

# LUXE PACK

NEW-YORK

Wednesday, May 19 - Thursday, May 20, 2010 • 9am - 6pm  
The Altman Building & Metropolitan Pavilion • 135 West 18<sup>th</sup> Street, New York, NY 10011

## **EIGHTH EDITION OF LUXE PACK NEW YORK MAINTAINS CONSISTENT NUMBER OF VISITORS Exhibitors Report High Satisfaction with Event**

**June 1, 2010, New York, NY** – Sentiment was optimistic at the eighth edition of Luxe Pack New York, which attracted a steady number of visitors (2,135 attendees; up 1.2% compared to last year) and showcased 115 innovative exhibitors. The annual luxury packaging trade exhibition was held May 19 and 20 at The Altman Building and Metropolitan Pavilion (135 West 18<sup>th</sup> Street between 6<sup>th</sup> & 7<sup>th</sup> Avenues).

“Exhibitors reported high satisfaction with the show, especially the high caliber attendees. Combined with a completely sold-out exhibition floor, as well as standing-room-only seminars, we believe Luxe Pack New York 2010 was a great success,” said Nathalie Grosdidier, Executive Director, Luxe Pack New York.

Among the visitors to the event were executives from Alfred Dunhill London, Amazon Beauty, Amway, Anthony for Men, Anthropologie, Avon Products, Awesome Sweets, BeautyBank, Beauty Avenues, Bed Bath & Beyond, Bobbie Brown Cosmetics, Bond No. 9, Brown-Foreman Beverages, Bulova Corporation, C Plus Pharmaceutical, Cadbury, Calypso St. Barth, Caswell-Massey, Chanel, Chris’s Cookies, Clarins USA, Clinique, Cole Haan, Colgate Palmolive, Coty, Crabtree & Evelyn, Donna Karan Cosmetics, Dylan’s Candy Bar, Dermtek Pharmaceuticals, Dynamic Beverages, Elizabeth Arden, Erno Laszlo, Estée Lauder, FACE Stockholm, Famous Smoke Shop, First American Brands, Five Star Fragrance Company, Flow Dental Corp., Fusion Brands, Godiva Chocolatier, Guru Beverage Co., Hasbro, Herbalife, Hewlett Packard, Inter Parfums, Ise Jewelry, JR Cigar, Jacques Torres Chocolates, Johnson & Johnson, Juicy Couture, Kate Spade New York, Kevin Aucoin Beauty, Kimberly-Clark Corporation, Kringle Candle Company, Lar Mer, La Prairie, LG Electronics, Limited Brands, Lord & Taylor, L’Oréal USA, LVMH, M.A.C., Maybelline, Metropolitan Museum of Art, Moët Hennessy, NARS Cosmetics, Nest Fragrances, Nordstrom, Oribe Hari Care, Origins, Pepe Jeans, Procter & Gamble, Parlux Fragrances, Peter Thomas Roth, Philosophy, Polo Ralph Lauren, Puig USA, PUR Vodka, Purpose-Built, Revelations Perfume and Cosmetics, Revlon, Sam Flax, Samsung Electronics, Shiseido America, Sue Devitt Beauty, Susan Ciminelli Day Spa, Southern California Candle Company, The Hershey Company, Tiffany & Co., Timex, Tocca, Tommy Hilfiger, Trish McEvoy, Victoria’s Secret, among others.

Exhibitors commented:

*“Luxe Pack New York, the show that delivers! Once again Luxe Pack provided us with an elegant and effective setting to meet with many of our customers, to establish contact with new*  
-more-

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*clients and to network with industry peers ... clearly a successful event.”* Helmut C Hatzinger, Interconti Systems

*“Luxe Pack is the meeting place for new visionary products, to find the right packaging to succeed in today’s ever changing markets.”* Anthony Dimaio, Cameo Metal Products

*“As in years past, Luxe Pack New York has once again proven to be a fruitful endeavor for PKG Group. The ambience created by this unique venue accentuates the nature of our product line and sets the tone for a professional and inspired trade show environment.”* Benny Calderone, PKG Group

*“For Clarifoil, as a manufacturer of environmentally safe, high quality lamination film, Luxe Pack New York is a great means to meet our customers and tell them about our advantages. Two days and you can talk to your main potential customers – it’s ideal.”* Robert Ciucevich, Clarifoil

*“The Luxe Pack New York show is the ideal venue for meeting design, purchasing and packaging executives from the beauty industry.”* Sheherazade Chamlou, SGD North America

*“Serious buyers come to Luxe Pack,”* Chris Duran, Seaclyff Beauty Packaging & Laboratories

*“Luxe Pack gives us quality exposure,”* Len Loffler, New High Glass.

*”Very well attended show.”* Lisa Berghaus, Monadnock Paper Mills

*“Very efficient, practical and concentrated show!”* Ayu Kambayashi, Preco Corporation

Attendees gathered for an array of seminars, including a trends presentation by Nelly Rodi Paris Lifestyle Director Vincent Gregoire, a talk on materials innovations by Dr. Andrew Dent of Material ConneXion and a panel presentation developed by designer Marc Rosen.

Other attractions at Luxe Pack New York included a new display called “Luxe Pack in Green,” which spotlighted sustainable products from exhibitors. In addition, the FiFi Nominees were on view as well as student designs from Marc Rosen’s graduate packaging design program at Pratt Institute.

#### About Luxe Pack

Luxe Pack New York debuted in 2003 with 40 exhibitors. Its 2009 edition attracted more than 2,000 top-level visitors and showcased 109 exhibitors. Idice Monaco, the organizer of Luxe Pack Monaco and Luxe Pack Shanghai, is the parent company of Luxe Pack NY, LLC, the organizer of Luxe Pack New York. Idice is part of INFOPRO COMMUNICATIONS Group. Founded in 1988, Luxe Pack Monaco is for professionals in luxury product packaging, devoted to fragrances-cosmetics, jewelry-watches, gourmet foods, wines and spirits, tobacco products and tableware. Held annually, it has been known for years as the industry’s premier event in this sector, offering diversity and quality in its exhibitors and visitors.

#### Next Show Dates

- Luxe Pack Monaco – October 20, 21, 22, 2010 – Grimaldi Forum, Monaco
- Luxe Pack Shanghai – March 29 & 30, 2011 – Shanghai International Convention Center
- Luxe Pack New York – May 2010 – Metropolitan Pavilion – New York, NY

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