

Press release
November 9th, 2009

LUXE PACK MONACO 2009: the business event the profession was waiting for

The 22nd edition ended on October 23 and all the players in the profession agreed that this was an effective and successful get together despite the agitated economic context.

Once again, it reinforced its position as the not-to-be-missed showcase for business exchanges, the profession's benchmark rendezvous.

We look at the reasons for its success:

➤ The fair saw 3 days of intense activity in a format that won overwhelming approval from the exhibitors.

On the stands, the concentration was palpable, with very serious exchanges; clearly, and this impression was shared by numerous exhibitors, visitors had come with concrete projects they wanted to take forward.

In this unsettled period, this was the sign the exhibitors were waiting for and one that reassured them of the value of their efforts in innovation and their commercial dynamism.

➤ Representative, proactive and reactive exhibitors:

The total number of exhibitors (330 companies) provided a particularly interesting and representative cross section of the profession on an international scale.

In addition, the 78 companies present for the first time – 25% of the total – offered a new, more extensive palette of business lines, know-how and materials.

The large number of innovations, many of them presented exclusively at Luxe Pack Monaco, gave visitors food for thought and animated discussion.

Clearly, there is no crisis in creativity and the exhibitors present unveiled a new offer resulting from increasingly sophisticated technologies.

➤ Quality visitors:

To discover this renewed offer, a public of quality attended Luxe Pack Monaco 2009. Altogether, there were 5,921 visitors to this year's event, a figure down 8.6% over 2008.

Adjusted to the number of companies present, this fall was limited to 5%.

Moreover, international representation was consolidated, with nearly 55% of visitors coming from abroad.

The highly professional profile of the visitors ensured an exceptional level of business deals and decision-making: CEOs, managing directors, marketing, purchasing and research and development executives accounted for more than 7 out of 10 of visitors.

This virtual stability of the visitor base shows the deep-rooted presence of Luxe Pack Monaco in the profession and its integral role with luxury industry decision-makers.

➤ The programme of conferences and exhibitions

There was marked interest in the programme of conferences, debates and round tables: the quality of the speakers, the relevance of the topics featured and the degree of inspiration.

- Focus on the round table on the topic of "The individual and brands", with guest participants Noé Duchaufour Lawrance, Vera Strubi and Gilles Lipovetsky:

After a debate on the precise definition of luxury, the 3 guests shared their vision of bipolar luxury: on the one hand, ostentatious and eye-catching, translating the need to belong to a group, and on the other, more self-seeking luxury centred on the individual, which has more to do with well-being and meeting the need to take care of the environment.

The brands are having to deal with increasingly fickle individuals and, in the face of this phenomenon, the three speakers agreed in thinking that it is in the brands' interest to recentre their message on their fundamentals.

Moreover, luxury must be intransigent regarding quality if it wants to improve their relationship with its consumers. This is a basic prerequisite, which has been given a rough ride by economic pressure, but which should not be called into question.

Individuals also expect brands to be innovative and able to take the counterpoint of the dominant trend.

Finally, there was great debate on the question of luxury's exemplarity. Should this sector show the way to follow on all the major questions of society, particularly regarding protecting the environment?

- Focus on the round table conceived and led by Marc Rosen, with guests Janine Roxborough Bunce, Managing Director, JRB Associates Ltd, George KRESS, VP Corporate Packaging Innovation, Estée Lauder, Nick Thorne, Director Innovation and Development, Alcan Packaging Beauty and Marie-Rose Tricon, Senior Vice President Global Marketing and Communications, Clarins, Paris

Extracts:

Marc Rosen: "A more polysensory and multidimensional era is opening up. To this, a deeper dimension must be added."

Marie-Rose Tricon: "Every crisis inevitably creates profound changes."

"In Chinese, the word crisis breaks down into 2 meanings: danger and opportunity. In every danger, there is an opportunity to bounce back and be more creative." "The luxury brands must generate ideas and ideals."

➤ New services offered to visitors

- The training sessions, where particular attention was paid to interactivity, provided practical and pragmatic teaching on the chosen subjects; the participants gave very positive feedback.

"The purpose of our trip was clearly enhanced by this training programme" - Mme Juliette Muller, ETA Suisse, a participant in the session on "The Marketing of Innovation" led by Diana Derval.

Free training sessions will again be offered to brands by Luxe Pack Monaco 2010, to highlight the movement of strong learning content.

- The meeting rooms made available to the brands for completely confidential working sessions contributed to practical business exchanges on projects.

The 2010 edition of Luxe Pack Monaco will be held from **October 20 to 22 in the Grimaldi Forum**.

