who work for institutions, luxury brands and media partners:

- Mr. Michel Fontaine, President of the French Packaging Council;
- Mr. Alexandre CAPELLI, Sustainable Development LVMH engineering management;
- Mrs. Elizabeth Pastore-REISS, founding director of Ethicity agency, sustainable development consultant;
- Mrs. Catherine O'Meny, editor and founder of the abc-luxe.com website;
- Mr Stefano LAVORINI, Managing director Italia Imballaggio

Among more than 40 files, particularly well argued according to the 2010 Luxe Pack in Green Charter, and after a difficult pre-selection of 5 nominees in September, they will present:

**The 2010 Luxe Pack in Green Award, on Wednesday, October 20th
at 5.30pm (in the meeting room)**

The trophy is an original design that has been especially designed for the event by Alnoor Design, a design agency that will be participating in the Luxe Pack Monaco exhibition.



LUXE PACK

Trends Observer

The Market Trend Observer - Luxe Pack Monaco 2010

The Luxe Pack Trends Observer is a helpful tool to analyze exhibitors' innovations. Recognized experts of design and packaging identify through the exhibitors' novelties of the year, tendencies of creation packaging. Major trends emerge from product launches and the Observer will stage trends' most representative products.

Driven by the experts, the workshop will help clarify and illustrate their conclusions, by a direct and interactive exchange with the auditors. The participation to this workshop will be made on registration.

Besides, some of these new products illustrate quite well these tendencies. They will be presented in shop windows, so that the visitors can decode them in a pragmatic way.

Discover this efficient interpretive framework!

The observatory's members are expert in packaging, design, communication and sociology:



Beatrice Mariotti, Vice-president, Carré Noir

Véronique Liabeuf, General Manager, Enjoy Design



Jean-Paul Cornillou, Packaging Department Manager, Strate Collège

Isabelle Musnik, Contents Director and Editor in Chief
INfluencia



And Guillaume Bregeras, Editor in Chief, Formes de Luxe
Eloïse Cohen, Assistant editor, Formes de Luxe

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Trends Observer

Moderated by the experts, the workshop to reveal **2010 Market trends** will take place

On Thursday, October 21st from 12.00am to 1.00pm

On pre-registration only at: info@idice.mc.

- **ELIXIR** : he flacons are shedding their very names, leaving behind only a silhouette, sometimes emblematic, sometimes unknown. But this trend, followed by Balenciaga, Ego Facto, Lacôme or Lubin, is not limited to a simple effort towards purity. "We are looking at a kind of dematerialisation of the product" develops Beatrice Mariotti, Vice-president Carré Noir agency? "It is the same logic that pushes a number of products to dissimulate themselves behind an opaque decoration. They use this trick to disappear from the view of the masses and hoist themselves to the rank of precious elixirs. This, they hope, will lead to the creation of an intimate of a more or less intimate relationship between the consumer and the brand – leaving behind only the consumer, the brand and the excitement. "We are really breaking away from all the codes. In the past, it was the juice that played a leading role in visual communication," rues Jean-Paul Cornillou. Force from Biotherm thus flaunts a metallic armour while Burberry tops up Sport with Soft Touch cap. Further, this trend from beauty care has now spread to wines and spirits. A pink bottle thus teasingly hides the robe of champagnes Lanson.
- **MISCHIEF**: It is now relaxation time. The brands wish to have fun. Paco Rabanne has thus decked its One Million with a feminine pendant. Lady Million continues her mirthful gold rush to the far-west. By putting its collection I Love in goblets, Honoré des Prés was perhaps trying to de-sanctify the world of beauty care. The signature of Nicolas Feuillatte on the boxes of "Epernay - New York - Ailleurs" does it not show a wish for self-derision from this illustrious house of champagne? These examples further are a measure of the optimism in their future enjoyed by the brands. Thus, Cacharel is offering four of its fragrances in Jellies, sprays looking like barley sugar. Moreover, this movement is not confined to primary packaging alone. In fact, the boxes get involved very often. In the limited editions for Christmas from Lolita Lempicka, they are transformed into baroque commodes, while for Benefit, they become playful dollhouses. In this context, they join the third trend identified by the experts: the dramatization.
- **COMEDIA**: The outer packs and boxes are now much more than secondary packaging. Ego Facto and Histoires de Parfum have chosen for their fragrances elegant magnetised or embossed boxes. "There is no end to sophistication in the ritual of discovering products" insists Isabelle Musnik, editorial director of Influencia. While this trend is well established in the sector of spirits, it is now getting generalised in the world of beauty care." The box becomes medium for communicating the story of the brand and the



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Trends Observer

The universe chosen by it for narrating it » analyses Béatrice Mariotti, vice-president Carré Noir:

Another proof of this dramatization: the outer pack of Womanity from Mugler shows a mosaic of texts revealing the concept. Some others take the logic even further by including a small brochure in the outer pack. "Not only does this approach create value addition, it also meets the need for giving a second life to the packs", says Jean-Paul Cornillou. "And while some of the niche brands are the impetus behind this phenomenon, others are also interested because it is an interesting marketing approach», adds Véronique Liabeuf.

Attention is paid also to their functionality. Balenciaga has thus provided three compartments in the same outer-pack containing a handbag spray along with its two refills. "The design is simple and intelligent. It shows the compatibility of the brand with its notion of refill," explains Véronique Liabeuf.

A press lunch is organized at the Press Centre at the end of this presentation in the presence of all experts.

We thank you for confirming your presence to mlanteri@idice.mc.

The Market Trend Observer displays illustrating each trend

are staged by Nelly Rodi agency;

You can see them in Atrium (level -2) during the whole fair.

Find the luxury brands representatives that bring their experience to Luxe Pack Monaco 2010 conferences:

- Jonathan DULMAN, Marketing Responsible PIPER-HEIDSEICK group-
Wednesday Oct 20th at 10:00am;
- Stéphane ROTH, Marketing Manager DECLEOR -
Wednesday Oct 20th at 4:00pm;
- Dominique GARRETA, Marketing Manager Champagne TAITTINGER -
Wednesday Oct 20th at 4:00pm;
- Alexandre CAPELLI, Sustainable Development engineer LVMH -
Wednesday Oct 20th at 5:30pm;
- Lynne GREENE, President CLINIQUE - Thursday Oct 21st at 2:30pm;
- Rochelle BLOOM, President FRAGRANCE FOUNDATION -
Thursday Oct 21st at 2:30pm;
- Emilie COPERMAN, senior perfumer SYMRISE - Friday Oct 22nd at 10:00am;
- Philippe de BRUGIERE, President L'OCCITANE - Friday Oct 22nd at 11:15am;
- Patrice DUCHEMIN, sociologist - Friday Oct 22nd at 2:00pm;
- Jean-Christophe LAIZEAU, Communication Manager RUINART -
Friday Oct 22nd at 2:00pm;
- Damien COULIOU, Marketing Manager FAUCHON -
Friday Oct 22nd at 2:00pm
