

# Compelling Information!

## MUST-ATTEND EVENTS

Wednesday, May 18

11:00am

### "A Global Perspective on the Role of Packaging in Building Luxury Brands"

**Jerome Bérard, Principal & Jana Reichle, CMO, Bérard Associates**

Global overview of the role packaging plays in creating and building brand image, recap and inside look at the development process of several luxury brands created by Bérard, and trends we see looking ahead. In addition to sharing selected case studies of how packaging design speaks to a target consumer, we will share trends and tips that luxury brand builders should be focusing on as we look ahead. Bérard is a branding and design agency that has had the privilege to collaborate with innovative entrepreneurs to build brands from the start – from original concept to creating and designing all of the brand assets that enable and establish a brand to become a category leader. We believe that the core DNA of a brand starts with its visual equity, which is why we are passionate about the role of packaging in building luxury brands.

12:30pm

### "The Intuitive Compass™" An original model for innovation

**Francis Cholle, Founder and CEO of The Human Company**

The Intuitive Compass™ is a new model to foster innovation. It shows how to navigate instinct and reason to rethink the way we think. It is an actionable tool to tap into the creativity and agility we need to succeed in the new economy. Implemented at top companies and business schools, The Intuitive Compass™ articulates an innovative path to sustainable success. Francis Cholle is a best-selling author and international business consultant with extensive experience in beauty, luxury, pharmaceuticals, media, and IT industries. He is a graduate of Europe leading business school HEC Paris where he teaches. He lectures at Wharton and Columbia. He is accredited through the Center for Creative Leadership and MBTI certified. He also studied at the Lee Strasberg Theater Institute, the Robert Abramson Dalcroze Institute and Julliard School. He is credentialed in clinical psychology. Cholle lived in four countries, speaks five languages, resides in LA and NYC and enjoys French-American citizenship.

[www.francischolle.com](http://www.francischolle.com) / [www.thehumancompany.com](http://www.thehumancompany.com)

2:00pm

### "The New Packaging Paradigm"

**Internationally recognized designer Marc Rosen**

with **Nick Gavrelis**, VP Global Product Development, M.A.C. Cosmetics; **Frederic Jacques**, Vice President Fine Fragrance, Mane USA; **Linda G. Levy**, Vice President, Marketing - Cosmetics & Fragrances, Macy's, Inc; **Karen Young**, CEO, The Young Group

Now that we have accepted the fact that we are not experiencing a temporary downturn that will bounce back to a pre-recession consumer mentality, designers and marketers must focus on creating new products and packaging that will tap into the new consciousness of a conservative and responsible consumer. This panel will deal with all three categories of beauty; Skincare, Make-up and Fragrance. What consumers expect, how to still create fantasy, fashion and breakthrough products without seeming superficial and extravagant. Packaging has been a big part of "selling the message". Big, bigger, better was our mantra five years ago. How can we be creative and responsible at the same time? Style with substance is the new reality. Beauty faces a special challenge in the next decade. How do we produce, promote and package the fantasy of what beauty products promise, while addressing new customer value sets and expectations in relationship to packaging itself? We will need to walk a fine line and maintain what makes beauty products and packaging so special, while not appearing indifferent or worse yet archaic to the realities around us.

4:00pm

### "Selling to a Global Market: How Cultural and Regional Relevance Effect Product and Package"

**Beauty Packaging magazine presents a panel of experts**, featuring **Allan Hafkin**, Vice President, Global Package Development, Estee Lauder; **Scott Widro**, Executive Vice President of Operations and Supply Chain, Gurwitch Products; **Elle Morris**, VP, General Manager, LPK Beauty. Moderated by **Jamie Matusow**, Editor, Beauty Packaging.

Thursday, May 19

10:00 am

### "Design as a Strategic Advantage"

**Marianne Rosner Klimchuk, Associate Chairperson/Packaging Design Department, Fashion Institute of Technology (FIT)**

There is a division in the business world between organizations that either consciously or subconsciously use design as a driver throughout every business function and those that use design to serve a means to an end: that is for the development or deployment of a specific product of outcome. While design has always been viewed as the sorry Stepchild to business, it has shifted leaving many business leaders unprepared - to become the Cinderella of business - the glass slipper that can change how business is led. This lively presentation asks questions and opens a dialogue focused on learning how design and design thinking can be an organizations' secret weapon.



Marianne Rosner Klimchuk

11:00am

### "Packaging Trends for Wine & Spirits"

**Moderated by John Lyons, Associate Publisher, Package Design magazine**

with **Pierre-Yves Azuelos**, CEO, DO International - Dapy Paris; **Carole Bourdil**, US Director, QSLD; **Rob Wallace**, Managing Partner, Wallace Church; **Anthony Zorn**, President, Bulkor



John Lyons

Pierre-Yves Azuelos

Anthony Zorn

Rob Wallace

2:00pm

### "Are There Any Limits In The Design Of Luxury Packaging?"

**Moderated by Guillaume Bregeras, Editor in Chief, Formes de Luxe**

with **Laurent Hainaut**, CEO, Raison Pure NYC; **Henry de Monclin**, Owner, HDM Design Lab; **Christophe Pradère**, CEO & Founder, BETC Design; **Xavier Ricolfi**, Creative Director, Noème Design Studio and Brand Director, JoomiNYC // Joomi Lim

The speakers will share their most recent experiences in the luxury packaging industry in order to determine the limits in the design of packaging, keeping in mind that today brand owners want more and more to differentiate their product and make designers work in a new way. This seminar will cover several sectors such as perfumes, cosmetics and spirits.



Guillaume Bregeras

Laurent Hainaut

Henry de Monclin

Christophe Pradère

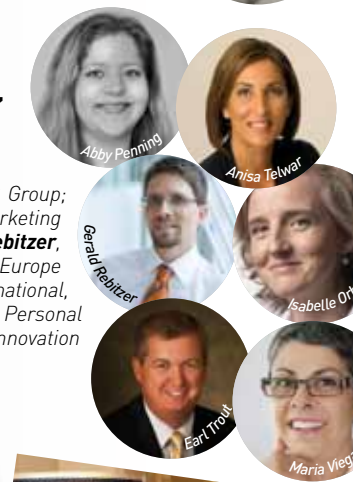
Xavier Ricolfi

3:30pm

### "New Innovations from Exhibitors"

**moderated by Abby Penning, Associate Editor, GCI Magazine with a panel of exhibitors**

with **Benny Calderone Jr.**, Director Of Sales, PKG Group; **Isabelle Orhan**, Business Development Director, Marketing & Innovation Director, Promens; **Dr. Gerald Rebitzer**, Director of Sustainability / Leader, Amcor Flexibles Europe & Americas; **Anisa Telwar**, President, Anisa International, Inc.; **Earl Trout**, Director Of Marketing, MWV Personal And Beauty Division; **Maria Viegas**, Creative & Innovation Marketing Director, Albéa.



Abby Penning

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beauty packaging

