

LUXE PACK SHANGHAI

Exclusive insights on design at LUXE PACK SHANGHAI 2020....

Press release, June 22nd, 2020

LUXE PACK Shanghai, the premier show for creative packaging, will take place on **July 7th - 8th**, at the Shanghai Exhibition Center.

For this 13th edition, several exclusive insights on design will be unveiled at the show, offering brands, food for thought and inspiration....

Here are some of what brands and media should not miss:

- The Guest of honor: Geping MAO



For the 1st time, LUXE PACK SHANGHAI is proud to welcome **Geping Mao**, one of the most famous makeup artist in China.

He established MAOGEPING beauty brand in 2000, adhering to the concept of “Aesthetics of Light and Shadow”. The brand has perfectly matched the oriental beauty concept with that of light and shadow in western aesthetics.

He will speak **on July 8th at 10.30am**, on “**Grace and flavor of the east**”, a bold attempt of MAOGEPING beauty brand to the traditional cross-border trend.

A booth presenting his inspirational resources and creations will be accessible to all visitors during the 2 days of the show in the Dôme Hall.

- World Premiere: Taichi for Herborist



Herborist is first and foremost a meeting between the leading brand of contemporary Chinese cosmetics based on traditional pharmaceuticals and a twist of international touch.

In constant search to revive and revisit its style and identity, Herborist is launching in exclusivity at LUXE PACK SHANGHAI,

a new collection created with centdegrés: **Taichi**.

The brand has become a symbol of the renewal of Chinese codes and aesthetics, particularly through its creative packaging.

The conference on **July 8th at 9.30am**, on “**The art of (im)balance: Herborist reinvents packaging codes with centdegrés**” will give full details on this brand’s inception.

Visitors will discover closely this new range, on Taichi booth, situated in West Wing – 2nd floor, Booth F19bis.

- **Data & Design shape the future of packaging**



Exclusively at LUXE PACK SHANGHAI, a round table on **July 7th at 2.00pm** and a unique experience to discover the balance between technology and crafts, innovation and heritage, data and design, reinterpreted by the symbolism of perfect equilibrium of yin and yang...

Behind the appearances of uncertainty brought by 2020, there is an undeniable potential relying on data mining and analysis to accurately transform the way we pack, design pack, produce pack. An original way of playing with data & design and approaching one's ideal combination between yin and yang...Experience on Booth on Central Hall – 1st Floor.

Stay tuned for more information about LUXE PACK SHANGHAI via our website www.luxepackshanghai.com and wechat (LUXE_PACK).

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