

PRESS RELEASE
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For immediate release
LUXE PACK NEW YORK 2026

The Industry Meets in New York: LUXE PACK Delivers Its Most Ambitious Edition

New York, NY — LUXE PACK New York returns on May 6th and 7th at the Javits Center with one of its most dynamic and internationally diverse editions to date. The show will gather over 218 exhibitors (see Annex 1), representing more than 22 countries and spanning 35+ product categories across the full spectrum of premium packaging.

Reaffirming its status as the leading American platform for luxury packaging sourcing, the event stands out for its strong domestic footprint. With 82 U.S.-based exhibitors, it offers brands direct access to local manufacturing, enabling reduced lead times, greater flexibility, and more agile supply chains.

At the same time, LUXE PACK New York preserves its global DNA. A strong European presence, led by France, Italy, Germany, Spain, and Switzerland, highlights a legacy of craftsmanship and technical excellence. Glassmaking also emerges as a key category this year, reinforcing its importance for fragrance, spirits, and skincare brands seeking high-performance, design-driven packaging.

More than a sourcing event, LUXE PACK New York delivers a fully integrated ecosystem. From raw materials and primary packaging to decoration, finishing, co-packing, design, and sampling, the entire value chain is represented under one roof, offering brands a unique opportunity to connect with a comprehensive network of partners in a single destination.

This year's edition also features 25% first-time exhibitors alongside more than 5,500 luxury brand professionals, all converging around a central question: how does packaging truly perform?

Sourcing Premium Packaging That Performs

Under this year's theme, "*Sourcing Premium Packaging That Performs*," LUXE PACK New York 2026 pushes beyond pure aesthetics, reframing packaging as a complete system—where materiality, innovation, storytelling, and functionality converge to meet rising market expectations.

This year, the spotlight turns to fragrance with the debut of the **“Per(fume)-form”** installation series, an immersive program exploring how scent and packaging co-create meaning, emotion, and impact.

A Focus on Fragrance

At the heart of the program, two standout experiences: **“From Brief to Bottle”** by the American Society of Perfumers and **“From Scent to Substance”** by Material ConneXion, offer an end-to-end exploration of the fragrance journey, from initial concept to final packaging execution.

From Brief to Bottle invites attendees into the world of fine perfumery, guiding them through each stage of creation, from creative brief and raw materials to formulation and bottling. Led by expert perfumers, the installation delivers a sensory, studio-like experience, complemented by the session *“Trendspotting 2026: Fragrance Insights You Can’t Miss,”* which explores emerging trends and consumer behaviors shaping the category.

In parallel, *From Scent to Substance* translates intangible scent inspiration into physical expression through innovative materials, textures, and design. Bridging fragrance and material science, the activation highlights how sustainability, new formats, and cross-industry applications, from solid perfumes to automotive and home scenting, are expanding the boundaries of fragrance packaging.

Together, these activations position packaging as a strategic driver of differentiation, performance, and brand impact.

Rethinking Performance: The Education Program

At the core of LUXE PACK New York 2026, the education program sets a new benchmark for what it truly means for packaging to perform, reframing it not as a final layer, but as a strategic driver of brand success.

Anchored in the theme *“Premium Packaging That Performs,”* the program invites brands to move beyond aesthetics and reconsider packaging as a powerful lever for influence, innovation, and accountability.

Bringing together leading voices such as Monica Becker, Cradle to Cradle Director, alongside Vinita Jayant, Director of Sustainability for Henry Rose, and Perfumer Darryl Do, the sessions deliver forward-thinking perspectives spanning circular design, conscious fragrance, and the emotional science behind consumer connection.

Across each session, a new expectation emerges packaging must work harder, think smarter, and demonstrate its value at every touchpoint.

Standout Highlights

Beyond the installations, LUXE PACK New York will once again host its flagship industry moments. The DIELINE Awards return on May 6, celebrating the year's most innovative packaging designs, alongside a dedicated winners' showcase on the show floor.

The LUXE PACK in Green Awards, held May 7 in partnership with Infinity Global, will recognize leading advancements in sustainable packaging, complemented by the "in green" innovation display. The event will be hosted by Claire Domergue, Publishing Director of *Luxus+*.

