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Wood lends elegance to Guerlain's L'Art et la MatiÃ¨re

Guerlain's feminine fragrance range L'Art et la Matière has been revamped with an elegant wooden cap, made at Quadpack's Technotraf wood factory. Neroli Outrenoir, Cruel Gardenia, Spiritueuse Double Vanille, Tonka Imperiale and Joyeuse Tubereuse are all part of Exclusive Collections, "a range of fragrances for aficionados of rare scents, those who appreciate noble raw materials and refinement down to the last detail".

The bottles feature clean, contemporary lines, decorated with a golden metal plaque, like the spine of a precious book. The wooden cap adds a touch of pure sophistication. Made of beech from certified sustainable forests, it is lacquered a beautiful amethyst colour and finished with a matt varnish.

Guerlain is one of the early adopters of wood in its packaging, quick to appreciate the material's versatility and support for the brand message.

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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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