

Black Opium by Yves Saint Laurent, packed by Alliora Coffrets

For Christmas, Alliora Coffrets was entrusted with various references of fragrance boxes for Yves St Laurent. Among them Black Opium played sequin star. A set-up box made in France in full service.

For the woman fragrance Black Opium, Alliora worked on a square box whose bowl is covered with a polyester coated paper with metallic appearance. The pale pink juice confirms by transparency this metallic effect.

The lid does not fully cap the bowl and as a reminder, reveals its pink colour. It is printed with a solid offset black, then screen-printed with silver straws. Technical refinement, a space without straw is arranged on the edges of the box to avoid the varnish breaks. The Brand logo is then applied by embossing.

Inside, Alliora Coffrets designed a thermoformed wedge made in its workshops in Fougères. This wedge is designed to contain, besides the bottle, a bag spray and a makeup pouch - a luggage article rarely integrated in boxes.

Behind the bottle, a silver polyester coated paper mirror plate enhances it.

Ultimate subtlety, ribbon shaped into a material reminiscent of leather and topped with a decorative bow is placed and adjusted by hand around the box.

This edition of Black Opium is directly packaged online in the Alliora Coffrets factory of Fougères.

The Made in France of Alliora Boxes

For such launches, Alliora Coffrets responds with production process optimization, full integration of each step (thermoforming, assembly, packaging) and implements the necessary teams to ensure the realization of the campaign.

