

CHARMING FINERY FOR LUXURY BOTTLES

SELECTIVE LINE

design by *Chantal Thomass*

at Hall Ravel - Booth RD12, Luxe Pack Monaco 2015 tradeshow,
with Chantal Thomass present on the 21st and 22nd October

An exceptional partnership for a unique collection: Selective Line, Verallia's premium brand, has joined up with the designer Chantal Thomass to produce a collection of 2 "haute couture" bottles and their 18 variations.

Inspired by the inimitable world of Chantal Thomass, this collection revisits the must-have patterns in fashion: Peter Pan collar, pearls, bows, buttons, padding. It will become a permanent addition to the Selective Line catalogue.

The bottles and carafes are inspired by the codes of French elegance in an ultra-feminine style for a Collection never seen before in the world of luxury packaging. And this is actually one of the reasons that attracted Chantal Thomass:

"I'd never done this before! In fact, as someone particularly curious, this was great fun, I really like touching different worlds... The advantage of not being completely aware of the technicalities is that it gives you more design freedom... Glass is a very inspiring material and I've always loved glass... The key messages I try to communicate through my designs are femininity, beauty, style and freedom..."

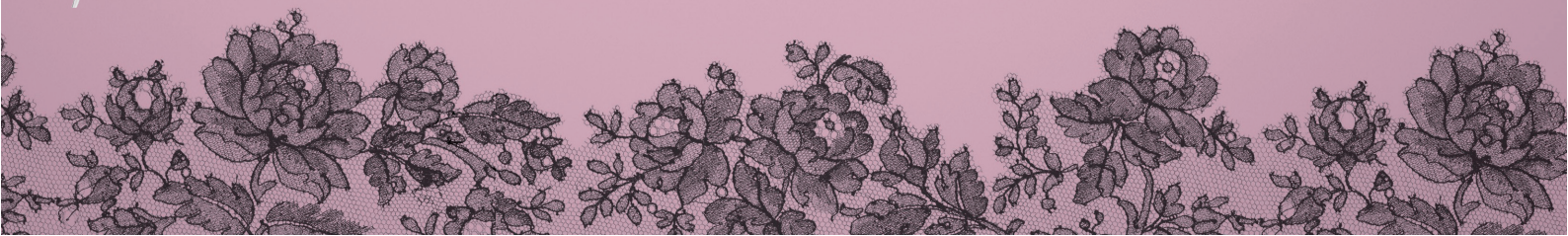
The models are unique, with readily identifiable details and distinctive marks:

"I played a lot with the finishing touches, molding patterns here and there either onto or into the glass... Ideas that really vary from each other, giving each model designed a very distinctive look despite being the same shape at the onset."

An iconic Collection of bottles that should be unanimously acclaimed by the general public: *"I think that a beautiful bottle is something you want to keep as an object of decoration or a collector's item..."* The collection has already won over the well-known Languedoc-Roussillon winegrower, Gérard Bertrand, for his Baie des Perles bottle on sale at the end of 2015.

We should also stress the exceptional work within a very tight timeframe of the design and engineering centers and manufacturing facilities: VOA, glass plant of Albi and Cognac.

Saga Décor, Verallia's division, has decorated the Chantal Thomass bottles for the occasion.



Discover the latest developments:

BALI

A drop shaped bottle, a real showcase in which one can easily imagine a golden Sauternes or an acid-green olive oil...

BROOKLYN

The simplicity of a perfectly cylindrical bottle, given just a slight twist through very elevated shoulders and a 360° notch in the bottom of the bottle.

CLEVELAND

Fine rounded shoulders, a wide body ensuring a comfortable grip, on a pretty glass base

KYOTO

A very modern shape with stamped shoulders and a pared down base enhancing the contents.
"Less is more..."

DECORATED BOTTLES

produced by Saga Décor and Euroverlux, highlighting new decoration techniques.

About Selective Line

Selective Line is Verallia's premium brand for glass bottles. *Selective Line* benefits from Verallia's unique manufacturing expertise and also gathers together, for its customers, a whole host of experts in glassmaking and decorating technology from around the world, to be able to offer a comprehensive and ever-more innovative range of glass and decoration solutions.

For more information: www.selective-line.com

About VERALLIA

Verallia, global player in glass packaging for beverages and food, offers innovative, customized and environmentally-friendly solutions for around 10,000 customers spread all over the world. In 2014 Verallia produced around 15 billion glass bottles and jars, mainly for spirits, food and wines, a segment on which it is world leader. Verallia's operational model is based on combining the strength of its global network (manufacturing operations in 13 countries, sales offices in 45 countries and 8 innovation and development technical centers) and the relationship of proximity maintained with its customers by around 10,000 employees. In 2014, Verallia had a turnover of € 2.4billion.

For more information: www.verallia.com

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