

Adding Value to Packaging

Consumers have come to expect much more from makeup packages, and brands and suppliers are delivering components to entice them.

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Minimalism seems to be going out of style with some brands in the fashion, beauty, and packaging worlds. Consumers have been trading up and spending more on all types of luxury items and indulgences, including beauty products.

Consumers are also becoming wiser and expect much more in return for their money, including better product performance, enhanced package aesthetics, and improved package functionality. As a result, cosmetic packages are now being designed to provide extra perks in a number of ways. Whether a package is adorned with crystals, embedded with lights, filled with more products, or contains a product that will deliver a unique



Luxury is in demand, according to H. Couture Beauty, which sells its crystal-encrusted lipstick container for \$150.

the lip color for \$150. The packages feature Swarovski crystal-encrusted, 18-karat-gold-plated casing. (The cases can be refilled by the company.)

Recently, H. Couture Beauty sold custom-

designed packages for its lipstick and mascara for \$14 million. The cases are made from 18-karat gold and are adorned with rare pink and blue diamonds. "This is the most expensive makeup that has ever been sold," Allison Kugel, spokesperson for H. Couture Beauty. "It was purchased for a young woman's 25th birthday," she says. The packages will be completed

ULTRALUXURIOUS

An extreme example of luxurious packaging is H. Couture Beauty's Socialite Collection, which launched this past August. The line's mascara retails for \$589, and