

## Evening attire

**Shiseido has trusted the Made-in-France expertise of Alliora Coffrets for achieving narciso rodriguez 2015 Christmas set-up boxes.**

Black, pink for her, the first fragrance of the Brand, or beige for NARCISO, the new line launched in 2014, the set-up boxes put on their evening gowns to sublimate the Brand fragrances.

### Elegance of forms and materials

This hinged box opens as a portfolio and thus takes the form of a display. Inside, the products are arranged vertically. They are retained by thermoformed wedges flocked in hue with the fragrance bottle on one side, and two derivative products of the range on the other side (body lotion, shower cream, etc.).

The cardboard casing is engineered with Algro Design paper, with a stronger weight for the piece glued at the back to support both cups and form a hinge on full height.

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Available in 3 shades, this box is covered with a glittery screen-printed varnish of which colors fit each version. The feats are multiple: a layer of different sizes sequins: 100, 300 and 400 microns; a free-glitter reserve on the edges of the box to prevent the varnish breaks.





### **Supreme finishes**

The closing of the box is ensured by magnets. Particular attention was paid to the precise align of both parts for perfect closing. For this, a production tool has been specifically developed.

As finishing touches: a ribbon imitation grained paper that visually differentiates the matt base from the glossy top. The label is engineered overlapping both cases.

The box is then delivered with a protective transparent APET sheath.

The entire production is carried out in the factory of Alliora Coffrets, located in Fougères, Western France.