



Très belle! Winning beauty packs

Paris is the global centre of the fashion and beauty worlds, and earlier this year was the venue for the fourth **Perfumes, Cosmetics & Design Congress (PCD)**, the annual French expo and seminar which focus on packaging innovation in cosmetics and perfumery.

To highlight the value of technological innovation, which more often than not goes unnoticed by the consumer, a component of the event is the PCD Awards which evaluate and reward perfume and cosmetic packaging innovation. The products entered must have been on the European market between December 2005 and November 2007. The winning packs are pictured above.

Category winners

The PCD Make-up Prize, Face Category, was awarded to Perfect Touch foundation cream (Yves Saint Laurent); the Make-up Prize, Eyes Category, went to Lash XL mascara (Estée Lauder); and the Make-up Prize, Lips Category, went to Rouge Allure lipstick (Chanel).

The PCD Prize, Body Care Category, was taken by ARMANI code body lotion (L'Oréal Produit de Luxe International).

In the Women's Perfume Category, the PCD Prize was awarded to Palazzo FENDI (LVMH); and in the Men's Perfume it went to Attitude Giorgio Armani (L'Oréal Produit de Luxe international).

Special mentions

The Lancôme Color Fever lipstick (L'Oréal Produit de Luxe International) received a special distinction in the Make-up Lips Category, with the jury deeming this a fine example of adapting established technologies to create innovative new packaging concepts, in this instance electroplating as used in the car industry. This pack also incorporates dual injection and over-moulding.

The packaging of the perfume duo Fuel for Life DIESEL (L'Oréal Produit de Luxe International) received special distinction for some striking, super-premium packaging. The shallow, retro-style flacon is made by Gerresheimer and is almost identical, yet cleverly differentiated, for these gender-specific Diesel perfumes.

The masculine flacon is packaged from the neck down in a rustic, tightly-laced, leather-like vintage bag, complete with a zip closure fitted with extra-rough stitches on one side, perfectly matching the spray head in old brass. The zip intends to create 'an irresistible urge' to undress the flacon and reveal what is hidden underneath: pure crystal-clear glass with plastic letters in a textured relief on the front. The feminine flacon wears a confection of open-mesh woven lace, topped by a shining gold cap, an elastic garment that reveals more than it hides. Sexy stuff!

The fifth PCD event takes place on February 3 and 4, 2009, in Paris. For more information, visit www.pcd-congress.com