

LUXE Pack Monaco 2022

The global luxury packaging industry's top event, showcasing the latest innovations and an extensive conference programme

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Executive summary

LUXE Pack returned to the Grimaldi Forum in Monaco for the 35th edition of its flagship luxury packaging show this year.

The main directions emerging from the show were:

- **Green luxury:** luxury manufacturers are addressing the challenges of sustainability while delivering on premium expectations
- **Maximalism:** a hedonistic and expressive response to the pressures of our polycrisis world
- **Packaging 4.0:** the next generation of packaging innovations incorporating smart technology to bring packaging to life
- **Paper creativity:** innovators look to paper engineering to offer more sustainable alternatives to plastics in particular
- **Sensoriality:** packaging turns tactile, bringing a richer finish to surface textures to engage the senses
- **Wood reimagined:** a classically luxurious material gets a fresh new look for packaging



Analysis

LUXE Pack Monaco's most recent edition welcomed 450 exhibitors from 30 different countries, including 50 newcomers, and was attended by 9,430 visitors, up 20% compared to 2021 and 5% compared to 2019, as packaging's most anticipated trade show returned to full strength post-pandemic.

There was an international spread of visitors, with 50% of the attendees coming from France and 50% from international markets, with the American and Asian contingents having mostly been missing from last year's show due to travel restrictions.

There was a sense of excitement at presenting innovations face to face with customers, but this was tempered by concerns about the global polycrisis backdrop and its effects on supply chains and consumer demand.

Sustainability remains a huge and overarching theme, with paper-based packaging innovations perhaps the largest growth area, but there was also a thread of decadence and expression in high-end luxury packaging innovations, as well as a noticeable increase in material tactility across the board, perhaps as a reaction to the clinical austerity and enforced separation of the last few years.



Green luxury

High-end luxury has traditionally supported the concept of circularity, with enduring packaging created as objets d'art – designed to be refilled and reused forever, such as this example from Dries Van Noten, featuring mix-and-match refillable glass flacons topped with zamac metal stoppers.

This theme of responsible luxury was a strong topic at this year's show. The next wave of mass-produced luxury will be more sustainable than ever, balancing the need to be desirable and conscientious by designing for greater possibilities of reuse and second life, and minimising disposable packaging elements.

There was a marked reduction in the use of plastic materials for luxury packaging, with suppliers seeking to use materials with less problematic waste streams. Lancôme's Absolute The Serum packaging was nominated for a Formes de Luxe Award for its glass bottle with a glass refill, a first in the luxury skincare space. The bottle uses manufacturer Verescence's patented technology to combine the 40% PCR (post-consumer recycled) glass base with the tubular and recyclable glass insert.

Elsewhere, traditional luxury materials were given eco-friendly makeovers to reduce their environmental impact, such as the high-density foams used in presentation boxes and metallisation techniques.



The inaugural fragrance collection from Belgian designer Dries Van Noten won a Formes de Luxe Award for its refillable [#Keepsake](#) packaging

Green luxury



Ron Zacapa

This giftbox from Ron Zacapa (Guatemala) is mono-material, made completely of cardboard, making it easy to recycle while creating visual theatre when unboxing



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French supplier Cellutec offers a PE (polyethylene) based foam which is recyclable, unlike traditional PU (polyurethane) foams, which can only be downcycled



Vacumetal

Vacumetal (Netherlands) showcased its reduced environmental impact metallising process which uses 80% solvent-free lacquers. The company is also investing in wind and solar power for 2027



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Italian supplier Cadica Giorgi's fashion accessories range uses Ocean Canvas, a 100% recycled material from Winter & Company, including plastic waste recovered from oceans



Gainerie 91'

French group Gainerie 91's watch packaging uses a high-quality natural composite material from Authentic Material, made using discarded animal horn



Lancôme

French beauty giant Lancôme's Absolute The Serum is the first in skincare to feature a reusable glass package with a refill also made from glass

Maximalism

In a reaction to the global polycrisis and the enforced austerity of the pandemic years, there was a defiant streak of decadent self-expression on display at this year's show.

High-end luxury packaging has been so far mostly untouched by the cost of living crisis. This joyful exuberance offers a celebration of life and throws caution to the wind in seeking to enjoy it fully, now that the handbrake of Covid-19 is eased.

This #JoyfulExpression aesthetic is characterised by saturated colours, luxurious finishes, all-over prints and the layering of effects for ultimate impact. It pushes the boundaries of what is acceptable in the current climate and what is possible with existing means of production, as seen in this example from Lady Gaga's collaboration with Dom Perignon, which produced an edition of unique and flamboyant art pieces as packaging.

