

Sustainable Luxury



The **latest**
trends from
Luxepack Monaco
2021

Introduction

Sustainability has taken over all aspects of luxury. The environmental footprint of products and processes was never taken so seriously by brands, due to increasingly strict regulations and growing consumer demand for ecologically respectful packaging solutions. The sustainability debate is going beyond raw material choices and recyclability – they are now a given. Companies must also focus on other areas where they can have a positive impact: processes, people, partners, suppliers and communities, working with transparency and innovating for good.

The 2021 edition of Luxepack Monaco meant more than a return to physical exhibitions after a post-COVID hiatus. It showcased a shift towards a new mindset, where sustainability encompasses every step of the product journey. Technology is a great ally in creating solutions, starting a new era of traceability and transparency in beauty. Safety and wellness remain important trends. Having emerged as a consequence of the pandemic, they are now integrated within consumers' routines and lifestyles. Now more than ever, brands should know how to engage and move consumers through honest communication, clear values and a true commitment to the planet and its people.

This paper sets out the most important trends and technologies presented at Luxepack Monaco.

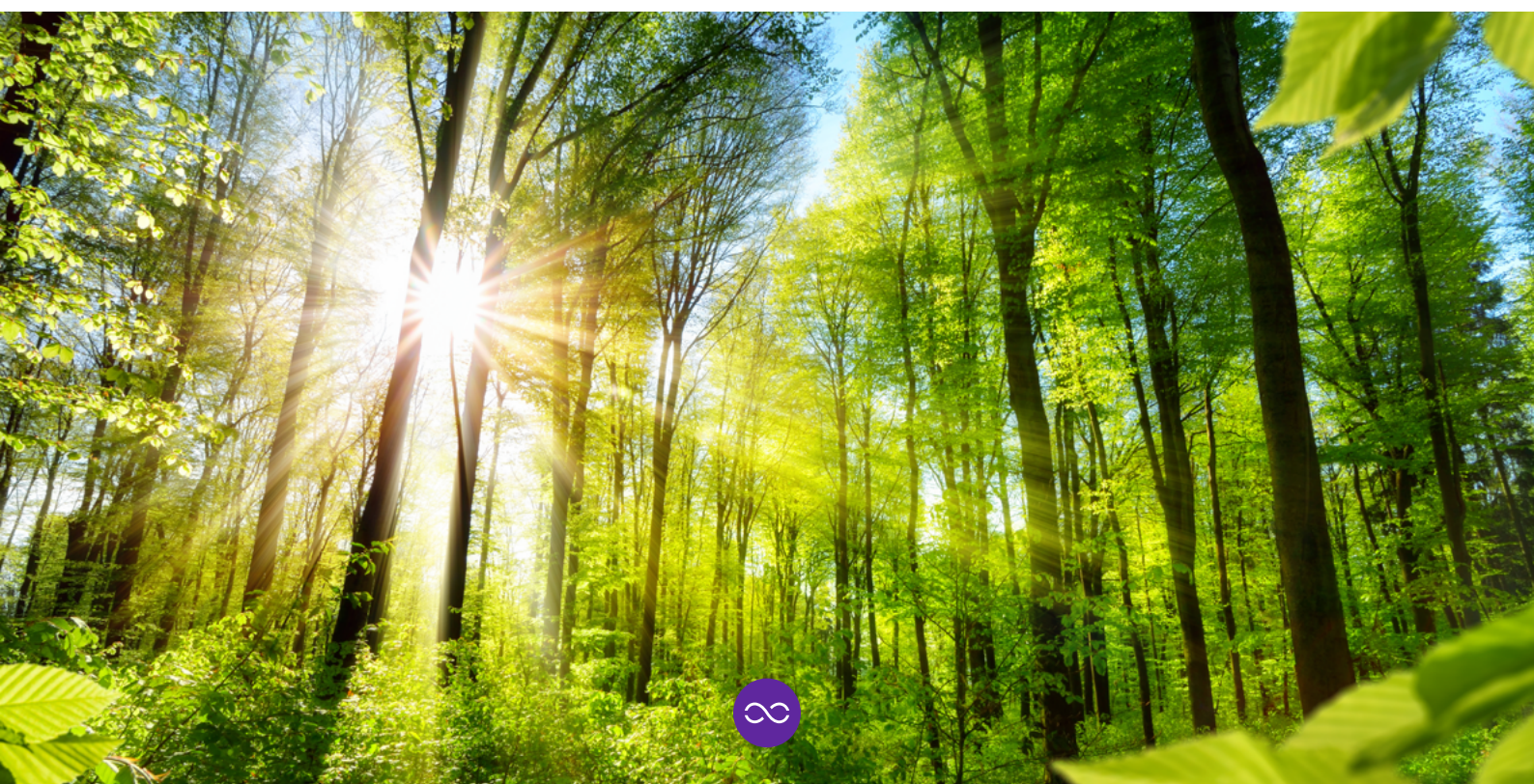
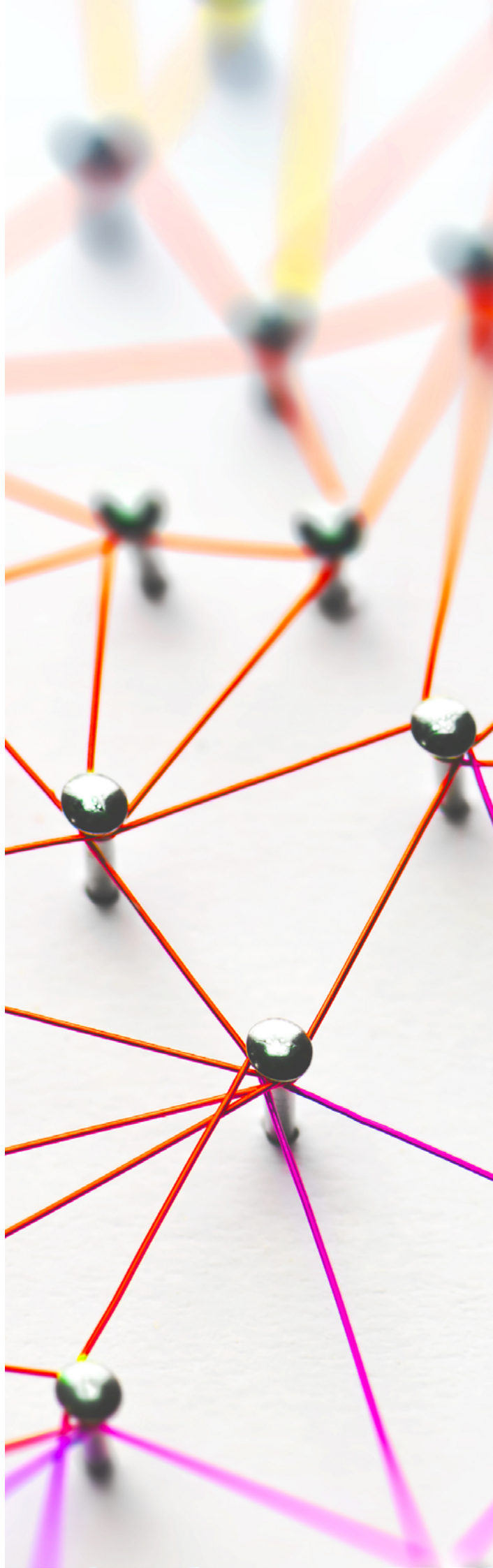


