



LUXE PACK LOS ANGELES 2019. A COMPLETE SUCCESS!

LUXE PACK LOS ANGELES
FEBRUARY 27-28, 2019 – Barker Hangar, Santa Monica

Press Release
March 20, 2019

LUXE PACK LOS ANGELES 2019 superseded all expectations! Returning to the Barker Hanger location for its second edition, the show floor welcomed 4,506 attendees (15% attendance increase from 2018 – *comprehensive attendance with MakeUp in*), all eager to meet the 80 packaging suppliers who specialize in premium packaging elements for all prestige sectors. The exclusively varied selection of this year’s exhibitors offered a dynamic variety of primary and secondary packaging products and solutions that pleased all attendees. The synergy initiated by the inundated show floor, the packed booths, and the standing room only conference sessions certified this year’s event as an official success, certifying the merge of Luxe Pack and MakeUp in as a winning combination!

LUXE PACK LOS ANGELES brought 80 packaging specialists to the show floor this year. Exhibitors were thrilled with the pop up structure brought in to facilitate the small show growth while maintaining the boutique style format.

All 80 packaging specialists who were thrilled to meet with many new industry contacts the show welcomed this year (30% of attendance growth, new to LUXE PACK). The newness in attendance proves that the West Coast is truly a growing market and making strides in bringing novel quality brands to the landscape.

Also, in keeping with the true LUXE PACK DNA, the 2 day LUXE PACK LOS ANGELES exhibition was supplemented with a spirited 2 day conference joint program with MakeUP in. Experts from many sectors, some of them specific to the West Coast, addressed current and fore coming packaging topics. Brand representatives and experts from CHANEL, Estee Lauder, The Detox Market addressed specific pain points that drew immense attendance to the seminar area. Wellness and sustainability by far were the topics that had everyone peculating for more content. A true highlight for Luxe Pack Los Angeles this year was the cameo made by Matt Barnes, former Laker player, and now Brand Ambassador for Hue of Mankind who contributed to the Inclusivity discussion. His advocacy and support was true testament to this new topic that is of most importance for today’s niche/indie brands.

Overall, **LUXE PACK LOS ANGELES** has officially made an industry impact with this now proven West Coast platform. Luxe Pack will continue to design all upcoming editions with the objective of bringing the best of experts on both sides of the industry to one location. A truly not to be missed event for all packaging professionals from all growing sectors.

Save the date! LUXE PACK LOS ANGELES 2020 is scheduled for February 11-12, 2020.

LUXE PACK LOS ANGELES

The premier show for creative packaging

Press Contacts:

US: Linda VILLALOBOS – lvillalobos@infopro-digital.com – Tel: (212) 213-4353

Europe: Maryvonne LANTERI - mlanteri@idice.mc - Tél: 00 377 97 775 60

IDICE organizes professional events and fairs: LUXE PACK Monaco, LUXE PACK New York, LUXE PACK Shanghai, LUXE PACK Los Angeles, 3D PRINT and FIP solution plastique®. IDICE belongs to the INFOPRO Digital Group, a leading information and professional services group (2,700 employees, turnover of €350 million) covering several key sectors of the economy: construction, automotive, industry, insurance and finance, retail, tourism, and local communities.