

# Wednesday, May 15<sup>th</sup>

9:30am to 10:15am

## COLORING THE ZEITGEIST: THE ROLE OF COLOR IN LUXURY PACKAGING

- **Laurie PRESSMAN**, Vice President, PANTONE COLOR INSTITUTE
- **Cindy COOPERMAN**, Vice President of Global Strategic Accounts for Brand, PANTONE COLOR INSTITUTE

The epitome of brand self-expression, color plays a critical role in consumer engagement. Discover the key color trends for 2020 and their application to luxury packaging, particularly in metallic, which can be executed simply or with opulence, as well as strategies for achieving your design intent.

10:45am to 11:30am

## PACKAGING FOR CBD, HEMP & CANNABIS PREMIUM BRANDS

- *Moderated by:* **Jeb GLEASON-ALLURED**, Editor-in-Chief, GLOBAL COSMETIC MAGAZINE (GCI)
- **Stephen LETOURNEAU**, Chief Brand Officer, CANNUKA
- **Alexis ROSENBAUM**, Founder, ROSEBUD CBD
- **Jonathon EPPERS**, Founder, VYBES
- **Emilia MORANO-WILLIAMS** - US Trend Reporter, STYLUS

Broadening cannabis legalization, the recently passed hemp provisions in the U.S. farm bill and the growing CBD-powered wellness trend have opened new avenues of product innovation for personal care. However, these products require unique packaging strategies, from contemporary design that transcends traditional pot-leaf motifs to child-proof packaging to regulatory and retail channel requirements. This panel will explore how brands can enter these emerging boom markets with relevant, safe, effective and compliant packaging.

12pm to 1pm

## BOTTLED BEAUTY: DESIGNING LUXURY WELLNESS PACKAGING FOR NICHE BRANDS

- *Moderated by:* **Deanna UTROSKE**, Editor of COSMETICS DESIGN.COM
- **Aba GYEPI-GARBRAH**, Founder, ABA LOVE APOTHECARY
- **Renee TAVOULARIS**, Co-Founder, WELL WITHIN
- **Lynne FLORIO**, Co-Founder, WELL WITHIN
- **Tina HEDGES**, CEO, LOLI BEAUTY
- **Lauren GOLIK**, Art Director, BARTLETT BRANDS

The wellness movement is gaining momentum and now intersects with cosmetics, personal care, and fragrance at every tier of the marketplace. But 'luxury design as usual' doesn't always apply to wellness and well beauty as readily as it does to conventional products. The sensibility of wellness calls for a fresh approach to both primary and secondary packaging.

In this panel, Deanna Utroske, Editor of the business news site CosmeticDesign.com, will speak with industry experts about the way innovative niche brands are designing luxury packaging for today's wellness products that resonates with consumers and fits neatly into the luxury retail experience.

1:15pm to 1:45pm

## LET THE BOX TALK : HOW TO CREATE EXPERIENTIAL PACKAGING THAT GETS HIGHER ROI FROM INFLUENCER KITS

- **Rachael SHAYNE**, VP of Marketing and Partnerships, VIVABOX SOLUTIONS

80% of US-brands are using influencer marketing as a key part of their strategy — but not many brands take the time to ask what influencers really want when they receive these solicited and unsolicited 'gifts' in exchange for content. Vivabox asked them, "What do you really want?" and is ready to share the findings of their primary research conducted with over 2,000 influencers in 2018. Rachael will share real-life examples of great kits from multiple categories to inspire your next ideation session and give you a Top 10 Things Your Next Influencer Kit must have list.

2:00pm to 3:30pm

## THE INSPIRATION CROSSOVER

- Developed & Moderated by: **Marc ROSEN**, President, MARC ROSEN ASSOCIATES
- **Valerie AURILIO**, Executive Creative Director, LANDOR
- **Jonathan BOULANGEAT**, Brand Ambassador and Business Development Manager, PIPER-HEIDSIECK CHAMPAGNE
- **Rui PERIERA**, Creative Technologist, GOOGLE
- **Sandra MONTEPARO**, VP Creative Director Package Design, VICTORIA SECRET
- **Kevin SHAW**, Executive Creative Director, STRANGER AND STRANGER

Inspiration is the common denominator that connects; Creativity, Technology, Marketing, and Innovation. Whether packaging a fragrance, a laptop, tequila or candy, all of these elements are channeled by the designer to inspire their creations. Today, inspiration finds itself crossing over to other product categories whereby the technology used in creating the packaging for a tech device is influenced by the sophistication of cosmetics

and conversely tech packaging has inspired cosmetic presentations. Liquor is an industry that found its voice by marrying glass decorating technology with bottle designs right out of the fragrance flacon handbook. 'Belvedere Vodka' changed the game, overshadowing the classic brands by presenting vodka in a dramatic bottle with a snow scene screened in reverse on the back of the bottle. A glamorous presentation that made the consumer reach for 'Belvedere' instead of their favorite brand. Was that a vodka or a fragrance decanter? Speaking of brands and branding, from my perspective, no tech brand has packaging as consistent with its brand profile as 'Apple.' Their design ethic is as pure as was Clinique back in its inception. If inspiration is the soul of creativity then the crossover effect will open up possibilities we never dreamed of.

4:00pm to 5:00pm

## SUSTAINABLE PACKAGING: THE NEW CONVERSATION

Moderated by: **Jamie MATUSOW**, Editor-in-Chief, Beauty Packaging

- **Sarah JINDAL**, Senior Beauty Analyst, MINTEL
- **Leilanie BRUCE**, Project Manager, BRIGHTWORKS SUSTAINABILITY
- **Aida RODRIGUEZ**, Environmental Manager, VIROSPACK
- **Alan HAFKIN**, Vice President, Global Package Development, THE ESTEE LAUDER COMPANIES INC.

