



May 2021

ÉDITION SPÉCIALE by LUXE PACK

PROGRAMM - REVEAL - PART 1

ÉDITION SPÉCIALE by LUXE PACK, the trade show dedicated to sustainable premium packaging, will be held on 31 August and 1 September 2021 at the Carreau du Temple in Paris; nearly 65 exhibitors and 2,000 visitors are expected.

Scheduled at the end of the summer, the show, which will be held in improved sanitary conditions, means to position itself as a stimulus booster for the packaging industry and promote packaging innovation in terms of sustainable development for all industries: perfume/cosmetics, wines and spirits, delicatessen, and fashion/leather goods.

This year, the show has decided to address a fundamental issue for the entire luxury sector while retaining its 'sustainable packaging, responsible consumption' theme. 'A choice that rings home as the luxury industry intends to play a major role in the great challenge of ecological transition. The health crisis and the "post-covid world" issue have only accelerated something that is now inevitable and affecting all sectors', commented the organiser.

Participation of leaders and new stakeholders

This event will host 65 exhibitors selected for their know-how and expertise in SUSTAINABLE PACKAGING ECO-DESIGN.

Exhibitors include leading luxury packaging manufacturers as well as 15% new international stakeholders to guarantee visitors a range of packaging solutions designed with concern for the environmental: weight reduction, reloadability, 'clean' finishing, natural materials, plant-based wedges, etc.

Companies that have confirmed their participation: ARJOWIGGINS, BARALAN, BORMIOLI LUIGI, CENTURY BOX, DIAM PACK, ESKA, FAVINI, GAINERIE 91, KNOLL, PREMI, PROCOS, VERESCENCE, etc.

New exhibitors: CHIC, FURLANIS, GERRESHEIMER, HEINZ, LES MOUETTES VERTES, LESSEBO, VAN GENECHTEN PACKAGING, SWEDBRAND POLAND SP. Z O.O, GOLDEN ARROW, etc.

A programme entirely built with brands committed to sustainable development

Popular in 2019, the conference programme will give the floor to a panel of speakers from emblematic or rising brands as well as to representatives of associations and experts who will position themselves as true mentors, delivering their keys to meeting the packaging industry's current sustainable development challenges.

- The circular economy as a new mindset

Diana VERDE NIETO, Co-Founder and CEO, **POSITIVE LUXURY**,

Dimitri CAUDRELIER - CEO – **QUANTIS**,

Jean-François ROBERT – CTO, **CITEO**

Sylvie BENARD is one of the foremost experts in the environment and ecological transition. She was Environmental Director at LVMH for 26 years and founded **LA DAME A LA LICORNE**,

will open the debate on the crucial subject of the **Circular Economy as a new paradigm**.

- Design serving sustainability

In search of alternative solutions to the imminent shortage of raw materials and natural resources, **designers place ecological and social issues at the heart of their creative process**. The following speakers will address this topic:

Jeremy Lindley – Global Design Director – **Diageo**,

Anthony BOULE - CEO - **COOPERATIVE MU**,

Cecile LOCHARD - Sustainable Development Director – **GUERLAIN**

and **William AMOR** - Artist

- E-commerce packaging: how can it be improved?

With 8.5% overall growth and an increase of 32% in products sold in one year, the e-commerce sector is booming (Source Citeo). In an era of e-commerce boom, consumers want more sustainable packaging from brands. The following speakers will attempt to answer the following questions: **E-commerce packaging: how can it be improved? What are the sector's challenges to develop a sustainable economy?**

With Assia Belkhodja - Head of eRetail and Fashion Europe - **DHL**

Mélanie Pénaud - E-commerce Operations Manager - **LACOSTE**

Léa GOT – CEO - **HIPLI**

- **Zero waste goal**

We all agree that the goal is to be able to avoid creating waste as quickly as possible and manufacture durable, reusable, repairable, and non-disposable products. Is this an obvious initiative for the luxury sector? Answers by

Guillaume LASCOUREGES - Responsible Development Director - **CLARINS**

Jean-Pierre Rakoutz – Sales Director - **TIPA COMPOSTABLE PACKAGING**

Marc GASTEL - Marketing Director - **ESPRIT GOURMAND**

Thomas LEMASLE - CEO - **OE**

The two afternoons will be devoted to feedback from manufacturers and brands which have paired up to work on different themes (natural materials, reuse, recycling, weight reduction, etc.) for us.

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