



**FOR IMMEDIATE RELEASE**

**January 27, 2026**

**LUXE PACK Los Angeles 2026 Unveils New Program Highlights for the Upcoming Edition**

**March 4–5, 2026 | Los Angeles Convention Center**

LUXE PACK Los Angeles is where the creative packaging community comes together to build what's next. Over two high-energy days, more than 5,300 industry professionals gather to connect, collaborate, and inspire the next wave of innovation in premium packaging. Taking place March 4–5, 2026, the event delivers an unmatched show floor experience fueling fresh ideas, meaningful partnerships, and the breakthroughs shaping the industry ahead.

Following the announcement of the 2026 pillars in November, Accessible Sustainability, Industry Collective, and Next Gen Design, LUXE PACK has developed a curated series of sessions and activations aligned with each theme, designed to reflect the West Coast market and spotlight the solutions shaping its dynamic packaging ecosystem.

## **Accessible Sustainability**

LUXE PACK Los Angeles spotlight practical and creative packaging solutions that empower brands of all sizes to take meaningful steps toward a more sustainable future.

### **The Sustainable Showcase Returns to the West Coast Show Floor**

LUXE PACK Los Angeles and Dieline reaffirm their commitment to sustainability leadership with the return of the “Sustainability Showcase” an immersive, on-floor installation paired with forward-looking, expert-led consulting. This interactive experience will feature over 60 of the latest innovations in eco-conscious primary and secondary packaging, showcasing both pioneering stock solutions and inspiring branded projects across multiple industries.

**New Sustainable Showcase Feature “Sustainability on Demand:** Andrew Gibbs, Founder of Dieline and Co-founder of Plastic Free, will offer live consulting sessions throughout the event. Attendees are encouraged to bring in-progress sustainable packaging concepts and receive real-time guidance from one of the industry’s most influential voices delivering sustainability on demand and actionable insights for packaging solutions that work now and for everyone.

### **Designing for Diversity: Creating Sustainable Premium Packaging for Brands with Distinct Identities**

**March 4 | 1:30 PM**

Moderated by Rick Ponte (APC) and featuring Elena Torano (Symbiome) and Leah Garcia (NULASTIN), this session explores how designers and brand leaders can deliver sustainable premium packaging without compromising luxury or emotional impact. With brand perspectives



spanning playful and expressive to minimalist and science-driven, it will highlight how sustainable packaging can flex across diverse brand worlds while maintaining elevated perceived value.

## An Industry Collective

More than networking, it's about belonging and tackling the challenges that impact everyone. LUXE PACK Los Angeles will bring the community together to connect, collaborate, and engage in meaningful dialogue on the issues shaping the industry.

First, the show will feature a dedicated content series, **United in Solutions: Packaging's Next Chapter**, focused on two of the most pressing industry topics today: Extended Producer Responsibility (EPR) regulations and tariffs.

### **United in Solutions Series: Packaging's Next Chapter**

#### **March 4 | 9:30 AM — Extended Producer Responsibility in Action**

Led by Akemi Ooka (IBA) with experts from JP Morgan Stanley and Paul Mitchell, this session explores how state EPR regulations are impacting businesses covering fees, state differences, compliance, and effects on materials, design, costs, and sustainability plus practical solutions for companies of all sizes.

#### **March 5 | 2:30 PM — Turning Tariffs into Opportunity**

With Citta Brokerage, this interactive session breaks down duty drawback, helping packaging businesses understand how to legally recover up to 99% of paid duties (potentially up to five years back) to boost competitiveness and revenue.

### **Introducing a New Community Networking and Learning Format for 2026**

LUXE PACK Los Angeles will debut a new interactive program designed to foster real-time collaboration and peer-to-peer learning:

#### **Introducing “The Power of the Room”: A Live Open Forum on Packaging Innovation and Design**

**March 5 | 10:30 AM**

##### **Not a panel. Not a Presentation. It's a conversation.**

Led by Krystina Wilson, Host of the *Beauty Confidential* Podcast and Founder of Creative Solutions, this live open forum will tap into the collective intelligence of the LUXE PACK community. Attendees are invited to actively participate sharing hands-on expertise, real-world experience, and unique perspectives while exchanging candid insights on emerging trends in premium packaging, creative ambition versus production realities, and the challenges shaping innovation today. It is also the perfect opportunity for all attendees to meet fellow founders, designers, and marketers, connect with peers, exchange ideas, and engage in a truly interactive conversation on what's shaping packaging today.



## Next Gen Design

LUXE PACK Los Angeles will continue to spotlight the designers and brands pushing packaging forward through updated aesthetics, innovative materials, and next-wave creativity.

As part of Next Gen Design, **the “Redesign Boom or Bust”** interactive session will explore how packaging is evolving and why innovation doesn’t always require a complete overhaul. Sometimes, the smallest design changes can unlock the next breakthrough: a smarter structure, clearer messaging, or a more modern look that connects faster with consumers and delivers real results.

### **Boom or Bust by Designalytics**

**March 4 | 2:30 PM**

### **PackSprint: Where Packaging Innovation Meets Brand Strategy**

For attendees looking to fast-track packaging innovation, **PackSprint** will deliver an insider, expert-led experience designed to spotlight what’s new, what’s next, and what’s redefining premium packaging today. Led by Sheri L. Koetting, a leading branding and design expert for MSLK, this curated tour will guide participants through the LUXE PACK Los Angeles show floor to discover standout suppliers, emerging design directions, and next-generation solutions shaping the market.

PackSprint Tour Times

Wednesday, March 4 | 2:15 PM

Thursday, March 5 | 11:15 AM

Starting Point: Main Stage location

### **A Powerful Collaboration – Twice the Innovation in One Location**

**LUXE PACK Los Angeles and MakeUp in™ Los Angeles** will again unite to deliver a unique B2B experience where expert-led beauty product innovation converges with premium, cross-category packaging excellence. Designed to offer brands the optimal event for bringing their concepts to life, this dual event connects every link in the value chain, from contract manufacturers (OEM/ODM) to primary and secondary packaging producers, ingredient suppliers, accessory makers, and trend agencies, each showcasing their latest innovations, tailored solutions, and visionary concepts.

The LUXE PACK Los Angeles organization team looks forward to welcoming the premium packaging community back to Los Angeles on March 4–5, 2026. Through a focused program aligned with the show’s three pillars, Accessible Sustainability, Industry Collective, and Next Gen Design the event is designed to foster meaningful connections and support the development of new, forward-thinking packaging solutions. LUXE PACK Los Angeles will once again serve as a platform for collaboration, inspiration, and the next generation of premium product packaging projects.



#### Event Details

- **Dates:** March 4–5, 2026
- **Location:** Los Angeles Convention Center
- **Admission:** Complimentary with online registration

#### Register Today

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[www.luxepacklosangeles.com](http://www.luxepacklosangeles.com)

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#### About LUXE PACK

For over 30 years, **LUXE PACK** has been the leading global trade show network dedicated to creative packaging for luxury brands. With editions in **Monaco, Paris, New York, Los Angeles, and Shanghai**, the brand connects premium packaging suppliers with global decision-makers across beauty, spirits, fine foods, fashion, and wellness sectors. Each event fosters innovation, sustainability, and design excellence across the world's most dynamic packaging communities.