

21 October 2017

## Luxe Pack Los Angeles to bring packaging innovation and experts to the West Coast

The first West Coast edition of Luxe Pack, the business to business tradeshow dedicated to luxury packaging, will take place on February 7 & 8, 2018 at the Barker Hangar in Santa Monica, CA. “A concept that was under consideration for 3 years, is now under full development and off to a great start,” said the organizers.



Luxe Pack will held its first West Coast edition in Los Angeles on February 7 & 8, 2018 at the Barker Hangar in Santa Monica, CA

Luxe Pack Los Angeles plans to gather over 50 (up to date) packaging specialists for 2 days of trade networking and exchanges. “The comprehensive but cherry picked exhibitor offering will include packaging experts in glass, plastic, creative finishing, luxury promotional products, sustainable materials, digital solutions, full service design and printing. The packaging developers will be showcasing their most innovative capabilities to facilitate all brands in attendance, both legacy and indie, with their packaging needs.”

Also, a first for Luxe Pack is the sharing of show platforms with MakeUp in Los Angeles, the leading stage for the beauty sector in trends and formulation. Initiated by the MakeUp In acquisition by InfoPro Digital, the combination of the two separate shows sharing the same dates and location aims to offer the best of both platforms.



Over 50 (up to date) packaging specialists  
have already registered to exhibit during the  
2 day event

The 2 day Luxe Pack Los Angeles exhibition will be supplemented with a 2 day conference program. “Experts from many sectors, some of them specific to the West Coast, will address many current and fore coming packaging topics. Brands representatives and experts from Urban Decay, Estée Lauder, Euromonitor will address specific market challenges such as how wellness is playing a role in the luxury market, the next level for sustainable packaging, and how social media is effecting tangible packaging concepts.” The complete program will be announced in a few weeks.

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