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Sylvie De France to design exclusive perfumery range

Celebrated packaging designer Sylvie de France has been commissioned by Quadpack Group to create a range of perfume bottles for its Q-Line brand. The new designs, exclusive to Quadpack's portfolio, will be launched in 2016.
"Sylvie has a real passion for perfume and cosmetics packaging design and has worked for the industry's leading brands. We are delighted to have her on board to create our new range, because it means it will have her signature touch to make it special," said Isabelle de Maistre, head of Quadpack's Fragrance Division.
The range will enrich Quadpack's fragrance offering with a fresh new selection of bottles designed to answer to the needs and desires of today's consumers. The decoration and wood production facilities at Quadpack's Manufacturing Division will offer a host of personalisation options to enable brands to bring an attractive, differentiated fragrance pack to market quickly.

A graduate of the Paris School of Fine Art, Sylvie De France has been creating original packaging designs for perfumery and luxury goods for 20 years. Her agency, located in Paris, was founded in 1998 and has designed packs for brands such as Repetto, Elie Saab and Yves Rocher.
She commented: "There is a synergy in Quadpack's approach and my own, listening to brands and market needs, with real responsiveness and adaptability – very necessary in an ever-moving sector. This is the beginning of a great adventure and I am impatient to see the first results of our collaboration on the market."

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing

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partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.



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