There's also a strong element of packaging not just as a protective element, but equally as a means of display. Gainerie 91's concept watch packaging twists open to reveal the product held within a sculptural and dramatic form at point of sale. Swarovski took this concept one step further, using its new, jewel-like gift boxes as a decorative architectural element to create a series of monochromatic, maximalist interiors for stores.



L'Atelier de Luxe (France) created this sculptural object which holds a jeroboam of Dom Perignon champagne using moulded fibreglass and a metallised decoration – each one is unique

Maximalism



Impact Emotion (France) displayed a range of injection-moulded zamac closures with intricately moulded patterned surfaces and finely registered, high-opacity enamelled colour finishes



Gainerie 91 (France) showcased luxurious leather watch packaging designed to double up as an expressive display piece within a retail environment



This embroidered adornment for French fashion house Jean Paul Gaultier is produced by Seram (France), using three overlapping pieces and 12 colours. It won a Formes de Luxe Award for its finesse



Luxury glass manufacturer Saverglass (France) presented a new kind of sublimation decoration which allows a 360-degree decoration to extend over the shoulder of the bottle



This range of jewel-like gift boxes also serve as the building blocks for the decadent monochromatic displays featured in Swarovski's retail interiors



France's Orfèverie Europ Félix created this lace like adornment gilded in 24-carat gold which hugs the contours of the Perrier-Jouët jeroboam bottle

Packaging 4.0

Smart packaging has grown to encompass a whole section of the show in the Atrium, with innovations from a variety of global manufacturers bringing new functionalities to packaging, bolstering brand security and offering fresh opportunities for engagement with consumers.

NXP (Netherlands) showcased a connected retail shelf which uses NFC-tagged packaging and smart shelves with built-in readers. When a shopper picks up a product, further information and promotions are automatically displayed on the screens within the unit, creating a holistic experience for the consumer based on their interests at that moment.

There are also obvious security benefits to the implementation of these smart tags. Vericode (Italy) shared that its RFID solutions have so far helped one major cosmetics manufacturer to expose 10 unauthorised sellers on Amazon, and another client, a car brakes manufacturer, to increase sales in Asia by 40% by reducing counterfeit products circulating in that market.

Also in security, Olnica has created 1.3bn individual formulations of taggants in powder. These taggants act like a DNA code for a product and can be invisibly moulded into plastics or mixed into inks. The company says its system is also accepted as a legal proof of identification in courts of law.



NXP (Netherlands) showcased the possibilities of its NFC chip-based system, which allows brands and consumers to detect whether a product has been opened already plus the current fill level

Packaging 4.0



Guala Closures Group

Guala Closures (Italy) demonstrated its smart closure with hidden NFC technology, which allows consumers to verify the authenticity of a product before purchasing



NXP

Netherlands-based NXP's connected retail shelf uses a combination of NFC connectivity and geolocation to provide relevant information in real time to consumers as they shop



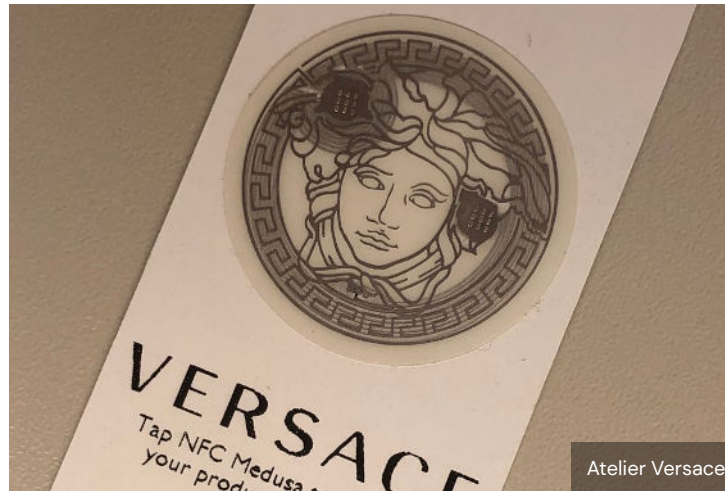
Olnica

Olnica (France) has developed microscopic tags in powder which can be moulded into packaging or mixed into printing inks to create a legally recognised identification for your product



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Toppan (Japanese) showed this interactive packaging which transforms into a hybrid games console with the addition of a smartphone, with the packaging symbols becoming controllers



Atelier Versace

Smart packaging tag designs are being adapted to offer a more aesthetically pleasing branded aesthetic, such as this example from Italian conglomerate Beontag for Versace



YSL

YSL's Rouge Sur Measure has rolled out in Korea. The beauty tech product custom-prints lip colours into this detachable compact which the consumer can take with them

Paper creativity

Paper is enjoying a renaissance as a star material in the age of sustainability due to its low carbon footprint and biodegradability. There were multiple innovations in paper-engineering and decoration to offer fresh perspectives to this high sustainability material.

