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## Luxe Pack Monaco's Feel-Good Factor

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**Attendees with an upbeat attitude mirrored packaging launches full of whimsy and lightheartedness.**

By Jamie Matusow, Editor

### Fruitful Collaborations

Materials weren't the only successful combination at Luxe Pack Monaco. Another trend noted was the fruitful collaboration between packaging partners.

SGD offered a look at both. One standout was the new Ricci Ricci bottle for which SGD had supplied the glass, which was capped with a plastic metallized flowing pink fuchsia ribbon, just tempting the consumer to gently tug and unfurl what the brand calls its "new mischievous fragrance." The mirrored appearance of the Narciso Rodriguez bottle will have narcissists everywhere snapping it up. One of SGD's premier introductions at Luxe Pack surrounded its Naya range—a cosmetic jar follow-up of sorts to the launch of its Infinite Glass, the first 100% recycled and recyclable glass for perfume. For Naya, five industrial partners worked together to satisfy a common objective described as "the first industrial project integrally eco-designed for the creation of a dermo-cosmetic skin care line," which proposed new and sustainable solutions in the cosmetic market. From raw materials to manufacturing, the eco-based design, the 100% recycled and recyclable glass and PET, the Bagasse paper (extracted from sugar cane residue), the vegetable inks and the bio skin-care cream are all validated by Ecocert. "We wanted to show what was possible," explained Sheherazade Chamlou, vice president sales & marketing at SGD North America.

Marc Rosen and Kevin Marshall of Marc Rosen Associates (MRA) were also at the core of an innovative skin care project that brought together multiple parties—and which was unveiled to rave reviews at Luxe Pack Monaco. To showcase the development of its new glass polymer, Eastman Chemical enlisted MRA to design a collection of skin care jars that pushed the limits of the resin. Not only did MRA create five innovative jars, but four leading packaging suppliers signed on to take ownership of each of the designs.

While Alcan Packaging Beauty, C+N Packaging (two designs), CPP Global and Leidel each produced striking jars true to MRA's designs, and that are sure to captivate consumers' attention, the project also highlights the possibilities of the material and how its glass-like appearance offers a myriad of options that would be near impossible to achieve with glass, such as hollow interiors, thick walls and sharp edges. A range of cosmetics packaging is in the works.

MWV and Calmar continue to collaborate on joint projects that combine primary and secondary packaging, offering clients more of a "one-stop shopping" experience, with a wide variety of pumps, dispensers and cartons. New customizations and decorative options for the fragrance pump Clikit IP, which replaces traditional metal components, bring plastic to the prestige market. Snap-on and ready-assembled, it's available in pure white, colors, patterns and even sparkles, making the pump an integral part of the packaging.

At Ileos, a partnership between Socoplan and Geka Brush resulted in another lollipop—this one, not a candy, but the Lollipop mascara sampler created for Geka's new molded, push-up mascara brush. The design allows consumers to test the actual product in-store without buying or having to rely on a small tester. They can simply break and twist to apply the formulation with the same-size brush offered with the full size package. Here, too, among the moss and trees of the creatively designed Ileos booth, Ludovic Anceau, CEO of the sampling division, told me he was pleased with results, that Luxe Pack Monaco, "is a very good quality show."