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Lalique Encre Noire Ã l'ExtrÃªme: redefining masculine sensuality

The Encre Noire saga by Lalique takes its inspiration from the 'Encrier Biches' (inkwell) designed by René Lalique in 1913. First introduced in 2006, the latest edition is an intense, masculine fragrance that sheds new light on the personality of the Encre Noire man.
"Virile and sensuous. Refined and demanding. Singular and seductive. Between darkness and light, Encre Noire à l'Extrême redefines masculinity," explains Lalique.
The powerful woodsy blend of cypress and vetiver is reflected in the packaging, which features a wooden cap produced by Quadpack Group.

The strong relationship between the scent and the packaging creates a holistic experience of the product that involves all the senses. The ash wood cap feels strong yet natural, with a perceptible grain pattern that makes each and every one unique.

The brand's logo is subtly debossed on the top of the cap, which is stained black, further enhancing the signature inkwell design.

Produced at Technotraf Wood Packaging, at Quadpack's Manufacturing Division in Spain, the cap is made of PEFC -certified wood sourced from sustainably managed forests.

Encre Noire à l'Extrême is available as 50ml and 100ml Eau de Parfum. The previous masculine editions Encre Noire and Encre Noire Sport also feature wooden caps by Technotraf.

Lalique Encre Noire à l'Extrême recently won the CosmétiqueMag Award for best male fragrance launched in 2015 in the 'Exclusive Brands' category. The awards ceremony was held on 30 May 2016 in Paris.

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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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