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## **Sustainable luxury: the latest trends from Luxepack Monaco 2021**

On its physical return, the leading luxury packaging exhibition reveals what's next for the industry

Sustainability was never taken so seriously by luxury brands. Circular economy regulations, industry commitments and growing consumer demand for more environmentally-respectful solutions are making the packaging sector rethink luxury.

This was evident at Luxepack Monaco, which was back to its on-site format in 2021. From 27-29 September, brands showcased their product launches and strategies for the future. While sustainability remains a top priority, new elements have come to the table.

### **Safety first**

The pandemic has left its mark on the beauty packaging industry – and hygienic packaging will stay as a trend. Airless packs that protect the formula and provide clean application were a big hit at Luxepack Monaco. Hygienic, touch-free solutions such as hand-sanitising devices with proximity sensors were among the innovations showcased at the exhibition.

### **Beauty tech**

The beauty industry is incorporating more high-tech elements to provide improved traceability and transparency to its products, and connected packaging is key in this transition. QR codes, cryptography and blockchain technology were some of the solutions presented at Luxepack Digital Village, a new space where exhibitors showcased their cutting-edge solutions.

### **Senses and emotions**

Products that tell stories and provoke emotions were one of Luxepack's main features. Design, decoration and even the unboxing experience can affect consumer's feelings. Recycled or bio-based materials with a rough texture are increasingly valued. Imperfect surfaces mean that the product has a story to tell.

### **Positive impact**

Sustainable packaging is not a new trend for the luxury industry, but brands are becoming as demanding as their consumers. Recyclable materials are now a given, and packaging must deliver more: increased recycled content, refillable, monomaterial solutions and bio-based packs and

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decoration. Companies must also manage their social impact: big brands are increasingly interested in their suppliers' relationships with employees and communities.

Do you want to know more about Luxepack Monaco highlights and trends? Click [here](#) to download our exclusive White Paper.

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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 partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit [www.quadpack.com](http://www.quadpack.com).*

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