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Press Release

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LUXE PACK LOS ANGELES 2020 ...MAKING MOVES

2019 has proven to be a momentous year for LUXE PACK! Not only did “the premier business to business tradeshow for creative packaging” launch its inaugural [“Edicion Especial”](#) in Paris, it also experienced a winning streak of its most successful editions ever! The organization team is excited to carry the momentum into 2020, beginning with its 3rd annual West Coast edition scheduled for February 11-12.

LUXE PACK is thrilled to announce that [LUXE PACK Los Angeles 2020](#) will be moving to THE LA CONVENTION CENTER! The award winning venue conveniently located in the heart of Downtown, LA will offer all exhibitors and attendees the perfect blend of historical charm and modernity.

The new location will also allow the show to grow its exhibitor offering by 25%. The next edition will bring 120 packaging specialists to the show floor. The expansion will offer added international strategic variation of primary and secondary packaging products and solutions intended to meet the demands of both the many emerging indie brands from all sectors including ingestible beauty and premium beverages along with the iconic beauty & fragrance brands who call the west coast home.

Also, due to its proven 2 year successful partnership between LUXE PACK AND MAKEUP In, both shows will once again run concurrently in 2020. Showcasing with, MakeUP In, the leading platform for beauty and skin care accessories, trends, and formulation creates a one stop destination for all beauty industry professionals sourcing comprehensive product development solutions. Similar to its first joint venture in 2018, both shows will share 1 show floor, streamlining the show experience.

In terms of content, the event will once again include a joint conference program between both show platforms. The program will include leading experts from the cosmetics and perfume packaging industry as well as other emerging brands such as premium spirits, beverages, and lifestyle sectors. The objective will be to deliver high level industry intelligence on trend driven innovation, technical case studies, as well as personal experiences designed to help attendees overcome current pain points.

Overall, LUXE PACK anticipates an epic 3rd Los Angeles edition bringing together the best of experts from both sides of the industry for an inundated 2 days of business discussions and development...making next year’s West Coast edition a certified must attend destination!

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