



Press release – April 2019

ÉDITION SPÉCIALE by Luxe Pack: Together towards sustainable development

It's no coincidence that the first trade fair to showcase packaging going above and beyond for the environment will take place during European Sustainable Development Week. With less than three months to go, the show's organizers unpack the contents of an event whose theme is not only topical but also speaks directly to consumers' needs and priorities.

- **Two big round tables**

It's a hoary old drill: the speaker speaks, the audience listens. But at [Édition Spéciale by Luxe Pack](#), everyone gets to have a say during two big round tables. The novel format is intended to facilitate exchanges between top influential brands, innovative startups, manufacturers and suppliers, and industry experts. Discussion will revolve around the consumer perspective, design, the circular economy and the 3Rs (reduce, reuse, recycle), featuring:

Sandrine Sommer ([Guerlain](#)), Claude Angelier ([Rémy Cointreau](#)), Isabelle Carron ([Absolution](#)), Dimitri Caudrelier ([Quantis](#)), Christine Guinebretière ([Upcyclea](#)), Emeric Baracat ([CoZie](#)), David Bayard ([L'Occitane](#)), Jordan Rey ([Clarins](#)), Alisdair Easton ([Garçon Wines](#)), Manuel Mallen ([Joaillerie Courbet](#)), Ozohu Adoh ([Epara Skin care](#)), Pascale Brousse ([Trend Sourcing](#)) and Elisa Rica-Escuder ([LVMH Spain](#)), to name but a few.

A panel of experts will be on hand to answer questions on the European regulatory framework, ecodesign and environmental claims. It will be made up of representatives from Citeo, Elipso, Feve, [Mu](#), Carton Ondulé de France (French association of corrugated fibreboard) and the Conseil National de l'Emballage (French national packaging association).

- **Feedback sessions**

Because nothing speaks louder than real life, manufacturers and brands will team up to present actual products that have been brought to market or are in development.

Participants will hear from [Centurybox](#) about the 100% cardboard boxes¹ it developed for chocolate maker [Genaveh](#) as well as [Groupe Pochet](#) and L'Oréal about the first perfume bottles made with 10% high-grade recycled glass sourced exclusively from luxury brands. Italian packaging company [ISEM](#) and cosmetics firm Kiko Milano will present *Green Me*, a makeup, skincare and accessories range in packaging made from largely natural materials. Mu, an employee-owned design firm, will explain how it met Louis Vuitton's requirements for ecodesigned jewellery packaging. Joining in the fun will be cosmetics packaging maker [Albéa](#) and organic cosmetics firm [SeventyOne Percent](#), whose belief in cosmetics that are effectual and environmentally-friendly proudly goes against the tide of cheap marketing slogans. Four more teams will round off the party.

A brilliant, dedicated lineup of firms specializing in packaging that goes above and beyond for the environment, brands on the lookout for ecodesigned packaging, and industry experts shaping the regulatory framework will come together for the first instance of *ÉDITION SPÉCIALE by Luxe Pack*.

Setting the tone will be reusable stands, recycled carpets, badges and ropes made from recycled materials, and zero-waste buffets, courtesy of the event organizers.



ÉDITION
SPÉCIALE
BY LUXE PACK

THE CAPITAL EVENT FOR LUXURY PACKAGING

JUNE 4 - 5, 2019

CARREAU DU TEMPLE - PARIS

Press contact: Laurène Vucher / +33 (0)4 74 73 42 33 / lvucher@idice.fr / www.editionspeciale-luxepack.com

INDICE is a professional event and trade show organiser: LUXE PACK MONACO, LUXE PACK NEW YORK, LUXE PACK SHANGHAI, LUXE PACK LOS ANGELES, Forum Innovation Plasturgie and 3D PRINT.

INDICE is part of the Group INFOPRO Digital, a leading group for professional services and information (2,700 employees, a revenue of €360M) covering several key sectors in the economy: construction, automotive, manufacturing, insurance and finance, distribution, tourism and local/regional authorities.

Please find previous releases

<https://www.editionspeciale-luxepack.com/en/press-release/>
