

Pacific Perfumes takes out international packaging award in New York

A small and innovative company from Wellington, Pacific Perfumes, have just won an international packaging design award in New York.

'It's quite surreal really –from the wind in Aro Valley, under the ash cloud, to New York. To be here and be part of this huge buzz and now to win...It's a wonderful moment for us, Pacific Perfumes and celebrates unconventional thinking and the beauty of nature.'

Made from recycled, sustainable, biodegradable cardboard, Pacific Perfumes' Artisan Botanical Perfume packaging was recognised by the panel of judges at the annual **HBA International Package Design Awards** as being absolutely unique and highly innovative. No glue is used and even the ink is vegetable-based. The packaging embodies Pacific perfumes latest range of botanical perfumes made entirely from organic essences that naturally evolve as you wear them. Without a doubt, the green packaging is intriguing and beguiling.

Over the moon to be finalists, let alone winners, Francesca Brice and Kate JasonSmith of Pacific Perfumes were in New York to accept the prestigious award. As one of only four finalists, this homegrown Wellington company were up against international empires - Aveda, Mother Earth and geoGiRL. In a hugely competitive market, against major brands, they are delighted that their vision, made a reality by design student Mike Peters, has been chosen as the winner in the **Green Packaging division**.

Francesca and Kate started Pacific Perfumes in 2003. Their iconic Original Range perfumes in the spherical boxes became well known around New Zealand and the Pacific. However, in 2010 they had a vision to create a completely natural, botanical, solid perfume range, one that was to be made entirely from organic essences of leaves, roots, grasses, woods, and flowers. This they did and less than a year later, they have finessed an award for the beautiful, intricate packaging.

<http://www.pacificperfumes.co.nz/>

http://www.hbaexpo.com/ipda_2011finalists

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