

LUXE|PACK
LOS ANGELES

The Premier Trade Show for Creative Packaging

LOS ANGELES

CONVENTION CENTER

FEBRUARY
23-24
2027

10th
EDITION

The West Coast's CREATIVE PACKAGING MARKETPLACE

DESIGN • MATERIALS • INNOVATION • ALL SECTORS • ALL INDUSTRIES

EXHIBITOR BROCHURE

Co-located with [MakeUp in Los Angeles](#) | Skincare & Makeup Inspiration • The leading stage for beauty formulation on the West Coast

Packaging Is Having Its Moment.

The trends driving 2027 and why LUXE PACK L.A. is the right room to be in.

\$450B+

Global premium packaging
market projected by 2030

LA-based brands and suppliers are at the epicenter of this growth. LUXE PACK L.A. 2027 puts you in the room where the deals get done.

www.luxepacklosangeles.com

source: Grand View Research & Towards Packaging - Market & Trends 2026-2035



01 - AI in Packaging Design

Generative AI is now a daily tool for packaging designers. Brands need suppliers who can integrate digital-first prototyping and AI-assisted material selection.

02 - Sustainable by Default

67% of US consumers choose brands with eco-friendly packaging. Sustainable packaging is no longer a premium — it's the entry standard.

03 - Premium for All Sectors

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04 - DTC Unboxing Economy

The unboxing experience is now a marketing channel. Instagram, TikTok and YouTube unboxings drive purchase decisions. Packaging IS performance media.

05 - Indie MOQ Revolution

Suppliers who offer flexible MOQs are gaining massive market share. The indie segment won't work with suppliers requiring 100,000 units minimum.

06 - Cross-Sector Convergence

The same packaging supplier can serve beauty, food, spirits and candles. Category-agnostic positioning is the new competitive advantage.

The Right City. The Right Moment. The Right Show.

Los Angeles is the world's largest concentration of independent, founder-led, and digitally native brands across beauty, food, spirits, fashion, wellness and beyond. All of them need packaging.

LUXE PACK is the only trade show in the US dedicated to packaging design, materials, and innovation and the only one on the West Coast.

www.luxepacklosangeles.com

#1 U.S. city for new DTC brand launches



32-33% Projected indie beauty growth by 2027 (NIQ)

67% of US consumers pay more for sustainable packaging

\$450B+ Global premium packaging market by 2030



“Founder-focused brands continue to eat into conglomerate market share.”

— Nielsen IQ, 2025

West Coast brands lead the nation in sustainable packaging adoption, DTC-first go-to-market, and cross-sector design innovation.

The Numbers Speak.



14 Conferences
& Workshops

LUXEPACK + DIELINE
LOS ANGELES

Sustainable Showcase

Power of the room
First Open Forum on Packaging
Innovation & Design

The Brands You Want In Your Booth.

Decision-makers and packaging innovators across all sectors beauty, food, spirits, home, fashion, tech and more.

WHO THEY ARE

60%
Decision
Makers

Founders · VPs ·
C-Suite · Directors

55,8%
SMEs
(1–500 emp.)

Growing brands with
real budgets

33,2%
Start-Ups

Early-stage,
fast-moving
brands

10,9%
Legacy
Corporates

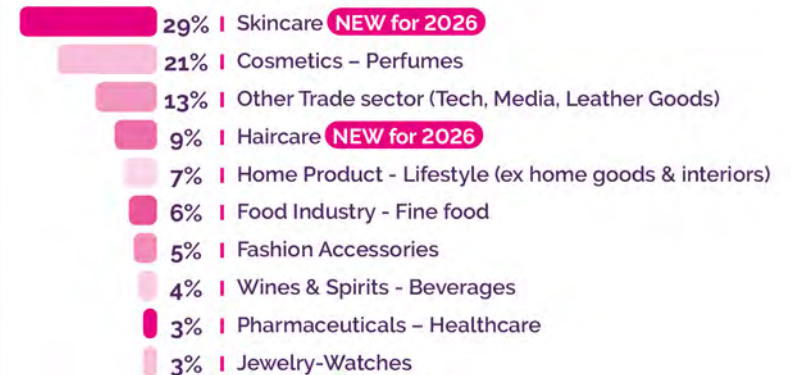
Established players
scouting innovation

PAST ATTENDEES INCLUDE :

L'Oréal ■ Estée Lauder ■ Chanel ■ Unilever ■ NYX ■ Rare Beauty
■ Rhode ■ Glossier ■ Diageo ■ Sephora ■ Wella ■ Tatcha ■
Ghirardelli ■ Patagonia ■ Mattel ■ Ouai ■ Boy Smells ■ Summer
Fridays ■ Tarte ■ Anastasia Beverly Hills ■ + 1,100 more brands



BY INDUSTRY



BY JOB FUNCTION



Where the Opportunity Is.

Some of the most promising sectors for exhibitors in 2027 based on attendance data, West Coast market trends, and emerging brand growth.



FASTEST GROWING

Fine Food & Confectionery

LA is a premium food incubator — Sugarfina, Dandelion Chocolate, artisan snack brands. Same packaging suppliers as beauty: rigid boxes, glass, premium closures. Virtually untapped at trade shows.

> Add a Premium Food & Beverage Zone in 2027 - low competition, high demand.



HIGH INTENT

Jewelry & Watches

50% show rate — equal to Beauty. Luxury packaging is core to fine jewelry. The LA Jewelry District is walking distance from the convention center. A formal outreach programme could double this.

> Create a dedicated «Fine & Luxury Products» track to accelerate this vertical.



