

LUXE PACK SHANGHAI

The 13th Edition of LUXE PACK SHANGHAI

ignites the road of industry recovery

Press release
July 20th, 2020

On July 8, 2020, LUXE PACK SHANGHAI closed its doors on a brilliant 13th edition! 210 exhibitors were presenting their latest achievements and the show held jointly with MAKEUP IN Shanghai, welcomed 6,274 visitors, showing a 23% increase from last year! The sanitary measures and social distancing set up for this edition went smoothly, and were strictly respected for the security of all participants. This edition, actually beyond exhibitors' expectations, proves the need to unite the profession for open up new opportunities and future projects. After the difficult time of "global epidemic fighting", LUXE PACK SHANGHAI was among the first show in China that ignites the road of industry recovery in China.



Where the recovery begins

The successful holding of this exhibition gave confidence to the entire industry with tangible results. **210 top exhibitors**, worldwide specialists of all kinds of packaging, showed their continuous contribution to innovative ideas, supported by their material innovation and driven by their

technological breakthroughs. They presented diversified product choices and one-stop solutions to meet the needs of high-end markets. 54 of them were exhibiting for the 1st time, thus contributing to offer an even larger panel of know-how.

6,274 professional visitors from different sectors: beauty, healthy food, wines & spirits, fashion, fine food, jewelry, watches, tobacco... attended this annual creative packaging event, building with their new projects and needs, the industry recovery.



A record-breaking audience of the conference program

LUXE PACK SHANGHAI held a 2-day intense seminar program, attracting a record-breaking audience of more than 1,000 persons!

The topics were infusing sharp analysis of the post-crisis period, highlighting new consumers trends and behaviors with Luxurysight, the increasing interest in sustainability with Dadeyu, Camus Yuanliu, Chanel, Maogeping Beauty, the necessary e-commerce strategy with Xiamoi and Daxue Consulting....Design was central in this edition, with Geping Mao, one of the most famous make-up artist in China, along with Chafik Gasmi speech, a French design celebrity talking from Paris.



Focusing on sustainability: LUXE PACK *in green* Awards

LUXE PACK *in green* has been from its inception in 2012 in Shanghai, the premier event for brands, to discover the best sustainable packaging solutions they are looking for. This year, the jury elected two exhibitors:

- **CLOUD BEAUTY INNOVATION HUB** won the best sustainable packaging solution with its STONECO-TECH™. Because of its high technical content, it effectively solves the problem of plastic pollution, with a cost effective performance, so the market acceptability and implementation are high;
- In the category dealing with responsible business initiative, **TOKUSHU TOKAI PAPER** won the award with its Kami Lab, a systematic and complete sustainable solution, which takes sustainability into account from papermaking to finished products.



Unique inspiration and trend experience

LUXE PACK *Innovation Wall*, LUXE PACK innovative materials by neuni...continued to bring inspiration with the latest exhibitors' innovations, and the more sustainable new materials neuni referenced this year.



More animations provided valuable market insights:

The Guest of honor: Geping MAO

Exclusive inspiration thanks to Geping Mao and his conference on "**Grace and flavor of the east**", completed by a booth showing his latest creations and ranges.



World Premiere: Taichi for Herborist

In exclusivity at LUXE PACK SHANGHAI, a new collection was launched by Herborist, designed by centdegrés: **Taichi**. Herborist manager came to present the brand's inception sharing on "**The art of (im)balance: Herborist reinvents packaging codes with centdegrés**"



Data & Design shape the future of packaging

A round table presented the board of LUXE PACK partners, of which centdegrees agency was the leader that built this exclusive experience on data & design. A unique experience to discover the balance between technology and crafts, innovation and heritage, to imagine the future of packaging...



We hope to see you next year, at LUXE PACK SHANGHAI on **April 7th & 8th, 2021** at the Shanghai Exhibition Center.

Some quotes from exhibitors:

Dongguan Elegant Craft Co., Ltd.

We have a great harvest in this edition. We met a lot of brand customers. There is a great demand for high-end products, innovative products and high-quality products.

Libo Plastic Products Co., Ltd.

We received much visits from potential customers and important customers, under the epidemic period. In addition, there are some jewelry industry customers visiting, all have the intention of cooperation.

Carré Basset

The Luxe Pack Shanghai fair has just ended and (...). A busy program for our Country Manager Chencheng XU but great business prospects to come and very nice visibility for the agency. Congratulations to the teams in charge of this show!
See you next year Shanghai!!

From visitors:

Anna KIM, Brand Activation Manager, CAMUS YUANLIU

It's a great show, always brings unparalleled creative trends, ideas and market insights to me.

Hao CHANG, CEO, DADEYU

In the whole process, I learned a lot of new packaging materials, new and better packaging forms. Then I think it will help the development of the enterprise in the future.

Céline CEN, Development and Sourcing Manager, CHANEL CHINA

This edition gives me a lot of surprises again. I was impressed by the fact that many of our suppliers have been doing sustainable development work, including products or processing, as well as their facilities. They have done very well.

Our 2020 highly esteemed LUXE PACK *in green* Jury Board:

Karen DU, Director, Sustainable Fashion, IMPACT HUB SHANGHAI

Céline CEN, Development and Sourcing Manager, CHANEL CHINA

Anna KIM, Brand Activation Manager, CAMUS YUANLIU

Hao CHANG, CEO, DADEYU

Julia ZHU, Director of LK Research and Development Center, MAOGEPING Beauty

Lu CHEN, Senior Design Director, XIAOMI



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