(Please note the change of dates over those previously announced).

Some personal experiences:

Visitors:

« Luxe Pack is the occasion to make a complete review of all our suppliers in the luxury field (...) It is also the opportunity to get the trends of the market as well as to visualize the last creations»
Purchasing and Development manager, Martell-Mumm et Perrier- Jouët.

“Although brief, this visit was a rich source of enlightening information and I returned to Paris with a host of ideas!” - M. De La Taillade, Creative Director THIERRY MUGLER PARFUMS

“After a lot of worry concerning participation, we had a Luxe Pack that was completely coherent both in terms of the quality of the exhibitors and the products presented, which were innovative and of particularly high quality.” - Christine Mary-Dosne, Director of Development, Azzaro - Porsche design CLARINS FRAGRANCE GROUP

« We found this fair truly interesting; we went back full of ideas and new contacts» Purchasing Department Jewellery GL Group.

« This fair allowed me in such a short time, to make points projects on all the business which I treat at the moment. Furthermore, I was able to canvass and to discover new processes of all kinds » Packaging Development HENNESSY & Co.

Exhibitors, new and regular:

AMORIM: “A benchmark fair”

Sin Rejac: “A fair that still offers high quality”

H+M: “An excellent 2009 vintage!”

Papillon: “Exceptional quality contacts”

Maesa: “Luxe Pack is a growth-oriented fair for Maesa (...) Our customers were all present and we also made very interesting new contacts.”

Texen: “The visitors came with concrete projects to tackle; we also had completely new contacts and everything took place in a rather optimistic atmosphere.”

La Factory: “An excellent fair for our first participation (...) Thanks for the seamless organisation.”

Sleever: “Luxe Pack is undoubtedly the benchmark fair in the luxury markets.”

High definition photos upon request

IDICE organises professional events and fairs: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack&Gift, FIP and Go Plast.

IDICE is part of the ETAI group, one of the principal professional information groups in France, employing 800 people in France and abroad.

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Appendix Press release summing up Luxe Pack Monaco 2009

- **Luxe Pack in Green:** A real showcase for the exhibitors' sustainable innovations, this unique edition was highly interesting for the luxury brands, seeking packaging solutions integrating their sustainable development preoccupations.

In this context, material by material, the showcases unveiled these new sustainable products and applications and confirmed the dynamic condition of the Luxe Pack Monaco exhibitors in this field.



- **Strate College Designers Space:** "More magic, fewer materials"

A space designed by students, inviting visitors on a voyage to the 5 continents, where they have imagined luxury products as close as possible to local resources and know-how. The ICI brand, the emblem of their study, is very much to the fore and is presented in as many languages as peoples... A fine journey of initiation, discovering luxury fair trade throughout the world.

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LÀ OÙ LE LUXE PUISE SA MAGIE





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 Caraïbes
 Rhum
 Palme tressée
 Tradition
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L'union de la palme tressée, assemblée en costume d'apparat, autour d'une portion de rhum de haute qualité en flasque de verre. Tous les ingrédients réunis sous une même latitude. Les savoirs faire des artisans locaux ont permis ce mariage du tressage de la palme et de la transformation de la canne à sucre, vous transportant à travers la culture de ces îles et une histoire séculaire de rhum.

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 Russie
 Coffret
 Bois
 Cosmo trioehka
 }

Née au 18ème siècle, la matriochka, symbole de fécondité, est un objet culturel phare. La main experte des artisans sculpteurs de Moscou, façonne des modèles propres à chaque région. La cosmotrioehka représente la femme moscovite moderne, citadine et glamour. Elle devient contenant pour la boisson traditionnelle russe : le thé.





France
Truffe
Chêne
Envoûtement

L'odorat, comme les papilles, est stimulé par le « diamant noir » qui fait chez les connaisseurs l'unanimité. Son aspect froid et ses origines souterraines ont fait de cette plante un ravissement. En lui confectionnant un écrin de chêne, elle retrouve l'arbre au pied duquel elle naît au coeur du Périgord. Elle vous permet de vous enivrer à loisir de ces parfums puissants.

États-Unis
Bourbon
Fer blanc
Héritage

Depuis toujours élaboré dans le Kentucky, le bourbon de Lexington perpétue sa méthode de distillation établie en 1893. C'est ancienne région minière d'où était extrait le minerai de fer est aussi productrice de bois d'érable, essentiel à l'élaboration de ce bourbon. Ce Whiskey se pare de ses matières pour renouer avec les traditions et les savoir-faire propres à Lexington.

