



PACKAGING PREMIÈRE

THE EXCLUSIVE
SHOWCASE FOR
LUXURY PACKAGING

2025 Post Show Report

Next edition: 19 - 21 May 2026
Allianz MiCo Milan

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packagingpremiere.it

by **EASYFAIRS**

The exclusive home of innovation and design in luxury packaging

Packaging Première is the exclusive, international event creating a dynamic and impactful platform that drives packaging innovation, partnerships and connections, and business growth in the world of luxury packaging and design of beauty, fashion, and luxury.

7,908
VISITORS

Highly qualified professionals from leading brands, design studios, and companies in luxury, fashion, fine food, wine & spirits, cosmetics, and fragrances – attended in search of innovative materials, designs, and ideas for their next packaging project.

300+
EXHIBITORS

Top packaging suppliers showcasing their latest innovations and connecting with a vast and selected audience of packaging specifiers, buyers and designers.

2
EVENTS

Creating the perfect ecosystem for everyone involved in creating packaging in luxury and beauty sectors.

34
TALKS

With Italian and international brands, experts and guests, revealing future trends for innovation, sustainability, design, materials and branding and bringing the best insight for packaging, luxury and beauty markets.

2
STAGES

To discover insights from top brands and experts on the challenges and opportunities in packaging, explore real-world case studies, and dive into the most relevant topics in luxury, design, and innovation

Our events



THE FUTURE OF
LUXURY
PACKAGING

Brands who attend

Alexander McQueen | Bacardi | Balmain Hair
Berlucchi | Bottega Veneta | Campari | Cavit
Chanel | Christian Dior | Christian Louboutin
Collistar | Etro | Gin Puerto de Indias | Gucci
Kering | La Prairie | Lancôme | Louis Vuitton
Luxottica | Martini & Rossi | Patek Philippe
Peck | Saint Laurent | Tiffany & Co
Vacheron Constantin | Versace
Xerjoff and more

Packaging Première is the selective exhibition dedicated to connecting designers and manufacturers of luxury packaging with the major Italian and international brands looking to create an unmistakable mark of luxury for their product.

Launched in Milan in 2017, the event has developed an unrivalled position in driving the luxury packaging business for premium goods, fashion, accessories, fine food, wine and spirits, jewellery and more luxury sectors. Since its launch, the event has earned the support of top brands, designers, packaging buyers and specifiers in the Italian and international market.

DISCOVER OUR DEDICATED ZONES

THE BEAUTYHUB

Packaging Première's new Beauty Hub, powered by PCD, is the dedicated area of the show focused on packaging solutions for the perfume, cosmetics and personal care market. The zone creates a hotspot at the show where beauty-focused packaging suppliers, specifiers, and brands can collaborate and innovate together. Drive your business growth in southern Europe's rapidly growing cosmetic and personal care industry in the Beauty Hub.

BEAUTY PACKAGING EXHIBITORS



THE DESIGNHUB

The Design Hub at Packaging Première gives a platform for the essential discipline of brand and packaging design to shine. It offers agencies the perfect environment to showcase their best work and their offering to brands across the luxury and beauty markets; while bringing inspiration to those brands and driving the next generation of beautiful, impactful packaging.

What our visitors thought & said

86%

Visitor satisfaction score

187

Avg. leads collected
per exhibitor

80%

of visitors involved in
purchasing decisions
in their company

+16%

VIP visitors vs 2024 edition

84%

Exhibitor satisfaction score

“

I was really impressed because when we talk about luxury packaging we talk about craftsmanship and details, and that's what I saw in several stands: really great quality packs and textures I've never seen before.

Ningjing Zhang - International Project Manager
Lancôme

“

A compact and inspiring trade show – perfect for staying up to date and finding responsive, fast-moving partners.

Giorgia Precoma - Visual Merchandising Specialist
Kering Eyewear

“

Packaging Première is a must-attend event to discover new sustainable ideas – from fabrics to gift boxes and premium packaging, it's always an inspiring source for our projects.

Silvia Mingrino - Trade Marketing
Acqua Di Parma

“

For us, discovering new suppliers is essential, especially those with a strong focus on sustainability. Packaging Première impressed us with its emphasis on reusable materials and innovative design.

