

LUXE PACK

trends observer

TRENDS OBSERVER ROUND TABLE

Friday October 21st - 10.00am

The 2011 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. Signals, warning recurring details emerge in a fundamental shift: this is how packaging trends emerge

This year, analysis of luxury brand packaging will be helped by a **double insight**:

- That of a **sociologist** who, by using knowledge of society, can anchor such an analysis in concrete facts, making it easier to understand;

-That of a **marketing and market research expert** who, through understanding of the consumer and consumer needs can supply a different and useful perspective.

The round table session, led by Formes de Luxe magazine with the expert panel invited by Luxe Pack, will run through packaging design trends as illustrated by examples of new products. Changes in society will be identified, alongside application of changes in customer expectations. These insights will combine to form a valuable tool for decision makers in luxury brands when they decide their future brand developments.

Their findings will be presented in displays throughout the show.

2011 Trends Observer Members, experts packaging, design, communication and sociology are:



◀ Beatrice Mariotti, Vice-president, Carré Noir

Véronique Liabeuf, Managing Director, ▶
Enjoy Design



◀ Jean-Paul Cornillou, Packaging Department Manager, Strate College

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Isabelle Musnik, Contents and editorial Manager INfluencia ➤



◀ Dominic Robert, Teacher, Communication Department, Ecole Boule

Patrice Duchemin, sociologist➤



◀ Rémy OUDGHIRI, Director of Departments Corporate Strategy and Trends & Future studies IPSOS

And Guillaume Bregeras, Editor in chief and Eloïse Cohen, Deputy editor in chief, Formes de Luxe

The round table to reveal these trends will require pre-registration and take place in the conference room, in the presence of all experts, moderated by the Formes de luxe Magazine editor.

The round table « **Revealing Trends 2011** » will take place

On **Friday October 21st from 10.00am to 11.00am**, in the conference room (Atrium level)

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

Limited number of seats available

A press lunch will be held in the presence of all the experts at the Press Center from 12.00am, on Friday October 21st. we thank you to confirm your attendance at mlanteri@idice.mc.

The conclusions of experts Trends Watch 2011 will be staged throughout the show in dedicated displays, located in Hall Diaghilev.