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Wood with a golden touch for Loewe Esencia

Loewe is known for enduring luxury, blending classic substance with modern aesthetics. Its Loewe Esencia Eau de Parfum fragrance was launched in 1988, yet is continually refreshed, making it relevant and desirable for today's generation of men. So, too, the latest flanker, which comes in a dramatic black bottle with a stunning wooden cap, created by the master craftsmen at the Quadpack Wood factory in Spain.

Founded in 1846, Loewe is a leading name in fashion, fragrance, accessories and leather goods. Accustomed to using natural materials, wood was an almost instinctive choice for its newest variant of Loewe Esencia Eau de Parfum. A partnership with Quadpack resulted in a unique wooden complement, produced and decorated to precise specifications.

Made of sustainably-sourced ash, the wooden cap follows the same dimensions as its counterpart on the core range, with a flat top rounding off towards the bottom. What makes it spectacular, however, is the decoration. A light polishing allows the grain pattern to be seen and felt, each and every one unique in the world.

Coated with a deep black colour, the cap has then been hand-treated with a lustrous brushing in gold leaf – a manual, artisanal process complementing Quadpack Wood's industrialised operation. The grooves in the grain show through the gold for a weathered look that adds depth and dignity. The black-and-gold cap matches the colour scheme on the 100ml bottle, together creating an elegant, irresistible fragrance pack that reflects the luxury standard of the house of Loewe.

Loewe Esencia Eau de Parfum was launched in the Middle East in May 2018.

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QUADPACK

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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