



## LUXE PACK WILL HIT THE WEST COAST WITH WAVES OF PACKAGING INNOVATION

**LUXE PACK LOS ANGELES**  
**FEBRUARY 7-8, 2018 – Barker Hangar, Santa Monica**

**Press Release**

LUXE PACK NEW YORK was thrilled to use the 15th anniversary New York show platform to announce the launch of the first annual LUXE PACK LOS ANGELES show. The LUXE PACK LOS ANGELES show is a concept that has been under development for the past 3 years, but was officially birthed after INFOPRO-DIGITAL acquired the “MakeUp in…” events in April 2017. The natural merge that is scheduled for February 7 & 8, 2018 will take place at the Barker Hangar in Santa Monica, CA. The Barker Hangar plays host to some of the most exclusive events in Southern California.

The boutique style show will offer the best of both platforms offering one of the most wide-ranging but focused shows for the beauty and luxury packaging industries in US existence. LUXE PACK exhibitor packages will be all inclusive making for a seamless exhibitor experience.

LUXE PACK, the global brand dedicated to packaging creativity, design, technical innovation, and trends for the luxury industries, strategically plans to maximize the west coast show by targeting key players such as the many merging and growing niche/regional indie beauty, wellness, fashion, coffee/tea brands who call the West Coast home. Also, bringing wine and spirits to the show forefront, the geographically adjacent wine brands will be welcomed show participants. Supplementing the beauty and spirits realm, LUXE PACK, staying true to its roots, will also be inclusive of the many innovative technology companies locally headquartered. Digital printing, brand protection, and technological innovation will have a solid presence within the 2 day event.

In addition to the exhibition portion of the show which will include approximately over 100 exhibitors between both platforms, an educational industry conference program will complement the business to business endeavor. Industry leaders from all sectors will share forward thinking insight to assist with the many advances occurring within the make-up and luxury packaging industries.

Overall, the initial LUXE PACK LOS ANGELES show anticipates making a splash in the industry with its first edition in February 2018.

# LUXE PACK LOS ANGELES

The premier show for creative packaging

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