HIGH POTENTIAL

Home, Lifestyle & Candles

Home fragrance, candles, and premium lifestyle goods are booming DTC categories on the West Coast. Identical packaging needs to beauty: glass, rigid, luxury closures and finishes.

> Third-largest self-reported sector. Partner with home décor media for targeted outreach.



LOYAL NICHE

Wine, Spirits & Beverage

Premium glass, closures, foil, labels — LA's craft spirits scene is exploding. Treasury Wine Estates, Amorim Cork, and Jinro already attend. A co-presentation with a beverage trade body could unlock 80+ brands.

> Partner with California Artisan Spirits Guild or Imbibe Magazine for a beverage packaging track.



7 Reasons to be on the Floor.

01

Access 5,000+ Visitors in 2 Days

Decision-makers with real budgets. 60% Founders, VPs, C-Suite across all sectors.

02

Reach a Completely Fresh Market

90% of LPLA attendees have never attended LUXE PACK L.A. a new buyer pool.

03

The Fastest-Growing Segment

55.8% SMEs + 33.2% start-ups. Indie-friendly exhibitors gain a major competitive edge.

04

All Sectors, One Show Floor

Beauty, food, spirits, home, jewelry, tech one creative packaging community.

05

Double Exposure via MakeUp in LA

Co-location adds formulation buyers, beauty professionals, and brand development teams.

06

Boutique ROI: Big Fish, Small Pond

Higher brand-per-booth density than large-format trade shows. Every conversation is qualified.

07

Thought Leadership on Stage

Sustainable Showcase + DIELINE, Packed In Crash Course, and conference sessions.

Beyond the Booth.

Five signature programs that amplify your presence, drive foot traffic to your booth, and position you as a category leader.



01

AVAILABLE TO ALL EXHIBITORS

Sustainable Showcase

A dedicated installation on the show floor, co-presented with The Dieline — the world's #1 packaging design publication. Exhibitors display their most innovative sustainable packaging in a curated, high-traffic zone. Dieline editors also feature select products, amplifying your reach globally.

02

NEW FOR 2027

LUXE PACK Tech District

A brand-new dedicated zone for technology providers: digital packaging software, AI-driven design tools, traceability & anti-counterfeiting solutions, sustainable material platforms, and supply chain tech. Purpose-built for Pod Package exhibitors and tech sponsors.

03

LIMITED SLOTS — BOOK EARLY

«Packed In» Crash Course Workshops

Exclusive opportunity to lead a 45-minute interactive classroom-style packaging workshop on the show floor. Establishes your company as a category expert, generates qualified leads, and creates a captured audience for your solutions.

04

INTRODUCED 2026 · RETURNING 2027

«Power of the Room» Open Forum

Launched at LUXE PACK L.A. 2026 to immediate acclaim the first open-format discussion on packaging innovation and design. A live, moderated conversation with founders, designers, and packaging buyers. Exhibitors can co-sponsor and contribute discussion topics.

05

GLOBAL PRESS DISTRIBUTION

Industry Media & Press Centre

LUXE PACK L.A. international media partners — including The Dieline, Beauty Packaging Magazine, IBA, and others — publish pre-show, during, and post-show editorial. Exhibitor press kits are distributed to the global media listing.

Innovation for the Floor.

Two new programs designed to drive more qualified traffic to your booth and open new categories of business.

NEW ZONE 2027

Tech District

**Dedicated zone
for packaging technology**

A brand-new area of the show floor exclusively for technology providers: AI packaging design tools, digital 3D prototyping software, traceability & blockchain, sustainable material platforms, supply chain visibility tools. Pod Package exhibitors and tech sponsors will anchor this zone. As brands increasingly need tech to scale, this district positions LPLA at the intersection of packaging and innovation.

NEW PROGRAM 2027

Indie-Friendly Supplier Badge

Lower MOQs, flagged on the floor plan

A new program identifying exhibitors who offer flexible minimum order quantities specifically designed for start-ups, indie brands, and emerging founders. Participating exhibitors receive a visible badge on the official floor plan, the website, and the visitor guide. This is a direct commercial advantage: indie and start-up brands actively seek suppliers who will work with them from day one.

These programmes will be highlighted in all 2027 pre-show marketing communications and exhibitor collateral.



Find Your Format.

A hassle-free, turnkey exhibiting experience designed to let you focus on business:

What is included?

- Fully constructed booth
- Personalized graphics + furnishings
- KeepTrack lead capture app
- Digital invitation generator
- Unlimited exhibitor badges
- Complimentary lunch & coffee



FULL BOOTH PACKAGES

COMPACT 10ft x 10ft	IMPACT 10ft x 15ft	EXTENDED 10ft x 20ft	POD* Package	Option : Open Corner
\$20,855	\$30,785	\$38,535	\$9,430	\$950
			<i>*A streamlined exhibiting solution ideal for Tech District participants but also for service providers, including software, consulting, logistics, design and technology companies.</i>	

All packages include no hidden fees · Custom sizes available ·
Contact: Luxepacksales@infopro-digital.com

They Were There. Here's What They Said.

“*The LUXE PACK L.A. trade show was the best one we exhibited at since the inauguration of the show in 2018. We're eager to work on the projects and designs that have stemmed from all the meetings with fantastic partners and we already look forward to the next edition.*”

Dylan Azuelos
Director North America, DAPY PARIS

“*LUXE PACK Los Angeles has been an incredible platform — not only to connect with innovative beauty brands and new prospects, but also to share our expertise through their educational program. The opportunity to contribute to meaningful industry conversations while showcasing our latest sustainable packaging solutions has been invaluable.*”

Erin Gallagher
Director of Marketing, APC Packaging

READY TO OWN THE ROOM?

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CONTACT OUR SALES TEAM

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#LuxePack