Laura Spinelli - Senior Buyer
Pomellato

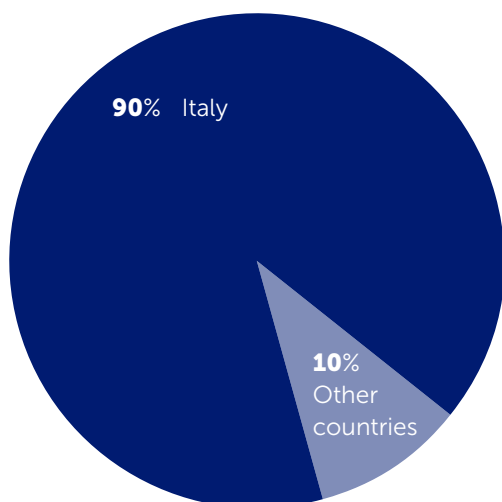
Visitor profile

7908
UNIQUE VISITORS

Meet thousands of professionals from

- 21%** Cosmetics & Perfumes
- 15%** Graphic and Design Agency
- 13%** Secondary packaging
- 12%** Fashion & Accessories
- 11%** Food & Beverage

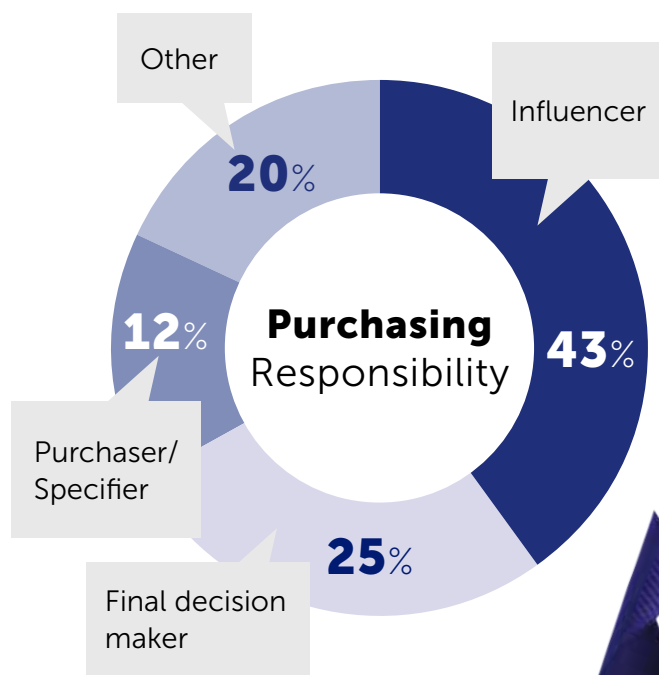
Country of origin



Other countries include: Switzerland, Spain, France, UK, Germany, Netherlands, China, Belgium, Portugal and more.

Top Job Functions

- | | |
|---------------------|-------------------|
| Owner | General Manager |
| CEO | Creative Director |
| Graphic Designer | Project Manager |
| Procurement Manager | Product Designer |
| Art Director | Marketing Manager |
| Product Manager | R&D Manager |
| Brand Manager | |



“

It's a key trade show, packed with new developments. Attending events like this is essential to understand where the market is heading, discover innovations, and stay up to date. Sustainable materials are constantly evolving, and the entire packaging world is in continuous transformation.

Eleonora Migliori - E-Business & Digital Manager at **Dondup**

Our top visitors from 2025

Fashion & Accessories

Alexander McQueen, Antonio Marras, Aquazzurra, Atelier Emé, Balenciaga, Bally, Boggi, Bottega Veneta, Breitling, Buccellati, Bulgari, Calzedonia, Canali, Chanel, Christian Dior Couture, Christian Louboutin, Coin, Damiani, Diesel, Dodo, Dolce & Gabbana, Dondup, Dsquared2, Emilio Pucci, Etro, Fendi, Ferrari, Festina, Furla, Geox, Gianni Versace, Giorgio Armani, Gucci, Guess, Hublot, Hugo Boss, Inditex, Jil Sander, Kering Eyewear, Kering Italia, La Doublej, Liu Jo, Loro Piana, Louis Vuitton, Luxottica, Mabina Gioielli, Marcolin, Marni, Max Mara, MC2 Saint Barth, Missoni, Moncler, Morellato, Patek Philippe Italia, PDPaola, Percassi Retail, Pomellato, Prada, Ralph Lauren, Safilo, Saint Laurent, Salvatore Ferragamo, Sergio Rossi, Stroili Oro, Swarovski, Taller Marmo, Tiffany & Co, Tod's, Vacheron Constantin, Valentino, Vhernier, Woolrich, Zegna

