

GROUPE VERPACK HITS THE ROAD WITH FRAGRANCE HOUSE ABSTRACTION PARIS

WHEN PERFUMER SÉBASTIEN PLAN ENTERED THE RETAIL MARKET, HE SELECTED GROUPE VERPACK TO ACCOMPANY HIM WITH THE CREATION OF A CHIC, TIMELESS COFFRET IN LINE WITH HIS ETHOS OF "WORKING WITH THE BEST PLAYERS IN THE BUSINESS, FROM INGREDIENTS TO PACKAGING."

From Rue Houdon, where the brand is based, Abstraction Paris offers a range of fragrances composed by the five perfumers who took part in the adventure. Each dreamed up a duo of fragrances to create an olfactory dialogue. Abstraction Paris also offers a range of vintage fragrances, aged in cellars like wine, as well as discovery workshops on raw materials...



A CHIC AND PRACTICAL COFFRET

Sébastien Plan imagined a coffret that would "reveal" the Abstraction 100ml bottle. He also wanted something that customers would wish to keep and reuse. Right from the start of the project, Groupe Verpack was involved in the conception process, guiding him towards a solution that would be esthetic, practical and easy to fill in store.

The chosen coffret is a shoulder box with a thick cardboard structure. It is coated with papier in beige and black, in line with the brand's codes. To present the bottle inside, Groupe Verpack suggested a cushion with stuffing that would hug the bottle's shape. Made by the ESAT couture workshop in Gennevilliers, this fragranced cushion can then be re-used for scenting laundry in a drawer or wardrobe, for example.

A PERFECT FIT WITH DIGITAL PRINTING

The printing of the coffret was entrusted to Groupe Verpack's digital workshop, recently equipped with a new-generation digital printing press. This technique is perfectly adapted to the volumes of production. Thanks to its sophistication and the choice of HP Premium ink, it was possible to reconstitute the precise shade of white needed for the logo despite the density of the black background.