



## Discover the winners! Formes de Luxe Awards 2021

Published on 09/28/2021

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The Formes de Luxe Awards held its ceremony at the Grimaldi Forum on day two of the LUXE PACK Monaco show. Co-hosted by *Formes de Luxe* and *Luxe Packaging Insight* Editorial Director Alissa Demorest and French television journalist Gérald Ariano, the event celebrated the luxury packaging industry's top innovations of the year. We take a look at the 2021 winners, and what our prestigious jury members had to say about them. Knoll Packaging, AR Packaging, Adam and Oriol & Fontanel were partners of the event. The evening's winners took home a trophy designed and produced in France by local boxmaker Adam. Don't miss our forthcoming article on the creation of the trophy.



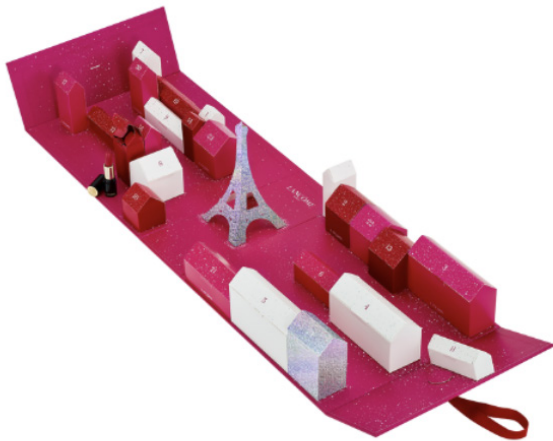
Lifestyle Coffret  
Egg Pack  
Brand: Julien Déchenaud  
Supplier: La Paper Factory

"Our choice was based on the pack's eco-friendly credentials and the fact it is delivered flat, and therefore a space saver when it comes to logistics."  
*July Ntibila, Packaging Development & Purchasing Manager, Pierre Hermé Paris*



Wine & Spirits Coffret  
Ruinart Urban Cellar  
Brand: Ruinart  
Supplier: Marotte

"This monomaterial coffret is made of wood, and also has a second life: it can be repurposed to store bottles in the cellar or kitchen."  
*Xavier Leboucher, Director of Packaging Development & Innovation, Puig*



Lancôme 2020 Advent Calendar  
Brand: Lancôme  
Supplier: Cosfibel Premium

"Lancôme's advent calendar is a perfect expression of the brand DNA, and reinvents traditional advent calendars with its optimized layout that folds together with no lost space."  
*Delphine Berret, Industrial Director Fragrance, Louis Vuitton*



Folding Boxes  
Chanel N°5 Eau de Parfum  
Brand: Chanel  
Supplier: Knoll Packaging

"What impressed us about this monomaterial pack is the contrast between its apparent simplicity and the technical prowess required to hold in place and protect the bottle."  
*Stéphane Bernelas, Purchasing Director Hennessy & Primary Packaging Moët Hennessy at LVMH*



Premium Coffret  
Malle Martell Chanteloup XXO  
Brand: Martell  
Supplier: Media6 Ateliers Normand

"The coffret is exceptional in numerous ways, from the user experience to the precision of its construction, fine materials and the fact that it is made in France."  
*Alissa Demorest, Editorial Director, Formes de Luxe and Luxe Packaging Insight*



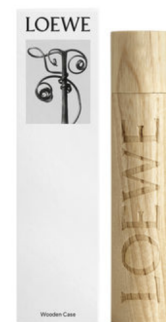
Fragrance Bottle  
Bulgari Allegra  
Brand: Bulgari  
Supplier: Verescence

"The glassmaker's technical prowess and the fact the base and the bottle are in a single piece impressed the jury."  
*Laurent Hainaut, Founder & President, Force Majeure*



Dispensing  
Shiseido Ginza  
Brand: Shiseido  
Supplier: Groupe Pochet

"The dagger that covers the dip tube represents a technical feat: the material has to be supple enough to be inserted in the flacon, while proving resistant to the juice. A pretty spectacular result!"  
*Nicolas Mathieu, Eco-Design Packaging Innovation Manager at Chanel*



Stoppers & Closures  
Fragrances to Go Loewe  
Brand: Loewe  
Supplier: Pujolasos

"This aesthetically-pleasing fragrance cap has strong ecological benefits: it's entirely made of wood and is glue-free and with a cork insert."  
*Eric Cabriot, Sustainable Development, Homologation & Technical Manager, LVMH Fragrance Brands*



#### Finishing & Decoration

Magnum Dom Pérignon × Bulgari Vintage Rosé 2004

Brand: Dom Pérignon

Supplier: Hertus

"The quality of the finished product is impressive: the finesse of the decor and the laser etching finish are particularly well executed."

*Marion Trossat, Packaging Development & Purchasing Director, Interparfums*



#### Labels

Cuvées Chandon Brut Classic et Rosé

Brand: Chandon California

Supplier: Eurostampa

"This label combines a variety of decoration processes that are extremely well realized, notably hot stamping with 3D embossing. The label is very long, and very difficult to affix to this kind of bottle."

*Erwann Pivert, Product Design Development Director, Servaire & Co*



#### Accessories

Cartier, Les Nécessaires à Parfum

Brand: Cartier Parfums

Supplier: g.Pivaudran

"The jury was impressed by the aluminum stamping technology for a component of a significant height."

*Eric Cabriot, Sustainable Development, Homologation & Technical Manager, LVMH Fragrance Brands*



#### Cosmetics

Palette Forbidden City Hersee Golden Lion

Brand: Hersee Beauty

Supplier: Axilone

"The fact that the recyclable metal compact is made of 98% aluminum, and has a modular lid were important factors in the jury's choice."

*Nicolas Mathieu, Eco-Design Packaging Innovation Manager at Chanel*





Communication Tools  
Veuve Clicquot Vasque TV  
Brand: Veuve Clicquot  
Supplier: Doogood

"This original design perfectly expresses Veuve Clicquot's brand image. The quality of execution - notably the décor - is exemplary, and it can be reused, giving it a second life."

*Delphine Berret, Industrial Director Fragrance, Louis Vuitton*



Refill/reload Formats  
Paco Rabanne Phantom  
Brand: Paco Rabanne  
Supplier: VPI Faiveley Plast

"A very good response to the refill question. The spray cap is removable, making the flacon easily refillable."

*Laurent Hainaut, Founder & President, Force Majeure*



E-commerce Packaging  
Camus, French Connection e-commerce pack  
Brand: Camus  
Supplier: DS Smith

"There are three important criteria for an e-commerce coffret. An anonymous outer box, a coffret that when opened brings us into the brand universe; one which protects the contents with specific and ingenious inserts. This coffret meets all three criteria."

*Erwann Pivert, Product Design Development Director, Servaire & Co*



Jury Prize  
Lancôme Coffrets Cadeau E-commerce  
Brand: Lancôme  
Supplier: Golden Arrow

"This molded fiber box uses sugar cane and bamboo waste. Particularly innovative, it represents a technical manufacturing challenge and perfectly translates the brand DNA."

*Alissa Demorest, Editorial Director, Formes de Luxe and Luxe Packaging Insight*



Jury Prize

Éditions de Parfums Frédéric Malle, Perfume Gun

Brand: Éditions de Parfums Frédéric Malle

Supplier: Stoelzle Masnières Parfumerie

« The jury commended this new decoration technique that demands less energy and gives both a premium look and feel to the product. »

*Alissa Demorest, Editorial Director, Formes de Luxe and Luxe Packaging Insight*

AWARDS **FdL**  
**WINNER**  
2021