New initiatives and regulations (esp. in Europe) are fueling a change in efforts toward sustainable packaging in the global cosmetics industry. More and more brands and suppliers are stressing compliance to satisfy growing consumer demand—ticking off accomplishments in materials and corporate practices. While "Clean Beauty" continues to grow market share, "Clean Packaging" is following right behind. What are suppliers offering in this regard? While not every company has the ability to instantly go zero-waste, what steps are brands taking to tell a compelling sustainability story? However challenging, 'mindful beauty packaging' is slowly advancing to fruition, and experts say gaining the first-mover advantage can be key to success.

5:15pm

## LUXE PACK **AWARD CEREMONY** *in green*

See What Award Winning Sustainable Packaging Looks Like  
LUXE PACK will announce this year's *in green* winners.

A SHOW HIGHLIGHT!

# Conference Program

## Thursday, May 16<sup>th</sup>

**9:30am to 10:30am**

### CONNECTING WITH TODAY'S CONSUMER: THE ROLE OF CLAIMS AND TRANSPARENCY

- *Moderated by:* **Daniela CIOCAN**, Founder, ACCESS BEAUTY INSIDER
- **Jennifer STANSBURY**, Managing Partner, THE BENCHMARKING COMPANY
- **Sharon BLINKOFF**, Counsel, LOCKE LORD
- **Alicia GRANDE**, Founder and CEO, GRANDE COSMETICS

Activism geared toward the beauty industry combined with distrust of big corporations has created a unique landscape. The current market reality is that consumers more engaged than ever with what they buy wanting to know EVERYTHING about the products they are using. Transparency and honesty in all aspects including ingredients, methods of farming, the impact of the package on the environment and of course safety and effectiveness, are all brand elements open for discussion. Find out what claims are the most coveted by today's consumers, what buzzwords to stay away from and how brands can thrive when all elements seamlessly come together

**11:00am to 11:45am**

### THE FUTURE 100: TRENDS AND CHANGE TO WATCH FOR THE YEAR AHEAD

- **Emma CHIU**, Creative Innovation Director, JWT INTELLIGENCE

The ongoing political, economic and environmental upheaval continues to shape culture, consumer behavior and emerging trends. As a result, brands are evolving, taking on roles as civic leaders, wellbeing advocates and even stepping in to solve world problems. The Future 100 charts 10 emerging trends across 10 sectors, spanning beauty, food + drink, technology and more. This session will highlight the most relevant new consumer behaviors, zeitgeist shifts and innovation, examine why it matters and how organizations can leverage what's to come.

**12:30pm to 1:15pm**

### BRIDGES BETWEEN FRAGRANCE & SPIRITS

- *Moderated by:* **Alissa DEMOREST**, Editor-in-Chief, FORME DE LUXE MAGAZINE
- **Nicole BOURDETTE-KOSMIDER**, Global Product Development Manager, BELVEDERE VODKA
- **Irka TKACHENKO**, Senior Designer at LVMH FRAGRANCE BRANDS / GIVENCHY & KENZO
- **Laurent HAINAULT**, Founder, FORCE MAJEURE

This conference will feature a panel of packaging suppliers, luxury brands (ideally one fragrance brand and one spirits brand) and designers to discuss the bridges that exist between fragrance and spirits packaging. How is each segment inspired by the other when it comes to design codes and technical developments, such as stoppering or the use of "newer" materials? The craft movement, mainly in the spirits segment, has had a big impact on design in both sectors. How is perfumery making inroads into spirits? What developments are on the horizon for this sharing of expertise? Will we see more spirits brands enter the world of fragrance or vice versa? How involved are larger brands in this sharing of expertise compared to niche players?

**1:45pm to 2:15pm**

### ACCESSIBILITY — THE NEW FRONTIER

- **Sheri KOETTING**, Co-Founder and Chief Strategist, MSLK

Generation Z is leading the way in demanding human equality and individuality from brands. This means you can expect to see brands embracing more skin tones, body types, and less abled bodies in the future. How does this affect the design of packaging and the products themselves? What new technologies and production techniques lend themselves to the needs of this historically underserved audience?

**2:45pm to 4pm**

### TECH TALKS

*Moderated by:* **Linda CASEY**, Editor-in-Chief, BRAND EXPERIENCE MAGAZINE (BXP)

A select group of packaging experts will take center stage and demonstrate industry technology advances designed to offer packaging products and services a competitive edge. Meet the experts who specialize in brand protection, smart packaging, and/or digital packaging solutions.

- **KNOLL PRINTING** - "Connected Packaging - Unleash your Mobile Marketing ROI"  
*presented by* **Gary MONTALBANO**, Co - Founder, CMS CONNECT
- **GUALA CLOSURES** - "How Connected Packaging provides new and engaging ways for brands to interact with consumers"  
*presented by* **Cameron WORTH**, SHARPEN THE AGENCY OF THINGS
- **SYSTECH** - "Creating the Trusted Supply Chain for your Luxury Products - from Manufacturer to Consumer"  
*presented by* **Liza NELSON**, Senior Sales Account Executive, SYSTECH
- **HUNTER LUXURY** - "Smart Luxury Packaging - Bringing The Power Of Digital Marketing To The Physical World"  
*presented by* **Mike BANISTER**, MD HUNTER LUXURY & **Chris JONES**, Sales Director EMEA, THINFILM ELECTRONICS
- **PACK-SMART INC.** - "Avoid reputational risk and loss of customer confidence by maintaining highest level of security and operational effectiveness when handling premium packaging with personalized data"  
*presented by* **Derek DLUGOSH-OSTAP**, President & CEO, PACK-SMART INC

NEW FOR  
2019!

See full Tech Talk presentation details on page 15