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METAL: THE NEW LOOK OF LUXE

By Leah Genuario, Contributing Editor



Anomatic enhances Clinique's bamboo-style lipstick cases through the anodizing process.

Both prestige and mass brands are showcasing metal packaging and components to emphasize quality and luxury.

Parlux Fragrances recently launched Heir by Paris Hilton, a prestige men's fragrance intended to conjure up images of power, influence and style mixed with a hip edginess reminiscent of the Hilton heiress herself. It is the third men's launch under the celebrity's name and is complemented by a women's version: Heiress by Paris Hilton.

Heir by Paris Hilton makes use of a metal plate and a holographic film that is glue-applied to the flacon. Both the metal and metallic-look accents were supplied by Axilone USA, New York, NY.

The fragrance is just one example of the many new launches incorporating metal and metallic looks into packaging. "This is a growing trend and more and more, packaging includes metal to give it a luxe look," says Eric Bigotte, president of Axilone.

Fragrance launches have especially propelled the metal industry.

"Fragrances are very busy," says Peter Philip, vice president of sales and marketing for Eyelematic Manufacturing, Watertown, CT. "Fragrances have such a short life span today. In order to hit next year's sales, you have to have a new launch this year. The attrition is so high on previous products that you have to have new sales."

While the prestige fragrance sector has been a big purchaser of metal components and accents, metal isn't only for prestige products.

"Metal, particularly aluminum, is used for both prestige products and mass products," says Boris Schaefer, director of customer relations for Seidel in Montclair, NJ. "Metal is often used to enhance optical and haptical characteristics of beauty and personal care packaging to give it a more upscale appearance."

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