

Press Release

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## **A spirited fragrance by La Distillerie de Paris**

Tucked away in the St Denis district, La Distillerie de Paris is a boutique distillery run by two brothers. Since 2015, Sébastien and Nicolas Julhès have been creating artisanal gins, vodkas, brandies, aged spirits and whiskeys. Now, they have applied their expertise to launch their very first eau de parfum, exclusively packaged in a bespoke bottle and box by Quadpack.

La Distillerie de Paris' still is the first to be licensed in the French capital in over a century. The brothers apply the art of a perfumer to create an experience in each spirit. With their new fragrance, they have applied the art of distilling to perfumery. The alcohol from the still is expertly treated and used as the basis for an eau de parfum for men and women. It adds a rich 'gourmand' note, bringing depth and richness to the fragrance.

A design true to its origins

Quadpack was commissioned by the brand to create a design for the bottle that respected the brand's identity, yet would be suitable for a premium niche fragrance. Simple elegance was the aim and Quadpack's designers got to work.

Together with La Distillerie de Paris, the team came up with a 100ml thick glass bottle, boasting a unique shape that reflects the brand's background. Its elongated, spherical form features rounded edges and a generous shoulder unusual in perfumery, but typical of a spirit bottle. The thickness of the glass is spectacular, giving it a lot of weight. Coloured a distinctive blue, the words 'Made in Paris' are embossed into the glass – a striking statement that proudly declares its unique status as the only fragrance to be made in the city itself. Even the copper hot-stamping on the label provides a subtle nod to the Holstein still.

The wooden cap is similarly reminiscent of the world of spirits. Made of sustainably-sourced ash at the Quadpack Wood factory, it has a burnt top inspired by the wooden barrels used in the ageing process of liquors.

A leather necklace, with a round metal pendant stamped with the brand's logo, provides the

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finishing touch to the primary pack.

A perfect showcase for the bottle

Parisian design agency Grismarine provided the specifications for the premium gift box. Developed by Quadpack's secondary packaging department, it consists of a rigid drawer and sleeve, made of grey board, wrapped with a deep blue matt paper. Inside the drawer is an inner frame with a black foam insert to hold the bottle. The blue-and-copper colour scheme of the bottle is carried through on the outer sleeve, with copper lettering hot-stamped using Kurz Luxr foil. A rectangle has been embossed to receive the ingredients label.

Nicolas Julhès spoke highly of the service provided by Quadpack: "I spent a lot of time crafting the perfume; for that part, my knowledge of spirits and distillation was useful. But when it came to packaging, everything became complicated. The protocols were very different compared to spirits. Meeting Quadpack changed everything. Respecting my view, they found the best solution and the best providers. Thanks to Quadpack, this part of the project which had been my nightmare became a great journey. Now, I have a full pack which meets my exact requirements. This is what I call a perfect service provided by a great team."

From the bottle and cap to the fragrance itself, La Distillerie de Paris has launched a product that perfectly reflects its heritage. This is one niche brand that has managed to take differentiation to a whole new level. Cheers!

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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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