One of the standout exhibits from the show was this 100% mono-material paper box from Soeder by Swiss boutique packaging manufacturer Sonderegger. The entire package is created using only laser cutting and ablation techniques on fluted cardboard, creating a stunning tactile but minimalist aesthetic simply by removing material to reveal the structure below.

There were also examples of paper-based packaging being used to create engaging unboxing theatre with minimal material usage, such as from the Italian distillery Bertagnolli, using a two-part product reveal with an inner flap-down box, printed on both the inside and outside.

Structural paper engineering was also featured in the patented twist-to-lock gift box opening mechanism displayed by Pozzoli. It not only creates a unique way for consumers to interact with the packaging, but also allows the box to be mono-material, without any need for plastic locking mechanisms or magnets.

Inessens (France) used chemical innovations to solve the issue of perfume tester sticks being used more than once by accident, giving users a poor impression of the scent. It created a stick with a hidden pattern that is permanently revealed once the stick has been sprayed with perfume.



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Sonderegger (Switzerland) has created mono-material corrugated card packaging for Zürich-based Soeder, with ingenious use of laser cutting and ablating to create images and ultra-fine text

Paper creativity



French label specialist InessenS has created a paper for fragrance testers which reacts to perfume, revealing a pattern, to avoid accidental reuse of tester sticks



Swiss producer Sonderegger employed precise printing and laser cutting to create an analogue animated package that encourages consumer interaction



French agency Bemad's gift box design uses structural, concertinaed paper as a protective element to cushion items inside a gift box, while also creating a striking aesthetic



Italian supplier Pozzoli showcased its patented gift box design opening mechanism which locks without any magnets or stickers, creating an engaging and unique twist gesture for consumers



Tonutti (Italy) proposed this simple but effective unboxing theatre for a wine bottle. Once the band is removed the fronds of paper fall open, revealing the product inside



Italian distillery Bertagnolli has created a theatrical unboxing ritual for its K24 Liquid Gold grappa with minimal material usage, balancing sustainability and user experience

Sensoriality

Perhaps also due to the pandemic and its enforced distancing and lack of touch, a distinct tendency towards tactility in packaging is emerging, both intrinsically through materials and also through decorative finishes and effects.

This heightened sensorialness to packaging makes it more engaging to consumers, making them more likely to pick up products, which also correlates with a higher rate of purchase.

In addition, tactility can be an important cue in material stories about eco-friendly substrates, and their subtle imperfections are becoming a new code in luxury packaging. Pozzili's gift box for Votiva vodka encapsulates this effect, with its delicate debossing and imperfections creating an impression of understated marble with a paper substrate.

Texture can be used to dial up the perceived value and premiumness of packaging materials. When Swiss boutique producer Sonderegger was challenged to make a luxury watch box purely from paper card, it set about creating detailed surface embossments and laser-etched edging patterns to increase the intrinsic value of the material in the eyes of the consumer.

Similarly, GPA Global pushed the boundaries of technical printing with its gift box for The Singleton Single Malt Scotch. It features a bronze foiled branding device which is overprinted and micro-debossed to create a rich, textured icon for the brand.



Italian specialist label supplier Tonutti presented a technically impressive deep edge-to-edge emboss that transformed a flat label into a richly textured three-dimensional object

Sensoriality



Pozzoli

Pozzoli (Italy) used a matte substrate with delicate debossing and carefully registered printed imperfections to create a subtle, luxurious impression of marble for this Votiva vodka gift box



