

Original Link: <https://www.quadpack.com/fragrance/latest-launches/11870245/raumduft-der-luxusklasse-mit-lalique/>

Home fragrance goes luxe with Lalique

Lalique Odyssée is an exceptional diffuser which embodies the essence of the brand's refined expertise. With a choice of three perfumery creations held in a crystal bottle, this is home fragrance raised to new heights of luxury. Its gleaming zamak cap and beautiful gift box were proudly developed by Quadpack.

As a long-time packaging partner of Lalique, the brand approached Quadpack to create a bespoke metal cap for the 500ml crystal bottle. Made of zamak with a high-gloss finish, it features a hole to hold the wooden diffuser sticks in place. The slant of the sticks mirrors that of the cap's tapered shape in a way that is pleasing to the eye.

The gift box is a work of art in itself. The 2mm card is covered by Wibalin paper – matt black on the bottom, white on the top half. Like the crystal bottle, the paper features a feather pattern inspired by the 'little leaves' motif created by René Lalique in 1910. The decoration on the base was applied using black foil, for an attractive contrast of matt and gloss.

The base further has a metal plaque recessed into the box. This is engraved with the name of the fragrance and flooded with ink – a different colour for each of the three references. A swallow pattern on the lid has been applied with the same black foil pattern on the base.

Inside the box, velvet-covered inserts hold the contents in place. A hidden magnetic closure keeps it shut in a subtle, yet elegant gesture. To complete the pack, a white wraparound sleeve gives the box stability and security, adorned with the same decorative treatment.

Odyssée was launched at the start of May.

Quadpack's multi-component knowledge means it can deliver a host of fragrance packaging solutions in a vast range of materials, including glass, wood, acrylics, ceramic, leather and, of

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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.

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