

Beyond Paradise Fragrance Packaging Estée Lauder

Performance meets aesthetics to form a winning package



When Estée Lauder decided to develop a fragrance to attract a youthful, more contemporary audience, they knew the scent—Beyond Paradise—would need to be packaged in a way that effectively communicated its modern aromatic qualities in a highly competitive market.

Partnering with Great Western Industries—specialists in consumer packaging—Estée Lauder set out to create a beautiful, eye-catching and original bottle design. Seeking a luxurious material that could serve as an attractive nameplate and distinctive accent, they came to Material ConneXion, where our Specialists introduced them to 3M Radiant Mirror Film VM2000. Formed by combining precise layers of different polymers, this flexible, non-metallic material reflects light like a mirror, and can be laminated, printed, embossed, precision and die-cut, or crimped and slit to make fiber yarn.

The ultra-shiny material provided the perfect surface for embossing the perfume's name, and when shaped into a band around the cap of the raindrop-shaped bottle, the lustrous film reflected its iridescence, making sure the stylish glass vessel would stand out on any department store shelf. ■

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