

LUXE PACK MONACO TREND OBSERVER 2011:

Technical developments at the service of trends

The committee of experts that was convened by LUXE PACK MONACO has conducted research and reflections to identify trends in high-end product packaging.

This year, 4 key trends have been updated and they will be unveiled exclusively at the show. They highlight the attention to detail cherished by brands. The technical developments presented by the exhibitors precisely open a new spectrum of possibilities; and brands will undoubtedly know how to appropriate them.

The LUXE PACK MONACO exhibitors have worked on several projects during the past year. Perfume, spirits, fine food ... the products analysed from various sectors led the experts' work to 4 axes which coexist and combine.

However, a strong characteristic emerges: the working of materials and attention to detail sought and used by luxury brands in their new products.

Exhibitor windows have never reflected these aspects, and that, whatever the material being worked. Visiting the show will concretely shed light on the illustration of these trends helping to pragmatically decode them to be able to appropriate them in the future.

Patrice Duchemin, Sociologist and Rémy Oudghiri, head of IPSOS prospective studies, completed and reinforced the analysis of the packaging design experts convened by LUXE PACK MONACO. Their conclusions are therefore supported by social events, a sociological dimension, and quantified knowledge of consumer behaviour.

Round table « **Revealing Trends 2011** » on **Friday October 21st at 10.00am**
On pre-registration only at mfriez@idice.fr -
Displays in Diaghilev Hall

The LUXE PACK MONACO TRENDS OBSERVER experts are

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