Cosmetics & Perfume

Acqua di Bolgheri, Acqua di Parma, Alfaparf, Allegrini, Aquacosmetics, Artcosmetics, Atelier Fragranze Milano, Balmain Hair, Bionike, Bios Line, Bottega Verde, Bullfrog, Chanel, Chromavis Fareva, Clarins Italia, ClioMakeUp, Collistar, Coswell, Cotril, Culti Milano, Davines, Dolce & Gabbana Beauty, Essentia Beauty, Esserbella, Filippo Sorcinelli, Framesi, GFL Cosmetics, Gotha Cosmetics, Intercos, Istituto Ganassini, KIKO, L'Erbolario, L'Oréal, La Prairie, Lancôme, Luxury Lab Cosmetics, Manetti & Roberts, Micys Company, Nabla Cosmetics, Nashi Argan, Nobile 1942, Nouba by Matisse, Officina Profumo Santa Maria Novella, PERFUME.SUCKS, Pink Frogs, Rancé, Xerjoff, Yankee

Food & Beverage

Acetaia Giusti, Acetum, Allegrini Wines, Artevino, Babbi, Bacardi, Banfi, Barilla, Berlucchi, Bottega, Bodegas Barbadillo, Caccia Al Piano 1868, Campari, Castillo De Canena Olive Juice, Cavit, Cesari, Colussi, Comte de Montaigne Champagne, Cosaporto, Cova Montenapoleone, Destilerías Cervero, Domori, Eataly, Enrique Tomas, Fantini Group Vini, Ferrero, Fiasconaro, Fratelli Branca, Freixenet, Galbusera, Gin Puerto De Indias, Gong Oriental Attitude, Gruppo Italiano Vini, Gruppo Lunelli, Guido Gobino, Iginio Massari, Illva Saronno, La Maison & Velier, Lavazza, Lindt&Sprungli, Losito e Guarini, Lucano 1894, Marchesi 1824, Marchesi Frescobaldi, Martini & Rossi, Mezzacorona, Montenegro, Mutti, Nestlé, Pastiglie Leone, Peck, San Felice Toscana A.D. 714, Santa Margherita, Suntory Global Spirits, T'a Milano, VeganOK, Venchi, Zamora Company

Other

Alessi, Amazon Italia, Bialetti, Boscolo Tours, Condé Nast, Deagostini, Decathlon, DHL Express, Epson Italia, Google, Hangar Manzoni, Harrods, Henkel Italia, Ikea, Iper Montebello, Lamborghini, Moleskine, Mondadori, Robilant, Pagani Automobili, Panini, Pianca, RBA Design, Richard Ginori, Robilant Associati, Sky Italia, Zara Home

What our exhibitors thought



“

We've been exhibiting here since 2019: coming back every year confirms that this trade show remains a benchmark for those seeking quality and innovation in luxury packaging.

Veronica Pigliacampo, Marketing Manager

- Nova Cartotecnica Roberto



“

At our first participation, we found an engaged and interested audience: the new lines we presented were well received, and we've already confirmed our presence for the next edition.

Ghofrane Lachkham, Production - Goldprint



Highlights from the 2025 Conferences

In 2025, Packaging Première & PCD Milan once again brought together some of the most influential voices in packaging, design, and innovation. This year's conference programme featured inspiring talks, case studies, and expert panels exploring the future of luxury packaging.

The new Ring Stage hosted fast-paced debates and deep dives into innovative materials, sustainable solutions, and cutting-edge design. The result was a rich exchange of ideas that left alasting impression on brands, designers, and packaging experts alike.