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A new approach to sustainability

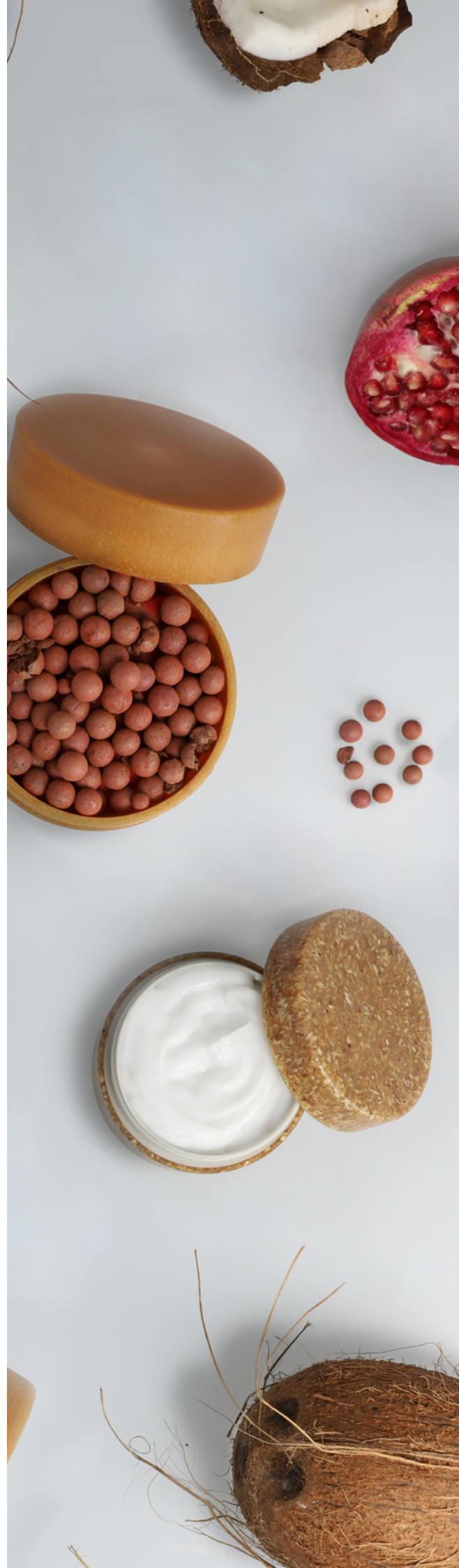
Commitments and regulations like the European Plastic Pact, the EU directive on single-use plastics and France's new Anti-Waste and Circular Economy Law are accelerating changes towards plastic reduction and replacement in packaging. Big beauty conglomerates such as L'Oréal and Chanel are leading the change, committing to using more innovations such as bio-based materials and increasing recycled content in packaging. Here are some of the approaches taken.

