Beat: Technology

THE EXHIBITION OF DESIGN AND LUXURY PACKAGING

LES PLACES D OR @ HOTEL LE MEURICE

PARIS, 20.11.2021, 07:47 Time

USPA NEWS - Creativity, High Technology and Quality: three Requirements of the International Luxury Industry. In the early 90s, Richard David Zaoui regrets not only the Lack of a Business Network but also of a Demonstration involving SMB (worldwide Leading Luxury Suppliers Brands) sharing the same conception of the European Luxury. That is why, he imagined in 1994, an Exhibition called "Les Places d'Or" where Professionals, Clients and Prospects can meet in a Prestigious Area, with a Muted Ambiance in Paris. This Union of Skills bound for perfumery; Jeweler's; Ready To Wear; Leather; Culinary Arts; Wines and Spirits; Chocolate; Delicatessen and Press“... gives the Opportunity to regroup in one area Creativity, Realizations and Raw Material.

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Shopping is all about the experience, and the Journey one goes throughout the complete process. Luxury Packaging Design is not just about money but to create a memorable experience in each step. The motive of Luxury Product Packaging is beyond physical protection; it is having a direct link with the Brand and its unique Story. People are ready to pay more for the Pride of being associated with the Luxury Brand.

The Real Magic happens when you make everything work together by combining the perfect, structure, substrate, coatings and finishes. Designer People believes Luxury Product Packaging should have Minimalistic Designing focusing majorly on Brand Logo and Tagline. The best way to put Luxury into your packaging is to consider it as a Compelling Mission. One of the major differentiators between Standard and Luxury Packaging is the Degree of Interaction required.

Among the Four Principal Drivers are:

* Using packaging as a medium to premiumise a product
* Creating a consumer connection via personalised and customised print
* The growing importance of consumers in non-traditional markets
* Engaging with an online sales culture

The Values claimed through the Event are: "Since its creation, the Salon has been at the very Heart of meetings between Luxury Houses, Art Craftsmen and Packaging Manufacturers. It strives to promote Technological Know-How and remains the focal point for all Players in the Sector. He ensures that the latter share, in a magical and friendly setting, their Point of View on the evolution of the World Market for Luxury Packaging, of which it has become, over the years, the privileged Meeting Place".

LES PLACES D'OR 2021 (Hotel Le Meurice) - Exhibitors' List :
https://www.lesplacesdor.com/en/visit/#exposants_partenaires

Source : LES PLACES D'OR - Hotel Le Meurice (Paris) on November 16, 2021

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Article online:
https://www.uspa24.com/bericht-19588/the-exhibition-of-design-and-luxury-packaging.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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