The program also features the reimagined *Spirit Forward* experience, combining a curated tour of premium wine and spirits packaging with an expert-led session on how sustainability and the rise of no- and low-alcohol categories are reshaping design and storytelling scheduled to kick off on May 7th at 11:30 am.

With its 2026 edition, LUXE PACK New York continues to set the benchmark for creative and strategic packaging innovation, where performance meets possibility.

"LUXE PACK New York 2026 reflects a pivotal shift in how the industry approaches packaging, not as a finishing touch, but as a strategic, measurable driver of brand value. Our goal is to bring together the most advanced solutions and the most forward-thinking minds to help brands navigate complexity, accelerate innovation, and build more responsible, high-performing packaging ecosystems," said the LUXE PACK team.

Event Details

- **Dates:** May 6-7, 2026
- **Location:** The Javits Center
- **Admission:** Complimentary with online registration

Register Today

Secure your free badge and stay informed about upcoming announcements at www.luxepacknewyork.com

About LUXE PACK

For over 30 years, **LUXE PACK** has been the leading global 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.

Annex 1

ABA PACKAGING	CAPARDONI & C. SRL	EUROVETROCAP SRL
ACCURATE BOX COMPANY	CARTONBOXPRINT	EVERFORE PLASTIC CO., LTD.
ADHESPACK CREATIVE	CARTONCRAFT INC.	EXPRESS TUBES
SAMPLING	CHC BEAUTY CO., LIMITED	FAST TRACK PACKAGING
ADYA FOILS	C-LOOP PACKAGING	FEDRIGONI SPA
ALBEA GROUP	SWEDEN AB - TRADING AS	FLACOPHARM
ALDER PACKAGING	MEADOW	FLEXOCRAFT
ALLSTAR PACKAGING CORP.	CLOUD BEAUTY	FSKOREA
ALLSTATE PAPER BOX	COLT'S PLASTICS CO INC	FUJI SEAL
COMPANY, LLC	COMPAX	FUSIONPKG BEAUTYLAB
ALLTUB USA LLC	CONTINENTAL BOTTLE	GALA DELUXE CORPORATION
AM PACKAGING	COMPANY LTD	GIFLOR SRL
AMCOR	CORADIN SA	GLASPRAY ENGINEERING &
AMFORA PACKAGING	COSMETICS & PERFUME	MANUFACTURING CO., LTD.
ANOMATIC CORPORATION	FILLING & PACKAGING, INC	GLP KOREA CO LTD
APACKAGING GROUP, LLC	COSMOGEN	GMUND PAPER
APC PACKAGING	COSMOPAK	GPA USA LLC
APOGEE DEVELOPMENT	COVERPLA INC.	GPI BEAUTY
APOLLO+BEAUTY	CREATIVE SOURCING	DY PACKAGING CO., LTD.
APR BEAUTY GROUP	INTERNATIONAL, LTD.	GUANGZHOU TATRICIA
APTAR	CRYSTAL CLAIRE COSMETICS	GLASS GROUP CO., LTD
ARCADE BEAUTY	CURATED SOURCING	HATTERAS
ARTECH BEAUTY	CURTIS PACKAGING	HAZEN PAPER COMPANY
ASQUAN LIMITED	DAPY	HCT BY KDC/ONE
AUGUSTA NYC	DB GROUPE	HEINZ GLAS USA INC.
AXILONE	DDC PACKAGING	HENRI BAL
B.I. INDUSTRIAL	DERIK INDUSTRIAL USA INC	HLP KLEARFOLD
BAKIC PACKAGING GMBH	DIAMOND WIPES	HOFFMANN NEOPAC AG
BALANCE, INC.	INTERNATIONAL, INC.	HOUSES OF TAEJIN
BARALAN INTERNATIONAL	DIRECT SOURCE PACKAGING	HUAIAN JIN ZHI CHENG
SPA	DOOCO CO., LTD.	PACKAGING CO., LTD.
BERLIN PACKAGING JANSY	EASTMAN	HYBRID BRANDZ
BIJOU BEAUTY	ECOLOGICAL FIBERS INC.	IDEA
BORMIOLI LUIGI	EDGYN	IDENTIPAK, INC.
BOUGIES LA FRANCAISE	ELCOS AMERICA INC.	INDIGO PROMOTIONS
BXL CREATIVE PACKAGING	EMPIREEMCO	INFINITY GLOBAL INC.
CO., LTD	ENGVIEW SYSTEMS USA INC.	INOAC PACKAGING GROUP
C&D PRODUCTS RWANDA	EPOPACK	INTERNATIONAL PACKAGING
LTD	ESKA	CORP.
CABOMET S.R.L.	EUROSTAMPA NORTH	IPL PACKAGING
CALASO	AMERICA INC.	JERHEL PLASTICS, INC.
CANOPY	EUROTEXTILE	

