

FEATURES

Why Innovative Packaging Is Now a 'Must-Have' for Beauty Brands

Differentiation is key to compete in the beauty business—and the most innovative packaging strikes a balance between sustainability and aesthetics.



Awantys says it 'wows' consumers with innovative materials—and delivered a 5-piece mono-material bow-shaped cap



Jamie Matusow, Editor-in-Chief • 11.29.23



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At premium packaging manufacturer **AWANTYS**, **Eric Bigotte**, senior sales manager France & Southern Europe, tells Beauty Packaging, “Right now, and after Covid, **innovation has become ‘the must-have’** in the beauty world. Brands are looking for new natural materials, sustainable, ready to launch, with great effect.”



Bigotte tells Beauty Packaging that brands—currently luxe fragrance brands—are seeking “**a true partner that can propose new material, decoration, sizes without losing the DNA of the brand (meaning keeping the color and aspect code)**”. In addition, he says, “We need to think larger than our world of cosmetics, and the industry is looking at us to propose ideas and test and proof materials from other industries that can be applied (such as new materials from mushrooms, or from seaweed, for example).”



AWANTYS has been focusing on materials for many years, and has launched several options, including marble and stone packaging and non-plastic jars with porcelain—and is now working on a carbon option. Recently, **AWANTYS worked with LVMH Loewe to develop a genuine marble cap** for their new launch this year.

Another feat: “**The cap in 5 pieces (a mono-material) for LoveShackFancy was a great development with our customer** to keep the bow shape without any compromise, and dress the beautiful bottle,” says Bigotte.

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