Ningjing Zhang
International
Project Manager
Lancôme



Eleonora Migliori
E-Business &
Digital Manager
Dondup



Aloberto Lozano Aragonés
Sourcing Senior Manager
Suntory Global Spirits



Anna Toppino
Senior Packaging & Retail
Designer
Xerjoff



Pablo Diez
Global Project Manager
Zamora Company



Alejandra Rubio
Graphic Design Manager
Guess Europe

Highlights of the 2025 show



Augmented Imagination

The 2025 edition offered new perspectives and inspirations, driven by the vision of AI artists Andrea Filippi and Gabriele Moschin. Augmented Imagination represents an innovative approach that goes beyond the conventional applications of artificial intelligence in the world of art and design.



Avant-Garde

Avant-Garde 2025 showcased the 25 most innovative packaging projects of the year for the Design, Sustainability and Innovative Materials categories. A selected jury of experts picked the projects that have been exhibited in the Avant-Garde dedicated area.



Deck to Basics

A journey back to basics, with a new perspective. The digital vision of the Augmented Imagination combines with papermaking tradition, giving rise to an unconventional deck of cards, connecting graphic design, the elegance of paper, the art of printing and the social experience linked to card games.



Ring Stage

The new Ring Stage hosted fast-paced debates and deep dives into innovative materials, sustainable solutions, and cutting-edge design. The result was a rich exchange of ideas between brands, designers, and packaging experts.



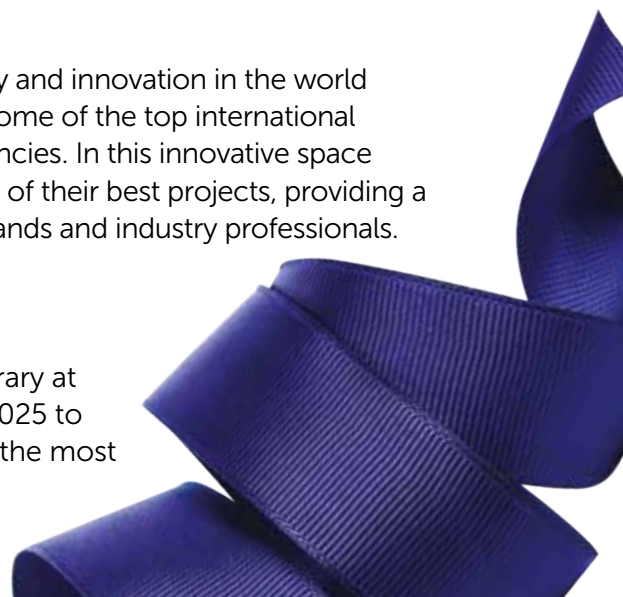
Design Hub

The Design Hub celebrates creativity and innovation in the world of packaging by bringing together some of the top international branding and packaging design agencies. In this innovative space agencies reunite to showcase some of their best projects, providing a valuable source of inspiration for brands and industry professionals.



Materials Library

Materially set up a real materials library at Packaging Première & PCD Milan 2025 to introduce visitors and exhibitors to the most innovative materials for packaging.



Advertising & promotion

We employ a rigorous advertising campaign, ensuring it reaches out to everyone involved in all stages of packaging process in the run up to the show. This is executed through a combination of targeted emails, newsletters, advertising, social media, mailing, promotion and editorial. Here is a breakdown of where the show was promoted.

Visitor promotion campaign

25+

sector-specific media publications

960,832

unique email sent to our packaging professionals database

5,400

printed invitations sent to targeted contacts

4

Month

digital campaign on Meta and Google

11

Press Releases

published before the show

6

Month

telemarketing campaign

Digital channels statistics

↑ **3,301,814**

Impressions on Meta and Google Ads

↑ **34%**

Email Open Rate (prospect visitors)

↑ **329k**

Website page views

↑ **50%**

Email Open Rate (pre-registered visitors)

Social platforms

Instagram - **11.6k**

Facebook - **4.8k**

LinkedIn - **5k**



Thank you to our Media Partners



CONTACT US AND BOOST YOUR BRAND >



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SEE YOU NEXT YEAR FOR

PACKAGING
PREMIÈRE

Next edition: 19 - 21 May 2025
Allianz MiCo Milan

Driving packaging innovation
and excellence in the
international hub for
luxury packaging



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EXHIBITING IN
2026

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