JIA HSING ENTERPRISE CO.,
LTD.
JOHNSBYRNE
JYX GMBH
K-1 PACKAGING GROUP
KEMAS PKG
KNOLL PRINTING &
PACKAGING
KURZ TRANSFER PRODUCTS
LA CAZADORA
LIBO COSMETICS CO., LTD.
LOGOJET
LPI
LUMINOUS BEAUTY GLASS
(LBG)
LUMSON
LUXURY DISPLAY GROUP
MCLEAN PACKAGING
CORPORATION
MEIYUME
METAL EDGE
MICEN CO., LTD.
MINGDUN PLASTIC
PRODUCTS
MIRON VIOLETGLASS USA
INC.
MMC PACKAGING
MOHAWK
MONTAGNE CUSTOM
PACKAGING
MONTEBELLO PACKAGING
INC
MR MOCK-UP LAB LLC
MUELLER COATINGS
MYC PACKAGING
TECHNOLOGY (SUZHOU)
NEENAH INC.
NEW HIGH GLASS INC.
NF BEAUTY GROUP
NUON LLC
OLIVER INC.
PACK TECH
PACKTORY CO., LTD.
PARCOME PARIS
PBCOS

PGP GLASS
PGS 360
PKG GROUP
POCHET DU COURVAL
AMERICA
PRESERVE BRANDS/
IDEALITEE
PRESTO PACKAGING
SOLUTIONS
PRETIUM PACKAGING
PRINTPARK PREMIUM
FOLDING CARTONS
PROCOS AMERICAS, INC.
PUBCO
PUJOLASOS WOOD PACK
PUMTECH KOREA CO., LTD.
PURE TRADE US
PUSTERLA US, INC.
QUADPACK AMERICAS LLC
QUEENS PACKAGING CO.,
LTD.
RIVERPACK SAS
ROLLING OPTICS AB
RTR BAG & CO
SAMHWA
SAPHIRED
SAPPI NORTH AMERICA, INC.
SEACLIFF BEAUTY
PACKAGING & LABORATORIES
SECURIKETT INC.
SEIDEL GMBH & CO. KG
SERAM SAS
SGB PACKAGING – A
TRICORBRAUN COMPANY
SGD PHARMA USA
SHANDONG QIUPAI
COSMETICS CO., LTD.
SHANGHAI YING YU
PACKAGING TECHNOLOGY
SIBO USA LLC
SILGAN DISPENSING
SYSTEMS
SK CHEMICALS CO., LTD.
SKILLFUL INTERNATIONAL
PRINTING COMPANY LIMITED

SLEEVER INTERNATIONAL
SMCG CO., LTD
SMURFIT WESTROCK
SP BEAUTY PKG
SPRING FILL
SR PACKAGING NORTH
AMERICA INC.
STOELZLE
SULLIVAN PAPER COMPANY,
INC.
SUNG JIN
SWM HOLDCO LUXEMBOURG
TAESUNG
TAPI USA
TECHNICAPS
TEXEN SAS
TIRRI – JIAPACK CO LTD
TNT GROUP
TPC PRINTING & PACKAGING
TRIMAS PACKAGING
TRIMPACK LLC
TWELVE
VAL LAQUAGE VT
VERESCENCE USA
VERITIV
VIROSPACK SLU
VITRO PACKAGING LLC
VIVA INNOVATIVE PACKAGING
SOLUTIONS
VONCO
WHEATON BRASIL VIDROS
WINTER & COMPANY
WISTA.DTS
WYNALDA PACKAGING
Y1 GLASS
YUAN HARNG CO., LTD.
ZACROS AMERICA
ZHEJIANG CHANGXING
HANGHUA GLASS CO., LTD.
ZHEJIANG Z&Z INDUSTRIAL
CO LTD
ZIGNAGO VETRO S.P.A.