

MEIYUME'S

LUXE FRAGRANCE
PACKAGING SOLUTIONS



THE VISION

At Meiyume, we have a treasured in-house packaging research and development team that is committed to creating desire and differentiation in our packaging solutions for beauty brands across colour cosmetics, skincare, hair care, oral care, and fragrances. Our team covers primary and secondary packaging of any product, collaborating with brands to deliver bespoke solutions based on experimentation and custom-design briefs.



THE BACKGROUND

Even within an exceptional growing market, [Euromonitor](#) has indicated that premium fragrances stand out with a bullish growth forecast globally, especially in Asia. The CAGR of Asia, Europe and the United States of America, is 13.36%, 4.78%, 4.49%, from 2022 to 2026, respectively.

The scented future of the premium fragrance market is an adaptable market that flows with the current consumer's landscape. In recent years, there has been a fundamental shift towards premiumization, a growing trend primarily evident in the premium segment of fragrances. This has been dubbed the [new lipstick effect](#), dominating the global luxury industry through its sophisticated, luxurious, and complex packaging designs.

THE SOLUTION

We strive to combine our engineering precision, industrial experimentation, and rapid prototyping to achieve complex multi-material luxe packaging for beauty brands. With a philosophy to start small, test, learn, iterate and scale; we embrace divergence in design and utilize a holistic approach to analyze all touchpoints of packaging - from distribution to consumer interaction.

Being focused on collaboration, our team employs rapid prototyping to experiment with brands' concepts and produce prototypes for the visual aid of beauty brands in making informed artistic decisions. To ensure compliance in our multi-material packaging, we utilize state-of-the-art equipment to automate examination and quality assurance. On top of that, Meiyume effectuates brand storytelling into all our packaging designs, using refined craftsmanship to achieve a bespoke design that portrays the creative integrity of both our philosophy and the essence of beauty brands.



CASE STUDY

Here are the case studies of some of Meiyume's past luxe fragrance packaging designs:

1. JEAN PAUL GAULTIER - SCANDAL

This crowning jewel of Jean Paul Gaultier is designed to evoke masculine elegance and royal sophistication. The scandal pour homme is a trophy with a meticulously designed crown-shaped cap that is three-part zamak. The unique cap is e-coated with a gold galvanized that comes with a bright red PP insert. This allows the wearer to bathe in victory as one holds the refillable transparent packaging with a studded base.



2. MARC JACOBS - PERFECT

This charming fragrance is a playful mix of modernity and elegance. Crafted with a crystal-cut cap, this packaging is adorned with an electric and multi-coloured collection of mismatched charms that are selected by Marc Jacobs himself, injecting an irreverent style into the overall packaging design. Meiyume is honoured that this fragrance received the packaging of the year award from the fragrance foundation.



3. BVLGARI - LE GEMME

Composed of 18 components, 7 different materials, and 300 hours of complex engineering, the Bvlgari Le Gemme fragrance is an innovative and luxurious masterpiece. This range comes with a distinctive cap that is inspired by the exquisite gems of nature. Accompanied by the gold accents, the jewels were carefully designed with a convex shape to simulate depth and elevate the gems at different angles.



CASE STUDY

4. GIVENCHY - LA COLLECTION PARTICULIERE

The Givenchy La collection Particuliere line of 8 premium fragrances is created with a weighted UV-varnished deep black, bulk-dyed PP cap. Each fragrance comes with an aluminum plate on top of the cap that allows for personalization, where the user can choose between an animal print, marble design, or even one that is engraved with initials. This classic beauty packaging is a mix of die casting, metal craftsmanship, and artisan decoration techniques.



THE FUTURE

With an experimental and data-driven approach, we ensure our packaging solutions are at the forefront of innovation and design.

We look forward to continuing to collaborate with beauty brands to breathe life into their brands' vision for premium fragrances.

5. CAROLINA HERRERA - GOOD GIRL

Another striking fragrance packaging is the Good Girl by Carolina Herrera. The Stiletto-shaped packaging was designed using complex geometric diecasting and customized finishing, helping the brand achieve its vision to create a fragrance that will bring the wearer to new heights. This remarkable piece reflects the bold ambition and grace of whoever wears it.



...and many more