Luxury plastic

It's a fact: luxury has reinvented itself. The shiny, heavy, expensive packs that were synonymous with sophistication only a few years ago are now becoming unfashionable. Many of the materials and decoration used on these packs were not sustainable. Minimalism and elegance have prominence now over the 'expensive' look. Even in markets such as China, where products are known for their luxurious aesthetic, premium brands are starting to adopt the sustainable approach.

Eco-desirability

Design for sustainability is a big trend appreciated by brands like L'Occitane. Engineers and designers must collaborate to overcome the challenge of developing sustainable packs that look and feel good for the consumers. Usability and gesture are on brands' radar without compromising the environmental commitment.





Recycle, reduce, reuse, replace

Packaging recyclability was the first step on beauty brands' sustainable transformation but is now mandatory for most. Innovations are now focused on increased PCR content, refillable packs, monomaterial designs, reduced plastic content and alternative materials, such as glass, paper and bio-composites.

ESG and supply chain

Beauty brands with aggressive sustainability targets cascade these commitments to their supply chain. Many of them even financially help suppliers advance in environmental, social and corporate governance, making audits to ensure progress is being made. CO2 reduction commitments are also making brands look for local suppliers, to deliver products in the region, for the region.

Collaborative innovation

Brands are more open to promoting open-source initiatives for sustainability. Eco-driven companies such as L'Occitane are partnering with academia to develop collective solutions in sustainable materials.



Safe Beauty



Airless technology

Hygienic packaging has remained a post-COVID trend, and airless offers a solution to protect the formula, while allowing clean application. During Luxepack Monaco, a wide range of airless packs were presented as good options for anti-microbial formulas, protecting them from external contamination.

Touchless devices

Technology has brought solutions to safeguard consumers' safety at sales points. Touchless devices activated by proximity are a not-so-new solution in hand sanitizing. However, they are being increasingly adopted for fragrance and skincare testing.



Sustainable monodosis and sampling

Beauty brands want to make sure monodosis products are sustainable. Innovative solutions in paper and PCR were presented as alternatives for sampling and microdosing.



Wellness and emotions



The brand story

Consumers value products that tell stories and stir emotions. Design, decoration and even the unboxing experience must evoke feelings and communicate the brand's journey, purpose and values. E-commerce tools give brands a unique opportunity to provide personalised information and connect with consumers.

Imperfect beauty

Recycled or bio-based materials with a rough texture are increasingly valued. Imperfect surfaces mean that the product has a story to tell. Successful examples are among the Luxepack Monaco in Green Awards finalists – from the monomaterial Woodacity packaging that provides a natural touch, to the award's winner, Estal's recycled glass bottles that are not perfectly transparent.

Collectable art

Sustainable luxury is also about repurposing. Beautiful packs can become art or collectable objects. One of the Formes de Luxe Awards winners in the 'Communications Tools' category - the Veuve Clicquot Vasque TV - is a champagne bucket that emulates a vintage TV set.



Tech innovations

Traceability

QR codes, blockchain and NFC chips were some of the innovations presented at the Luxepack Digital Village. These technologies offer traceability, anti-counterfeiting and transparent communication with consumers. Although still gaining ground, connected packaging is a rising trend in beauty luxury.

3D printing

Fast, customisable and, why not, sustainable. 3D-printed packaging has been showing its potential for beauty, and the endless possibilities of material use, colours and applications make it a perfect solution for brands that want to differentiate their products.



Key takeouts

1 Honesty and transparency

Consumers are increasingly aware of brands' commitments towards environmental and social targets. Greenwashing or false claims will backlash on a brand's reputation.

2 Sustainability is transversal

Environmentally-friendly products are essential, but sustainability goes beyond that – social and human rights actions are also under scrutiny by both partners and consumers.

3 Airless is evolving

The packaging industry is developing solutions to meet brands' expectations for refill formats, PCR content and monomaterial designs in airless containers without compromising formula protection.

4 High-tech packaging to grow

The packaging solution of the future is an interactive device that provides personalised information to consumers. 3D printing appears as a cost-effective solution for both sampling and large-scale production, with reduced manufacturing times.

79%
of consumers would be more loyal to a purpose-driven brand

87%
think that wellness and health brands should communicate more about their purpose

78%
look for plastic-free packaging

75%
seek out refillable or reusable packaging

*Bain&Company survey with BPC consumers/presented at Luxepack Monaco





Helping
beauty brands
perform