

# LUXE PACK NEW YORK

Wednesday, May 10<sup>th</sup> – Thursday, May 11<sup>th</sup>, 2017

**LUXE PACK DOES IT AGAIN!**

**A SUCCESSFUL 15<sup>TH</sup> Anniversary Edition...Goes in the Books!**

**LUXE PACK NEW YORK 2017, the US tradeshow dedicated to creative design packaging celebrated its milestone 15<sup>th</sup> Anniversary show in epic fashion. Held at Pier 92 for its 4th consecutive year, the show floor welcomed over 3600 industry attendees and showcased over 230 exclusive exhibitors. The strategic range of exclusive exhibitor selection this year brought the best of varied packaging suppliers within the cosmetics, fragrance, fine foods, fashion, and wine & spirits sectors all to one venue. The dynamic fusion of “top shelf” participation between the exhibitors and guests was the perfect platform for impactful exchanges of real time long standing packaging business development.**

On May 10<sup>th</sup>, LUXE PACK NEW YORK opened its doors at Pier 92 for its 15<sup>th</sup> annual premier show of premium and creative packaging. LUXE PACK was thrilled to welcome representing companies such as Tom Ford Beauty, it cosmetics, Casmigos Spirit Company, Estee Lauder Companies, New Belgium Brewing, Godiva, LVMH, Samsung, 6 Degree Tequila, Tiffany & Co., Johnson & Johnson, L’Oreal Americas, Steve Madden, SONY, Bayer, Glossier, Bacardi, Benefit Cosmetics, NARS, Diageo, Kenneth Cole Productions, Strivectin, Chanel USA, Belvedere Vodka, Unilever, Clinique, Proctor & Gamble, just to name a few. The superior quality of attendance this year exceeded all exhibitor’s expectations. Over 48% of this year’s attendance consisted of senior management contacts (CEO’s, Founders, VP’s, and Directors). Quality...quality... quality attendance saturated this year’s show floor!

*“Great show! The quality of the customers was incredible. We met more target customers than expected. It was a great way to introduce our capabilities in an up-beat and fun setting. Seeing so many existing customers too was terrific”.- Rick Persons-President Derik Industrial USA.*

*“There is really no other show that compiles such quality attendees for luxury packaging exhibitors. It is and will most likely always be a critical show for anyone that has any manner of valid stake in luxury packaging for cosmetics, health and beauty or spirits”. – Kurz USA*

*“Luxe Pack is a superb opportunity to engage with a very specific group of clients with a solid focus on packaging, high end packaging. It is well run, very strategic in focus and is a polished and elegant affair. The very best of trade shows” – Boutwell, Owens, & Co.*

“Luxe Pack NY is the best cosmetic luxury packaging event”.  
- **Howard Clark, INOAC Packaging**

In addition, to the over 230 specifically selected exhibitors, LUXE PACK NEW YORK developed and offered a wide-ranging successful two day show agenda that was jam packed with new and insightful events.

# LUXE PACK NEW YORK

## Full House Conference Program

A vigorous 2 day conference program that included focused sessions on packaging design trends, sustainability solutions for luxury brands, and powerful discussion on how disruption ignites innovation brought record breaking attendance (an increase of 13% (from 2016) in overall conference session attendance). The exceptional panel roster that included industry experts from Chanel USA, Clinique, WGSN, Euro monitor, Estee Lauder, and Anheuser-Bush engaged the full house audience with high level added value content.



Marc Rosen and his stellar panel once again brought standing room only attendance to the show. His top notch panel offered a high level presentation on how to create packaging that connects back to the brand image objective for not only niche brands but traditional companies who were looking to learn how to reconnect with today's consumer looking for value in "the story" behind high end products.

## 2017 Event Highlights



It was a full house for LUXE PACK'S first Packaging innovation workshop developed and moderated by John Morgan, Discovery Scientist, Amway. Every seat was filled with Senior Executives from Samsung to Estee Lauder eager to learn the "Alternate World Method" for igniting packaging innovation. The collaborative spirit of all participants made for an extremely successful breakout session. Based on the positive feedback, LUXE PACK plans to develop similar sessions for 2018

**The LUXE PACK Innovation Wall** was part of this year's newness. The update to "The Arena" was a show favorite. It was the ideal visual directory for those attendees who did not know where to start. 86 of the most innovative packaging developments offered by exhibitors were showcased visually and supplemented with detailed spec information using the digital monitor user tool. A literal innovative display inside and out.



**Back for a second year, LUXE PACK NEW YORK Turbo Talks.** An interactive event where 37 exhibitors participated in 2 minute quick pitches to address the visitors outside of the traditional exposition space and present their expertise or specific packaging development. The speaker platform, moderated by Terri Trespicio, Ted Talks speaker and media expert, successfully facilitated the participants with additional new contact outreach. Due to its success and the positive feedback received from both exhibitors and attendees, LUXE PACK

# LUXE PACK NEW YORK

plans to make it staple show element.

## LUXE PACK LOS ANGELES

The premier show for creative packaging

Lastly, LUXE PACK NEW YORK was thrilled to use the 15th anniversary New York show platform to announce the launch of the first annual LUXE PACK LOS ANGELES SHOW. The LUXE PACK LA SHOW is a concept that has been under discussion for the past 3 years, but is now officially being developed after INFOPRO-DIGITAL acquired the MakeUp In... events in April 2017. The natural merge that is scheduled for February 7 & 8, 2018 will take place at the Barker Hangar in Santa Monica, CA. LUXE PACK is thrilled to be hitting the West Coast with waves of

innovation in 2018!

Between the accessibility of the 87 creative concepts in packaging that were highlighted in the Innovation Wall display, the 18 in green submissions, record breaking quality show attendance, standing room only in-depth conferences, and the announcement of the first edition in the west coast, LUXE PACK NEW YORK 2017 once again successfully delivered an exceptional show! LUXE PACK takes pride in offering the premium packaging industry a valuable resource for long standing business success and will continue to expand its successful platform for 2018!

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