Beat: Technology

LES PLACES D OR - DESIGN & LUXURY PACKAGING EVENT In PARIS

HOTEL LE MEURICE IN PARIS

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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 Profesionals, 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“¦ give the Opportunity to regroup in one area Creativity, Realizations and Raw Material.

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Luxury and Specialty Packaging is the Design, Research, Development, and Manufacturing of Packaging, Displays, and for Luxury Brands. The Packaging of a Luxury Product is part of the Brand´s Image and Research Shows Consumers are willing to spend more on Products if the Packaging looks appealing and luxurious. As well as adding to the Value of the Product, Luxury Packaging fulfils various other roles; it enhances the Image of the Brand, increases Consumer Engagement through Personalised Packaging, performs a Function, creates Appeal and diversifies the Product.... Globally, the Luxury Packaging Market continues to grow, driven by Global Trends of Personalised Packaging, attention to Sustainability Issues, Economic and Demographic Drivers.

The Distinction between Mass-Market and Luxury Products is becoming blurred, prompting Luxury Brands to turn to Innovative Technologies and Strategies to attract Customers to their High-End Goods. According to the Smithers Report The Future of Luxury Packaging to 2022 - the luxury Packaging Market was valued at over $13.77 billion in 2016, with Global Sales Forecast to increase by 3.4% in 2017 to $14.25 billion. In volume terms, a Growth Rate of 2.6% is forecast for 2017, after which the World mMrket is expected to increase by an annual average of 1.3% up to 2022.

The Major Study from Smithers pinpoints the main developments in Technology that are expected to aid Market Growth over the next five years. 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

LES PLACES D'OR 2019 (Hotel Le Meurice) - Exhibitors' List :
https://www.lesplacesdor.com/visiter-le-salon#grid5wrap

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