



Press Release
Monday, October 9th, 2024
For Immediate Release

LUXE PACK Partners with Dieline to Celebrate Packaging Design Excellence

LUXE PACK will partner with Dieline, the leading media brand focused on consumer packaging design and branding, for both U.S. events. Dieline has been at the forefront of exceptional package design and is a leader in the power of branding and consumer product development. The exciting collaboration will heighten the show model from coast to coast with exceptional fresh creativity intended to trigger concepts to steer the future for our global audience of suppliers, brands, business stakeholders, media, practitioners and beyond.

LUXE PACK NEW YORK 2024 WILL HOST DIELINE AWARDS 2024

Dieline Awards will be announced at LUXE PACK New York being at the Javits Center on May 8th, 2024, where winners will receive their awards in person. Not only will winners have a chance to sit amongst the competition's jury members and peers in the industry, but they'll also have their DIELINE award-winning work exhibited on the LUXE PACK show floor in the DIELINE Awards 2024 Winners Exhibit. *"As the global home of luxury packaging, we can't think of a better fit for Dieline Awards than LUXE PACK," said Dieline CEO and Founder Andrew GIBBS. "What better way to kick off the awards' 15th anniversary than in New York City at LUXE PACK with some of the best design minds in the industry."*

For the past 15 years, DIELINE Awards have formally recognized the absolute best in packaging design worldwide, bringing awareness to the immense value of well-designed brand packaging. *"We are thrilled to be partnering with Dieline, the leading media brand focused on creative consumer packaging design and branding across all sectors," said Fabienne GERMOND, LUXE PACK's show director. "The collaboration aligns perfectly with LUXE PACK's continual objective of facilitating the industry with the best in primary and secondary packaging design, but also providing an in-person stage of novel creativity to showcase and inspire new market product ideation while moving the needle towards better sustainable and innovative solutions for all markets. We couldn't think of a better time to bring our complementary worlds together to elevate the show experience with the top-shelf packaging highlighted within Dieline Awards. We look forward to witnessing the amazing dial-turning developments and other collaborations that will flourish from this partnership"*

The 2024 Dieline Awards competition is officially underway, and creatives and designers around the world can enter their innovative designs, both professional and conceptual starting today. Show attendance is free for all pre-registered industry professionals and creatives. The visitor registration for LUXE PACK New York 2024 will open in mid-February.

LUXE PACK

The premier trade show for creative packaging

About LUXE PACK

LUXE PACK is an international business to business trade show platform that holds five annual worldwide events dedicated to premier packaging. LUXE PACK's must-attend show floor and supplemental conferences are a central hub and gathering place for the premium packaging community, a place where creative primary and secondary packaging companies showcasing luxury products meet up with brands, designers, professionals, whether it's food and beverage, cosmetics, wine and spirits, fashion, beauty care, and beyond. It is also where inspired design joins forces with sustainability and innovation.

About Dieline

Established in 2007, Dieline has become the leading media brand focused on consumer packaging design and branding. Dieline is committed to supporting the advancement of the package design industry in all its forms. Dieline began as a platform for the industry to share design innovation and creativity through original editorial content and reader-submitted projects. The platform then grew to include Dieline Awards, a global package design competition in its 15th year, and Dieline Conference, an annual package design event.

Dieline is the world's most visited packaging design website, evolving into a bespoke creative platform for package designers, brand designers, consumer brands, agencies, suppliers, sustainability experts, students, and packaging manufacturers. Dieline's core focus is to connect a global community of packaging designers and to advocate the packaging industry toward more sustainable solutions through creativity and innovation.

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