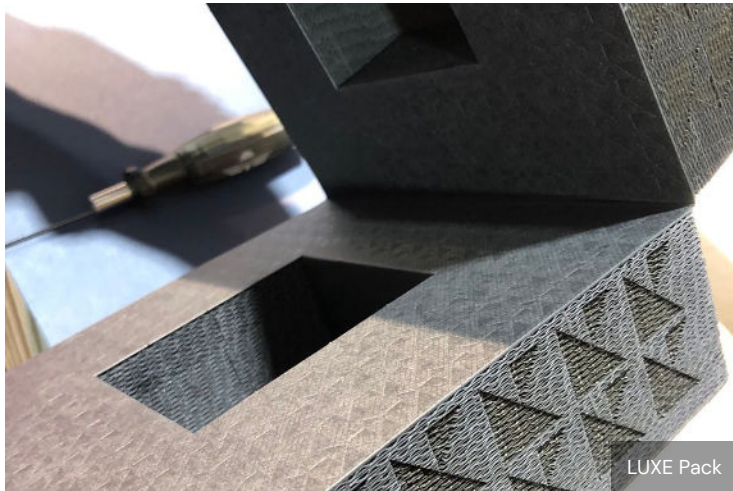
Veuve Clicquot

French champagne house Veuve Clicquot has opted for a jacquard-effect fabric for its latest bottle wrap, created using a process called 3D knitting, which it has adapted from the fashion industry



ISA Scatolifico

Italian paper packaging supplier ISA Scatolifico uses an organic veined texture to wrap a range of giftboxes, contrasted with a solid colour non-metallic foil to create a contemporary feel



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Swiss producer Sonderegger employed debossing techniques combined with laser-etched patterns to create a sensorial aspect to the sides and interior of this 100% paper watch box



The Singleton

This branded medallion by GPA Global (China) for The Singleton Single Malt Scotch whisky uses layered foil, print and micro-debossing techniques to build a rich and unique tactility



Saverglass

Saverglass (France) displayed a new punt innovation that applies a textural pattern to the base of a bottle, and is magnified through the liquid of the product, creating a distinctive aesthetic

Wood reimagined

Wood, previously mostly reserved for high-end gift boxes, is being reinterpreted as a packaging material, and used in a more natural, informal and expressive way.

Wood offers warmth and tactility, qualities that are much in demand by consumers today. The material also has the advantage of being fairly low-impact environmentally, as long as FSC (Forest Stewardship Council) approved stocks are used, due to its biodegradability.

The new aesthetic sees producers making use of waste materials and celebrating imperfections and characterful anomalies to create relatable material stories with which to engage consumers. Simple interference fit mechanisms also mean that these items can remain mono-material, without any need for plastic inserts, further simplifying waste streams.

Producers are demonstrating more mindful, planet-conscious material selections, using small accents on wood to touchpoints which add real value, such as caps and gift box fitments where consumers will handle the packaging. Materials used for other elements are minimised, in order to reduce carbon emissions.

Printing innovations have also led to a new generation of naturalistic and premium wood-effect papers that can be used to wrap card boxes, offering an alternative to wood that uses significantly less material and therefore has a far lower transportation weight, and far lower carbon emissions.



Le Domaine's packaging design by Eric Berthès of Planet Design Paris uses CNC milled waste wood from wine barrels to create substantial, tactile and more sustainable wooden closures for the range

Wood reimagined



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French label manufacturer Inessens presented a range of labels using thin veneers of cork and wood to create a crafted, modern aesthetic for natural products



Gainerie 91

Swiss manufacturer Gainerie 91 proposed this concept of a reusable and reduced-material wooden coffret for wines and spirits, which creates a sense of theatre around the product



Jo Malone

Quadpack (Spain) has created a range of wood caps for UK brand Jo Malone's Wild Swimming line. The watercolour aesthetic is created using layers of paint and sanding techniques



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French luxury design-to-manufacturing group Anha displayed this clever cork interference fit mechanism, which allows its wood and cork caps to be mono-material with no plastic insert required



Berlucci

This gift box from Berlucci takes the approach of minimising material compared to a solid wooden box, while still ensuring the package feels substantial and luxurious



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Italian paper packaging company Pièl debuted a line of boxes wrapped in realistic wood patterns, including matte and satin varnishes and subtle debossing for a natural effect

Action points

1

Prioritise responsible luxury

Aim for the sweet spot of packaging that provides a luxurious presentation without making consumers feel guilty about waste

2

Invest in technology

Smart packaging doesn't just offer consumers a better product experience, it's also a valuable opportunity for you to collect actionable data

3

Embrace tactility

Look to materials and finishes that create a sensorial connection with consumers to deepen their emotional engagement with your product

4

Go organic

Shift towards bio-materials such as paper and wood that have less problematic waste streams and allow you to engage conscious consumers with material stories