



## **ÉDITION SPECIALE by Luxe Pack: Packaging innovations for ecology in the headlines for the 2019 edition**

After having announced the launch of ÉDITION SPECIALE by Luxe Pack next June, the organisers revealed the guiding theme for 2019. The theme “Packaging innovations for ecology” was the winner following consultation with a panel of multi-sector luxury goods brands.

- **Ecology, the leading theme in this first edition**

Out of panel of 50 international brands from the worlds of perfume and cosmetics, delicatessens, wines and spirits, fashion and jewellery, nearly all of them opted for the same subject: consumers of luxury goods are requesting packaging that has been designed with ecology in mind.

“We wanted to create an intimate professional event in an exceptional setting where participants could present solutions developed in line with this year’s theme”, explains Nathalie Grosdidier, Deputy Managing Director of INFOPRO DIGITAL, the organiser.

“As soon as the theme was announced on our social networks, 73 applications were made within less than 24 hours by manufacturers hoping to take part”, she adds.

“Eco-design is our battle horse and we collaborate with many brands on innovative projects”, “it is our responsibility to support brands in realising their ideas by offering them solutions that have been ecologically designed”, explain the packaging suppliers who immediately registered their interest in taking part.

- **Committed manufacturers**

This annual meeting dedicated to luxury goods packaging will be developed with both brands and manufacturers. The professional community will be able to keep up-to-date and informed through the publication of specific, expert content before and during the event. The Rémy Cointreau spirits group, The Institute of the Circular Economy, the Group of Intergovernmental Experts on Climate Evolution, the National Packaging Council, L’Occitane cosmetics group, the MU eco-design agency and the European Federation for Glass Packaging have already confirmed that they will take part in the great debate.

Case studies into manufacturer/brand collaborations, input from experts, feedback from associations etc will be part of the two-day event.

**This event is aiming to welcome more than 75 exhibitors carefully selected for their expertise in the eco-design of the packaging of tomorrow; a panel of luxury eco-friendly brands and experienced experts: more specifically, a community of key players committed to the environment, to work hand-in-hand on “different luxury packaging”.**

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